

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 23

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Minneapolis / St. Paul



\*Nov. '83, Nielsen DMA, Arbitron ADI, weekdays 3-4 p.m. Subject to limitations of survey.

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# Direct Broadcast Satellite Corporation

Direct Broadcast Satellite Corporation (DBSC) has approval from the Federal Communications Commission to establish a direct broadcast satellite service as a common carrier. Direct broadcast satellites, which are exceptionally high-power communications satellites whose signals can be received by relatively small, inexpensive antennas, will enable homes and offices throughout the United States to receive a broad range of television programs and information services directly from satellites orbiting in space.

We have been retained by DBSC to provide general financial advisory services and to design and arrange joint venture, construction and long-term financing for its satellite system. For additional information regarding DBSC, please contact one of the individuals listed below.

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# Broadcasting **Jan 23**

## Summers named NAB's chief lobbyist Sony wins Betamax case □ INTV in Los Angeles Top 50 broadcast advertising agencies

**LOOK INSIDE** □ NAB chooses its executive vice president, general manager, John Summers, for chief lobbyist post. Budget approved, Hill course charted among other decisions emanating from joint board meeting in Hawaii. **PAGE 35.**

**CONSUMER VICTORY** □ Supreme Court decides that home videotaping is legal. Decision is expected to ignite battle on Capitol Hill to compensate copyright owners. **PAGE 37.**

**TEXCAB PREOCCUPATION** □ Warner Amex cutbacks in major cities are major topic of concern during Texas Cable Show. **PAGE 38.**

**BUSY MARKET** □ First-run programming is the biggest crop in years, observers say, as INTV ends; NATPE is just around the corner. **PAGE 40.**

**MURDOCH CHECK** □ Warner and Chris-Craft complete exchange of stock in move seen to make it more difficult for Rupert Murdoch to gain control of Warner. **PAGE 41.**

**MULTIPLE COMMENTS** □ FCC receives avalanche of testimony on ways to lift ownership limits on broadcasters. **PAGE 42.**

**TOP 50** □ Young & Rubicam again tops list of leading advertising agencies with radio, TV and cable billings. **PAGES 47-60.**

**HAVING A PARTY** □ The Association of Independent Television Stations celebrates in Los Angeles with its largest gathering. **PAGE 62.** Industry leaders wrestle with next year's scheduling of INTV and

NATPE. **PAGE 64.** Burch gives status report on fin-syn. **PAGE 68.** Programers tell independents to be patient with first-run fare. **PAGE 70.** Original product seen as easing program shortage. **PAGE 74.** Advertisers and sellers hash out differences. **PAGE 78.** INTV looks at sports, getting stations on the air, sales and news. **PAGES 80-82.**

**INTELSAT SCORE** □ Intelsat aims to head off competition as it heads into 21st year. **PAGE 84.**

**DALLAS SHOWDOWN** □ Drew Lewis makes proposal to scale down Warner's cable system in Dallas. **PAGE 86.**

**TINKER HERE** □ NBC chairman admits disappointment with fall schedule, vows network will do better. **PAGE 89.**

**MUST-CARRY CASE** □ Quincy, Wash., cable operator takes case for deleting must-carry stations to appeals court. **PAGE 91.**

**CONVENTION ADVANCES** □ National Religious Broadcasters and Radio Advertising Bureau's Managing Sales Conference prepare for respective meetings. **PAGE 94.**

**PBS DEBATE** □ Koppel and Donahue lead eight Democratic candidates through first debate of political season. **PAGE 101.**

**WORTHY GOALS** □ Mimi Dawson is defining her role as FCC commissioner through strong stands and a commitment to making "real contributions" to the industry. **PAGE 127.**

### INDEX TO DEPARTMENTS

Business .....	84	Datebook .....	22	In Brief .....	128	Open Mike .....	26
Business Briefly .....	14	Editorials .....	130	Journalism .....	101	Programming .....	89
Cablecastings.....	10	Fates & Fortunes.....	123	Law & Regulation .....	91	Riding Gain.....	88
Changing Hands .....	96	Fifth Estater .....	127	The Media .....	94	Stock Index.....	104
Closed Circuit.....	7	For the Record.....	106	Monday Memo .....	32		

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**INDEX TO ADVERTISERS** A.G. Becker Paribas, Inc. 4 □ Blackburn & Co., Inc. 96 □ Blair TV 34 □ Broadcast Electronics, Inc. 57 □ Broadcast Personnel, Inc. 123 □ Chapman Associates 99 □ Chicago, The University of 105 □ Churchill Productions 14 □ Classified Ads 112-122 □ Columbia Pictures Television 12-13, 23, 69 □ Continental Electronics 28 □ R.C. Crisler & Co. 101 □ Embassy Telecommunications Second Cover/3 □ The Fetzer Stations Third Cover □ Gannett 79 □ Golden West Television 49, 51 □ Group W Productions 11 □ Josephson International, Inc. 102 □ King World 61, 63, 65 □ KSTP-TV Front Cover □ KTLA 85 □ Le Parc Hotel 125 □ Lorimar 89, 91, 93, 95 □ Reggie Martin and Associates, Inc. 100 □ MCATV 6, 15, 16-17, 55 □ Metromedia Producers 66-67 □ Multimedia Entertainment 75 □ National Telefilm Associates, Inc. 18 □ NEC America, Inc. 83 □ Paramount Television Domestic Distribution 43, 44-45 □ Petry 52-53 □ Professional Cards 111 □ Cecil Richards, Inc. 97 □ Robert W. Rounsaville & Associates 98 □ Scripps-Howard Foundation 103 □ Services Directory 110 □ SONY Broadcast 20-21 □ Howard E. Stark 56 □ D.L. Taffner/Ltd. 81 □ Telepictures Corp. 24-25, 27, 29 □ Time World Newsradio Service 33 □ The Tobacco Institute 60 □ Turner Program Services 8-9 □ United Press International 59 □ Viacom 19 □ Victory Television 76-77 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution 31 □ Western-World Television, Inc. 71, 72-73, 87 □ WOR-TV 46

# QUINCY'S OFF AND RUNNING!



And the track is fast! The syndication numbers are starting to come in, and *Quincy's* doing exactly what it was touted to do—attracting huge numbers of young women, winning time periods from late afternoon to late night and giving a giant boost to its lead-out news programs! Here are the results from these early starters:

**CHICAGO WBBM-TV 4:00PM**

#1 in the time period for both ratings and share—and a totally dominating performance among women 25-54.

**LOS ANGELES KNXT 3:30PM**

#1 with men 25-54. Strong gains over lead-in and last year's programming.

**MIAMI WSVN-TV 4:00PM**

Delivered 80% more women 18-49 than its lead-in—a 50% gain over last year.

**ST. LOUIS KMOX-TV 4:00PM**

Moved station from 4th to 1st with four times as many women 18-49 as last year's programming.

**KANSAS CITY KCTV 10:30PM**

Boosted station from 3rd to 1st, delivering 55% more women 18-49.

**FRESNO KMPH-TV 12:00NOON**

Ratings jumped 50% while the number of women 18-49 doubled over the previous year's programming.

**QUINCY**  
The favorite!

**MCA TV**





## Fin/syn fizzle?

Is it all over? ABC and NBC were reported last week to be at point of abandoning efforts to negotiate settlement of financial interest/syndication issue with motion picture producers and, evidently, write off further efforts to get those FCC rules repealed. "We've made all sorts of offers that were stonewalled [by producers]," one well-placed source said. "There's been plenty of give on our side but no give at all on theirs." With informal deadline of Jan. 31 for completion of negotiations, there was speculation that—barring spectacular turnaround—ABC and NBC would soon give individual reports of stalemate to FCC Chairman Mark Fowler. First of these, it was said, may come this week.

CBS's position was less clear. Chairman Thomas Wyman had been negotiating with MCA Chairman Lew Wasserman and at one point seemed close to compromise framework but, in end, couldn't accept it (BROADCASTING, Jan. 9). Producers meanwhile were saying that networks refused to meet with them last week. Said network official: "No meeting was scheduled; no meeting was held."

## \$7-billion year

When all bookkeeping's done, it should show three TV networks' 1983 combined billings at least approached \$7 billion and perhaps passed that mark, in estimates compiled by Broadcast Advertisers Reports. Through November, total stood at \$6.35 billion, and even if December only matched monthly average—which it usually exceeds comfortably—full-year figure would be over \$6.9 billion.

Eleven-month figures confirmed earlier projections that each network would pass \$2-billion mark in 1983 ("Closed Circuit," Dec. 19, 1983). Through November, BAR estimates put ABC at \$2,277,604,100, CBS at \$2,121,381,400, and NBC at \$1,952,745,900. All NBC needed in December to reach \$2-billion territory was about \$47.25 million, or less than one-third of its monthly billings average.

## Security blanket

Among other attractions of new deal for John Summers in National Association of Broadcasters scheme of things is his "golden parachute" contract that holds out generous increase over present salary of about \$120,000 plus assurance that,

whatever happens in future, he will receive sizable annual compensation until becoming eligible for normal NAB pension.

## Refiguring sweeps

Strange things happen—sometimes twice in sixth months. Though national ratings made it clear that CBS-TV won prime time in November sweeps (by more than a rating point, at that), tabulations of market-by-market reports raise doubts aplenty. ABC researchers, in fact, calculate that ABC won (barely) in Arbitron measurements and that CBS won (barely) in Nielsens. In terms of "pure" network programing (local programs excluded), ABC says prime time homes delivery in Arbitron measurements came out this way: ABC, 15,355,000 homes per average quarter hour; CBS, 15,179,000, and NBC, 12,738,000. In Nielsen sweeps it was CBS, 15,372,000; ABC, 14,960,000, and NBC, 12,563,000. In both, combined delivery was up from November 1982, with gains by ABC and NBC more than offsetting slight declines by CBS.

It was second sweeps surprise in six months: Results of May 1983 measurements were so close that all three networks calculated order of finish differently (BROADCASTING, July 4, 1983). CBS researchers, who include local as well as network programing in their calculations, have not completed work on November books, but preliminary indications suggested race for first place was closer than anyone had expected.

## Brokers

Man in middle of quiet diplomacy to merge National Association of Broadcasters Radio Programing Conference with annual convention of National Radio Broadcasters Association was Martin Rubenstein, president of Mutual Broadcasting System and one with contacts on all sides of radio's political spectrum. He met first in Washington with NRBA's Bernie Mann and Abe Voron in November, then put together similarly unpublicized meeting with NRBA leaders and NAB's joint chairman, Gert Schmidt, and radio board chairman, Martin Beck, in December. Pact was ratified Jan. 6 (BROADCASTING, Jan. 9). Also lending hand in courtship: Gary Stevens of Doubleday Broadcasting, who hosted midterm meeting in New York.

## Crowded stage

It's safe bet that Metromedia's KTTV(TV) Los Angeles, in association with proponents of World System Teletext, will not be only ones providing Olympics-related teletext service in Los Angeles next summer (see "In Brief," this issue). Both CBS and NBC have tested services at their owned and operated stations there (KNXT(TV) and KNBC(TV)), and it's understood that both networks are formulating plans to provide service designed to promote teletext during summer games. Speculation is that one or both networks may align with Panasonic and Quasar, both Matsushita subsidiaries, which will have NABTS-standard decoders on market shortly, for joint project during L.A. games. Sony, third manufacturer to announce that it will build NABTS decoders for U.S. market (its first units are due out in June or July), is also possible candidate for joint project.

## Moving in

By the time Warner Amex or some other cable company gets around to wiring Milwaukee, large hunk of market may have been lost to competitive medium. Executives of Movie Systems Inc., leading MDS operator, and Microband Corp. of America, leading MDS common carrier, are scheduled to meet in New York this week to discuss joint venture to provide multichannel television service of eight channels or more in city. Movie Systems, which now operates profitable 27,000-subscriber single-channel MDS service in city, has leased another MDS channel from Graphic Scanning and most of time of two ITFS channels from local Veterans Administration hospital. Microband has bulk of time on four ITFS channels through lease with National University of the Air. Both are seeking additional ITFS capacity in market.

## Plateau

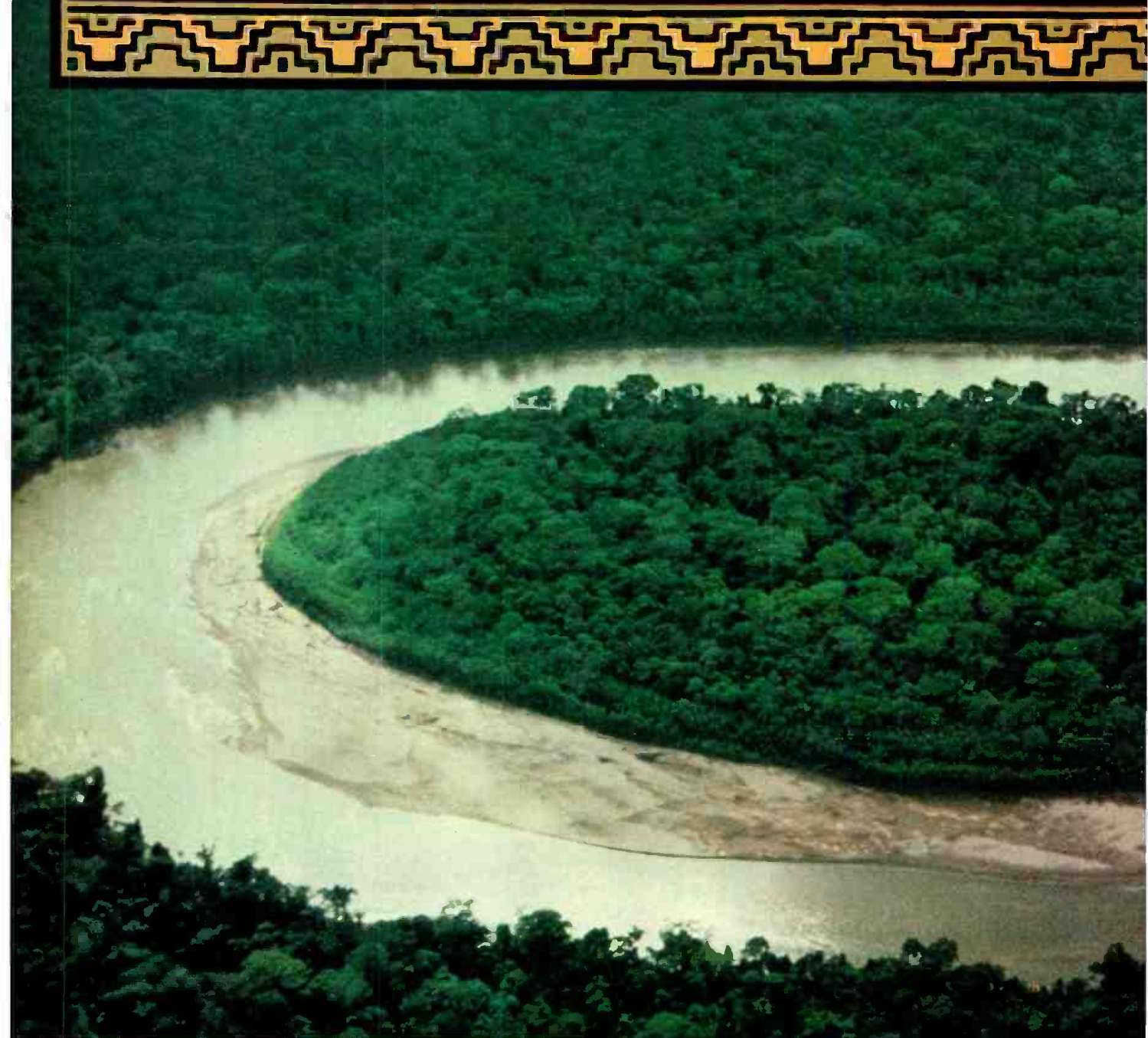
Although exact sales figures have not yet been tabulated, network radio billings for December are expected to be "flat," according to Radio Networks Association (RNA) president, Art Kriemelman. December will mark second consecutive month that network billings were soft. (November was down 1.3%.) Kriemelman says, however, that the year should be up around 18%. RNA relies on data collected confidentially by accounting firm of Ernst & Whinney.

# THESE STATIONS ARE ALREADY ON BOARD:

WOR — New York  
KTLA — Los Angeles, Palm Springs  
WFLD — Chicago  
KTZO — San Francisco, Oakland  
WLVI — Boston, Manchester, Worcester  
WKBD — Detroit  
WTTG — Washington, D.C., Hagerstown

KTVT — Dallas, Ft. Worth  
KHTV — Houston  
WPGH — Pittsburgh  
KCPO — Seattle, Tacoma  
WTCN — Minneapolis, St. Paul  
WXFL — Tampa, St. Petersburg  
KPLR — St. Louis

KDVR — Denver  
KCRA — Sacramento, Stockton  
KPTV — Portland, OR  
KPNX — Phoenix, Flagstaff  
WZTV — Nashville, Bowling Green  
WTMJ — Milwaukee  
WCCB — Charlotte





WDSU — New Orleans  
WGRZ — Buffalo  
WXMI — Grand Rapids, Kalamazoo, Battle Creek  
WTTO — Birmingham, Anniston  
WMKW — Memphis  
KOKH — Oklahoma City  
KUTV — Salt Lake City  
WDRB — Louisville  
WYAH — Norfolk, Portsmouth, Newport News  
WVAH — Charleston, Huntington  
WXXA — Albany, Schenectady, Troy  
WJTM — Greensboro, High Point,  
Winston-Salem

KOTV — Tulsa  
WRLH — Richmond, Petersburg,  
Charlottesville  
WIXT — Syracuse, Elmira  
KSNW — Wichita, Hutchinson  
WPMI — Mobile, Pensacola  
WROC — Rochester  
KAYU — Spokane  
WLEX — Lexington  
KBVO — Austin  
WFFT — Ft. Wayne  
WNNE — Burlington, Plattsburgh  
KTHI — Fargo, Valley City

KVIA — El Paso  
KSBY — Santa Barbara, Santa Maria,  
San Luis Obispo  
WBNG — Binghamton  
KJTV — Amarillo  
KSNF — Joplin, Pittsburg  
KTVB — Boise  
KJAA — Lubbock  
KSNT — Topeka  
WTSG — Albany, GA  
KVHP — Lake Charles  
WNHT — Concord, NH  
KCWS — Aspen, CO



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Telex: 894179

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## Inactive interactive

Warner Amex Cable Communications announced last week that it is discontinuing production and distribution of its 90-minute daily schedule of Qube network interactive programing. Scott Kurnit, vice president, Qube programing, said, however, that the physical interconnection would remain in place for periodic specials. Kurnit said the company could no longer justify the production costs associated with the regularly scheduled Qube network programing because of the limited audience it attracted. The company also said that 37 of 46 Qube staff people based in Columbus, Ohio, had been laid off. Qube will now function largely as a pay-per-view vehicle, although Kurnit did stress that the remaining Qube staff will continue to develop occasional specials—including both informational and entertainment-oriented programing—as well as seek out potential partners for co-ventures. "The company still has a commitment to interactive programing," said Kurnit. "I believe it will flourish in time," he added, as technical and operating costs are reduced and greater audience numbers and advertisers are attracted to the medium.

## Major signing

Lifetime, the new basic cable network formed from the marriage of Daytime and the Cable Health Network, has signed the nation's largest cable system, Cox Cable's San Diego, Calif., operation. The affiliate adds 235,000 homes to Lifetime's count, scheduled to make its debut Feb. 1. Don Andersson, vice president, affiliate relations, Lifetime, said the service expects to be on 1,600 cable systems serving 16 million homes when launched.

## ESPN goes north

First Choice, the Canadian pay cable operator, will begin transmitting up to 14 hours a week of ESPN programing beginning March 1. First Choice has acquired the exclusive Canadian rights to ESPN in exchange for a "nominal" per-subscriber fee. That deal was

struck in lieu of a hoped for joint venture between the two services to provide a full-channel version of ESPN in Canada. ESPN still hopes to import a full sports channel to Canada eventually but still has several obstacles to overcome, foremost being approval by the Canadian Radio-Television Commission. ESPN and First Choice have an application pending before that commission. One requirement it has to meet, however, is a minimum amount of Canadian-originated programing for a cable service in that country.

## Turner earnings

Robert Wussler, executive vice president of Turner Broadcasting System and president of the company's WTBS(TV) Atlanta, said last week that the company had earned approximately \$10 million in 1983 and expected to "more than double that" in 1984. Wussler said that CNN would likely be in the black



Wussler

by the summer of 1985. Wussler acknowledged that TBS has been engaged in discussions about a possible DBS venture with Time Inc. (HBO) and others "throughout the fall of 1983," but no decision had yet been made.

Wussler made his remarks at the New York chapter of the Academy of Television

Arts and Sciences where he argued that despite some problems, the electronic communications media in the U.S. is far from that envisioned in George Orwell's *1984*. "The flaws [in comparing the two] are obvious," he said. News services today are generally "solid and satisfying." Among the problems, he said, however, was the tendency among electronic news gatherers to oversimplify complex events. On the plus side, Wussler noted the "immediacy" of the medium, which he said made it "difficult to perpetuate propaganda."

## Phone talk

American Television & Communications has instituted a new computerized telephone service to answer commonly asked questions from subscribers. The service is available 24 hours a day and does not require operating personnel. A caller selects from 12 to 24 pre-recorded messages which deal with programing, billing, installation and repair. Callers can also leave messages with the cable system. Charlotte and Raleigh, both North Carolina, are the first ATC systems to receive the service. Already the Charlotte systems is logging over 3,000 calls a month, most on information about cable services. The phone system was developed by Data Acquisition Services, San Marcos, Calif.

## Z-Tac agreement

ATC has signed an agreement with Zenith Corp. to purchase more than 250,000 of Zenith's Z-Tac one-way addressable cable decoders over a three-year period. In the first year of that deal, ATC will spend \$38 million to purchase an undisclosed number of Z-Tac decoders. Last month ATC announced that it was also purchasing one-way decoders from Scientific-Atlanta—some \$40 million-worth over the next two and a half years. More than 100,000 of ATC's close to 2.3 million subscribers are on one-way addressable systems. And the company expects that figure to triple in 1984. ATC has not yet committed itself to converting all of its 466 systems to addressability but "the thought looks appealing," said one ATC company executive.

## Audio donation

In-Touch Networks, a New York-based non-profit program service for the visually-impaired, expects to begin in April using an audio subcarrier donated by Southern Satellite Systems, a wholly-owned subsidiary of Satellite Syndicated Systems. The service, using transponder three of Satcom IV, will use more than 300 volunteers who will read from more than 60 newspapers and periodicals on the commercial-free service. In-Touch will be a part of SSS's existing Satellite Audio Networks cable audio package.

**Making it easier.** The FCC last week moved to make it easier for telephone companies to get into the cable business: It proposed to permit telcos to provide cable TV service outside their service areas, without having to receive Section 214 approval from the FCC. Section 214 of the Communications Act requires carriers to obtain FCC approval to construct, acquire or operate new lines. The requirement applies when a carrier's line is used for a common carrier service; the FCC said it also may apply when a carrier's line is used for a noncommon carrier service like cable. As a result, the FCC said some telcos have been filing 214 applications for their own cable TV services. The FCC said the filing and processing of 214's posed unnecessary costs on consumers, carriers and the commission. (It currently receives about 20 a year, it said, and knew of none that had been denied.) In its notice of proposed rulemaking, the commission proposed to grant "blanket" 214 authority to allow telcos to offer cable outside their service areas. It also said it had "tentatively" found that Section 214 filing procedures were an unnecessary regulatory burden for telco offerings of cable and other noncommon carrier services. Comments are due March 1; reply comments are due March 30.



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# HOT



HOT'S GOT...

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- \* The HOT poll determining viewers' choices
- \* The HOT young comedian Mike Binder hosting and providing the innovative intros
- \* The HOT touch of Bob Banner — the highest quality production from the foremost producer of music-variety specials and series ("Solid Gold")

30 Minutes Daily. Get HOT for September 1984

HOT with Host Mike Binder



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1984





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DALLAS  
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PITTSBURGH  
MIAMI  
MINNEAPOLIS  
TAMPA  
ST. LOUIS  
DENVER  
SACRAMENTO  
INDIANAPOLIS  
HARTFORD  
PHOENIX  
SAN DIEGO

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KHJ-TV  
WBBM-TV  
WCAU-TV  
KTZO  
WSBK-TV  
WJBK-TV  
WRC-TV  
WKYC-TV  
KNBN-TV  
KTXH  
KDKA-TV  
WCKT  
KMSP-TV  
WTSP-TV  
KMOX-TV  
KWGN-TV  
KQVR  
WRTV  
WVIT  
KPHO-TV  
KCST-TV

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TULSA  
TOLEDO  
JACKSONVILLE  
FRESNO  
SYRACUSE  
SANTA FE  
ROCHESTER, N.Y.  
AUSTIN  
LAS VEGAS  
RENO  
CHICO-REDDING  
MEDFORD  
GLENWOOD SPRINGS, CO.

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WITI-TV  
WOFL  
WGNO-TV  
WMC-TV  
KAUT  
WNYT  
KARK-TV  
KSLA-TV  
KTUL-TV  
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KCWS

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*Everything is better when  
it comes from the Harts.*



# Business Briefly

## AdVantage



**Midwest marketing.** Radio Advertising Bureau's new sales effort was on display at RAB/RBC Chicago Rally for Radio where more than 450 local radio sales people, reps and ad agency personnel gathered to hear industry executives speak. Sales rally participants included (l-r): John Gehron, vice president and general manager, WLS-AM-FM Chicago, and president of Radio Broadcasters of Chicago; Bill Stakelin, president, RAB; Kelly Seaton, general sales manager, WGN(AM) Chicago, and president of Broadcasting Advertising Club of Chicago; Ben Scrimizzi, RAB senior vice president for sales and marketing, and George Walthus, vice president of RAB's Midwest region.

**No Penney-pinching.** N W Ayer Inc., in stiff competition from other agencies, was picked as agency for national advertising account of J C Penney Co., estimated at more than \$50 million. Penney is active radio-television account, placing about 80% of its national spending in broadcast. Account has been with McCaffrey & McCall, New York, for 14 years; M&M will handle account until end of January. In contention with Ayer for account were McCaffrey & McCall, Ted Bates & Co., BBDO, Doyle Dane Bernbach, D'Arcy MacManus & Masius, Grey Advertising and Young & Rubicam.

**Blair's spot radio analysis.** For year ended Dec. 31, 25-54 demographic continued in first place, according to analysis by Blair Radio. Group accounted for almost 36% of all business opportunities, up 5% over 1982. Continuing in second place was 18-49 classification, at 16.1%. Dropping markedly was 25-49 group, which fell to 9.5% in 1983 from 13.4% in 1982. Blair attributes decline to gains in 25-54 unit.

**...and Torbet's yearend report.** Similarly, Torbet's examination places 25-54 in leadership position with 35% of all requests. Torbet noted that 40.6% requests specify adults and only 24.6% and 22.8% ask for men and women, respectively. Most-favored length continues to be one-week, accounting for 26.2% of requests, followed by two weeks, 17%, and four weeks, 16.3%.

## YOU NEED RADIO ONE®

*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**

1130 East Missouri, Suite 800, Phoenix, AZ 85014

\*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.



TV ONLY

**Volkswagen** □ Dealers association in San Francisco will air consumer incentive campaign beginning Jan. 24 for one week. Denver, Washington state and Oregon associations will begin similar campaign in mid-February. All spots will air in early and late news and prime time. Target: adults, 25-54. Agency: Doyle Dane Bernbach, Los Angeles.

**Tambellini Foods** □ Budget gourmet frozen entrees will be spotlighted in year-long flighted campaign beginning Jan. 30. Commercials will air in 14 markets in daytime, early and late fringe. Target: adults, 18-49. Agency: Diiorio Wergeles, New York.

**Ronzoni** □ Pasta products will be promoted in five- or seven-week campaign, depending on market. Flights will air in nine markets: New York; Philadelphia; Miami; Dallas; Houston; Los Angeles; Richmond and Norfolk, both Virginia, and Albany, N.Y. Spots will air in early and late fringe, evening and prime time. Target: women, 18-34. Agency: Firestone Advertising, New York.

**Stella D'Oro** □ Breadsticks and Swiss fudge cookies will both be highlighted in six-week flight airing in approximately 25 markets. Commercials will air in early and late fringe, evening and prime time. Target: women, 18-34. Agency: Firestone Advertising, New York.

**Beatrice Foods** □ Corporate campaign promoting many food products and featuring theme: "You've known us all along," will air in 35 markets beginning Feb. 7. Spots are scheduled as Olympic cut-ins in daytime, prime and late-night programming. Target: adults, 25-54. Agency: Marsteller Inc., Chicago.

**Shasta** □ Beverages will be promoted in 20-market campaign beginning Feb. 13. Spots will air in day and prime time. Target: adults, 18-49. Agency: Needham, Harper & Steers, Chicago.

**John E. Cain Co.** □ Three-week flight to spotlight Cain's mayonnaise will begin Feb. 20 in seven New England markets, supplementing campaign begun this month in Hartford-New Haven, Conn. Various dayparts will be bought. Agency: Harold Cabot & Co., Boston.

**Waverly Mineral** □ Campaign for kitty litter will begin Feb. 20 and run for one week in each of eight markets, including





**IT'S A GO FOR FALL '84**

Already cleared by GANNETT, MALRITE, TAFT & TRIBUNE STATIONS  
in these markets: New York, Chicago, Philadelphia, Boston,  
Washington, Miami, Minneapolis-St. Paul, Atlanta, Denver, Phoenix,  
Cincinnati, New Orleans, Oklahoma City, Birmingham, Little Rock,  
West Palm Beach, Jacksonville and Rochester...plus many others!

## "HEY! ISN'T THAT YOU-KNOW-WHO?"

Well, not quite. You see, the people who appear on the new, comedy-music series, Puttin' On The Hits, are really ordinary folk from everyday life who mimic and lip-sync the hit recordings of some of today's top artists—re-creating in spectacular fashion the make-up, the hairstyles, the costumes...every movement and every gesture of their favorite performers. Nothing is spared to create the illusion of the real thing!

It's fast, outrageous, wildly funny and totally unpredictable! Just imagine, hilarious put-ons of Michael Jackson, Kenny Rogers & Dolly Parton, Diana Ross, John

Travolta and Stray Cats...so ingenious you can barely tell them from the originals!

Celebrity judges award big cash prizes. But everyone is a winner as manicurists, garage mechanics, cooks, lawyers, bank tellers, students and bakers shine for one exhilarating moment in the spotlight of glamour and glitter!

Puttin' On The Hits is a perfect way to reach big audiences of young adults, teens and kids—week after week! You gotta see it to believe how good it can be!

# PUTTIN' ON THE HITS

A Chris Bearde Production in association with the dick clark company, inc.

26 Original half hours + 26 Repeats. Available Fall 1984

Advertiser-Supported Programming from

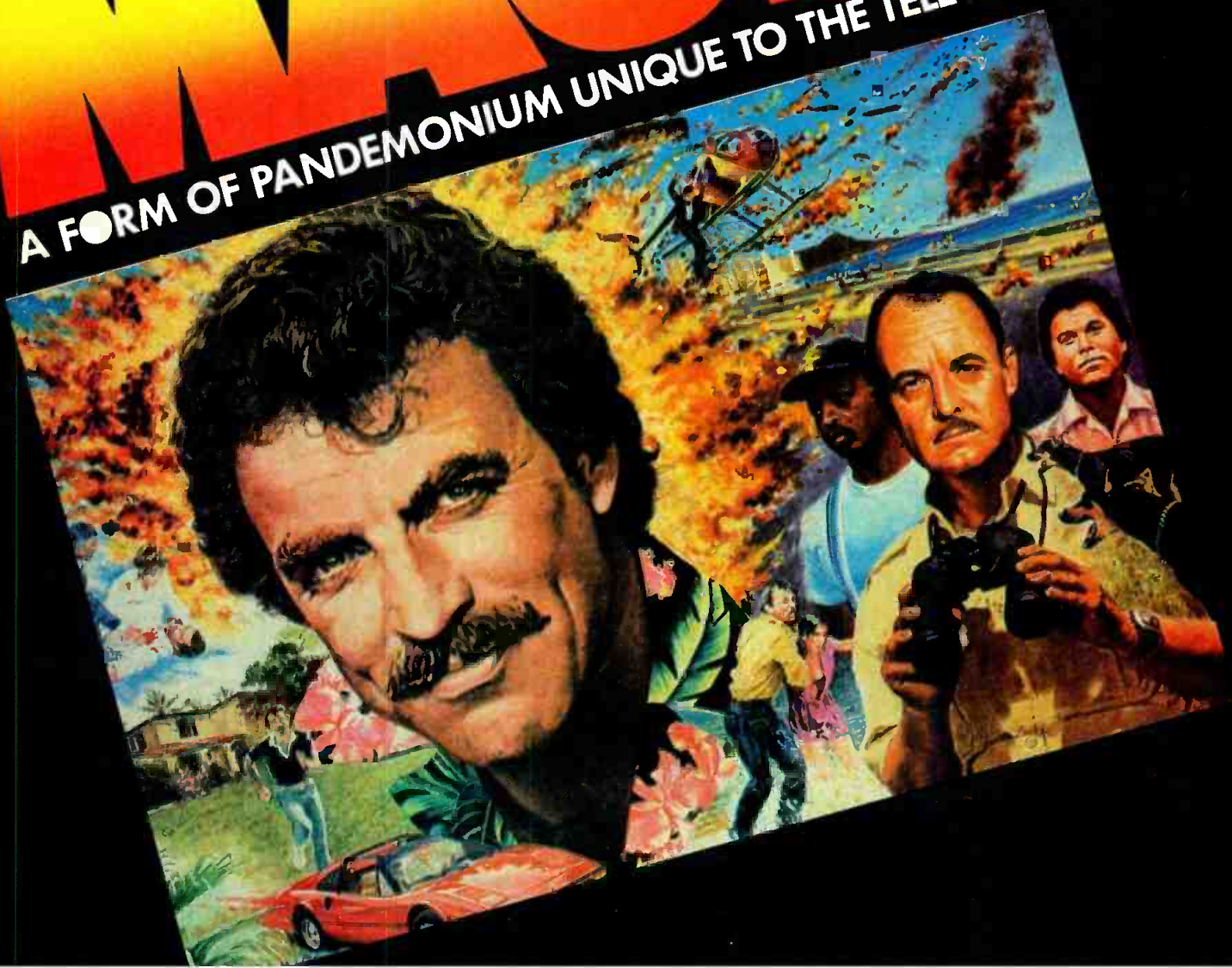
CALL US TODAY AT (212) 605-2751.





# MAGNUM

A FORM OF PANDEMONIUM UNIQUE TO THE TELEVISION BUSINESS.





# MAGNUM

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with more to come!

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Lexington  
Honolulu  
Huntsville  
Johnstown/Altoona  
Austin, Texas  
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Columbia, South Carolina  
Florence  
Lansing/Jackson  
Las Vegas  
Augusta  
Savannah  
Charleston, South Carolina  
Columbus, Georgia  
Amarillo  
Montgomery  
Reno  
Binghamton  
Boise

# MAGNUM

## MCATV



Nashville, four Pennsylvania and three Florida markets. Spots will air in early morning, daytime and early news. Target: women, 25-54. Agency: Montgomery & Associates, Bala Cynwyd, Pa.

**Lipton Co.** □ Herbal teas will be highlighted in six-week campaign beginning Feb. 27 in 19 markets. Commercials will air in early news and early fringe. Target: women, 25-54. Agency: RDR Timebuying, New York.

**RADIO ONLY**

**Pennzoil** □ Motor oil will be promoted in eight-week flight to begin in late February in more than 100 markets. Commercials will be placed in various dayparts. Target: men, 18-49. Agency: Eisaman, Johns & Laws, Houston.

**Velsicol Chemical** □ Herbicide and pesticide products will be advertised in eight-week effort to begin in late February in 15 to 20 markets. Commercials will be carried in farm programming. Target: men, 25-54. Agency: Kenrick Advertising, St. Louis.

**Revlon** □ Month-long campaign for Conditioning Creme Relaxer hair product will begin Feb. 1 in 20 major markets. Spots will air throughout morning drive, day and evening drive



**John Herrin**

**NTA**

Vice President,  
Midwest/Southern Division  
wishes you a  
successful 1984.

Visit with John at NATPE '84  
NTA Exhibit, 404 Post Street

National Telefilm Associates, Inc.  
12636 Beatrice Street, P.O. Box 66930  
Los Angeles, California 90066-0930  
Telephone: (213) 306-4040  
Telex/Twx: 910 343 7417

times on weekdays and 10 a.m.-3 p.m. on weekends. Target: women, 18-49. Agency: Merchandising Workshop, New York.

**ARA Living Centers** □ Nursing homes will be highlighted in 43-week flight beginning this week in 20 to 30 Texas markets. Commercials will run in 10 a.m.-3 p.m. daypart, Monday through Friday. Target: women, 45-plus. Agency: Gulf State Advertising, Houston.

**RADIO AND TV**

**Helleman Brewing** □ Colt 45 malt liquor will be spotlighted in four-week flight in 35 radio markets and 10 television markets, beginning in late January. Commercials will be scheduled in afternoon and evening dayparts on radio and in fringe periods and sports programming on TV. Target: men, 18-34. Agency: W.B. Doner & Co., Baltimore.

**Common Cause** □ Citizens lobby group will be airing campaign spots countering political action committees (PAC's). Commercials will begin this week and run through November Presidential election in political primary states of Iowa, New Hampshire Massachusetts and Florida, and in major markets including Washington, Chicago, New York, Los Angeles. TV buys include news adjacencies and morning and evening news programs; radio buy comprises several dayparts. Target: voters. Agency: Media Basics, New York.

**Rep:Report**

To Masla Radio: KVON(AM)-KVYN(FM) Napa, Calif., from Weiss and Powell; KAGC(AM) Bryan, Tex. (no previous rep); KDSQ(AM)-KDSQ(FM) Denison, Tex. (no previous rep); KEZA(FM) Fayetteville, Ark. (no previous rep); WFTP(AM) Fort Pierce, Fla., from Weiss and Powell; WVEM(FM) Springfield, Ill. (no previous rep).

WDZ(AM)-WDZQ(FM) Decatur, Ill.: To Torbet Radio from Eastman Radio.

To Blair Radio: KWKC(AM)-KORQ(FM) Abilene, Tex., from Hillier, Newmark, Wechsler & Howard.; KIKI(AM)-KMAI(FM) Honolulu, from Masla Radio; KWTO-AM-FM Springfield, Mo., from Eastman Radio.

To Avery-Knodel Television: WDM-TV Laurel, Miss., and WCFT-TV Tuscaloosa, Ala., both from Adam Young; WCOV-TV Montgomery, Ala., and KCBD-TV Lubbock, Tex., both from Blair Television.; WBSF(TV) Ocala, Fla. (no previous rep); WKCH-TV Knoxville, Tenn. (no previous rep).

**Broadcasting Publications Inc.**

Founder and Editor  
Sol Teishoff (1904-1982)

Lawrence B. Teishoff, president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Jerome H. Heckman, secretary.  
Philippe E. Boucher, assistant treasurer.

The Fifth Estate  
**Broadcastings**

1735 DeSales Street, N.W., Washington 20036  
Phone: 202-638-1022

Lawrence B. Teishoff, publisher.

**Editorial**

Donald V. West, managing editor.  
Leonard Zeldenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.

Doug Halonen, Matt Stump, Kim McAvoy, assistant editors.

John Eggerton, staff writer.  
Anthony Sanders, systems manager.  
Susan Dillon, Marcia Klein, Geoff Folsie, Jeanne A. Omohundro, research assistants

Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

Editorial Consultants  
Frederick M. Fitzgerald (Washington)  
Rocco Famighetti (New York)

**Broadcasting Cablecasting**

**Yearbook**

Mark Jeschke, manager.  
Joseph A. Esser, associate editor.  
Daniel L. Martucci, production assistant.

**Advertising**

Washington  
Gene Edwards, director of sales and marketing.  
John Andre, sales manager (equipment and engineering).

Doris Kelly, sales service manager.  
Christopher Moseley, classified advertising manager.

New York  
David Bertyn, senior sales manager.  
Charles Mohr, Ruth Windsor, sales managers.

Hollywood  
Tim Thometz, sales manager.

**Circulation**

Kwentin K. Keenan, circulation manager.  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

**Production**

Harry Stevens, production manager.  
Don Gallo, production assistant.

**Administration**

David N. Whitcombe, vice president/operations.  
Philippe E. Boucher, controller.

Albert Anderson.  
Irving C. Miller, financial consultant.  
Debra Shapiro, secretary to the publisher.  
Wendy J. Liebmann.

**Corporate Relations**

Patricia A. Vance, director.

**Bureaus**

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.

Kathy Haley, bureau news manager.  
Stephen McClellan, assistant editor.  
Vincent M. D'Ingo, senior editor: radio.

John Lippman, staff writer.  
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.

Richard Mahler, correspondent.  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



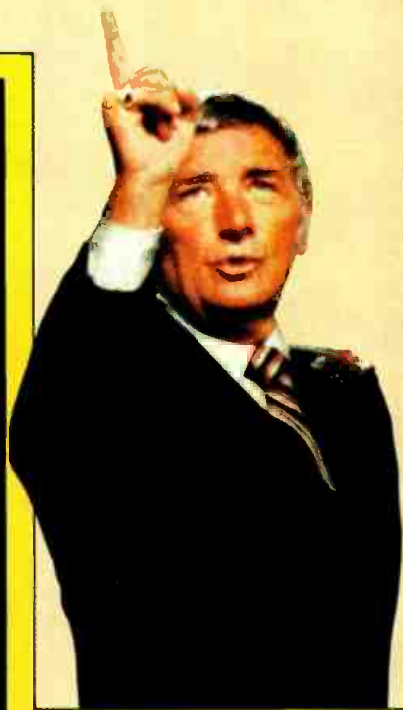
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Business  
Press Inc

Founded 1931. Broadcasting-Telesharing \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972 □ \* Reg. U.S. Patent Office. □ Copyright 1984 by Broadcasting Publications Inc.

**TELEVISION. Cablecastings.**



**AGAIN!**



**The #1 Syndicated Show**

Goodson-Todman's

**FAMILY FEUD**

Hosted by Richard Dawson



Source: Nielsen, Cassandra Ranking  
November, 1983

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# HOW TO AVOID A FORMAT FAUX PAS.

There has been mounting confusion over which combination camera/recorder format to choose. And for obvious reasons. With the addition of so many new formats, nobody wants to make a mistake that can range from thousands to millions of dollars.

But if you follow these simple steps, you'll never get caught with your wallet, or your neck, in the proverbial wringer. **LOOK FOR EVOLUTION. NOT REVOLUTION.**

Apparently, many manufacturers feel it's in their best interest to have you replace your existing U-matic™ equipment with their new stand-alone systems.

At Sony, we think it's foolhardy to leave you no option but to make a 180° turn and orphan your existing editing suite. So we designed Betacam™ as an evolutionary system. One that easily and efficiently plugs into what's come before.

This Sony theory of peaceful coexistence allows you to enter the world of one-piece camera/recorders at your own pace. And in this way you not only protect your existing

U-matic investment. You gain field equipment that's more compact and portable, and a dramatic improvement in technical performance. Furthermore, dramatic improvements are also on the horizon for Sony U-matic. The evolution of both these formats is planned and it's total.

**FIND A 1/2" SYSTEM THAT'S WHOLE.**

For those of you who want to capitalize on the outstanding technical performance of an overall 1/2" system, scrutinize carefully the complete system from Sony.

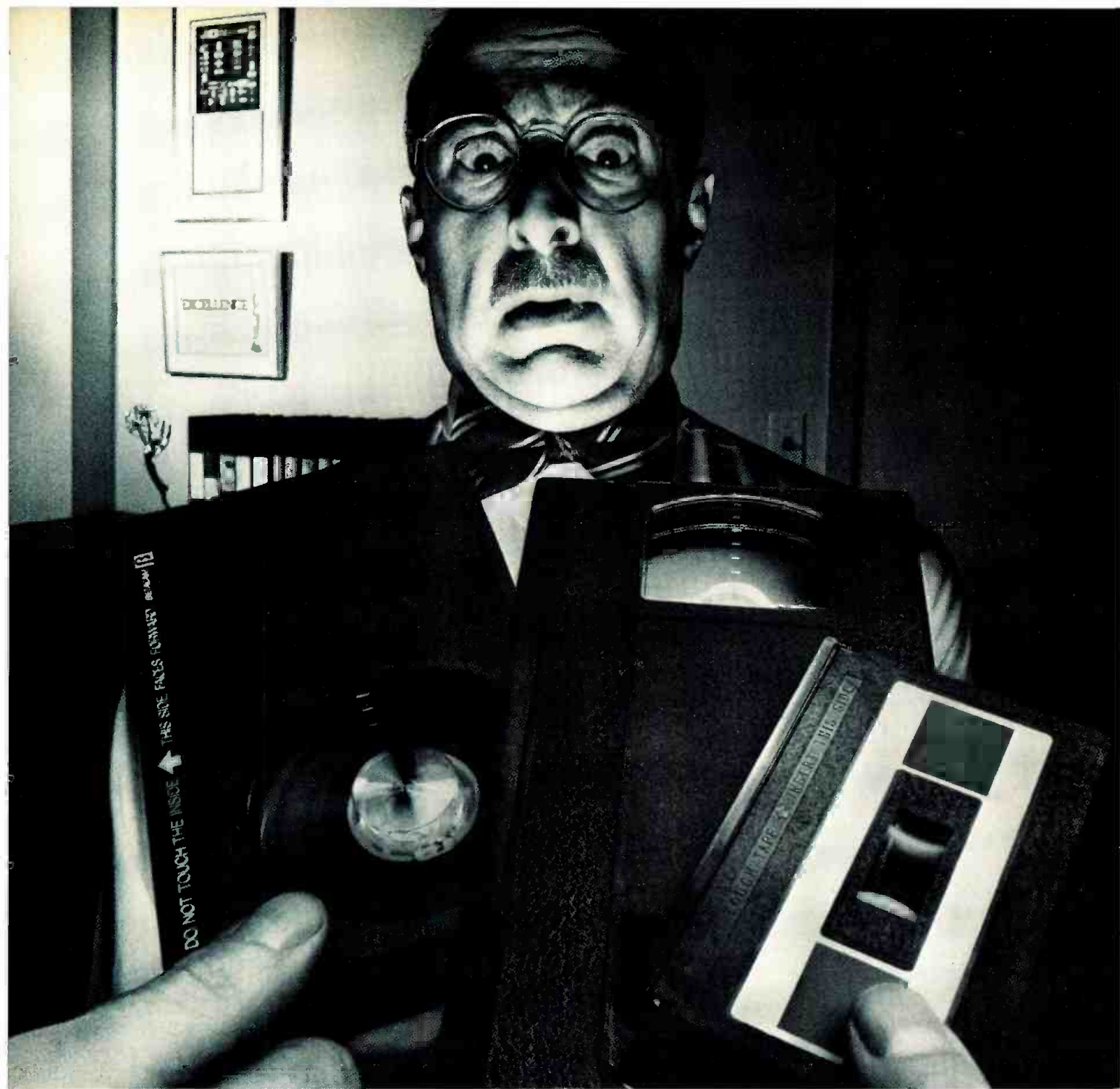
After all, who else has a portable color field player like our BVW 20? Or our 1/2" edit-recorder, the BVW 40, which looks and feels like the Sony U-matic equipment you're accustomed to using? And who else promises an ongoing commitment to 1/2" system expansion and refinements that you will see next year and every other year?

**BE PENNY-WISE**

**WITHOUT BEING POUND-FOOLISH.**

The Sony Betacam system has proven itself on both the





firing line in Nicaragua and the fifty-yard line at the Super Bowl.

That's because our format was chosen to be optimum for both ENG and EFP, which is why Betacam is not just the lightest, smallest, most compact 1/2" system you can buy (as well as the least expensive), but its picture quality rivals 1".

Whatever you've been told you might gain from the various 1/4" formats, when and if they become available, will be totally erased by the fact that 1/4" is not at all suitable for high-quality EFP. Which means, if you purchase 1/4" for ENG, you'll no doubt have to purchase an entire new system for field production.

#### THERE'S SAFETY IN NUMBERS.

With over 1,000 Betacams already sold to key end users, Betacam is virtually the worldwide de facto standard now.

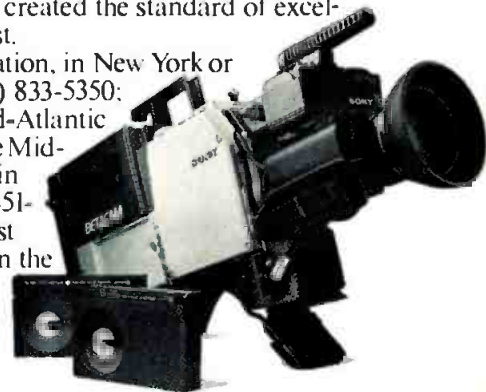
We believe Betacam is outselling all the others by such a wide margin because it's better than all the others by such a wide margin. It's the only camera/recorder that focuses on the big picture. A picture that includes your existing investment;

your need for both ENG and EFP; your desire for light weight and high quality; and a total system approach.

If you want to make sure you'll own the standard of excellence in the years ahead, insist on the camera/recorder from the people who created the standard of excellence in the years past.

For a demonstration, in New York or New Jersey call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; and in the West (213) 841-8711.

**SONY**  
Broadcast



## This week

**Jan. 23**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in dinner. Topic: Group Ws *Hour Magazine*. Copacabana, New York.

**Jan. 23-27**—*MIDEM '84*, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Seslowsky, Perard Associates, 100 Lafayette Drive, Syosset, N.Y. 11791; (516) 364-3686.

■ **Jan. 24**—*Television Bureau of Advertising* board of directors meeting. University Club, New York.

**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: Mary Alice Dwyer-Dobbin, VP-programming, Lifetime, new 24-hour cable channel created by merger of Cable Health Network and Daytime. Copacabana, New York.

■ Indicates new or revised listing

**Jan. 25**—*New Jersey Broadcasters Association* semi-annual sales seminar. Holiday Inn, North Brunswick, N.J.

**Jan. 25**—"Advertising and Cable: Beyond the New Frontier," sponsored by *Southern California Cable Association* and *Advertising Club of Los Angeles*. Luncheon speaker: Robert Wussler, executive VP, Turner Broadcasting System Inc. Beverly Hilton hotel, Los Angeles. Information: Ad Club of Los Angeles, (213) 382-1228.

**Jan. 25**—*Women in Communications, New York*, meeting. Speaker: Sandi Freeman, CNN. Essex House, New York.

**Jan. 26**—New York chapter, *National Academy of Television Arts and Sciences*, forum, "The Business of Television: In the New Technology Scramble. Who Gets the Money, Who Has the Power?" Waldorf-Astoria, New York.

**Jan. 26**—*Philadelphia Cable Club* monthly meeting. Adams Mark hotel, Bala Cynwyd, Pa. Information: Cheryl Taylor, (215) 667-6155.

**Jan. 26-27**—"Computers and the Shaping of Communications Policy," tutorial sponsored by *Washington*

*Program, Annenberg School of Communications*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters. 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

■ **Jan. 27-28**—Screening of *New York World Television Festival* films. Northwestern University, Evanston, Ill. Information: (212) 687-3484.

■ **Jan. 27-28**—*Alpha Epsilon Rho, Southwest chapter*, meeting. Texas Christian University, Fort Worth.

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

■ **Jan. 27-29**—Screening of *New York World Television Festival* films. American University, Washington. Information: (212) 687-3484.

**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.

## Major Meetings

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

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

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

**March 1-3**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

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

**March 27-28**—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York.

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

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

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

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

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

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

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

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

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

cago, Chicago.

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

**June 10-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

**Aug. 12-15**—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

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

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

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

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

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

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

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

**Nov. 18-21**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

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

## Also in January

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

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

■ **Jan. 30**—*Syracuse University student affiliates of New York chapter of National Academy of Television Arts and Sciences* "Media Professionals Series." Speaker: Len Berman, NBC Sports correspondent. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

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

**Jan. 31**—Deadline for entries in *Global Village* 10th annual documentary festival, supported by *National Endowment for the Arts* and *New York State Council on the Arts*. Information: Global Village, 454 Broome Street, New York, N.Y., 10013; (212) 966-7526.

## February

**Feb. 1**—*New York TV Academy* general membership meeting. RCA Recording Studios, New York.

**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. Information: Margaret Reilly, ABA, 33 West Monroe Street, Chicago, 60603; (312) 621-1730.

**Feb. 1-6**—*International Radio and Television Society* annual faculty/industry seminar and college conference. Participants and speakers include Metromedia's Robert Bennett; former CBS Inc. President Dr. Frank Stanton; CBS's Thomas Leahy and Peter Kohler; NBC's Arthur Watson and Robert Blackmore; Warner Brothers' Ed Bleiler; Radio Advertising Bureau's William Stakelin, and Robert Alter of Cable Advertising Bureau. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 2**—*International Radio and Television Society*





# ★ BENSON ★

IN '84

## A MAN FOR ALL PEOPLE.

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



A Witt-Thomas-Harris Production distributed by



# THE PEOPLE'S COURT

In the highly important November Sweep, "The People's Court" consistently outperformed its off-network competition.

That's amazing, especially when you consider your acquisition costs for first-run product versus that of off-network. An unproven off-network series of 150 episodes with 6 runs generates 3½ years of strip programs, usually at a very high weekly cost. On the other hand, a first-run

## NEW YORK

MONDAY THROUGH FRIDAY 4:30PM

<b>WNBC</b>	PEOPLE'S COURT	<b>7/17</b>
<b>WNEW</b>	WHAT'S HAPPENING	6/14
<b>WPIX</b>	HAPPY DAYS AGAIN	5/13

## DETROIT

MONDAY THROUGH FRIDAY 7:30PM

<b>WXYZ</b>	PEOPLE'S COURT	<b>13/22</b>
<b>WKBD</b>	THREE'S COMPANY	13/21
<b>WXON</b>	VEGAS	4/7

## CLEVELAND

MONDAY THROUGH FRIDAY 5:00PM

<b>WKYC</b>	PEOPLE'S COURT	<b>8/20</b>
<b>WJKW</b>	WKRP IN CINCINNATI	8/19
<b>WUAB</b>	EIGHT IS ENOUGH	7/19

## NASHVILLE

MONDAY THROUGH FRIDAY 4:00PM

<b>WSMV</b>	PEOPLE'S COURT	<b>13/33</b>
<b>WTVF</b>	CHIPS	11/28
<b>WNGE</b>	BARNABY JONES	4/10

## ST. LOUIS

MONDAY THROUGH FRIDAY 4:30PM

<b>KSDK</b>	PEOPLE'S COURT	<b>7/22</b>
<b>KTVI</b>	BARNEY MILLER	7/20
<b>KDNL</b>	RJ LOBO	1/2

## CINCINNATI

MONDAY THROUGH FRIDAY 5:00PM

<b>WCPO</b>	PEOPLE'S COURT	<b>9/23</b>
<b>WXIX</b>	CHARLIE'S ANGELS	5/14
<b>WLWT</b>	SANFORD & SON	5/14

## SEATTLE-TACOMA

MONDAY THROUGH FRIDAY 4:00PM

<b>KING</b>	PEOPLE'S COURT	<b>6/22</b>
<b>KCPQ</b>	LITTLE HOUSE	4/14

## KANSAS CITY

MONDAY THROUGH FRIDAY 4:30PM

<b>WDAF</b>	PEOPLE'S COURT	<b>9/31</b>
<b>KMBC</b>	BARNEY MILLER	7/23

## INDIANAPOLIS

MONDAY THROUGH FRIDAY 5:30PM

<b>WRTV</b>	PEOPLE'S COURT	<b>10/27</b>
<b>WISH</b>	LOVE BOAT	8/22
<b>WTHR</b>	MASH	7/18
<b>WTTV</b>	LAVERNE & SHIRLEY	6/16





# T vs. OFF-NETWORK

program like "The People's Court" is bought just one year at a time.

That's why we call it **PAY AS YOU GO SYNDICATION**. You buy it when it's *hot!* You're not stuck with 900 runs of a show that you can't afford to put on the air.

"The People's Court" vs. off-network. The numbers speak for themselves!

## BOSTON

MONDAY THROUGH FRIDAY 5:00PM

<b>WBZ</b>	PEOPLE'S COURT	<b>9/25</b>
WLVI	BRADY BUNCH	3/8
WSBK	CHARLIE'S ANGELS	2/6

## HARTFORD-NEW HAVEN

MONDAY THROUGH FRIDAY 5:00PM

<b>WTNH</b>	PEOPLE'S COURT	<b>7/19</b>
WVIT	WKRP IN CINCINNATI	3/8
WTXX	LITTLE HOUSE	2/7

## PORTLAND

MONDAY THROUGH FRIDAY 7:00PM

<b>KOIN</b>	PEOPLE'S COURT	<b>12/23</b>
KPTV	LOVE BOAT	10/18
KPDX	WKRP IN CINCINNATI	3/6

## MILWAUKEE

MONDAY THROUGH FRIDAY 4:30PM

<b>WTMJ</b>	PEOPLE'S COURT	<b>10/30</b>
WITI	JEFFERSONS	8/24
WISN	MORE REAL PEOPLE	4/12

## ORLANDO

MONDAY THROUGH FRIDAY 7:00PM

<b>WESH</b>	PEOPLE'S COURT	<b>12/21</b>
WOFL	JEFFERSONS	10/17
WMOD	LAUGH-IN	1/2

## NEW ORLEANS

MONDAY THROUGH FRIDAY 4:30PM

<b>WVUE</b>	PEOPLE'S COURT	<b>8/24</b>
WDSU	LOVE BOAT	7/20
WGNO	GOOD TIMES	7/19

## BUFFALO

MONDAY THROUGH FRIDAY 4:30PM

<b>WGRZ</b>	PEOPLE'S COURT	<b>6/17</b>
WIVB	FANTASY ISLAND	4/11

## SPARTANBURG, S.C.

MONDAY THROUGH FRIDAY 4:30PM

<b>WSPA</b>	PEOPLE'S COURT	<b>7/25</b>
WLOS	CHIPS	4/13

## WASHINGTON, D.C.

MONDAY THROUGH FRIDAY 5:00PM

<b>WRC</b>	PEOPLE'S COURT	<b>7/22</b>
WTTG	LOVE BOAT	6/19

## OKLAHOMA CITY

MONDAY THROUGH FRIDAY 6:30PM

<b>KWTV</b>	PEOPLE'S COURT	<b>16/29</b>
KOKH	CHIPS	5/9
KAUT	STAR TREK	4/7
KGMC	SANFORD & SON	4/7

## PITTSBURGH

MONDAY THROUGH FRIDAY 5:00PM

<b>KDKA</b>	PEOPLE'S COURT	<b>15/34</b>
WTAE	MASH	12/28
WPXI	TAXI	4/10
WPGH	B.J. LOBO	3/6

## ATLANTA

MONDAY THROUGH FRIDAY 5:00PM

<b>WSB</b>	PEOPLE'S COURT	<b>9/27</b>
WXIA	THREE'S COMPANY	8/22
WAGA	FANTASY ISLAND/ JEFFERSONS	6/18
WTBS	LEAVE IT TO BEAVER	2/6
WATL	WHITE SHADOW	1/3

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newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlicht, ABC. Waldorf-Astoria, New York.

**Feb. 2—Ohio Association of Broadcasters** Dayton managers' luncheon. Dayton Marriott Inn, Dayton, Ohio.

■ **Feb. 2—Northern California Broadcasters Association** meeting. Trader Vic's, San Francisco. Information: (415) 928-7424.

**Feb. 2-3**—"Alternative Distribution of Technologies: The Technological Basis of Local Competitive Entry," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Headquarters of Washington Program, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

**Feb. 3-5—Northwest Broadcast News Association** annual meeting. Sheraton-Ritz hotel, Minneapolis.

**Feb. 3-5—South Carolina Broadcasters Association** winter convention. Sheraton Downtown, Charleston, S.C.

**Feb. 5**—Deadline for entries in "Mark of Excellence" contest, recognizing student reporters, editors, broadcasters, cartoonists and photographers, sponsored by *Society of Professional Journalists, Sigma Delta Chi*. Information: Virginia Holcomb, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611; (312) 649-0224.

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

**Feb. 6-7—Michigan Association of Broadcasters** winter conference. Harley hotel, Lansing.

■ **Feb. 7—National Association of Broadcasters** broadcast regulatory review committee meeting. NAB headquarters, Washington.

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

**Feb. 7—New York chapter, American Women in Radio and Television**, seminar, "Computers and the Communications Field." Clairol headquarters, 345 Park Avenue, New York.

■ **Feb. 7-8—National Association of Broadcasters**

## Stay Tuned

A professional's guide to the intermedia week (Jan. 23-29)

**Network television** □ PBS: (check local times) *Pudd'nhead Wilson* (M. Twain), Tuesday 9-10:30 p.m.; ABC: *State of the Union—A Democratic View*, Wednesday 9:45-10:20 p.m.; NBC: *Eight Democratic Candidates Respond*, Wednesday 9:35-10:20 p.m.; *TV Comedy's Funniest Moments* (comedy special), Friday 10-11 p.m.; *Lee Iacocca: An American Profile*, Sunday 7-8 p.m.; *TV Academy Hall of Fame Ceremony*, Sunday 9-11 p.m.; CBS: *Back Together\** (comedy pilot), Wednesday 10:30-11 p.m.; *Burnett Discovers Domingo* (music special), Friday 10-11 p.m.; *Airwolf\** (action/adventure), Saturday 9-10 p.m.; *Mickey Spillane's Mike Hammer\**, Saturday 10-11 p.m.; *The Four Seasons\** (comedy), Sunday 8-9 p.m.; *The Lost Honor of Kathryn Beck* (documentary), Sunday 9-11 p.m.

**ABC, NBC, CBS** □ *President Reagan's State of the Union Address*, Wednesday 9-9:40 p.m.; *President Reagan's 1984 Campaign Announcement*, Sunday 10:55 p.m.

**Mobil Showcase Network:** *King Lear*, Wednesday or Thursday 8-11 p.m. [cleared on 60 stations].

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Fred Astaire: The Television Years*, 25 hours of dance specials, now-Feb. 2; *Critic's Choice*, a series of screenings, now-Feb. 25; *Critic's Choice*, seminar, Tuesday 12:30-2 p.m.

\*indicates a premiere episode

executive committee meeting. NAB headquarters, Washington.

**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. 8—New York chapter, National Academy of Television Arts and Sciences**, meeting. Speaker: Larry Kirkman, executive director, AFL-CIO's labor institute of public affairs. Copacabana, New York.

**Feb. 8—Ohio Association of Broadcasters** Cincinnati

managers' luncheon and election year workshop. Westin, Cincinnati.

■ **Feb. 9—Northern California Broadcasters Association** meeting. Hyatt Union Square, San Francisco. Information: (415) 928-7424.

**Feb. 9-10**—"Alternative Local Distribution Technologies: The Technological Basis of Local Competitive Entry," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

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

**Feb. 10-11**—18th annual *Society of Motion Picture and Television Engineers* television conference. Theme: "Image Quality—A Time for Decisions." Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

■ **Feb. 10-11**—Screening of *New York World Television Festival* films. State University of New York, Albany. Information: (212) 687-3484.

**Feb. 10-12—California Chicano News Media Association** fifth annual "Journalism Opportunities Conference for Minorities." University of Southern California, Davidson Center, Los Angeles. Information: (213) 743-7158.

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

**Feb. 14-15—Wisconsin Broadcasters Association** annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

**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. 15**—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by *Women in Communications*. Information: (512) 346-9875.

**Feb. 15**—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by *Religious Public Relations Council*. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

**Feb. 15**—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by *Athens Center for Film and Video* and supported by grants from *National Endowment for the Arts, Ohio Arts Council*

## Open Mike

### Daytimer retort

EDITOR: Daytime broadcasters are not "wimps and children" and if Mr. Maynard ("Open Mike," Jan. 2) says he is "sick and tired" I suggest he see a doctor and take it easy for a while.

Many daytimer broadcasters went on the air to provide the first local radio service in their community. Rural areas of our country, for the first time, had local radio service replacing the need for the clear-channel stations. Daytimers serve their local communities better than any clear channel station could. Tell me that KDKA(AM) Pittsburgh can better serve, or provide service of any kind, to Carbondale and southern Illinois. KDKA cannot afford to even attempt to provide service to anyone other than the Pittsburgh metro area. Then why give KDKA a monopoly on 1020 khz at night?

The clear channels were a good idea, in 1934. While I may enjoy listening to WLS(AM) Chicago when I can pick it up on the skywave at night, is it really in the public interest to keep the clear channels when the daytimers can better serve the needs of their own local community?

Let's end this monopoly on the AM band at night and give the daytimers a chance to service the needs of local communities, day and night. If you are sick and tired now, Mr. Maynard, I think you are going to get sicker.—*Matt McCann, program director, WCIL(AM), Carbondale, Ill.*

### Times do change

EDITOR: As I read in your Jan. 9 issue of the huge prices now being paid for UHF TV stations. My mind harks back to December 1953, 30 years ago, when Empire Coil Co., where I was employed, sold KCTY, ch. 25 in Kansas City, to the old DuMont network for \$1 (yes, one dollar), just to get it off the books. Reason—Empire Coil, owner of WXEL, ch. 9 in Cleveland (now WJKW-TV, ch. 8) was being bought by Storer Broadcasting, and the late George Storer did not want the UHF loser in Kansas City to be a part of the deal. He also got [but later sold] KPTV, ch. 21 in Portland, Ore., with WXEL, but that was subsequently moved to ch. 12.—*Thomas B. Friedman, consulting engineer, Los Osos, Calif.*



# THE PEOPLE'S COURT VS. OFF-NETWORK!

## MEMPHIS

MONDAY THROUGH FRIDAY 4:00PM

<b>WREG</b>	PEOPLE'S COURT	<b>11/32</b>
WHBO	FAMILY	5/16
WMC	FANTASY ISLAND	4/13

## GREENSBORO HIGH-PT.

MONDAY THROUGH FRIDAY 7:30PM

<b>WGHP</b>	PEOPLE'S COURT	<b>11/20</b>
WGGT	WKRP IN CINCINNATI	5/9
WJTM	SANFORD & SON	3/5

## NORFOLK

MONDAY THROUGH FRIDAY 7:00PM

<b>WAVY</b>	PEOPLE'S COURT	<b>10/18</b>
WYAH	JEFFERSONS	8/14
WTVZ	THREE'S COMPANY	5/10

## HARRISBURG

MONDAY THROUGH FRIDAY 7:30PM

<b>WHP</b>	PEOPLE'S COURT	<b>7/14</b>
WHTM	TAXI	6/11
WLYH	LITTLE HOUSE	4/7
WPMT	SOAP	4/7

## RICHMOND

MONDAY THROUGH FRIDAY 5:30PM

<b>WXEX</b>	PEOPLE'S COURT	<b>11/29</b>
WWBT	WKRP IN CINCINNATI	10/25
WTVR	ALICE	7/20
WRLH	GILLIGAN'S ISLAND	2/6

## ALBANY, N.Y.

MONDAY THROUGH FRIDAY 5:30PM

<b>WRGB</b>	PEOPLE'S COURT	<b>13/32</b>
WTEN	TAXI	10/24
WXXA	LEAVE IT TO BEAVER	6/14
WNYT	JEFFERSONS	4/11

## TULSA

MONDAY THROUGH FRIDAY 4:30PM

<b>KTUL</b>	PEOPLE'S COURT	<b>7/25</b>
KOTV	LOVE BOAT	7/25
KJRH	WALTONS	4/15

## SALT LAKE CITY

MONDAY THROUGH FRIDAY 4:00PM

<b>KUTV</b>	PEOPLE'S COURT	<b>7/26</b>
KTVX	CHARLIE'S ANGELS	6/22

## HUNTINGTON

MONDAY THROUGH FRIDAY 7:00PM

<b>WOWK</b>	PEOPLE'S COURT	<b>10/18</b>
WVAH	JEFFERSONS	5/9

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and Ohio University College of Fine Arts. Information: (614) 594-6888.

**Feb. 15**—Deadline for entries in Los Angeles Area Emmy Awards of *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif., 91602; (213) 506-7880.

**Feb. 16**—15th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Americana hotel, Fort Worth.

**Feb. 16-17**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Westin St. Francis, San Francisco.

**Feb. 16-17**—"Segmenting the Media Markets: The New Broadcast Technologies," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, suite 750, Washington. Information: (202) 484-2663.

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

■ **Feb. 20-22**—*Community Antenna Television Association/Mid-America Cable TV Association* advanced technical training seminar. Holiday Inn Medical Center Holiday, Wichita, Kan.

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

**Feb. 22**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Frye, executive producer, *World News Tonight*. Copacabana, New York.

**Feb. 22**—*Ohio Association of Broadcasters* radio programmers conference. Dublin Stouffer's, Dublin, Ohio.

**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 loca-

tions. Information: NAB, (202) 293-3500.

**Feb. 23**—*American Advertising Federation* West Coast "Advertising and Public Policy Seminar." Speakers include Howard Bell, AAF president; Patricia Bailey, FTC commissioner, and Bruce Fein, general counsel, FCC. Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

**Feb. 23-26**—*Technology Entertainment Design (T.E.D.) Communications Conference*. Keynote speaker: Frank Stanton, president emeritus of CBS Inc. Participants include Steve Sohmer, senior VP, NBC Entertainment, and Carl Spielvogel, chairman and chief executive officer, Backer & Spielvogel Advertising. Monterey Conference Center, Monterey, Calif. Information: Judi Skalsky, (213) 854-6307.

**Feb. 23-26**—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

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

**Feb. 28**—*Association of National Advertisers* television advertising workshop. Luncheon speaker: James Duffy, president, ABC-TV. Plaza hotel, New York.

**Feb. 28-29**—"Cable Television and Satellite Broadcasting," conference sponsored by *Financial Times*, London. InterContinental hotel, London. Information: Financial Times Conference, Minister House, Arthur Street, London, EC4R 9AX; telephone, 01-621-1355.

■ **Feb. 28-29**—*Videotex Industry Association* "Forum on unauthorized access." Hyatt Arlington, Rosslyn, Va. Information: (301) 984-8586.

**Feb. 29**—*Association of National Advertisers* media workshop. Luncheon speaker: Frank Gifford, ABC Sports. Plaza hotel, New York.

**Feb. 29**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Al Jerome, president, NBC Television Stations Division. Copacabana, New York.

**Feb. 29**—*Broadcast technology chapter, Institute of Electrical and Electronics Engineers*, meeting, "Technical Careers in Broadcasting," with executives of ABC Inc. United Engineering Center, New York.

## March

**March 1**—Deadline for entries for *Action for Children's Television* program and PSAs awards. Entries can be sent to Kathleen Ehrlich, ACT, 46 Austin St., Newtonville, Mass. 02160

**March 1**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

**March 1-3**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**March 1-4**—*CBS Radio Affiliates Association* board meeting. Cerrómar Beach hotel, Dorado Beach, Puerto Rico.

**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**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Lawrence Fraiberg, president, Group W Television Station Group. Copacabana, New York.

**March 7-11**—*American Association of Advertising Agencies* annual meeting. Canyon hotel, Palm Springs, Calif.

**March 8-9**—"Communication Technologies and Politics," sponsored by *Washington Program in Communication Policy*, extension of Annenberg graduate schools at University of Southern California and University of Pennsylvania. Offices of Washington Program, Washington. Information: (202) 484-2663.

■ **March 8-9**—*Practising Law Institute* symposium, "Times vs. Sullivan: The Next Twenty Years." Waldorf-

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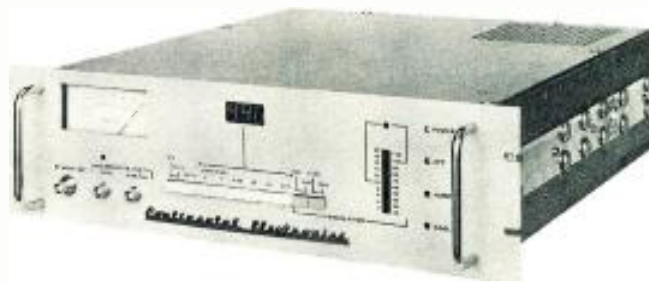
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# THE PEOPLE'S COURT VS. OFF-NETWORK!!

## JACKSONVILLE

MONDAY THROUGH FRIDAY 7:30PM

<b>WJXT</b>	PEOPLE'S COURT	<b>21/35</b>
WTLV	WKRP IN CINCINNATI	13/21
WAWS	LAUGH-IN	4/7
WNFT	LITTLE HOUSE	3/4

## CHATTANOOGA

MONDAY THROUGH FRIDAY 5:30PM

<b>WTVC</b>	PEOPLE'S COURT	<b>15/34</b>
WDEF	WALTONS	9/21
WRCB	JEFFERSONS	9/20
WDSI	EIGHT IS ENOUGH	3/7

## FORT WAYNE

MONDAY THROUGH FRIDAY 7:00PM

<b>WKJG</b>	PEOPLE'S COURT	<b>17/30</b>
WPTA	MASH	16/27
WANE	CHARLES AND JULIA	8/14
WFFT	WONDER WOMAN	7/12

## MOBILE

MONDAY THROUGH FRIDAY 5:00PM

<b>WEAR</b>	PEOPLE'S COURT	<b>11/25</b>
WALA	WKRP IN CINCINNATI	9/19
WPMI	CHIPS	8/17

## PORTLAND, MAINE

MONDAY THROUGH FRIDAY 7:30PM

<b>WGAN</b>	PEOPLE'S COURT	<b>13/23</b>
WMTW	BABY MILLER	11/20
WCSH	WKRP IN CINCINNATI	10/18

## TUCSON

MONDAY THROUGH FRIDAY 4:00PM

<b>KOLD</b>	PEOPLE'S COURT	<b>13/40</b>
KGUN	LOVE BOAT	6/19
KVOA	CHIPS	3/10

## GREENVILLE

MONDAY THROUGH FRIDAY 5:30PM

<b>WCTI</b>	PEOPLE'S COURT	<b>12/28</b>
WITN	WKRP IN CINCINNATI	8/19
WNCT	MASH	7/16

## ROANOKE-LYNCHBURG

MONDAY THROUGH FRIDAY 5:30PM

<b>WSET</b>	PEOPLE'S COURT	<b>11/29</b>
WDBJ	FANTASY ISLAND	7/20
WSLS	WALTONS	7/18

## SIOUX FALLS

MONDAY THROUGH FRIDAY 6:30PM

<b>KSFY</b>	PEOPLE'S COURT	<b>14/23</b>
KDLT	THE FLETCHER COMPANY	6/10

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Astoria, New York. Information: (212) 765-5700.

**March 11-13**—Ohio Cable Television Association annual convention. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

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

**March 13-14**—Ohio Association of Broadcasters congressional dinner and visits to congressmen and FCC. Hyatt Regency-Capitol Hill, Washington.

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

**March 13-15**—Louisiana Association of Broadcasters annual visit with Congress and FCC. 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 15**—"The New Technologies: Changes and Challenges in Public Relations," seminar for corporate executives sponsored by Media Institute. Hyatt Regency, Houston.

**March 20**—"Cable Law '84," video conference on legal aspects of cable TV franchising, sponsored by American Bar Association, cable TV committee of science and technology section. Washington. Information: (202) 362-1140.

**March 20-22**—Washington Journalism Center's conference for journalists, "Changing Relationships Between Men and Women." Watergate hotel, Washington.

**March 21**—Illinois Broadcasters Association college seminar. Illinois State University, Normal, Ill.

■ **March 21**—Ohio Association of Broadcasters Cleveland managers' luncheon. Cleveland Bond Court, Cleveland.

■ **March 22**—Northern California Broadcasters Association meeting. Hyatt Union Square, San Francisco.

**March 22**—Ohio Association of Broadcasters Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

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

**March 23-24**—Florida AP Broadcasters 36th annual meeting. Holiday Inn, Gainesville, Fla.

**March 24**—New York University seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 505-0467.

**March 27-28**—Cabletelevision Advertising Bureau annual advertising 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 ninth annual Commendation Awards, by American Women in Radio and Television. Waldorf Astoria hotel, New York.

## April

**April 1**—Deadline for entries for Radio-Television News Directors Association awards. Entries can be sent to RTNDA President Dean Mell, HKQ Inc., South 4202 Regal, Spokane, Wash. 99203.

**April 1-3**—Virginia Cable Television Association annual convention. Williamsburg Lodge, Williamsburg, Va.

**April 3-4**—Illinois Broadcasters Association spring meeting. Springfield, Ill. Information: (217) 787-6503.

**April 3-5**—International Teleconference Symposium, co-sponsored by Comsat, AT&T, ITT World Commu-

nications, RCA Global Communications, TRT Telecommunications Corp. and Western Union International. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

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

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

**April 5-6**—International Radio and Television Society "Minority Jobs Fair." Viacom Conference City, New York.

**April 6-7**—Oklahoma AP Broadcasters Association annual convention and awards banquet. Park Suite, Oklahoma City.

**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 8-14**—International Public Television Screening Conference, INPUT '84, hosted by South Carolina Educational Television Network. Francis Marion hotel, Charleston, S.C.

■ **April 10-11**—Satcom '84, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by International Association of Satellite Users. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.

**April 10-11**—Ohio Association of Broadcasters spring convention. Columbus Marriott North, Columbus, Ohio.

**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 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. Caravanserai Resort, St. Maarten, Netherlands Antilles.

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

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

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

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

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

## May

**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 5-9**—Eurocast '84, cable and satellite television

# Broadcasting

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Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No (required)

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## Errata

**Charlotte Schiff-Jones remains president of Schiff-Jones Ltd., New York**, in addition to her new role as executive producer with client, RKO Videogroup ("Fates & Fortunes," Dec. 12, 1983).



# VOLUME 24

Warner Bros. Television Distribution  
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exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

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

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

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

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

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

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

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

**May 31-June 3**—*Television Critics Association "Cable Day"*, sponsored by *Women in Cable*. Phoenix. Information: (202) 296-7245.

## June

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

convention. Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

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

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

**June 10-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas.

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

# Monday Memo

A cable TV must-carry commentary from Wally Schwartz, Blair TV, and president, Station Representatives Association

## Stating the case for keeping must-carry

There are many important issues, deregulatory and otherwise, that confront broadcasters today. For television, however, none is more important than preserving the FCC's cable must-carry rules. Forty percent of all television households are cable wired. By the end of the decade, cable penetration will certainly have increased to 50% and will probably be closer to 60%. A television station's access to 40%-60% of its viewers is insured only by the must-carry rules.

The rules were conceived by the FCC in the mid-1960's as an unquestioned necessity for preserving a national system of local television service. That necessity is no longer unquestioned.

The FCC, its plate full of major deregulatory initiatives, has not taken up the must-carry issue. But most FCC commissioners have let it be known privately that they have no personal enthusiasm for—and, in some cases, oppose—the must-carry rules.

Ted Turner has filed with the FCC a rule-making request that the must-carry rules be repealed. Turner has followed this action with a court suit to force the FCC to act on his rulemaking request.

Quincy Cable, a Washington state cable operator involved in a major legal proceeding, seeks court reversal of the must-carry rules on, among other grounds, the claim that the rules violate the First and Fifth Amendments of the Constitution (see story, page 91).

The FCC has just announced that it wants Satellite Master Antenna Television, so-called rooftop cable, deregulated.

Even though the FCC staff continues to enforce the must-carry rules, waiver requests filed by cable systems automatically stay the local station carriage requirement until the FCC acts. Three hundred such requests are now pending, and it is not uncommon for the FCC staff of one person assigned to these waivers to take years to act on them.

Cable's relationship to television stations is unique. Cable is a monopoly gatekeeper



Wally Schwartz is president and chief executive officer of Blair Television and is also president of the Station Representatives Association. He began his broadcast advertising career in 1955 as an account executive with WWJ(AM) Detroit. His radio tenure included stints as a sales manager and general manager, and in 1967 Schwartz was named president of the ABC Radio Network. He later served as president of ABC Television.

which each local station must pass to reach viewers.

Further, to the extent cable sells advertising—and cable advertising sales are increasing—the gatekeeper becomes a competitor.

Imagine a world in which 50% of all Fords were required to be delivered to Ford customers by General Motors.

Imagine a world in which a telephone company were free to accept or reject 50% of your calls and, if it chose to accept them, to charge you any rate the traffic would bear.

The Station Representatives Association stresses that the elimination of the must-carry rules would not only free cable systems to refuse to carry local stations, but in addition would permit cable systems to charge local

stations a fee for carriage. Absent the must-carry rules, cable—which is not a regulated common carrier—could charge your station an "access fee" for the "privilege" of reaching your local viewers. Such fees would be charged, not because cable is the enemy of local television, but because of simple economics.

Cable carriage is life and death for new independent stations, as we all know. But it is also vital to network affiliates whose network programming can be duplicated on cable. The Quincy case, for example, does not involve carriage of a new independent station, but rather the unwillingness of a cable system to carry the network affiliates from both Seattle and Spokane, and the cable system's desire to replace the three Spokane affiliates with WOR-TV New York, CNN and Nickelodeon.

SRA stresses localism. Ours is a nation of communities. There is, to use John Naisbitt's word, a "megatrend" toward revitalizing localism and regionalism in America.

Local television is essential to preserving and revitalizing localism. Local television news and public affairs programs play a vital role in community action. Mass appeal programs broadcast by local stations bring people together. Cable narrowcasting—or "slivercasting," to use the word coined by *Forbes*—fractionalizes the community of viewers.

SRA stresses the importance of making sure that members of Congress do not lose sight of the essential role local television plays in making it possible for congressmen efficiently and effectively to reach their voters.

Cable television was created out of the free use of local television signals. What a terrible irony it would be if cable were now permitted to displace those signals, or to charge for their carriage.

Preserving must-carry is an issue that will never go away. It requires the continuing concern and attention of all television broadcasters.

Once local television stations find themselves forced to negotiate for the right to reach their local viewers, it will be too late. ■



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# Broadcasting Jan 23

TOP OF THE WEEK

## Turnabout at the top for NAB

**Summers will take over as chief lobbyist, switching from administrative role; new 'accountability' for Fritts as he takes more direct charge; solution answers board's disquiet, is considered brilliant answer; Rule named to receive DSA**

In one fell stroke, the joint board of directors of the National Association of Broadcasters solved two problems last week and in so doing put the association on a course its leadership felt certain would lead to success.

The stroke: appointment of executive vice president and general manager John Summers, 53, to be executive vice president for government relations, the association's chief lobbyist.

The two problems solved thereby: filling the chief lobbyist role that has been vacant since Steve Stockmeyer resigned abruptly last October, and shunting Summers out of the chief of staff position, where—the board had come to feel—he was an impediment to the full assumption of control by President Eddie Fritts.

All this and more happened in Maui, Hawaii, last week as the joint board met for its annual winter meeting. The Summers appointment was the capstone of a week in which, in executive session after executive session, speakers rose to voice disquiet over the way the NAB is going or isn't. The consensus that animated the week's dramatic

conclusion had been voiced by one board member last Wednesday: "The machine isn't working the way we want it to."

Generally speaking there were three targets of the board's concern. Not necessarily in order, they were:

□ The executive committee, which was felt to be too intimately involved in administrative matters that ought to be left to the staff, and to be crowding the chief executive to the point that he could not function effectively.

□ The chief executive himself, President Fritts, who was felt not to have taken full charge of the association's activities, nor to be exercising sufficiently firm command.

□ And the association's number-two man, Executive Vice President Summers, who was felt to be exerting too strong an influence on NAB affairs and, by some, to be too resistant to change.

The decision on Summers evolved after criticism of his performance in the general manager's post began to surface at an executive session of the joint board on Tuesday and came up again with the TV board on Wednesday and the radio board Thursday. The executive committee itself called an emergency meeting on Tuesday, and by Wednesday night the idea of shifting Summers into the government relations post had begun to dawn—almost simultaneously, said radio board chairman Martin Beck, on at least four members of the executive committee. On Thursday, joint board chairman Gert Schmidt met with Summers to broach the



Summers

proposal, which was quickly and enthusiastically accepted.

All hands were unanimous in praising the strategy, which many likened to finding a brilliant jewel that lay unnoticed while the association looked elsewhere. (News of the realignment was greeted by cheers and a standing ovation for Summers at the closing joint board session Friday.) It was noticed that Summers's long association—he has been on the staff since 1969—made him more knowledgeable of industry affairs than any outsider could hope to be and that the extensive government relations operation he will head—with 18 or more professionals—can take advantage of his acknowledged managerial skills. It is anticipated that he will engage a number-two person with conspicuous lobbying skills, plus—in keeping with the structures committee's suggestion—two junior lobbyists to specialize in radio and TV issues. One or more of those assignments could fall to incumbent members of the NAB staff.

It was not clear what status would be held by Summers's top aide in government relations, although he said the post certainly would carry a vice presidency and perhaps a senior vice presidency. It was emphasized that, as the association's only executive vice president, Summers himself will continue to be NAB's number-two executive and will substitute for President Fritts should that be necessary.

Even more significantly, the Summers appointment moves President Fritts into a position of unencumbered responsibility, and accountability.

"It's mine to succeed or fail," he told BROADCASTING last Thursday, saying that all senior staff vice presidents and others would report directly to him. The general manager's role will be vacated, and Fritts will hire an administrative aide to help with internal affairs. Among the advantages of



As the sun sinks. . . . L-r: Chairman Gert Schmidt; Tom Tauke (R-Iowa), and President Eddie Fritts.





**Board on the beach.** Members of the NAB board gathered at the Stouffer's Wailea Beach Resort, Maui, Hawaii, for their annual winter meeting. First row (front), l-r: Leslie Arries Jr., WVB-TV Buffalo, N.Y.; Peter Kizer, Evening News Association, Detroit; Eugene Cowen, ABC, Washington; radio board vice chairman, Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; radio board chairman, Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y.; joint board chairman, Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; TV board chairman, Jerry Holley, Stauffer Communications, Topeka, Kan.; TV board vice chairman, Bill Turner, Forward Communications, Sioux City, Iowa; NAB president, Eddie Fritts; Martin Rubenstein, Mutual Broadcasting, Arlington, Va.; Glenn Mahone, Sheridan Broadcasting Network, Pittsburgh, and Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif.

Second row (seated also): Bev Brown, KGAS(AM) Carthage, Tex.; Gary Stevens, Doubleday Broadcasting, New York; Douglas Stephens, KDEN(AM) Englewood, Colo.; William Hansen, WJDL(AM)-WLLI-FM Joliet, Ill.; John Hyde, KDHL-AM-FM Faribault, Minn.; Charles Jones, WSRZ(FM) Sarasota, Fla.; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa, and Dick Oppenheimer, KIXL(AM)-KHFI-FM Austin, Tex.

Third row: Bill Bengston, Mid-Continent Telecasting, Pittsburg, Kan.; Dean Sorenson, Sorenson Broadcasting, Pierre, S.D.; David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; Edward Giller, Gilcom Corp., Altoona, Pa.; Gary Capps, Capps Broadcasting, Bend, Ore.; Ben Hoberman, ABC Radio, New York; Eugene Lothery, CBS-owned AM stations, New York; Kenneth MacDonald Sr., MacDonald Broadcasting Co., Saginaw, Mich.; Robert Hilker, Suburban Radio Group, Belmont, N.C.; Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Dick Rakovan, Outlet Broadcasting, Providence, R.I., and James Dowdle, Tribune Broadcasting, Chicago, Ill.

Fourth row: Michael Eskridge, NBC Radio, New York; Clyde Price, New South Radio, Tuscaloosa, Ala.; Jerry Lyman, RKO General Broadcasting, Washington; William Faber, Tampa Television, Tampa, Fla.; Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Crawford Rice, Gaylord Broadcasting, Dallas, Tex.; Robert Hynes, NBC, Washington; Willie Davis, KACE-FM Los Angeles; John Dille, Federated Media, Elkhart, Ind.; Fred Conger, Nation's Center Broadcasting Co., Hutchinson, Kan.; Michael McCormick, WTMJ-TV Milwaukee, Wis., and Don Wear Jr., CBS, Washington.

the direct reporting process said Fritts, is that actions up and down "will not be filtered through the bureaucratic process."

On Friday, the executive committee met with Fritts and Summers to convey a general set of instructions from the board reflecting its expectations of the association's staff. Generally, they said that Fritts would be both the chief executive officer and the chief operating officer, as well as the association's principal spokesman. The executive committee later described the instructions as putting Fritts clearly on his own in terms of accountability.

Concern over the association's general direction was the preoccupation in Maui last week but it was not the only order of business. Among the others:

□ The board approved a budget for the April 1, 1984-March 31, 1985 fiscal year that anticipates expenditures of \$9,919,480 against income of \$10,107,000. The largest income items are for dues (\$2,958,000 from radio and \$3,308,000 from television) and from the annual convention (\$2,400,000). Expenses by department: government relations \$934,176, legal \$647,726, public af-

fairs \$819,451, station services \$885,400, science and technology \$530,391, research and planning \$620,095, radio \$284,301, television \$286,456, membership \$829,384 and general administrative \$4,082,100.

□ The board approved a change in procedure for selecting a new president, should the incumbent resign, be dismissed or become incapacitated. It calls for the executive committee to form itself as a search committee, with no committee member eligible to accept the presidency. The immediate past joint board chairman would head the group and be a voting member of it. The executive committee would have full authority to "recruit, select, negotiate with and hire" a new president. In the past, all search committee decisions were subject to ratification by the full board as in 1982, when the board rejected a search committee selection and, instead, elected the then-incumbent joint board chairman, Eddie Fritts.

□ Moreover, the NAB voted a bylaws change that would require the board to specifically renew its presidential selection at each June board meeting (the first meeting after the annual convention). That change

puts the board in position to ratify or veto any executive committee presidential choice within a year and sets up an annual review process for all incumbent presidents.

□ The joint board heard Representative Tom Tauke (R-Iowa), co-author of H.R. 2382, the broadcast deregulation bill, evaluate legislative prospects for that measure. He advised the broadcasters to remain steadfast in their search for a legislative solution and posed four prospects for how things might go: (1) A compromise in the House Telecommunications Subcommittee with Chairman Tim Wirth (D-Colo.); (2) a compromise with Chairman John Dingell (D-Mich.) and Representative Al Swift (D-Wash.) in the parent House Commerce Committee; (3) attachment to another piece of legislation in the Senate, or (4) attachment to some other legislation in the House. However things might go, Tauke pronounced himself optimistic that, despite all odds, the deregulation measure has a chance this year. He chided broadcasters for having lost an earlier opportunity for passage by pulling back from a legislative compromise with Swift last year, and counseled that they stand firm this time



around.

(Tauke told the NAB he expected a "make or break" meeting with Wirth shortly after Congress returns this week.)

□ The TV board advised the staff that any broadcast deregulation legislation involving quantification, EEO or children's TV requirements must be reviewed with the TV board before any NAB approval is given.

□ The board also provided for interim succession to the office of president, in the event of resignation or incapacitation, by directing that the executive vice president would take over. It was left to the executive committee to fill any vacancy in the immediate past board chairman position, with the instruction that past executive committee members be given "due consideration."

□ The TV and radio boards recommended creation of a task force on alcohol and drug abuse to address "societal" problems it feels broadcasters can do something about, and at the same time offsetting criticism of the broadcast media in connection with those issues. The NAB is particularly concerned that anti-alcoholic beverage advertising movements may accelerate this year.

□ Both TV and radio boards approved expansion by two seats to assure representation by women and minorities for a period of four years. Each appointment would be for two years, subject to reappointment. It is anticipated that the natural upward movement of women and minorities, would, four years from now, provide for normal progression to those seats, and the ad hoc procedure would then be discontinued.

□ The radio board passed a resolution urging the FCC to hold off acting on some 1,000 applications for FM translator service, filed presumably in anticipation of the commission's opening up a new low-power FM service (as proposed by the Moody Bible Institute of Chicago).

□ The TV board approved setting up a dues structure to admit direct broadcast satellite stations to NAB membership.

□ The radio board approved ongoing negotiations with the Daytime Broadcasters Association, looking toward merger—and including absorption of the DBA's existing debt (some \$50,000). The board backed "100%" the recent plan to merge NAB's Radio Programming Conference with the annual convention of the National Radio Broadcasters Association, and applauded efforts by President Fritts in bringing that merger about.

□ In a move with still further federation overtones, the TV board recommended creation of a children's TV conference in concert with conventions of the Association of Independent Television Stations or NATPE International, or both.

□ A proposal that the NAB join in a move to develop one standard for AM stereo—being spearheaded by Fred Walker of the Broadstreet group—was turned down largely because of antitrust implications.

□ ABC Inc. Vice Chairman Elton Rule was named to receive the NAB's Distinguished Service Award at the annual convention in April.

□ Elected to the Radio Hall of Fame: Red Skelton and Bob & Ray. □

## Sony Betamax victory likely to ignite Hill copyright activity

**But legislation to overturn Supreme Court decision allowing consumers to videotape programs at home unlikely in this session**

A Supreme Court ruling that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law is expected to ignite new battles on Capitol Hill. Hollywood, which was sorely disappointed by the ruling, pledged to seek legislative relief. It will be opposed by the victors in the court, Sony Corp. of America, and other manufacturers and distributors of VCR's, which the court vindicated in its decision that the taping of television programs for later viewing was a "fair use" of copyrighted works and therefore beyond liability for copyright royalties.

The high court, splitting 5 to 4, reversed an earlier decision by a U.S. Court of Appeals which declared off-the-air copying illegal (BROADCASTING, Oct. 26, 1981). The appellate court had overturned a lower court decision in a suit filed in 1976 by Universal Studios Inc. and Walt Disney Productions against Sony, manufacturer of the Betamax videorecorder, and a number of retailers and individual users. The suit was filed in the U.S. District Court in Los Angeles.

The district court ruled in favor of Sony and said that neither the 1909 nor the 1976 copyright laws "gave copyright holders monopoly power over an individual's off-the-air copying in his home for private noncommercial use." Two years later, a three-member U.S. Court of Appeals reversed the district court decision. The Supreme Court took up the case last year and was scheduled to issue an opinion last summer but delayed its decision until after the parties reargued their cases orally last October.

The Supreme Court majority opinion, written by Justice John Paul Stevens, said: "One may search the Copyright Act in vain for any sign that the elected representatives of the millions of people who watch television every day have made it unlawful to

copy a program for later viewing at home, or have enacted a flat prohibition against the sale of machines that make such copying possible. It may well be," the opinion added, "that Congress will take a fresh look at this new technology, just as it so often has examined other innovations in the past. But it is not our job to apply laws that have not yet been written."

The court said that the plaintiffs had failed to demonstrate harm in home taping for "time-shifting" purposes. And it added that "substantial numbers" of other copyright holders "who license their works for broadcast on free television would not object to having their broadcasts time-shifted by private viewers."

Stevens cited testimony given at the district court trial by public broadcasting's Fred Rogers of *Mister Rogers' Neighborhood*. "He testified that he had absolutely no objection to home taping for noncommercial use and expressed the opinion that it is a real service to families to be able to show them at appropriate times." Justices William J. Brennan, Byron R. White and Sandra Day O'Connor and Chief Justice Warren E. Burger joined Stevens. Justice Harry A. Blackmun wrote the dissent, joined by Justices Thurgood Marshall, Lewis Powell Jr. and William Rehnquist.

"I would hope that these questions ultimately will be considered seriously and in depth by the Congress and be resolved there, despite the fact that the Court's decision today provides little incentive for congressional action," Blackmun wrote. Blackmun felt, however, that the court should not deter copyright issues to Congress. "Perhaps a better and more accurate description is that the court has tended to evade the hard issues when they arise in the area of copyright law," he said.

Blackmun maintained the majority's conclusion that time-shifting is "fair use" was seriously flawed. "It is my view that the court's approach alters dramatically the doctrines of fair use and contributory infringement as they have been developed by Con-



Wayman



Valenti

gress and the courts," Blackmun said. "Should Congress choose to respond to the court's decision, the old doctrines can be resurrected. As it stands, however, the decision today erodes much of the coherence that these doctrines have struggled to achieve."

Hollywood is turning to Congress for relief. "Congress must decide whether or not copyright is real or whether it is mush," said Jack Valenti, president of the Motion Picture Association of America.

"The future of creative entertainment for the benefit of the American family is at stake. If what creative people produce cannot be protected by copyright, then it is the public who will be the ultimate victim. Unless the Congress clearly defines the rights of creative owners, the biggest loser is the American family," Valenti asserted.

The motion picture industry also enjoys the support of a broader coalition including the American Society of Composers, Authors and Publishers (ASCAP) and the Recording Industry Association of America (RIAA).

The home taping controversy was debated vigorously in the last Congress, but the legislators were unwilling to act until the Supreme Court handed down its decision. Hollywood is preparing to launch a massive campaign to convince Congress to adopt legislation now pending in the Senate and House (S.31 and H.R.1030) that would exempt consumers from copyright liability but would impose a royalty on the manufacturers of home tape and taping equipment. The bills would create a royalty pool, with contributions to be decided by negotiation between copyright owners and the manufacturers and importers of VCR's and blank tapes. If the parties failed to reach agreement, they would be required to submit to binding arbitration.

S.31 is sponsored by Charles McC. Mathias (R-Md.), who chairs the Copyright Subcommittee. Mathias was unavailable for comment last week. In the House, Representatives Don Edwards (D-Calif.) and Carlos Moorhead (R-Calif.), who introduced H.R. 1030, are planning to press ahead. "I intend to pursue my legislation which balances the interests of home tapers and home recording equipment manufacturers and the creative community," Edwards said after the court decision was released. He said he hoped Robert Kastenmeier, of the House Judiciary Subcommittee on Copyright, and the parent Judiciary Committee, "will move quickly to take up the suggestion made by the justices—that Congress address this issue."

In other quarters doubts about congressional action were raised. "There's no need for Congress to act now that the matter is settled," said an aide to Senator Dennis DeConcini (D-Ariz.). DeConcini is the author of legislation (S. 175) that would exempt home taping from copyright liability. The bill has been rendered moot by the decision of the court. "There's no real possibility of the industry moving a bill. They need a vehicle, and if home taping is not violating the law, there's no momentum for a bill," the aide said.

In the House, a companion measure (H.R.175) was offered by Representatives

Stan Parris (R-Va.) and House Majority Whip Thomas Foley (D-Wash.), who plan to forge ahead despite the court's ruling.

Said another House aide: "There's going to be a lot of intense lobbying. Since it's an election year, if we don't see movement during the first couple of weeks in February then I don't expect legislation."

Chairman Kastenmeier was doubtful that Congress would act. "Candidly speaking, it would seem to me that Congress will not be disposed, in light of the court's decision, to act on legislation calling for the imposition of royalties on home taping," the subcommittee chairman said.

Although Kastenmeier said he had "no quarrel with the result reached by the court," he indicated that the motion picture industry might pursue other avenues to seek relief. Kastenmeier was referring to legislation pending in his subcommittee, H.R. 1027 and H.R. 1029 that would modify the "first-sale doctrine," of copyright law. The doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale. H.R. 1027 and H.R. 1029 and companion measures in the Senate, S. 32 and S. 33, would amend the law to give copyright owners control over subsequent sale or rentals of recorded audio or visual works. The language pertaining to television in the legislation reads: "Unless authorized by the copyright owner, the owner of a particular copy of a motion picture or other audiovisual work may not, for purposes of direct or indirect commercial advantage, dispose of the possession of that copy by rental, lease, or lending, or by any other activity or practice in the nature of rental, lease, or lending." Similar language pertains to recorded sound.

Hollywood's efforts to gain legislative relief will be staunchly opposed by Sony, the Electronic Industries Association and representatives of the Home Recording Rights Coalition, a group of manufacturers and retailers in the home video industry. Kenji Tammiya, president and chief operating officer of Sony, said the company was "extremely gratified" with the court's ruling, but was expecting the battle to continue in Congress. He urged consumers to let their congressional representatives know how they feel.

Jack Wayman, senior vice president for EIA's Consumer Electronics Group, was "elated" by the decision. Wayman warned that "we must now look to Congress to make sure that our victory in this case is not taken away by special-interest legislation." Wayman said 10 million VCR's are now in use. Wayman said 4.2 million VCR's were sold in 1983 and anticipates sales will reach 5.5 million in 1984. The home recording industry estimates revenues are close to \$3 billion a year.

Some experts predict that the home taping controversy is due for further airing in the courts. According to Joseph Mello, chairman of the New York City Bar Association's copyright committee, "Another area that might be tested is in connection with the home taping of pay TV rather than free TV." Mello believes that companies such as Home Box Office might be the next to go to the courts. □

## Warner's franchise problems dominate Texas Cable Show

Opinions vary on whether fallout from MSO's cutbacks will give cable industry long-term headache

The Texas Cable Show, which attracted more than 2,000 cable operators and hardware and software suppliers to San Antonio last week, provided the cable industry with its first opportunity in 1984 to measure the impact of Warner Amex Cable Communications' decision to pare down the elaborate and costly cable systems it promised in several big cities and to review the industry's many interrelated legal and regulatory problems.

Warner Amex's actions were perhaps the hottest unofficial topic at the three-day event. Two weeks ago, Warner Amex Chairman Drew Lewis told the city of Milwaukee that the company planned to cut back drastically on the service and facilities of the city's yet-to-be-built system to insure that it is economically viable (BROADCASTING, Jan. 16). And, last Monday, just a day before the Texas cable operators began arriving in San Antonio for a pre-convention party, Lewis delivered essentially the same message to the city of Dallas (see page 86).

The Texans, of course, were more concerned about what was happening in Dallas. Lewis Pearce, who operates a 21,000-subscriber system in Wichita Falls, Tex., for American Television & Communications, thought it could seriously damage cable's "image" in the state and make it tougher to deal with local officials. "It's this question mark. It's this cloud that hangs over all of us. Are we really telling the truth and are we really dealing square with them?"

Jake Landrum, of Mid-Coast Cable, Bay City, Tex., (11,588 subscribers in 10 systems) remembered the "bad taste" the back-room franchising of Houston left in the mouths of his subscribers—the city awarded five franchises without a formal bidding process—and said Warner Amex's move in Dallas could generate some of the same antipathy.

Apparently expecting negative fallout, Steve Effros, executive director of the Community Antenna Television Association, tried to put distance between the troubled major-market builds and the rest of the industry. "Cable must not be painted with the brush of what is happening in the major urban centers," he said. The high capacity, two-way systems that were promised to big cities over the past few years are not cable television, he said. "You can call them 'cazorninplat,' but you can't call them 'cable television.'"

Not all the cable operators felt the Milwaukee and Dallas situations would be detrimental to the industry—at least not entirely. Indeed, Jerry Craft, a Texas cable operator (8,000 subscribers in 11 systems) and president of the Texas Cable Television Association, which sponsors the convention, thought they could be beneficial. They could



serve to remind local officials everywhere, he said, that the cable business is like any other business in that burdensome regulations can destroy it. Upon purchasing a cable system in Bridgeport, Tex., last April, he said, he was preparing to ask for a rate increase when Bridgeport officials, pointing to the lower rates and seemingly superior service in Dallas, demanded that he lower his rates. Craft said he told them that if he lowered his rates he would put himself in the same "financial bind" as Warner. "They didn't believe me," he said. "But now I can't wait to go in and tell them about the dollar and a half I want."

There was no consensus at the show as to what caused the problems in Milwaukee, Dallas and other markets. Bill Strange of Sammons Communications, which operates a large system in Fort Worth and lost the Dallas franchise to Warner, said it was ignorance of the big-city marketplace. When the bids were made and accepted, he said, nobody knew what the economics of big-city cable were. "We didn't know, the cities didn't know and the consultants didn't know." The one big variable that everybody seemed to have misjudged is penetration, he said. The penetration in the major markets is not as high as everybody thought they would be, and, as a result, revenues fall short of expectations, he said.

Effros disagreed with Strange. Sammons, Warner and the other cable operators did not walk into the major markets blind, he said. "Everybody knew the house of cards was going to fall," he said. "The promises in the major urban centers were ridiculous."

Effros blamed the big city troubles on the franchising process. "The process of franchising was not and is not capable of dealing with high technology," he said. "It never has been. High technology moves too fast and is too risky. The entrepreneurs don't know where it is going. How do you expect the city officials to know where it is going?"

According to Effros, Warner Amex's troubles underscore the need for H.R. 4103, the cable deregulation bill that would bring some order to the franchising process "before that process starts all over again in the entire renewal sphere."

Besides giving cable operators some assurance that their franchise would be renewed, H.R. 4103 and its companion bill, S. 66, which was passed by the Senate last June, also relieve cable operators of rate regulation and allow them to renege on promised services and facilities under some conditions.

Ed Burakowski, the National Cable Television Association representative at the convention, was sanguine about the prospects for H.R. 4103. There is "tremendous momentum" behind the bill, he said. The Telecommunications Subcommittee has already reported out the bill and lobbying efforts, guided by the NCTA, seem to be making some headway, he said. To overcome one major obstacle—House Commerce Committee Chairman John Dingell (D-Mich.)—cable operators, he said, have been talking to mayors and other city officials in Dingell's district and, so far, "We have been successful in turning some of them around... and



**CCI update.** Kathryn Creech, president of the Council for Cable Information, gave cable operators at the Texas Cable Show last week an update on CCI's \$5-million image-building campaign for cable. "We are...developing a campaign that emphasizes the benefits of cable by focusing on two points: the selectivity that cable introduces into the homes and the individual control that the subscriber has to tailor his viewing to his own unique tastes and needs," she said. CCI's advertising agency, McCann-Erickson, has developed three cartoon versions of the possible television commercials and, beginning this week, will gauge consumer reaction to them at seven locations across the country, she said. If any of them proves effective, she said, it will be produced and incorporated into CCI's national campaign, which Creech expects to launch next September.

they are getting back to Dingell," he said.

During one of the convention's 12 panel sessions, Effros and Gary Christensen, a retired Washington communications attorney, discussed possible changes in cable's compulsory copyright license and the must-carry rules. But they warned that tampering with either the license or the rules to make them more amenable to cable operators could produce some unintended side effects. "The FCC, the courts, the Congress, the Copyright Royalty Tribunal and our old friend the Copyright Office are all involved in this mish-mash of regulation," said Christensen. "When one deregulates, you can bet that someone else is going to be urged by your opponents to pick up the regulations in another form."

Early this month, the U.S. Court of Appeals in Washington affirmed the CRT's 3.75% royalty rate for distant signals added by cable systems after June 24, 1981. Christensen called the ruling an "absolute disaster" for cable, not only because the rate is regarded as excessive and effectively reimposes the FCC's distant-signal rules, but also

because of the way the court's decision was written. The court ruled that "the CRT is a legislative agency, not an administrative agency like the FCC," he said. "So anything that the CRT decides so long as it is in a 'zone of reasonableness' is going to be OK with the court of appeals. That means you are facing in 1985 and every five years thereafter a virtually unbridled CRT."

Seeking copyright legislation to limit the power of the CRT could spawn additional problems, Christensen said. "If you go up there to get some changes in the copyright law, Jack Valenti [president of the Motion Picture Association of America] will be right behind you and you better be careful in how you try to remove the knife that's being held at your neck by the MPAA."

As an alternative to pressing forward with legislation, which could create additional problems, Christensen advised the cable operators to work to "get people on the CRT who know something about cable and can understand the arguments that are made." The current commissioners are not "venal" or "stupid," he said, "but they are not sophisticated in cable television." Cable operators should identify their candidates for the two current vacancies, he said, and then persuade friendly senators to recommend them to the White House, which actually appoints the commissioners with the approval of the Senate. Said Effros: "You can be sure that the MPAA is already doing that."

According to Effros, two bills are pending in Congress that are designed to partially offset the effect of the 3.75% rate hike, and, in effect, he said, each would allow every cable system to add one more distant signal without having to pay the 3.75% rate.

If the motion picture and broadcast industries knew what was in their best interests, Effros said, they would aid cable operators in passing the legislation rather than opposing them. When the court upheld the 3.75% rate increase, he said, subscribers and broadcasters were the ones who suffered. Cable operators, having already adjusted for the rate increase by either dropping distant signals or raising subscriber fees, "are reacting with a big yawn," he said.

Increased coverage afforded by cable carriage is a great benefit to some broadcasters, but the compulsory license, because of the broadcasters' small share of the annual royalties, is of little value to any broadcaster. "If the MPAA succeeds in restricting the ability of cable systems to carry broadcast signals, it isn't the broadcasters who win," he said. "Broadcasters should be on our side and eventually they will be."

Standing in the way of broadcasters' support is the National Association of Broadcasters, he said. "A long time ago, the NAB got the idea that cable was an enemy, and they haven't looked recently." He urged cable operators to circumvent the "Neanderthal" trade association and appeal directly to the broadcasters. Some of them know where their interests lie, he said. CATA members have reported to him that some broadcasters have offered to pay the 3.75% compulsory license fee to insure their continued carriage, he said.

It even makes sense for the MPAA, the

group primarily responsible for the rate hike, to support cable in its legislation efforts to offset the hike, he said. The Supreme Court struck a blow against the motion picture industry and MPAA last week, ruling that in-home videotape recording was not a copyright infringement. As a result, the MPAA immediately began pressing Congress for help in controlling royalties stemming from videotape movie sales and preserving the FCC's financial interest and domestic syndication rules.

Since MPAA has much more at stake in its other legislative efforts, he said, perhaps the MPAA could be persuaded not to block cable's efforts at copyright in exchange for cable's help on MPAA's other fronts. "You can't dip in the well all the time and expect to win all the time," he said, "and you need allies. Wouldn't it be nice to work with Jack?"

Despite his talk, Effros doesn't really expect to form alliances with broadcasters and motion picture interests. Still, he seemed optimistic that the cable industry, working on its own in opposition to NAB and MPAA, could push through copyright legislation. According to Effros, Robert Kastenmeier (D-Wis.), chairman of the House Judiciary Subcommittee, charged with copyright, was upset by the court of appeals decision, which effectively gave the CRT legislative power. That was not Kastenmeier's intent when he

helped create the CRT, he said. The congressman is interested in correcting the problem through legislation, he said.

Hope among cable operators to eliminate the must-carry rules now resides with Quincy Cablevision, which appealed a fine for refusing to add another must-carry signal to the U.S. Court of Appeals in Washington. Quincy has argued that the must-carry rules violate its First Amendment rights. Oral arguments were heard last week (see story, page 91), and a decision is expected within a few months.

But Christensen said there is another case pending at the FCC that may be a more politically adept way of liberalizing the must-carry rules. The case does not challenge the must-carry rules, he said, but the application of the rules in a specific circumstance, one that is particularly onerous to cable operators.

The case would allow the courts to lift the rules in the specific case, but preserve the rules in general, "so broadcasters aren't so nervous and don't go up to the Hill and try to hang another amendment on your copyright changes," he said. The trick is getting the case out of the FCC, which is now wary of must-carry items, he said. But those involved "will figure out a way to get the FCC to act so we can get that case before the Court of Appeals, and I think we have a very good chance of success," he said. □

audience of both children and adults with stories that would begin each Monday, continue through the week and end Friday with a "cliff-hanger," enticing audiences to return the following week. A total of 65 episodes are planned for availability starting next fall, according to Kellner, who said the show's per-episode budget of \$100,000 might require that Orion seek equity partners for its production. Foreign investors have already expressed interest, he said.

Paul Glick, a Chicago-based self-improvement expert whose salon offers clients everything from a new hairstyle to speech and elocution lessons, is the host of *Being Your Best*, a magazine strip offering viewers information and demonstrations of how to improve their self-image. Produced by Bob Parkinson and Andy Friendly, the program is the third first-run show to be offered by 20th Century-Fox Television for next fall. It joins *A Case In Point*, an audience participation courtroom strip produced by Scotti Brothers/Syd Vinnege Television, and *Magic Music Machine*, a weekly, half-hour music/variety talent contest.

*The Good Life*, another new magazine strip that surfaced at INTV, would offer viewers tips on the finer things in life, including where ordinary people can find them. Produced by Earl Greenberg Productions, Los Angeles, and Columbia Pictures Television, it is being distributed on a straight barter basis by Kenyon & Eckhardt Advertising. According to a spokeswoman for K&E, independents as well as affiliates expressed interest in the show last week, independents, for broadcast following their nightly 10 p.m. newscasts. Greenberg is former executive producer of NBC-TV's daytime series, *Fantasy*.

Yet another new strip, this one combining live dancing with music videos in a half-hour strip hosted by Livingston Taylor, surfaced just prior to the opening of last week's convention. Entitled *This Week's Music*, it is co-produced by Viacom Enterprises and the Entertainment Television Co., an independent record production and music publishing company. Viacom is distributing the series.

Other new shows unveiled at the convention included *Vantage Point*, a half-hour weekly public affairs series, and the first program from Local Program Network, a cooperative news service created by WCCO-TV Minneapolis and distributed by All American Television and Fox/Lorber Associates. Stories offered on the LPN daily feed and used within *Vantage Point*, which can be localized or aired intact, are produced by WCCO-TV and a number of leading news stations around the country, which form a core membership.

Golden West Television, on hand last week to screen its new 90-minute music video series, *New York Hot Tracks*, also introduced a new one-time only special, *The Great Weight Loss Challenge*. Produced last year by Golden West's KTLA(TV) Los Angeles, the one-hour show takes "a fun look at weight loss and exercise," according to Bruce Johnson, director of television distribution, and has been sold to the Gannett station group. It is hosted by Dick Clark and is being distributed for cash. *The Great*

## First-run choices abound at INTV

**Number of shows in development offered for inspection at meeting in Los Angeles is record for recent years; sales reported to be better than usual**

"There's an explosion in the development of first-run programming. Much of it won't get on the air, but at least it's being developed, and that's healthy. The market's very active... very competitive... the exact opposite of last year."

With those words, George Back, All American Television president and former NATPE International executive director, summed up the TV program marketplace that has developed this winter and had its first chance to show itself at an exhibition last week, at the 11th annual Association of Independent Television Stations convention (see pages 62-84).

Not all distributors would agree that this year's marketplace is much different from those of the past few years, when relatively few new shows were even proposed. Randy Reiss, president of TV distribution and production, Paramount Television Group, believes a plethora of game and music video shows, some of them inexpensively produced and duplicative in approach, have made the marketplace look more crowded than it really is. "There are always a lot of ideas at this time of year," he said. "It's the ones that have a real chance of getting on the air that count."

Whichever description fits, the market-

place at last week's INTV program exhibition appeared much more active than those of the two previous years. Several major new first-run series were on hand, including a half-hour comedy science fiction strip from Orion Television and two magazine strips, one from 20th Century-Fox and the other from Kenyon & Eckhardt Advertising Inc. Despite complaints about suites provided for screening by the convention hotel (see page 62), the word around the convention and from a number of distributors was that, in the words of one, "quite a bit of business... more than usual for an INTV convention" was written.

Along with the new shows, several already announced, most notably MCA Television's weekly half hour, *Puttin' on the Hits*, and Telepictures Corp.'s strip soap, *Rituals*, closed sales to group operators and now appear certain to go on the air next fall. Although most of those contain at least some barter time, a number of distributors, as well as some station operators, said there is a demand this season for programming sold, at least in part, for cash. "Stations need inventory after all the barter programming they've acquired in the past few years," said Don M. Lacy, assistant general manager and program director, KSTW(TV) Seattle.

Orion Television President Jamie Kellner said his company is reluctant to reveal much about the half-hour comedy it is proposing for first-run syndication until major group buyers have had a chance to screen and react to it. Entitled *Major Mars*, it would target an





**Prime time soap.** It started 18 months ago as a "radical idea which nobody in this country has ever tried." That idea—a first-run prime time serial drama, or soap opera—now appears to have come to fruition. Richard Robertson, senior vice president of sales and marketing at Telepictures Corp., announced that *Rituals*, its joint venture with Metromedia to produce a new serial drama for prime time and prime access, was now a firm go. Metromedia's decision to put *Rituals* in its prime time lineup for next fall has also "triggered commitments" from other stations, Robertson said, including stations in the Outlet, Gannett, Multimedia and Chronicle groups. Robertson said the station lineup at present represents 50% coverage of NTI households. Production costs are substantial: Start-up, development and first-year production expenses will exceed \$14 million. *Rituals* will probably debut either Sept. 10 or Sept. 17 "to get a jump on the networks," Robertson said. Dick Block, executive vice president of Metromedia, said that group's independent stations will probably air *Rituals* between 8 and 9 p.m. Metromedia's ABC affiliate in Boston, wcvb-TV, will air it at 4 p.m. following *General Hospital*. Historically, nightly serial dramas have not been successful on American television, but Robertson pointed out that Latin America, Australia and the U.K. all have nightly serials that dominate their time periods. And if *Rituals* proves successful, Robertson added, the program "could expand to an hour."

*Weight Loss Challenge* was also made available at last year's NATPE International convention, according to Johansen, but it took a back seat to the company's efforts to clear its major project, the strip *Woman to Woman*.

Lexington Broadcast Services, the country's largest distributor of barter programming, introduced a package of 12 feature films for cash or barter. Produced by MGM/UA, the movies includes such titles as "The Fixer," "Barretts of Wimpole Street," "Red Badge of Courage" and "The Brothers Karamazov."

The program that created perhaps the most visible stir at last week's convention was MCA Television's weekly half-hour musical comedy series, *Puttin' On the Hits*, in which young practitioners of "air guitars"—the imitation of musical performers, a craze popular on college campuses—compete before a panel of judges for the highest score. MCA sold the series to Taft Broadcasting, for four of its stations, Tribune Broadcasting, Gannett Broadcasting and Malrite Broadcasting as well as a number of other stations, during the convention, and MCA declared the series "a definite go."

In other news, Paramount Television confirmed it is discussing expanding its hit weekly music series, *Solid Gold*, into a strip that would include five half-hours and a

weekend hour. *Solid Gold* is distributed by Television Production Enterprises as an Operation Prime Time project. Paramount screened a pilot of its proposed half-hour comedy strip, *Anything for Money*, at last week's convention, and, according to Reiss, the program, if given the go-ahead, would likely air on a lineup comprising about 50% independent stations.

Lorimar Productions, which screened its proposed magazine strip, *What's Hot, What's Not*, at last week's convention, surfaced a new package of promotional spots for *Dallas*, the off-network series it has sold to 93 stations for next fall. One 60-second spot for each episode of the serial will offer a quick recap of what happened in the episode aired the day before, plus video previews of what's coming on the next episode to air. Larry Hagman, who stars in the program as J.R. Ewing, will host the spots and stopped at the Lorimar suite last week to promote the effort.

Among the new shows that have been proposed for next fall so far this season, a few have quietly been withdrawn, the latest, *All About US*, a magazine strip from Colbert Television and produced in cooperation with *US* magazine. The series is being reworked, according to a spokesman from Colbert, for possible re-introduction next year. □

## Warner, Chris-Craft go ahead with stock exchange

Even so, Murdoch still manages to buy additional million shares

Rupert Murdoch acquired more shares of Warner Communications last Thursday despite signs earlier in the week that maneuvering by Warner may have ground Murdoch's objectives to a halt. Murdoch increased his stake in Warner by another 1,022,400 shares to give him 5.57 million, or 8.5% of Warner's total outstanding common shares. Based on average trading values the day of the purchase, Murdoch's latest tally is estimated to have cost \$29.8 million.

In a move widely regarded as an attempt to thwart Murdoch's declaration to acquire control of the entertainment giant, Warner and Chris-Craft Industries also announced last week they had completed their stock swap agreements that give Chris-Craft a 19% interest in Warner in exchange for Warner acquiring a 42.5% interest in Chris-Craft's television subsidiary. Murdoch has petitioned the FCC, saying the transaction constitutes illegal transfer of control.

The announcement was made hours after the Federal Trade Commission cleared the way for Chris-Craft to acquire up to 49.9% of Warner at about the same time the FTC gave Murdoch similar permission to acquire up to an identical amount in Warner. Warner said the transaction did not require FCC approval because it involved less than majority control of Chris-Craft's broadcasting interests.

The transaction increases the number of Warner's outstanding common shares from 65.4 million to about 70 million. Until the Warner/Chris-Craft transaction was consummated, Murdoch was Warner's largest single shareholder. He acquired the interest last December for \$101.3 million. Murdoch subsequently announced he would seek control of Warner, even threatening to wage a proxy fight if necessary.

Murdoch issued a press release after Warner and Chris-Craft announced they had closed their deal saying he was "appalled" at the transaction. The release also stated "the hasty consummation of this improvident transaction, despite the serious unresolved questions before the FCC and the Delaware court, gives continuing evidence of the disregard Warner management has for its shareholders."

The "poison pill" statement refers to a provision in the Warner/Chris-Craft agreement that calls for Warner to buy back its shares owned by Chris-Craft if an outside buyer acquires more than one-third of Warner. The underlying assumption is that anybody seeking control of Warner would be discouraged by having to pay additional huge amounts to repurchase its shares from Chris-Craft. The provision expired after BHC acquired its convertible preferred stock.

Earlier this month, Warner filed suit in a Delaware court charging Murdoch with violations of Security and Exchange Commis-

sion regulations. Analysts regard the suit as an attempt to block Murdoch from purchasing additional Warner shares, which Murdoch said he intends to pursue. A Warner spokesman said that parties are to begin deliv-ering depositions in that case sometime this week.

To avoid any crossownership problems, Warner also simultaneously transferred its 50% voting interest in the Warner Amex Cable systems in California, Oregon and Wash-ington to American Express, its other part-ner in the cable systems.

Chris-Craft has also indicated that it would seek to purchase additional shares of Warner. In a filing with the Department of Justice required by the Antitrust Improve-ment Act of 1976, Chris-Craft said it would buy more than 25% of Warner.

In order for Chris-Craft to secure a 19% voting interest in Warner, a two-step process must be executed. Under the agreement, Chris-Craft will acquire 15.2 million shares of a new series of Warner stock, convertible into 12 million shares of common stock that will be worth a minimum of 15.6% of Warn-er's total voting stock. Last Thursday (Jan. 19), the New York Stock Exchange ap-proved the issue of the convertible preferred stock.

The other Chris-Craft television stations include the United Television group of four TV's, in which Chris-Craft holds a 50.1% interest. Those stations are independents KMSP-TV Minneapolis and KBHK-TV San Francisco, and network affiliates KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex. □

ing to more than 30% of the total TV house-holds (crediting UHF's for only 50% of the ADITV households in their markets). "Such gradual ownership deregulation will afford the commission practical experience with the consequences of changed ownership re-strictions, and provide a basis for their possi-ble subsequent elimination."

LIN Broadcasting Corp. said broadcasters shouldn't be able to have more stations than they need to reach 20% of the nation in each of the AM, FM and TV services. "The abili-ty of a group owner of television stations to reach 20% of the nation's television audi-ence should provide a sufficient base upon which to justify independent program pro-duction," it said.

The National Radio Broadcasters Associ-ation urged raising the radio limit—but not indefinitely. It recommended that no party be permitted to own more than 18 AM's and 18 FM's. When the rules were adopted, parties were limited to owning 0.44% of the stations in existence, it said. Its alternative, in per-mitting the ownership of 36 stations, would allow parties to own the same percentage of stations now in existence. "The adoption of an 18-station rule will allow for significant expansion in radio station multiple own-ership and will also insure against any undue economic concentration or any significant loss in the diversity of sources of informa-tion and entertainment," NRBA said.

Susquehanna Broadcasting Co. supported raising the radio limit to 36, with no more than 24 of them in either the AM or FM service. But it also recommended phasing those higher limits in gradually, "to give the commission the opportunity to periodically review the actual results."

Gaylord Broadcasting Co. and Lee Enter-prises Inc. supported raising the TV limit to at least 14 (without distinguishing between VHF's and UHF's)—for everyone except the television networks, that is. The networks, they said, should be limited to seven.

The Association of Independent Televi-sion Stations urged the removal of the limita-tions for radio for everyone—and repeal of the TV limitations for everyone but the na-tional television networks: "It would not be in the public interest to allow these ubiq-uitous and powerful entities to increase their television station holdings."

The Motion Picture Association of Amer-ica, an ally of INTV's in the network syndi-cation and financial interest rule proceeding, singled out the networks as well: "The pre-sent television station ownership restriction should not be relaxed insofar as it applies to CBS, ABC and NBC."

Greater Media Inc., owner of 12 radio stations, came out in opposition to the rule-making. It urged the commission to proceed cautiously, warning that concentration could result. "Such caution is particularly warrant-ed where, as here, the changes in the indus-try structure once made will be largely irrev-ocable."

Henry Geller, former head of the National Telecommunications and Information Ad-ministration, said the rulemaking fell "far short of providing a reasonable basis for changing the rules." □

## Lifting ownership limits appeals to many

**But how far the FCC should go, and what, if any, restrictions should be placed on networks vary in comments on rule of seven's**

The FCC's proposal to repeal, or relax, its rule of sevens has drawn a mixed response in comments at the FCC.

The Department of Justice and the Nation-al Telecommunications and Information Ad-ministration offered support for the propos-al. Broadcasters themselves were divided: While many argued for complete repeal, oth-ers asked the FCC to stop short of that. Some completely opposed the concept, while oth-ers argued for letting everyone but the televi-sion networks expand their station portfo-lios.

The Department of Justice said it didn't think repeal of the rule—which limits station ownership to seven AM's, seven FM's and seven TV's (no more than five of the last VHF's)—would lead to the development of new networks that could compete with the existing ones. Nonetheless, it didn't think lifting the rule would pose "significant com-petitive risks."

NTIA supported lifting the limitations on radio altogether, since local and national radio markets are "extremely competitive." It said it was "inclined" to support repeal of the limits on TV as well, but, noting that there is a difference between radio and TV markets, added that it wanted to read the comments before deciding whether total repeal or some form of major relaxation is appropriate for television.

The National Association of Broadcasters urged the commission to "liberalize or de-lete" the rules. It also opposed the erection of separate limitations for the networks. "To continue to hobble broadcasters alone with outmoded ownership limits is an inevitable anachronism and unjustified intrusion upon licensee discretion and marketplace oper-ation," the NAB said.

The networks agreed. ABC, for example, said complete abolition of the rule was justi-fied by changes in the national video-audio marketplace since the rules were adopted. "While the seven-station rule may have had some utility in the early history of broadcast-

ing, the emergence of fully competitive radio and television industries—and the availabil-ity of other nonbroadcast sources of enter-tainment and information—eliminates what-ever regulatory relevance the restrictions may have had."

Taft Broadcasting Co. felt the same way: "A determination of whether any specific proposed merger or acquisition would tend to monopolize or substantially decrease competition in any relevant market should instead be resolved by the Department of Justice, using traditional antitrust criteria."

Gannett Co. said merely raising the limits wasn't the solution. "The rules concededly were arbitrary when adopted 30 years ago, and any new, albeit higher, limit adopted today would be no less arbitrary."

A group of TV licensees, including For-ward Communications Corp., May Broad-casting Co., and Television Station Partners, urged total elimination. They also said the networks shouldn't face special limitations. "There is no rational basis for treating net-works differently from either group owners or conglomerate firms with substantial non-broadcast interests."

Metromedia urged the FCC to repeal the limits on radio immediately, and permit parties to own up to 14 TV's now, removing the latter limitation altogether on Jan. 1, 1989. "The seven-station ownership limits have perpetuated a feudal system in which the network lords exercise near total dominion over the station owner serfs. The commis-sion's dogged pursuit of the widest possible dispersion of station owners has had the per-verse effect of assuring that no group owner became strong enough to establish an inde-pendent voice separate and distinct from the networks," it said. "The only realistic hope for greater diversity in conventional over-the-air television programing lies in the prospect of group owners capable of amor-tizing the cost of program development over a broad base of stations."

Although Cox Communications Inc. said it thought complete elimination of the TV cap could be rationalized now, it recom-mended a smaller step. It urged that the rule for TV be changed so that no one could own TV stations with combined ADI's amount-



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## THE LOCAL MARKET STORY \*

NEW YORK WABC 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	14	20	15
Nov. '82 Share (various)	10	11	10
<b>UP</b>	<b>40%</b>	<b>82%</b>	<b>50%</b>

TULSA KOTV 6:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	30	25	27
Nov. '82 Share (ET)	19	18	20
<b>UP</b>	<b>58%</b>	<b>39%</b>	<b>35%</b>

MIAMI WSVN 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	23	27	27
Nov. '82 Share (ET)	18	19	19
<b>UP</b>	<b>28%</b>	<b>42%</b>	<b>42%</b>

ALBANY-SCHENECTADY/ WNYT 7:00 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	22	32	25
Nov. '82 Share (ET)	17	29	22
<b>UP</b>	<b>29%</b>	<b>10%</b>	<b>14%</b>

BUFFALO WGRZ 7:00 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	28	35	39
Nov. '82 Share (ET)	25	29	33
<b>UP</b>	<b>12%</b>	<b>21%</b>	<b>18%</b>

DALLAS WFAA 10:30 PM, T-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	24	28	25
Nov. '82 Share (various)	19	16	19
<b>UP</b>	<b>26%</b>	<b>75%</b>	<b>32%</b>

LOUISVILLE/WHAS 7:30 PM, M-F	DMA HH	Women 18-49	Men 18-49
Nov. '83 Share	24	40	36
Nov. '82 Share (So You Think You've Got Troubles)	21	26	24
<b>UP</b>	<b>14%</b>	<b>54%</b>	<b>50%</b>

## THE NATIONAL STORY \*\*

	1983 Rating	1982 Rating	
ET	11.0	9.5	<b>UP 16%</b>
ETW	6.4	5.6	<b>UP 14%</b>
ET/ETW	17.4	15.1	<b>UP 15%</b>

\* NSI CASSANDRA - Nov. 1983

\*\* NTE: 11/28-12/4/83 vs. 11/29-12/5/82



Mary Bart & Ron Henderson of ENTERTAINMENT TONIGHT

# ENTERTAINMENT TONIGHT / THIS WEEK



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**FOR MONEY**

Have you ever considered what people will or won't do for cold, hard cash? This is the unprecedented comedy show that captures people being asked to face outrageous situations—all for money!

These hilarious, real-life challenges will guarantee "Anything For Money" and your station the all-important, comedy-loving men and women 18-49 audience—the demographics that advertisers crave. To this unique comedy, we add the backdrop of a game show—with all the advantages of viewer involvement but without the traditional disadvantage of older-skewing demographics.

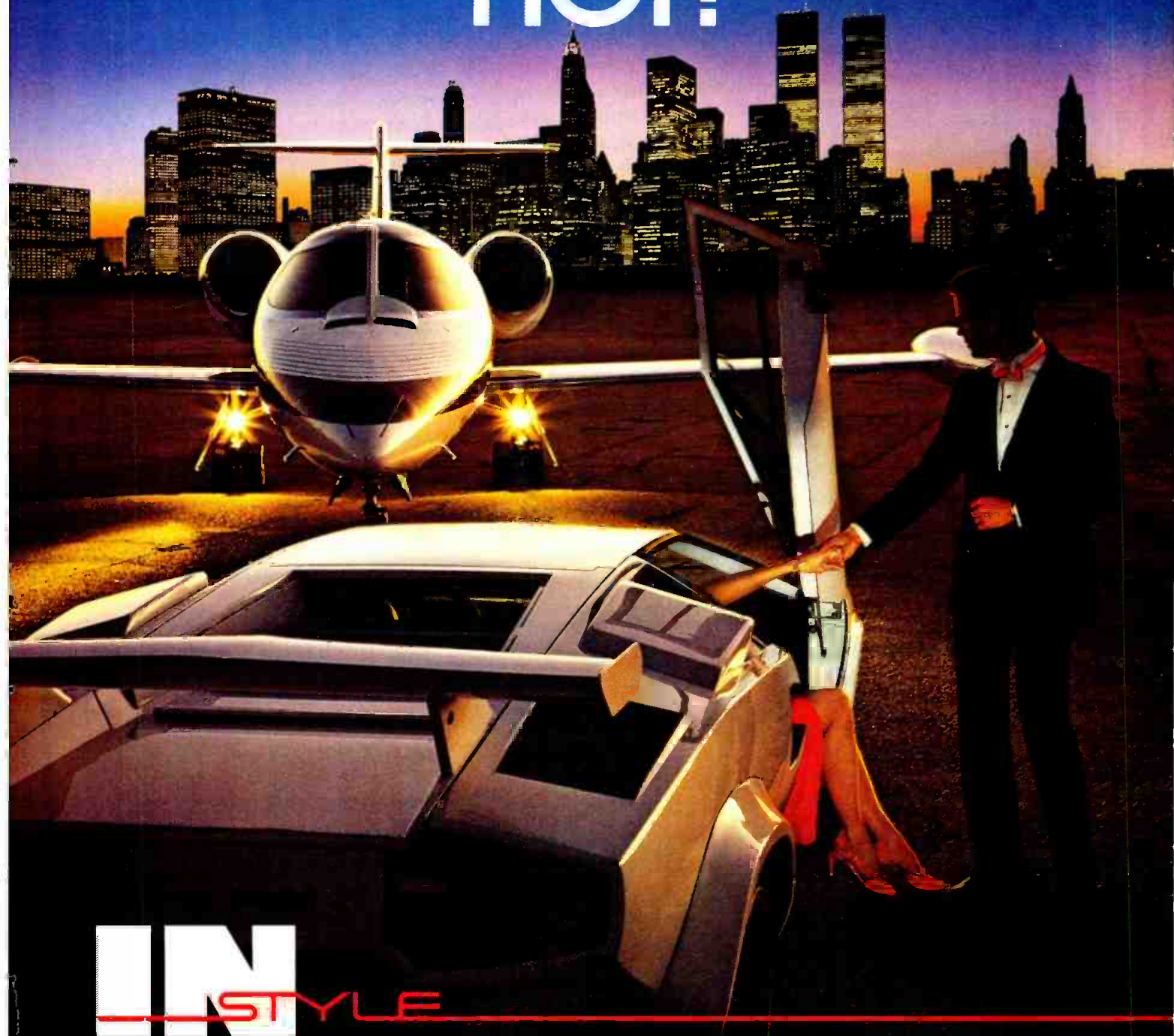
This strong combination—hilarious comedy first and game show format second—insures stations the ideal total audience delivery. If there were ever a comedy concept that was fool-proof, "Anything For Money" is it!

**There's only one thing people will do for money. Anything!**





# FIRST-RUN, FIVE-A-WEEK AND HOT!



## IN STYLE

### **Success. Wealth. Power. Fame.**

How do the super rich really live? "In Style" is a fascinating trip into a seldom-seen world where the celebrated do what most people only get to dream about.

It's a daily peek at the world of private jets, stretch limos, exotic locales, executive suites, extravagant restaurants, lavish homes and the most beautiful people in the world!

We'll travel the world to show who's in, who's out, what's hot and what's not.

It's more than just fluff—it's compelling and entertaining and attracts young adults—the audience most sought by advertisers. Now—a high-appeal, sexy show that promises glamour for women and adventure for men! From Fairchild Publications—and Paramount, the people who bring you the pace, polish and excitement of "Entertainment Tonight"!



# New Jerseyans looking for a job looked to us.

On October 27, 1983 looking for a job in New Jersey meant looking at WOR-TV. Because that was the night Channel 9 aired the first all-New Jersey Job-A-Thon.

And unlike many TV public service programs designed only to focus attention and increase awareness about a problem, Channel 9's Job-A-Thon was designed to perform a real public service...to find jobs for New Jersey's unemployed.

Working together with the New Jersey Department of Labor, business people and businesses in the Garden State, Channel 9's live, five-hour Job-A-Thon listed and displayed nearly 8,000 real job opportunities.

Combined with special reports on resume writing, job interviews and other job-hunting skills, Channel 9's Job-A-Thon gave New Jersey's unemployed the help and hope they needed.

And that's a job all of us at Channel 9 are proud of.



**WOR-TV**

**RKO TELEVISION**

**NEED A JOB?**  
WATCH  
**NEW JERSEY'S**  
FIRST TELEvised  
**JOB-A-THON**  
THURSDAY, OCTOBER 27, 8 PM  
**ON CHANNEL 9, WOR-TV**





Admarketing

Advanswers  
Media/  
Programing

Ally & Gargano

NW Ayer

Backer &  
Spielvogel

Ted Bates

BBDO

Benton &  
Bowles

Bozell & Jacobs

Leo Burnett

Campbell-  
Ewald

Campbell-  
Mithun

Chiat/Day

Compton

# Special Report

Cunningham &  
Walsh

Dailey &  
Associates

Dancer  
Fitzgerald  
Sample

D'Arcy-  
MacManus  
& Masius

## BROADCASTING'S

# TOP

Della  
Femina,  
Travisano &  
Partners

W.B. Doner

Doyle Dane  
Bernbach

A. Eicoff

William Esty

Foote, Cone  
& Belding

Grey

HBM/Creamer

# 50

Humphrey,  
Browning,  
MacDougall

Jordan, Case  
& McGrath

Kenyon &  
Eckhardt

Ketchum

## AGENCIES

Kornhauser  
& Calene

Laurence,  
Charles  
& Free

Marschalk

MCA

McCaffrey  
& McCall

McCann-  
Erickson

Needham,  
Harper &  
Steers

Ogilvy & Mather

Ohlmeyer

Rosenfeld,  
Sirowitz  
& Lawson

Ross Roy

Scali,  
McCabe  
& Sloves

SSC&B

Tatham-  
Laird &  
Kudner

J. Walter  
Thompson

Tracy/  
Locke/  
BBDO

Waring  
& LaRosa

Warwick

Wells, Rich,  
Greene

Young &  
Rubicam

# Top agencies hit \$12.5 billion in broadcast billings in '83

Top 50 firms spending up 19% from '82; Y&R leads again with \$1 billion; total cable investment runs to \$163 million

Combined television and radio billings for the top 50 broadcast agencies soared in 1983 to \$12.5 billion, eclipsing the 1982 total by 19%.

BROADCASTING's 32d annual survey found domestic television billings totaling

slightly more than \$11.2 billion, an increase of 20.4% over TV billings in 1982. Radio expenditures among the top 50 agencies climbed to almost \$1.2 billion, an increase of 15.3% over 1982.

For the sixth consecutive year, Young & Rubicam romped off with top honors in the broadcast sweepstakes. This year the agency broke through the billion-dollar level, amassing a total of \$1,090,000,000 in domestic TV-radio spending. In the process,

Y&R exceeded its 1982 total by \$164 million.

In second position was J. Walter Thompson, once the kingpin U.S. broadcast agency but now Y&R's perennial challenger. Thompson trails Y&R by a comparatively modest margin, having wound up 1983 with \$995.2 million in TV-radio investment, up \$91.8 million from 1982. Retaining the third position was BBDO with \$772 million, up \$26.7 million from 1982, followed by Leo

## BROADCASTING's top 50 advertising agencies

All figures are in millions

Agency	Combined broadcast billings				Broadcast percent of agency's total billings			Broadcast billings % change from 1982	Last year's rank		
	Total	TV network	TV spot	Radio total	Radio network	Radio spot	cable TV				
1. Young & Rubicam	\$1,090.8	\$985.9	\$704.9	\$281.0	\$75.5	\$24.3	\$51.2	\$29.4	63	+ 17.7	1
2. J. Walter Thompson	995.2	917.7	596.7	321.0	63.8	23.0	40.8	13.7	70	+ 10.1	2
3. BBDO	772.0	667.0	401.0	266.0	90.0	27.0	63.0	15.0	60	+ 26.7	3
4. Leo Burnett	624.0	592.0	413.0	179.0	25.0	4.0	21.0	7.0	70	+ 10.4	4
5. Ogilvy & Mather	569.5	535.2	395.3	139.9	27.8	8.2	19.6	6.5	75	+ 21.8	6
6. Dancer Fitzgerald Sample	525.5	489.7	275.3	214.4	24.5	18.8	5.7	11.3	84	+ 7.7	5
7. Grey Advertising	482.6	441.2	323.8	117.4	26.5	2.7	23.8	14.5	60	+ 7.7	7
8. Foote, Cone & Belding	461.0	412.0	272.6	139.4	49.0	13.0	36.0	—	71	+ 24.9	10
9. McCann-Erickson	438.1	400.0	215.0	185.0	34.0	4.0	30.0	4.1	77	+ 45.9	11
10. D'Arcy-McManus & Masius	438.0	363.0	186.0	177.0	75.0	22.0	53.0	—	60	+ 15.2	9
11. Doyle Dane Bernbach	402.0	380.0	247.0	133.0	22.0	—	22.0	—	45	+ 5.1	8
12. Compton	318.0	303.0	240.0	63.0	3.0	3.0	—	12.0	83	+ 90.9	22
13. William Esty	308.0	281.0	189.0	92.0	26.0	5.0	21.0	1.0	55	+ 2.6	12
14. Benton & Bowles	294.1	281.5	153.5	128.0	12.6	0.6	12.0	—	67	+ 6.9	14
15. SSC&B	293.5	272.7	208.4	64.3	20.8	4.7	16.1	—	80	+ 28.9	15
16. Needham, Harper & Steers	291.3	246.9	179.8	67.1	43.5	23.6	19.9	0.9	59	+ 45.1	19
17. Ted Bates	275.7	256.9	152.6	104.3	18.8	12.7	6.1	—	74	- 2.6	13
18. Backer & Spielvogel	269.5	225.0	175.1	49.9	38.5	5.0	33.5	6.0	78	+ 29.1	18
19. Campbell-Ewald	240.0	198.0	158.0	40.0	32.0	6.0	26.0	10.0	62	+ 8.9	16
20. N W Ayer	236.5	205.1	167.6	37.5	30.9	12.0	18.9	0.5	58	+ 8.5	17
21. Wells, Rich, Greene	198.4	170.4	88.6	81.8	22.0	2.0	20.0	6.0	48	+ 5.0	20
22. HBM/Creamer	171.0	150.8	60.9	89.9	17.4	—	17.4	2.9	60	+ 129.0	35
23. Advanswers/Media Proqraming	170.2	158.7	108.2	48.5	11.5	1.0	10.5	2.2	77	+ 6.0	23
24. Cunningham & Walsh	164.8	152.0	111.0	41.0	9.4	2.9	6.5	3.4	48	+ 14.6	24
25. Kenyon & Eckhardt	162.6	142.0	88.0	54.0	15.6	1.9	13.7	4.9	68	- 12.6	21
26. Tracy-Locke/BBDO	161.6	132.3	46.5	85.8	29.3	3.2	26.1	—	82	+ 101.1	34
27. Bozell & Jacobs	158.3	114.6	37.6	77.0	43.7	3.4	40.3	1.3	53	+ 28.1	26
28. Della Femina, Travisano & Partners	155.6	130.0	56.7	73.3	25.0	2.0	23.0	0.6	70	+ 37.7	27
29. Campbell-Mithun	150.3	130.8	43.6	87.2	19.5	1.1	18.4	—	64	+ 19.1	25
30. Admarketing	132.4	127.0	—	127.0	5.0	0.4	4.6	0.4	85	—	—
31. Ally & Gargano	113.7	110.0	54.8	55.2	3.7	—	3.7	—	68	+ 11.8	48
32. W.B. Doner	105.5	74.5	4.5	70.0	30.7	0.7	30.0	0.3	69	+ 21.6	31
33. Marschalk	100.0	93.7	57.3	36.4	6.3	—	6.3	—	49	- 4.1	29
34. Jordan, Case & McGrath	100.0	85.0	50.0	35.0	12.0	4.0	8.0	3.0	68	+ 20.4	32
35. Ketchum Communications	95.1	77.8	24.3	53.5	17.3	—	—	—	40	- 4.2	30
36. Rosenfeld, Sirowitz & Lawson	92.3	83.9	19.5	64.4	8.1	—	8.1	0.3	80	+ 33.3	41
37. Ohlmeyer Advertising	88.0	85.0	83.0	2.0	0.5	—	0.5	2.5	94	+ 45.0	40
38. Scali, McCabe & Sloves	85.0	71.0	24.0	47.0	13.0	1.0	12.0	1.0	55	+ 4.9	33
39. Kornhauser & Calene	82.0	67.7	56.1	11.6	13.1	4.0	9.1	1.2	63	+ 12.8	36
40. Chiat/Day	80.0	75.6	32.0	43.6	4.4	—	4.4	1.0	60	+ 18.3	38
41. Dailey & Associates	79.0	60.0	31.5	28.5	18.5	1.5	17.0	0.5	66	+ 42.4	45
42. MCA Advertising	78.0	72.0	30.0	42.0	3.0	—	3.0	3.0	57	—	—
43. McCaffrey & McCall	73.0	67.5	60.0	7.5	4.5	0.2	4.3	1.0	48	+ 6.3	37
44. Tatham-Laird & Kudner	71.5	69.0	42.0	27.0	2.5	1.5	1.0	—	34	+ 39.2	42
45. Laurence, Charles & Free Inc.	60.0	56.0	31.0	25.0	3.0	0.5	2.5	1.0	31	+ 15.4	49
46. A. Eicoff	58.1	54.1	3.1	51.0	4.0	—	4.0	—	95	+ 8.0	47
47. Waring & LaRosa	53.2	48.8	36.0	12.8	4.0	0.5	3.5	0.4	66	+ 7.2	50
48. Warwick Advertising	52.9	50.1	38.2	11.9	2.5	2.0	0.5	0.3	44	- 4.3	46
49. Ross Roy	51.8	39.1	23.2	15.9	12.7	0.2	12.5	—	42	—	—
50. Humphrey, Browning, MacDougall	51.1	45.0	20.5	24.5	5.5	—	5.5	0.6	51	- 10.7	43



**YOU GOTTA SEE IT TO BELIEVE IT!**



# DECEPTION

A brand new, exciting daily half-hour game show hosted by Jim Peck where contestants try to discover which celebrity storyteller is telling the truth!

*Call your GWT Sales Representative*  
**New York (212) 953-0610**  
**Chicago (319) 277-6463**  
**Los Angeles (213) 460-5831**



**GOLDEN WEST TELEVISION**  
5800 Sunset Boulevard  
P.O. Box 500, Los Angeles, CA 90078  
TWX 910-321-2928

Burnett in fourth with \$624 million.

Y&R logged the largest broadcast gain, followed by BBDO and Compton, which increased by \$152 million. Other dramatic upward changes were McCann, plus \$136.8 million; HBM/Creamer, reflecting the merger of Creamer Inc. with Humphrey, Brown-Ing, MacDougall, which added \$129 million; Ally & Gargano, up \$118 million; Ogilvy & Mather, up \$102.3 million; Foote, Cone & Belding, up \$92 million, and J. Walter Thompson, up \$91.8 million.

Increases in billings were achieved by 44 agencies. Four showed declines in television and radio spending, and two are new to the list. Those losing ground in 1983 were Marschalk, Ted Bates & Co., Ketchum and Warwick Advertising. New to the top 50 compilation for 1983 were MCA Advertising and Admarketing Inc. Dropped from the listing were Eisaman, Johns & Laws and Free & Ginsberg.

Young & Rubicam, with its huge investment in broadcast, captured first place in four categories: total broadcast billings, \$1.09 billion; total television, \$985.9 million; network TV billings, \$704.9 million, and biggest broadcast gain, \$164.6 million. Thompson was the frontrunner in spot television with \$321 million. BBDO was the kingpin in three classifications: total radio billings, \$90 million; spot radio billings, \$63 million, and network radio billings, \$27 million.

BROADCASTING also questioned the agencies on their investment in cable television. Some reported that spending there was insignificant; others said it was lumped with network or spot television and could not be broken out. Thirty-five of the agencies supplied separate data for cable, totalling \$163 million in all. Y&R again led the parade with a \$29.4-million commitment to cable, followed by BBDO, \$15 million; Grey Advertising, \$14.9 million; Thompson, \$13.7 million; Compton, \$12 million, and Dancer Fitzgerald Sample, \$11.3 million.

The following is an alphabetical listing of the top-billing broadcast agencies. The figures were obtained for the most part from the agencies themselves; in others estimates were obtained from various sources.

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### 30

**Admarketing** □ Los Angeles-based Admarketing is new to the top 50 broadcast agency compilation with \$132.4 million in billings. Admarketing is a heavy user of spot radio and television and eschews network television completely. The past year (1983) has been markedly successful for Admarketing in terms of new businesses, having added eight clients to the roster, bringing in more than \$35 million in TV-radio expenditures. New clients joining Admarketing during the year included MCA Records, New Horizons Pictures, La Victoria Foods, Mocha Mix nondairy products, Ronco Teleproducts, Breuners Rentals, Kentucky Fried Chicken (southern California and Texas) and Southern California Oldsmobile Dealers. Dropped during the year were two small clients: Airco Technical Schools and Hart-

man Catalogue. Heavy spot spenders at Admarketing include Air Cal, Jet America, La Victoria Foods, Mocha Mix, Ronco, Tuscan Dairy, Raleigh Hills, Kentucky Fried Chicken and Southern California Oldsmobile Dealers. A number of clients are involved in program sponsorship of the Los Angeles Raiders football games on radio and television.

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### 23

**Advanswers Media/Programing Inc.** □ Advanswers, the Gardner Advertising Co. subsidiary, increased its broadcast and cable billings by 6% in 1983 to \$170.3 million. Accounts added in the past year included new product assignments from Ralston Purina, Johnson & Johnson, McNeil Consumer Products Co., Hollywood Brands Inc. and Southwestern Bell (corporate). The company's cable clients included Southwestern Bell and Ralston Purina Co.

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### 31

**Ally & Gargano** □ Ally's broadcast expenditures rose by a generous \$61 million in 1983 over the estimated \$52.5 million of 1982. The agency reported it had landed the Franklin Computer account but resigned Commodore business machines during 1983. Ally has an extensive list of clients active in broadcast, including MCI Communications, Federal Express, Dunkin' Donuts, Saab Scania, Travelers Insurance, Midway Airlines and Puritan Fashions.

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### 20

**N W Ayer Inc.** □ N W Ayer climbed 8.5% in combined broadcast billings for 1983, posting an estimated figure of \$236.5 million. Television billings accounted for \$205.1 million while radio and cable expenditures totaled \$30.9 million and \$500,000 respectively. Among new major accounts added to N W Ayer's fold in 1983 were: Braniff International, Emerson Electric, Zena Jeans, The Sun Co., Texize (a division of Morton-Thiokol), Like Cola (a brand from Seven-Up Co.), NuVision, Walt Disney Home Video and the American Lamb Council. Accounts resigned during the year included Cannon Mills and Howard Johnson—the latter picked up by Campbell-Ewald.

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### 18

**Backer & Spielvogel** □ Combined broadcast billings for Backer & Spielvogel rose 29.1% to \$269.5 million. Total television billings accounted for \$225 million; radio, \$38.5 million, and cable, \$6 million. Major accounts added during 1983 were: AtariTel, a division of Atari Inc.; Miller Brewing Co.; NCR Corp.; Paddington Corp.'s Malibu Rum Liqueur, and Red Lobster Inns of America. The major broadcast client resigned was Seven-Up Co.'s Like Cola brand, which was picked up by N W Ayer.

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### 17

**Ted Bates** □ Ted Bates's combined broadcast billings in 1983 slipped 2.6% to \$275.7 million. Total television billings were \$256.9 million (\$152.6 million in network and \$104.3 million in spot) with radio billings accounting for \$18.8 million of broadcast ad expenditures. The agen-

cy, however, invested more in network radio—\$12.7 million to 1982's \$6.2 million—and less in spot—\$6.1 million to the previous year's \$9.3 million. The only new account signed in 1983 was Pizza Time Theater. Major accounts terminated included Electrolux, Coors, Home Box Office and Cadbury Schweppes. Among the agency's other clients are Colgate, ITT Continental, M&M/Mars, Warner Lambert, Kal Kan, Mitsu-shita, Carter Wallace and Prudential Insurance.

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### 3

**BBDO** □ The agency was on a new-business spree, landing accounts and products from Scott Towels, Frito-Lay, Gillette, Citibank, Wrigley, Ken-L-Ration Tender Chunks, Xerox Education Publications, Advanced Mobile Phone Service, Home Box Office and Menley & James. BBDO increased its broadcasting expenditures by a resounding \$163 million, a 26.7% jump over 1982. Television was the big gainer, accounting for \$115 million of added spending. BBDO reported it allotted \$15 million to cable last year. Involved in program sponsorships were General Electric, Pepsi-Cola, Gillette and Stroh Brewery. Among BBDO's aggressive TV-radio spenders are Wrigley, Firestone Tire & Rubber, Campbell Soup, Stroh, General Electric, Pepsi-Cola, Lever Bros., Black & Decker, duPont, Pillsbury and Quaker Oats.

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### 14

**Benton & Bowles** □ The agency's combined broadcast billings for 1983 totaled \$294.1 million—up 6.9% over the previous year. As in 1982, the majority of Benton & Bowles's broadcast business went into television—reaching an estimated \$281.5 million. The agency invested \$153.5 million in network and \$128 million in spot. On the radio side, total billings added up to \$12.6 million. New accounts in 1983 were: J. Aron, Corning, Arizona Bank and Kidco. The only account resigned was E.F. Hutton. Other Benson & Bowles clients include: Procter & Gamble, General Foods, Richardson-Vicks, Texaco, Morton-Thiokol, Emery and Pinkerton.

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### 27

**Bozell & Jacobs** □ Broadcast and cable billings for Bozell & Jacobs increased by slightly more than 28% last year, with a total of \$158.3 million. Television billings came to \$114.6 million, up 25.2%, while radio billings reached \$43.7 million, up almost 37%. Cable billings totaled about \$1.3 million. The agency gained some 34 new accounts in 1983. Among them: Association of Chicago McDonald's, B. Dalton Bookseller, Bell Atlantic, *Business Week*, Fairchild Aircraft, Life Saver, McDonald's Atlanta, *New York Times*, Sealy, St. Regis Corp. and WOR-TV New York. Among accounts resigned were Ampex Corp., Centel Corp., Coca-Cola Midwest Bottlers, Days Inn of America Inc., Paramount Pictures and Drakes.

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### 4

**Leo Burnett Co.** □ Burnett strengthened its agency billing with an estimated \$79 million during the past year, acquiring such accounts as Beatrice Foods, Samsonite Luggage, Ekrich



**MAKE HEADLINES WITH:  
THE WALL STREET JOURNAL  
CONSUMER NEWSLINE  
ADVERTISER INSERT CAPSULE!**

**THE WALL STREET JOURNAL.**

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Robert Heide Reports**

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Los Angeles (213) 460-5831**



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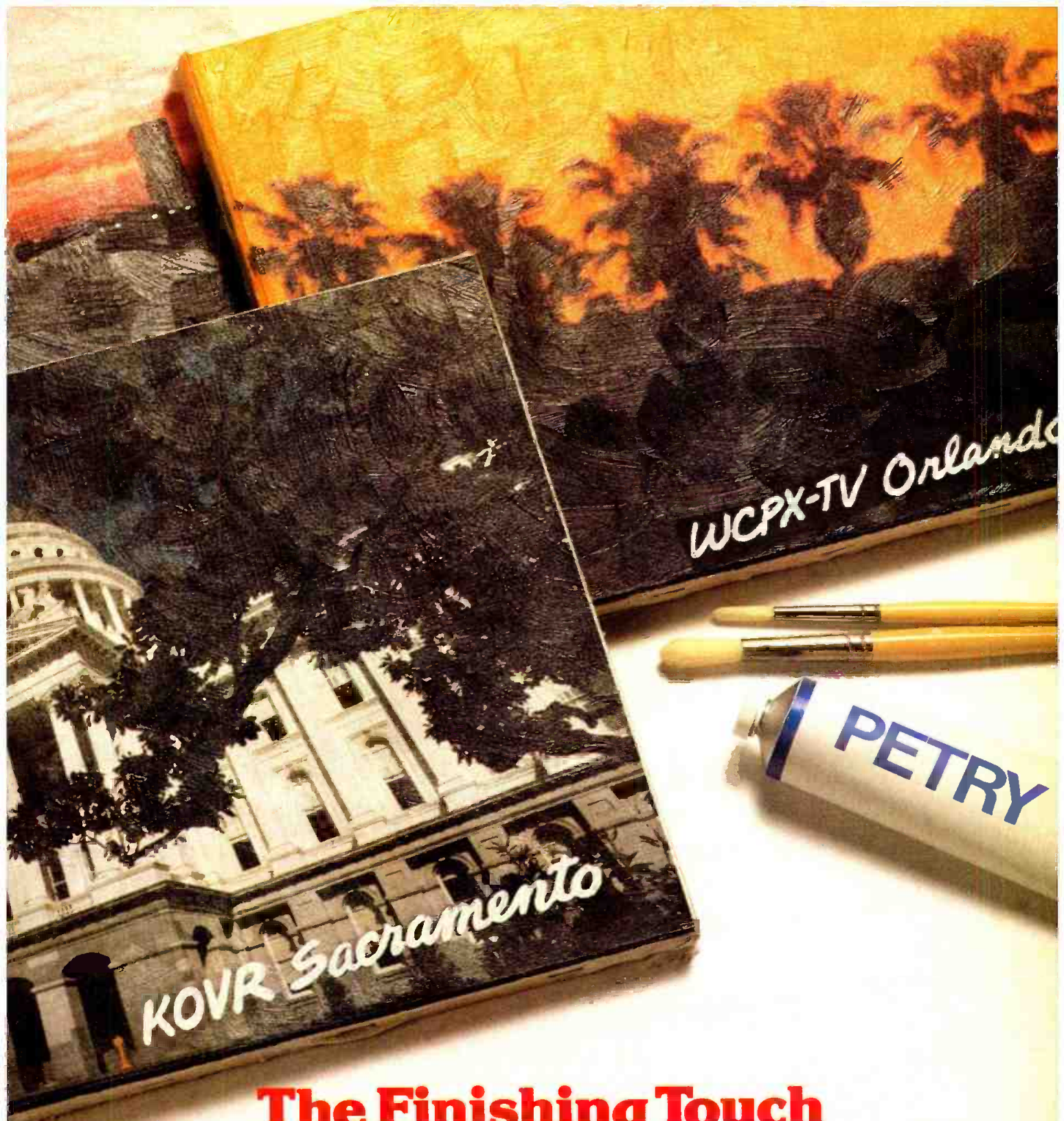
WCMH-TV  
Columbus

KSAT-TV  
San Antonio

WJAR-TV  
Providence







## **The Finishing Touch**

**Petry Television  
is now the National Representative for  
KOVN 13, ABC, Sacramento,  
joining with the other masterpiece stations  
of Outlet Broadcasting...  
WCMH-TV, Columbus; WCPX-TV, Orlando;  
WJAR-TV, Providence and KSAT-TV, San Antonio.**

**PETRY**

**The Original Station Representative**

Meats, Fisher Nuts and the American Dental Association. Resigned was its portion of Kimberly Clark. Projections of figures for 1983 showed that Burnett allotted \$7 million to cable television. Substantial television spenders are Allstate Insurance, General Motors (Oldsmobile), Heinz, Keebler, Kellogg, McDonald's, Maytag, Memorex, Miller Brewing, Nestle, Pillsbury, Procter & Gamble, RCA Corp., Salada Foods, Star-Kist Foods, Union Carbide, Union Oil, United Airlines and Wilson Sporting Goods.

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## 19

**Campbell-Ewald** □ This agency reported broadcast billings for 1983 of \$240 million, up 8.9% over the previous year. Television billings accounted for \$198 million (\$158 million network and \$40 million spot), with \$32 million for radio (\$6 million network and \$26 million spot) and the remaining \$10 million for cable television. Campbell-Ewald says it invests in both television and/or radio through several General Motors divisions such as Chevrolet, AC-Delco, Delco Electronics and GMAC (General Motors Acceptance Corp.) along with Eastern Airlines, National Car Rental, Bil-Mar Foods Inc. and First Federal of Michigan. A major account acquired last year was Howard Johnson.

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## 29

**Campbell-Mithun** □ Broadcast billings for Campbell-Mithun increased by about 19% in 1983, to \$150.3 million. Billings on the television side accounted for most of that business, with \$130.8 million (up 21.5%), while radio accounted for the remaining \$19.5 million (up 4.8%). The agency added Jockey for Her, Lamaur Consumer Products, Kimberly Clark, Cobra Telecommunications, Schwinn Bicycle Co. and Masonite Corp. to its account list over the past year. Accounts resigned included Chicagoland Oldsmobile Dealer Association, Ray-O-Vac and Rich Products Corp.

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## 40

**Chiat/Day** □ Los Angeles-based Chiat/Day registered a robust 18.3% gain in 1983 to reach \$80 million in broadcast billings, overwhelmingly in television. Accounts obtained during the year included Home Savings of America, Nike Shoes and General Electric (corporate). C/D reported no account defections. Radio was a disappointment: its reported billings fell from \$13.5 million to \$4.4 million. Fortunately, television expanded by more than \$20 million, to \$74.6 million. Big-spending TV-radio accounts embrace Apple Computer, Yamaha Motors, Nike, Fotomat, Olympia Brewery, Shakey's Restaurants and New York Air.

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## 12

**Compton** □ After a particularly poor year in 1982, when the agency's broadcast billings were off almost 27%, Compton had an unusually strong 1983 when broadcast and cable billings were up 83% to \$318 million. Most of that was accounted for in the network television category, where the total was \$240 million, almost double the previous year's \$123 million. Spot TV billings for 1983 were \$63 million, while radio billings amounted to \$3 million. Accounts gained includ-

ed British Airways, Union Underwear Co., Christian Broadcasting Network and Dannon. Only one broadcast client was reported lost—Buitoni Foods.

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## 24

**Cunningham & Walsh** □ Broadcast and cable billings for C&W increased by 14.6% in 1983, with television billings climbing almost 16% to \$164 million, but with radio billings dropping by about 25% to \$9.4 million. The agency's network TV billings totaled \$111 million and spot television billings, \$41 million. Accounts added in 1983 included American Home Products Corp., Brown and Williamson Tobacco Corp., Jovan Inc., St. Regis Corp. and Sterling Drug Inc. Accounts resigned included Anixter Bros., CBS Video games, General Financial, Purity Baking Co. and Harcourt, Brace, Jovanovich.

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## 41

**Dailey & Associates** □ Dailey's broadcast expenditures climbed by more than 40% as the agency landed a group of new accounts including Sega Enterprises (video cartridges), Valley National Bank, Hunt-Wesson (new products) and Ampex. It resigned Rosarita (Mexican foods) and Taco Bell restaurants. Dailey is heavy in national spot television and radio activity, with \$28.5 million in the former and \$17 million in the latter in 1983. Its advertiser list ranges over a wide spectrum—Honda motorcycle and power equipment divisions, Great Western Savings and Loan, Hunt-Wesson, Armor All, Ford Dealers of Southern California, Sega, Lawry's Foods and Valley National Bank.

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## 6

**Dancer Fitzgerald Sample** □ The agency increased its broadcast spending over 1982 by \$38 million, representing a 7.7% climb. This comfortable growth was achieved despite a decrease in the broadcast share in 1983 to 83.8% from 86% in 1982. New accounts obtained by Dancer during the year included Royal Crown Cola, American Automobile Association, Lark Luggage, Helene Curtis (new products), Mexican Government Tourism, Simplicity Pattern Co., Almost Home cookies, Jantzen (swimwear), Ryder Truck Lines & Pacific Intermountain Express and Idaho First National Bank. Accounts resigned during 1983 were Duracell batteries, White Cloud bathroom tissue and Almaden Vineyards. DFC's long list of TV-radio investors includes such clients as Toyota, General Mills, Procter & Gamble, L'eggs, Life Savers, Wendy's, American Cyanamid, CPC International, Florida Department of Citrus and Peter Paul Cadbury. Toyota, P&G and Peter Paul were involved in network TV program sponsorships. Dancer raised its spending in cable TV in 1983 to \$11.3 million from about \$7 million in 1982.

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## 10

**D'Arcy-MacManus & Masius** □ Powered by a collection of new accounts, D'Arcy's domestic broadcast billings were bolstered by \$58 million in 1983. This volume was a comfortable 15.2% increase over 1982. Radio expanded by \$20 million and television by \$38 million. Cable television billings were included in the total but were

not broken out. New DFS clients in 1983 were BRK Electronics, Chicago Board of Options, County Line cheese, Edison Electric Institute, Equitable Life Insurance Co. and J C Penney. The agency reported no account defections. Topping the list of heavy TV-radio spenders at D'Arcy in 1983 were Anheuser-Busch, Amoco Oil, American Dairy Association, General Motors, M&M Mars, Southwestern Bell Telephone, Whirlpool and Budget Rent-A-Car.

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## 28

**Della Femina, Travisano & Partners** □ Broadcast and cable billings for this top-50 agency rose substantially in 1983 to almost \$156 million, an increase of close to 38%. Most of the gains came on the TV side, where the agency had total billings of \$130 million—\$56.7 million network and \$73.3 million spot—an increase of almost 40%. New accounts included Rolls Royce Motors, Trans America Corp. and First Boston Corp. Accounts resigned included WABC-TV New York. Cable clients included Dow Chemical and Trans America.

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## 32

**W.B. Doner** □ Doner's broadcast billings rose by more than 21% to \$105.5 million, with broadcast TV spending up 7% to \$74.5 million and radio up more than 80% to \$30.7 million. The bulk of radio and TV spending went into spot. In addition, Doner invested an estimated \$300,000 in cable advertising. Accounts added during the year included W.R. Grace Home Center, Michigan Lottery, Electronic Realty Association and Sedgfield Sportswear. Among its major accounts are Heileman, McCormick, Commercial Credit, Pizza Hut, Eckerd Drugs, Color Tile and Vlasic Foods.

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## 11

**Doyle Dane Bernbach** □ DDB had a lukewarm year, increasing its TV-radio total by 5.1% to \$402 million. During the year, the agency lost parts of Procter & Gamble, portions of IBM and the Bulova Watch Co. It added Michelin Tires, billing about \$15 million, and the Investment Company Institute. Radio billings grew by \$1.5 million to \$22 million and television by \$17.6 million to \$380 million. Advertisers with a major role in broadcasting during 1983 included American Greetings Corp., Chanel Inc., Cigna, Atari, Clairol, Polaroid, Hershey, IBM, Ore-Ida Foods, Volkswagen of America, Continental Insurance Co., Hershey Foods, CBS/Broadcast Group, MCA/Universal, Borden Inc. and Clairol. DDB said figures for its cable advertising investment were not available; in 1982 it reportedly spent only \$350,000 in cable.

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## 46

**A. Eicoff** □ Estimated billings at Eicoff rose by 8% to approximately \$58.1 million in 1983. The agency specializes in direct response advertising and places heavy emphasis on broadcast, earmarking about 95% of its budget for television and radio, particularly TV. Its long list of broadcast spenders in 1983 included Allstate Insurance, Avon, Capital Records, Grant Co. (household items), LS Products (leak sealer), Majestic Drug Co., Sizzler Restaurants, Time-



# VOYAGERS

#1 CHILDREN...

#4 TEENS

VIEWERS-PER-SET  
IN ALL OF PRIME TIME  
NETWORK TELEVISION!



This kind of audience composition translates into enormous syndication success for *Voyagers*—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as *Buck Rogers*, *Battlestar Galactica* and *Star Trek* and the advertiser-supported *Hardy Boys/Nancy Drew Mysteries*. *Voyagers* is an ideal way to zero-in on children, teens and young adults!

In each episode, Jon-Erik Hexum—currently one of TV's hottest stars (*Making of a Male Model*)—

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Life Books and Ziff-Davis Publishing.

**13**

**William Esty** □ William Esty is slightly ahead of its 1982 pace with total broadcast billing figures for last year inching up 2.6% to \$308 million. Of that figure, \$281 million was invested in television advertising (\$189 million network and \$92 million spot), with \$26 million going into radio (\$5 million network and \$21 million spot) and \$1 million spent on cable. Major accounts acquired in 1983 were: Mastercard International's Master-teller, Miguel-Torres Wines from Joseph E. Seagrams & Sons and five additional perfume product lines of Chesebrough-Pond's. Among the major accounts lost in 1983 were Colgate-Palmolive, Irish Spring soap, Ajax all-purpose cleaner and Nabisco Brands' Chips Ahoy and Snap Cracker brands.

**8**

**Foote, Cone & Belding** □ Broadcast billings at FCB rose by almost 25% to \$461 million as the agency added \$92 million to its 1982 total. Foote, Cone was buoyed by an account acquisition spree, bringing to its roster Stokely-Van Camp, Data General, CBN Cable Network, Kimberly-Clark, VisiCorp, American Can Co., Arrow Electronics, Colgate-Palmolive, Orion Pictures, Wayne Dog Food and Italian Swiss Colony Wines. Lost during the year were Ramada Hotels and Fotomat. The major gain was in television, which increased by \$87 million, while radio added \$5 million. Major accounts handled by Foote, Cone during 1983 were Amana, Arco, California Raisin Advisory Board, Clorox, Denny's Inc., Frito-Lay, Armour-Dial, Kraft Foods, Levi Strauss, Mazda Motors, Pearle Vision Centers, Pizza Hut, S.C. Johnson & Son, Sunkist soft drinks, Swift & Co., Zenith Radio Corp., Clairol, Stokely-Van Camp, Adolph Coors, Kimberly-Clark and Volume Show Corp.

**7**

**Grey Advertising** □ Broadcast expenditures swelled by \$34.4 million, abetted by acquisition of new accounts, including Inter-Continental Hotels, Arby's, Jenof's, Clairol, Upjohn, Kern Foods and new assignments from Timex, Ameritone Paint Corp. and Wickes Lumber. Accounts resigned during the past year included Shearson/American Express and ComputerLand. Grey's

**Biggest spenders****Total broadcast billings**

Young &amp; Rubicam—\$1.09 billion

**Total TV billings**

Young &amp; Rubicam—\$985.9 million

**Network TV billings**

Young &amp; Rubicam—\$704.9 million

**Spot TV billings**

J. Walter Thompson—\$321 million

**Total radio billings**

BBDO—\$90 million

**Network radio billings**

BBDO—\$27 million

**Spot radio billings**

BBDO—\$63 million

**Biggest broadcast gain**

Young &amp; Rubicam—\$164.6 million

increase in spending came from both television and radio and particularly from cable advertising. Its investment in cable for 1983 more than tripled its 1982 expenditure, climbing to \$14.5 million. Grey's extensive list of television-radio advertisers is represented by ABC Motion Pictures, American Motors, Arby's, Block Drug, Borden, Canon U.S.A., General Foods, ITT Continental, Kenner Products (toys), Mennen, Panasonic, Procter & Gamble, RCA, Revlon, Timex and Warner Bros. Program sponsors on television included American Motors, General Foods, Kenner, Procter & Gamble and Revlon.

**22**

**HBM/Creamer** □ On Dec. 31, 1983, Creamer Inc. acquired Boston-based Humphrey, Browning MacDougall Inc. and followed an accounting procedure of incorporating HBM's billing into Creamer's. As a result, Creamer shows total broadcast billings of \$171 million, \$51.1 million of which is HBM's. Disregarding HBM's contribution, Creamer still added about \$45 million during 1983 under its own power. Creamer brought in such new clients as Sheraton International and Endicott-Johnson and resigned Progresso

Foods. Top broadcast spenders during the year were Sheraton Hotels, Alcoa building products, Stouffers, Parker Bros., P&C Food Markets, Hershey Foods, American Brands and Narragansett Brewing Co.

**50**

**Humphrey, Browning, MacDougall** □ As of Dec. 31, 1983, HBM became a part of Creamer Inc. The agency reported TV-radio billings of \$51.1 million, down \$6.5 million from 1982. It lost Jordan Marsh, Bleyle (apparel firm), National Association of Recording Merchandisers and Colibri (lighters). The agency obtained Colombo Yogurt, Culinet (computer system), Star Market (supermarkets) and Kurzweil Music Systems. Substantial users of TV and radio in the HBM fold include A&W Beverages, Beltran Corp., Consumer Value Stores, New England Oldsmobile Association, Parker Bros., Stanley Works and w6z-TV Boston.

**34**

**Jordan, Case & McGrath** □ A boost in broadcast billings of more than 20% lifted Jordan, Case & McGrath to the \$100-million mark in 1983. Its growth was powered by such new accounts as Progresso Foods, Nestle (Crunch Bar, Wispride Cheese), Selchow & Righter, Richardson-Vicks, Sargeants flea and tick products and Block Drug (Nytol, Dentril). It resigned Squibb (Theregran). Major TV-radio accounts also included Aetna Life Insurance, Welch, Richardson-Vicks, Group W, Long John, Tonka, Selchow & Righter, Duracell and Jones Dairy.

**25**

**Kenyon & Eckhardt** □ Combined broadcast billings for Kenyon & Eckhardt, last year's 21st ranked agency, fell by 12.6% in 1983 to \$162.6 million. Total TV billings were off 8.4% to \$142 million, while radio billings declined by almost half, from \$31 million to \$15.6 million. The agency had cable billings of \$5 million. Accounts added over the past year included Holiday Inns and Kawasaki. Accounts resigned included four assignments with Colgate-Palmolive.

**35**

**Ketchum Communications** □ Ketchum's combined broadcast billings declined by 4.2% in 1983 to \$95.1 million. Television billings were down almost 11% to \$77.8 million (\$24.3 million network and \$53.5 million spot), while radio billings were up about 44% to \$17.3 million. Among the agency's major clients are Pepsi, Pizza Hut, Safeway Foods, Heinz, Gordons and Pillsbury.

**39**

**Kornhauser & Calene Inc.** □ Television and radio billings increased by 12.8% to \$82 million, with broadcast TV rising 9.9% to \$67.7 million, radio up 18.0% to \$13.1 million and cable TV billings totaling \$1.2 million. In broadcast television, network investments led spot by almost five to one; in radio, spot led network by more than two to one. National Westminster Bank/USA, Cone Mills, Skin Control Systems and Os-

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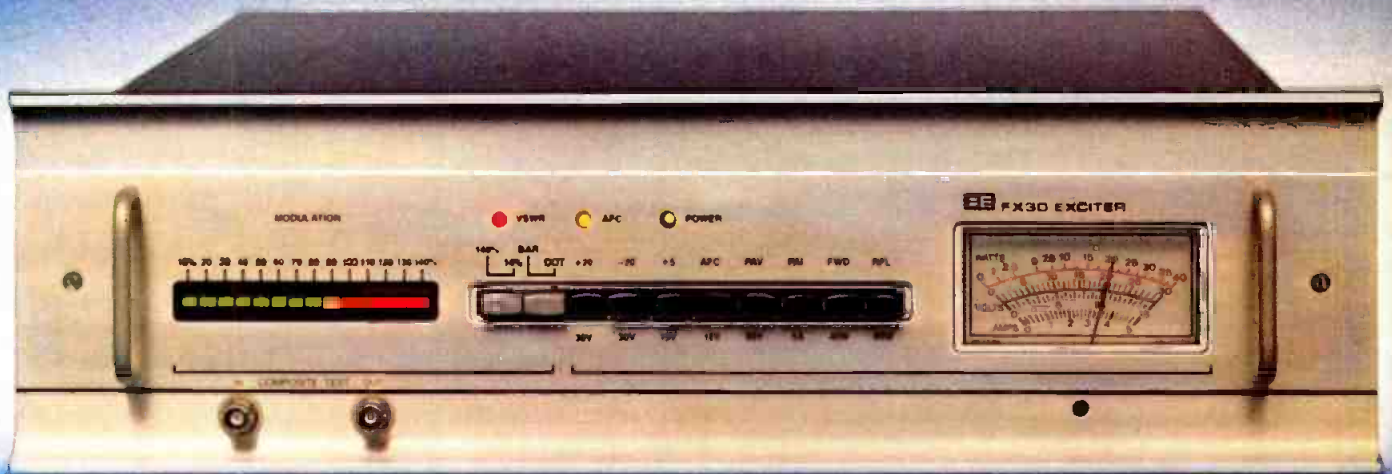
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car de la Renta men's apparel were among several new clients added during the year. Other leading advertisers represented included Whitehall Labs, Boyle-Midway, American Home Foods, Church & Dwight, Purdue Frederick and J.P. Stevens.

## 45

**Laurence, Charles & Free Inc.** □ Television and radio billings reached \$60 million, up more than 15% from 1982. Broadcast TV billings totaled \$56 million, up from \$50 million the year before, with network getting a somewhat bigger share than spot. Radio billings increased by \$1 million, reaching \$3 million, predominantly in spot. The agency also put \$1 million into cable TV. Major accounts added during the year included Barton's Candy products, Heublein's Lancers wine and Westwood Pharmaceuticals' Keri lotion. Other accounts included Adidas sportswear, Abbott Labs' Selsun Blue and Murine Ear Drops, Bristol-Myers' Ban, Ultra-Ban, Comtrex, Bufferin and Extra-Strength Bufferin and Drackett's Endust and other products.

## 33

**Marschalk** □ Marschalk had combined broadcast billings in 1983 totaling just more than \$100 million, representing a 4.1% decline from the previous year. Most of the agency's broadcast billings are accounted for on the television side, where it had \$93.7 million worth in 1983—\$57.3 million in network and \$36.4 million in spot. Radio billings totaled \$6.3 million. The agency acquired the Coopercare account last year and received new assignments from Del Monte Heublein SPG (Chun King) and Gillette (Toni). Richman Brothers resigned as a client.

## 42

**MCA Advertising** □ Founded only five years ago and with offices in New York and Westport, Conn., MCA has been inducted into BROADCASTING's top 50 broadcast agency compilation for 1983. MCA wound up the year with expenditures of \$72 million in television, \$3 million in radio and \$3 million in cable television for a total of \$78 million. MCA reported it has strengthened its billings through new product assignment from current clients and from a new account, Manley & James (Sine Off and new products). MCA said it did not resign any accounts during the year. Among MCA's clients in broadcast were Tropicana, Ralston Purina, Tampax (Maxithins), Menley & James and Stroh Brewery.

## 43

**McCaffrey & McCall** □ The agency reported a 6.3% increase in TV-radio spending to reach the \$73-million mark in 1983. McCaffrey obtained the American Association of Retired Persons account in 1983. McCaffrey allots less than half of its billings to television and radio. It reported a \$1-million investment in cable. McCaffrey's active broadcast investors included Avis, ABC, Hartford Insurance, J C Penney, Mercedes-Benz of North America, Pfizer and Texize.

## 9

**McCann-Erickson** □ Combined broadcast bill-

ings for this agency jumped more than 45% in 1983 to \$438.1 million, with a large portion of that figure—\$400 million—invested in television (\$215 million network and \$185 million spot). Radio ad expenditures, on the other hand, dipped from \$46.1 million in 1982 to an estimated \$34 million last year. The balance of McCann-Erickson's broadcast billings (\$4.1 million) went into cable television. Major accounts added in 1983 were: Century 21, AT&T, Hickory Farms and Shearson/American Express. Other accounts using television and/or radio are: Coca-Cola U.S.A., Coca-Cola Foods Division, Pabst Brewing Co., Buick, Exxon, Texas Instruments and Sony. The only account resigned in 1983 was Bache, which, according to McCann-Erickson, spent \$3 million on both spot television and radio.

## 16

**Needham, Harper & Steers** □ Needham, Harper & Steers's combined broadcast billings for 1983 soared 45.1% to \$291.3 million, with several of the agency's accounts using both television and radio in their media mixes. Total television billings reached \$246.9 million, while expenditures on radio advertising registered \$43.5 million. The agency also invested \$900,000 in cable. New accounts added to Needham, Harper & Steers's list in 1983 include: Ramada Inns, Southern California Honda Dealers Association, Binney & Smith's Crayola line, C&C Cola, Israel Ministry of Tourism, MGM/UA Entertainment Inc., Canadian Imperial Bank of Commerce, Sears Merchandise Group and Soft Lines and LaPetite Boulangerie, a division of Pepsico. Among major accounts resigned was Gallo. Other Needham, Harper & Steers clients include Xerox, Amtrack, General Mills and State Farm Insurance.

## 5

**Ogilvy & Mather** □ Ogilvy garnered an additional \$102.3 million in billings, representing a growth of more than 20% in broadcast during 1983. Television was the big winner, adding almost \$96 million, while radio accounted for \$6 million. Part of the growth in television-radio expenditures can be attributed to a greater emphasis on broadcast as the share rose from 70% to 75%. O&M has an extensive list of broadcast-oriented advertisers, including American Express, Avon Products, Block Drug, Bowery Savings Bank, Ex-Lax Inc., Campbell Soup, Chesebrough-Pond's, Foremost Foods, General Foods, Hallmark Cards, Hershey Foods, Lever Brothers, International Paper, Menley & James, Par Parfums, Pepperidge Farms, Trans World Airlines, Warner Amex Cable Communications, Armour & Co. and Sears, Roebuck & Co.

## 37

**Ohlmeyer Advertising** □ This agency, formerly Parkson Advertising, boosted its TV-radio billings more than 45% to \$88 million. Virtually all of the increase was in broadcast TV, though its spending in cable TV also rose (to \$2.5 million). In addition to handling a long list of Nabisco products, the agency picked up the Nabisco corporate account. Other clients included Ace Comb Co. and J.B. Williams Co. for both toiletries and pharmaceutical products.

## 36

**Rosenfeld, Sirowitz & Lawson** □ Radio and TV billings rose by a third in 1983, reaching \$92.3 million. Broadcast TV billings climbed to \$83.9 million from \$56 million in 1982, while radio billings went to \$8.1 million from \$4 million. Cable billings totaled \$300,000. New accounts included products and services of Chase Manhattan Corp., Sharp Electronics, Block Drug and International Spice, all heavily involved in TV, especially spot. Other leading TV and radio clients included International Playtex and McDonald's.

## 49

**Ross Roy** □ Ross Roy, based in Detroit, had combined broadcast billings of nearly \$51.8 million in 1983, with almost half of that accounted for by network television billings, which totaled \$23.2 million. Spot television billings accounted for \$15.9 million, while radio billings totaled \$12.7 million, with almost all of it coming in the spot category (\$12.5 million). Among the agency's existing clients are Chrysler, Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart Corp., La-Z-Boy Chair Co. and Michigan Milk Producers.

## 38

**Scali, McCabe, Sloves Inc.** □ The agency increased its TV and radio spending by 4.9%, to \$85 million, with broadcast TV billings going from \$69 million to \$71 million and radio from \$12 million to \$13 million and with cable billings reaching \$1 million. Continental Airlines was added to the account list. Other major accounts handled by the agency included Perdue Inc., Volvo, Hertz, Castrol and James River/Dixie Northern Inc.

## 15

**SSC&B** □ SSC&B added \$65.8 million in broadcast billings in 1983, raising its total to \$293.5 million. Expenditures were increased across the board, but most noticeably in network television, which reached \$208.4 million—up 35.5% over 1982. Major accounts SSC&B landed during the year include Datapoint and United Satellite Communications Inc.

## 44

**Tatham-Laird & Kudner** □ The agency enjoyed a banner year, increasing its billing by almost 40% to \$71.5 million. TL&K embarked on a new account spree, winning a sizeable number of accounts. Newcomers to the agency's roster are York Steak House, Activision, Ralston-Purina, Miles Laboratories, detergent products from Procter & Gamble, Adolph Coors Co. and Kimberly-Clark. Dropped during 1983 was International Harvester. Radio-TV advertisers at Kudner included Interfood Ltd., International Harvester, Kimberly-Clark, Miles Laboratories, Oscar Mayer, Ralston Purina, Corning Glass Works and Hearst/ABC Video Services.

## 2

**J. Walter Thompson** □ JWT retained its runner-up post in BROADCASTING's annual top 50 agency billings derby, with broadcast expenditures of \$995.2 million, up 10.1% from 1982 figures. It trailed only Young & Rubicam, which has been the number one TV-radio agency for the sixth



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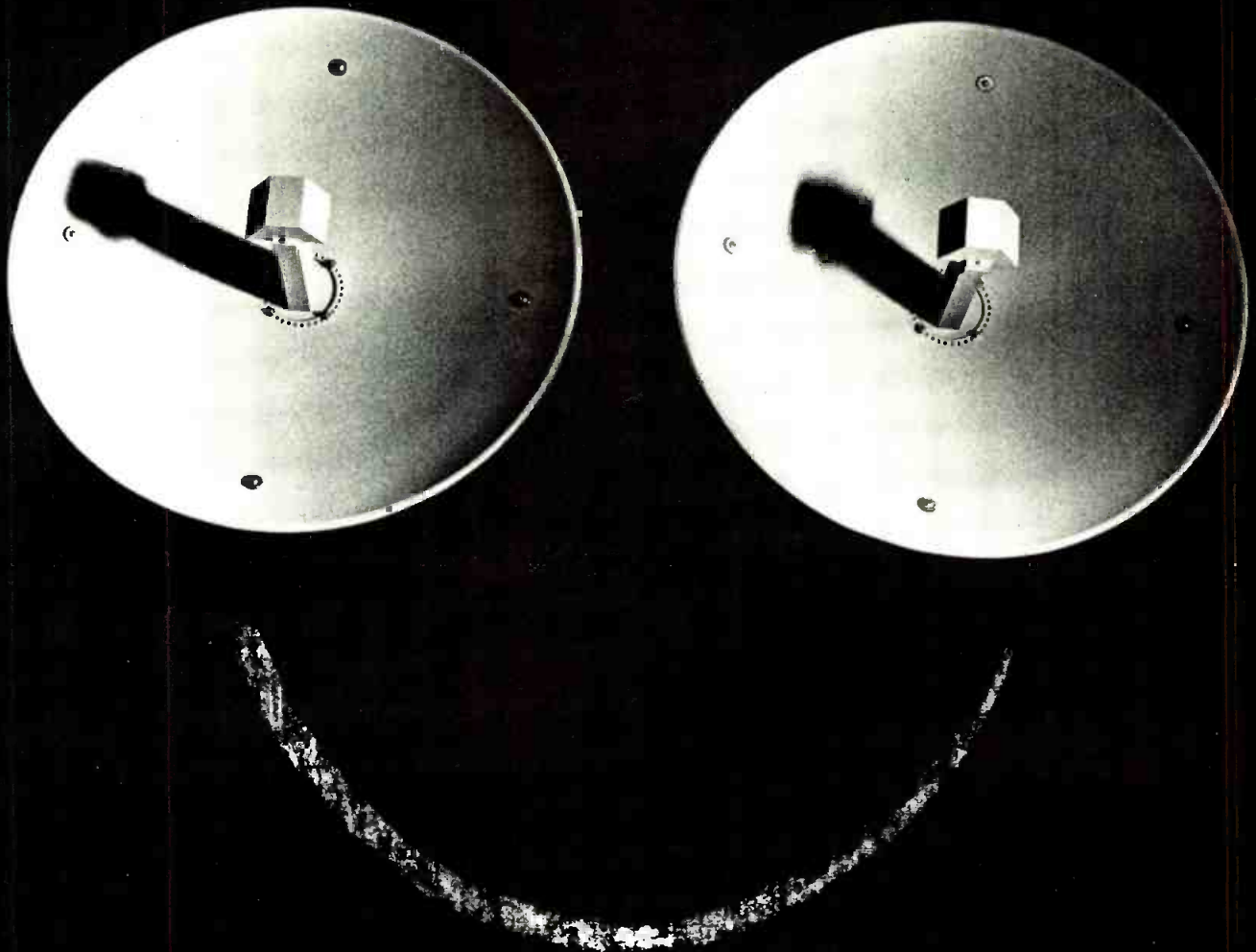
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straight year. Thompson traditionally has been a potent spot television agency and in 1983 led this category with an investment of \$321 million. JWT represents a wide array of clients active in broadcast, including Beatrice Foods, Burger King, Eastman Kodak, R.T. French Co., Lever Bros., Miles Laboratories, Nabisco Brands Inc., Nestle Co., Pepsi-Cola, Reynolds Metals, Samsonite, Scott Paper, Warner-Lambert, Dunlop Sports, Ford Motor Co., Dart & Kraft, Jovan Inc. (floor cleaners), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co. and Uncle Ben's Foods.

26

**Tracy-Locke/BBDO** □ Tracy-Locke/BBDO reported TV-radio billings of more than \$161 million in 1983, representing double its 1982 investment. The huge increase came in part from higher spending by long-time clients and by the addition of new advertisers. Clients gained during the year included Labatt's Importers (beer), Dodge Dealers Associations, Frito-Lay (tortilla chips), Pearle Health Services and Pepsi Lite. The agency reported no account resignations during 1983. Heading Tracy-Locke's extensive list of TV-radio users are Frito-Lay, Phillips Petroleum, Pepsi-Cola, Best Products, Borden Inc., Frontier Airlines, Haggard Co. and Mountain Bell Telephone.

47

**Waring & LaRosa** □ Radio and TV billings increased 7.2% to \$53.2 million, but the radio-TV share of total billings declined slightly to 66%

from 68% in 1982. Broadcast TV billings increased 12% to \$48.8 million while radio billings dropped by 35% to \$4 million. The agency also spent \$400,000 in cable TV. Accounts added during the year included Erno Laszlow Institute's skin treatment products, Fisher-Price children's furniture and accessories, S.C. Johnson & Son for special products and new products, Prince Matchabelli cosmetics, Ragu Foods and Great Waters of France. The Julius Wiler Sons account was resigned. Leading radio and TV clients included Ragu, Fisher-Price, Prince Manufacturing, Perrier, SCM, Aziza, Cutex, Quaker Instant Grits, Red Devil paints and Poland Spring water.

48

**Warwick Advertising** □ Warwick reported a \$2.3-million dip in broadcast billings for 1983, winding up with \$52.9 million. Warwick snared several accounts, including Economics Laboratory (Scrub Free bathroom cleaner), Resolve carpet cleaner and U.S. Tobacco (Skool Bandits). Warwick said it lost no accounts during the year. Its primary accounts in television and radio were Benjamin Moore Inc., Brooke Bond Foods Inc., Burlington Industries, Economics Laboratory, D-Con, Pfizer-Coty, Plough Inc. and U.S. Tobacco.

21

**Wells, Rich, Greene** □ The agency rose 5% in total broadcast billings last year, putting its 1983 total at \$198.4 million. For television, expenditures totalled \$170.4 million. Investment in radio

registered \$22 million, the majority of which was in spot advertising (\$20 million). New accounts added during 1983 included Purolator, The Gap and American Federation and Loan. The only major account reported lost was Century 21.

**Young & Rubicam** □ Y&R has hurdled the billion-dollar barrier in broadcast advertising, amassing TV-radio expenditures of more than \$1 billion. In the process, the agency romped off with first place for the sixth straight year in BROADCASTING's top 50 agency compilation. Y&R's domestic TV-radio spending rose by \$164.6 million over 1982. The agency's coup of the year was resigning about \$60 million in Procter & Gamble billings in order to take on more than \$120 million in Colgate-Palmolive business. Other major acquisitions were Pabst Brewing, about \$20 million; Whitehall Laboratories, \$15 million, and Thomas's English Muffin, \$9 million. In addition to P&G, Y&R dropped Atari coin-operated games, approximately \$2.5 million, and Hardee's restaurants, \$2 million. As befits broadcasting's leading agency, Y&R has a long list of clients active in television and radio including American Home Products, CIT Financial Services, Dr. Pepper Co., General Foods, Eastman Kodak, Gulf Oil, Hallmark Cards, Johnson & Johnson, Lincoln-Mercury division of Ford, Peter Paul Cadbury, Richardson-Vicks Inc., Union Carbide, Uniroyal, Curtis Mathes, Miller Brewing, Clorox, Del Monte, Toshiba and 20th Century-Fox Television. Y&R reported it spent \$24.3 million in cable advertising in 1983.

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1.	Family Feud	12.3
<b>2.</b>	<b>Wheel of Fortune</b>	<b>12.1</b>
3.	MASH	11.2
4.	Three's Company	10.3
5.	PM Magazine	9.8
6.	People's Court	9.1
7.	Hee Haw	9.0
8.	Entertainment Tonight	8.8
9.	The Jeffersons	8.3
10.	Solid Gold	7.6

Source: NSI Cassandra, November '83.

MERV GRIFFIN PRODUCTIONS'

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INTV President Herman Land

## **INTV '84: "Suddenly we're a big convention."**

**Record-setting attendance, more than 1,000, marks 11th convention for independent TV; flourishing first-run marketplace, increased presence of Washington political community and first equipment exhibitor mark four-day event**

The largest-ever annual convention of the Association of Independent Television Stations was held in Los Angeles last week (Jan. 13-17) and although a burgeoning marketplace for first run programming showed signs of stealing the show (see "Top of the Week"), enough else emanated from the five-day agenda to assure that "alive and well" as a description of the state of independent television would be the understatement of the year.

The industry turned out in force, with total attendance topping the 1,000-mark by the convention's fourth day, up from 750 last year. Attendees included new and soon-to-be independent operators, some of whom attended a special one-day seminar on putting a new station on the air (see page 80), to established independent operators and some of their arch competitors—network affiliates who travel to INTV's convention each year for sneak previews of new first-run shows in development. Also on hand were representatives of at least 80 program distribution companies, 56 of which hosted screening suites at convention headquarters, the Biltmore hotel.

"Suddenly we're a big convention," said INTV President Herman Land, who admitted the annual event, headed for its 12th go-round in 1985, is experiencing some

"growth pains" as a result of the rapid expansion of its industry. The most pressing of those pains is the growth of INTV's programming exhibition, which this year overflowed with bustling activity after two much quieter previous years, and which continues to arouse concern among organizers of the industry's largest programming exhibition, NATPE International (see page 64).

This year's INTV program exhibition took place on two afternoons set aside solely for screening and on two floors of the convention hotel, rather than spread out, as in the past, over many floors. With suites so close together, traffic was heavy, even for many smaller companies, but the aging Biltmore's cramped rooms, poor service and location removed from Hollywood drew repeated complaints from distributors as well as broadcasters.

The issue of primary concern to most convention delegates was clearly programming. In session after session, from one on the growing scarcity of traditional, off-network sit-coms (see page 74), to one on the future development of first-run (page 70) to one on the inexorable movement of sports from broadcast to cable TV (page 80), the message came through that independents face a radically changing world when it comes to putting together a schedule that will compete effectively with network affiliates and new media. "It is absolutely imperative for this group to find its way out of the bind they are in now of depending on off-network programming," said Land. "At one time, it was not at all commonplace for independents to launch a big first-run show, but now, it's entirely possible."

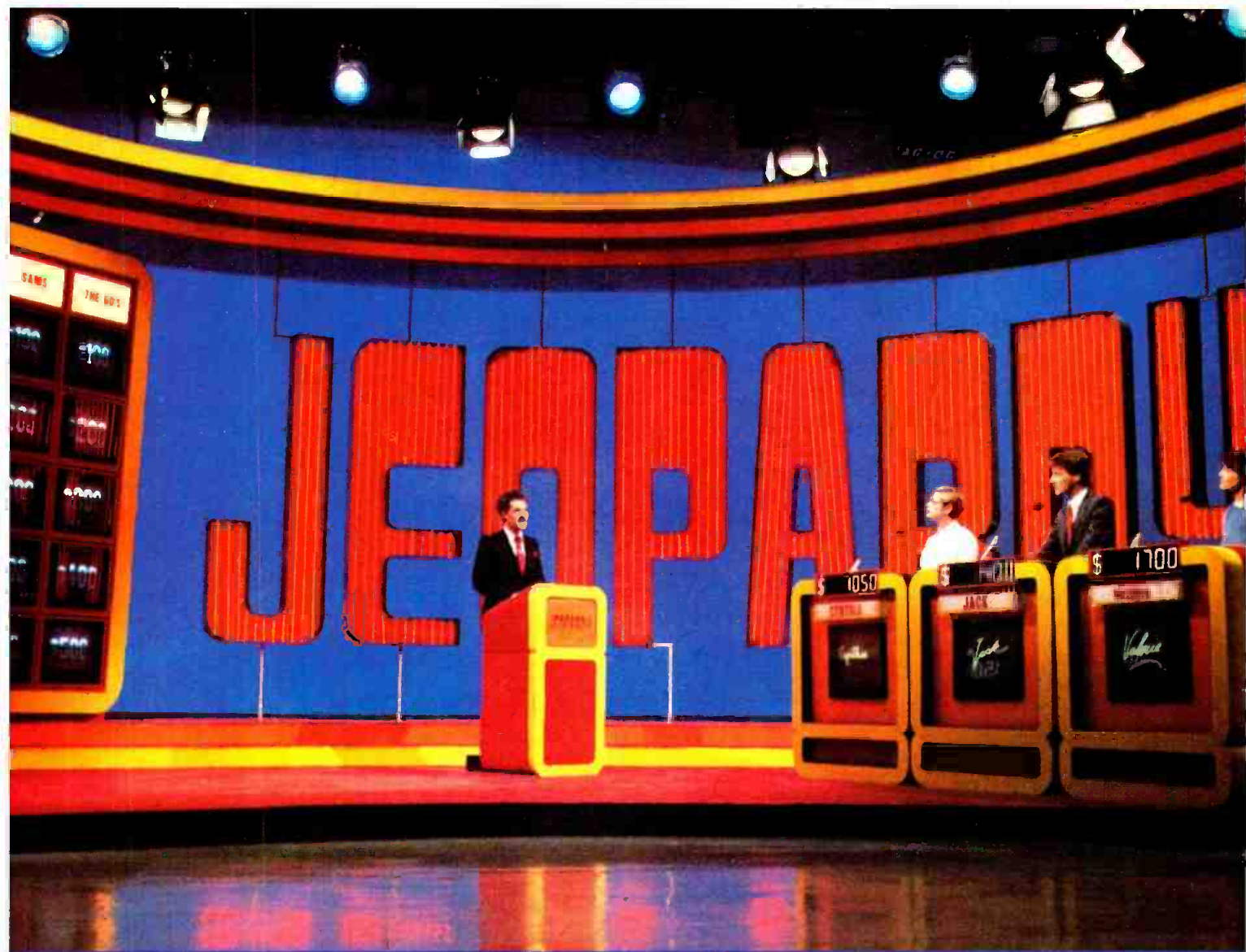
Sessions on sales showed independents, competing more and more with one another as well as with network affiliates, continue to battle stereotypes that favor network and affiliate programming over that aired on independents, but there were also signs that the battle is being waged more effectively now. INTV has contracted with Broadcast Advertiser Reports (BAR) for regular breakouts of national advertising dollars being spent on independent television on a market-by-market basis, said Land, with the first reports due in spring.

"Advertisers have kept quiet about how much they spend on independent television, in part because they feel they have a competitive edge in doing so," said Land, "but we're going to make all of that public now." INTV will pay BAR between \$25,000 and \$30,000 annually for the new service.

Industry leaders at several key sessions called on independents to band together in consortiums, both national and regional, for more effective marketing to advertisers and for developing and producing original programming.

Other signs of growth at INTV's convention included increased attendance by members of the Washington political and regulatory community, particularly Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who addressed a luncheon, FCC Chairman Mark Fowler, who engaged in a live-by-satellite conversation from Washington with convention delegates, FCC Commissioners Mimi Weyforth Dawson and James Quello, who attended, and several members of the House Telecommunications Subcommittee, who appeared





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on a panel discussion.

The INTV expanded its government relations effort in 1983 by hiring a chief lobbyist, James Hedlund, formerly of the National Cable Television Association.

In still another sign of growth, Panasonic became the first equipment company to exhibit at an INTV convention. In a suite in the program exhibition area, it demonstrated its half-inch videotape recorder.

Next year's INTV convention date and place have not been set. □

## Pushing and shoving over combined exposition

**Merger of INTV and NATPE shows being pressed by distributors; Land says association is resisting**

Leaders of the television industry's largest annual programing exhibition, NATPE International, met with INTV President Herman Land last week to continue pressure for creation of a combined program exhibition that would replace the two separate events, one held by INTV in conjunction with its annual convention and the other by NATPE. Land has resisted such discussions during the past two years, preferring that INTV's convention be kept separate and autonomous, but growing dissatisfaction among program distributors, who claim it is costly and difficult to exhibit at two shows held so close together, may be forcing a detente between the two associations.

NATPE International, increasingly concerned that its franchise would be usurped by the growth of INTV's program exhibition, which attracts affiliated as well as independent station buyers, has been scheduling its event earlier and earlier in the year, moving closer to INTV's convention, traditionally held in mid-January. Next year NATPE's conference is set to open in San Francisco only five days after INTV's convention, tentatively set for Los Angeles, closes.

MCA Television, the industry's largest program producer/distributor, has indicated

**Do-it-yourselfer.** "I liked it so much, I bought the company," says Remington Products Chief Executive Officer Victor K. Kiam, in a series of television commercials touting the firm's electric razor. Kiam told a Sunday INTV luncheon audience he also prefers to make his own advertisements as well as star in them. The executive has produced 30-second spots in 15 languages (Kiam memorizes the different scripts) at Remington's Hartford, Conn., headquarters, cutting average costs from Madison Avenue's \$80,000 to \$12,000. The self-described entrepreneur offered his own formula for success: "70% hard work, 20% brains and ingenuity, and 10% luck."

it may not attend next year's INTV convention if a solution can't be found to the problem, and another major studio, Paramount Television, has said it will follow suit. Although Land said relations between INTV and its member distributors have always been smooth and remain so, he also said he is considering INTV's options for solving the problem of next year.

Those options include holding INTV's convention in the same city and on the same dates as NATPE International's conference next year, with a joint programing exhibition, said Land. INTV board members have "ruled out absolutely" NATPE's suggestion of a "doughnut" convention, in which a jointly-held program exhibition of several days would be tucked between the end of one association's convention and the beginning of the other's.

Land fears INTV's convention will lose its identity if held at one end of a jointly held program exhibition. "We've decided we have our own destiny to pursue," he said. "We represent a challenge to the networks and their affiliate structure and we want to continue that challenge." Land also noted that stations would find it difficult to send staff away to a convention that would last almost two weeks. The INTV "is very sympathetic" toward the distributors' problems with next year's convention, he said, but NATPE "is forcing an issue" by pressuring INTV with a closer and closer convention schedule and syndicators should "prevail upon NATPE to remove the pressure." □

## Indies looking profitable today and tomorrow

**INTV panel previews viewing trends of the future; players shares may drop a bit but no one is expected to be out of business**

The future of independent television stations is bright, but so is the future of other members of the Fifth Estate. That was the qualified endorsement from advertising executives who were asked to evaluate "independent television and tomorrow's media mix" on a Saturday morning panel session at INTV's 11th annual convention.

How much will an independent count in the future? According to Larry Cole, senior vice president and media director at Ogilvy & Mather, New York, the future is now in Tulsa, Okla., which O&M first visited in 1981 to study the impact of cable television on broadcast network audiences. In 1983, Cole reported, O&M went back to Tulsa to take another look.

The 1981 study, Cole said, concluded that the three major networks suffered from cable television penetration. But the 1983 study turned up some interesting reversals. Since the first study, Cole said, prime time viewing of pay cable services declined from an average 25 share to a 12 share. Cole attributed the decline to several factors. First, he noted, some of the "novelty" of pay cable may have worn off. Also, consumers may have



Cole

dropped duplicate pay services. And finally, the increase in programing hours to 24 by both HBO and Cinemax was not accompanied by an increase in titles.

Further, Cole pointed out, in the interim between the two studies a new independent station went on the air in Tulsa, and is commanding a larger share of the audience. Cole said viewing is higher in cabled homes compared to noncabled homes, but in the latter, network erosion was traced to the new independent station. The fact that pay cable viewership is down in cable homes as well, Cole observed, is "no reason for the networks to celebrate." Cole said the missing viewers are simply enjoying basic cable more, and that includes independent and must-carry channels.

But Cole also warned independents against complacency. From 1981 to 1983, he said, pay subscribers in Tulsa increased from 47,000 to 75,000. He said the average pay subscriber now buys 1.4 services. "Pay television has not run out of steam," Cole stated. "There is no evidence that people categorically deny pay services."

Bill Harvey, publisher of Media Service Reports, New York, said that independents must also be on guard for advances being made by other new electronic media (NEM). Between 1980 and 1983, Harvey said, the prime time NEM share grew from 4.2 to 11.8, although 90% of that growth has come from cable and videocassette recorders (VCR's), leaving the alphabet-soup services—MDS, STV, PC's, video games, etc.—with the 10% balance.

During the same period, Harvey reported,



Harvey



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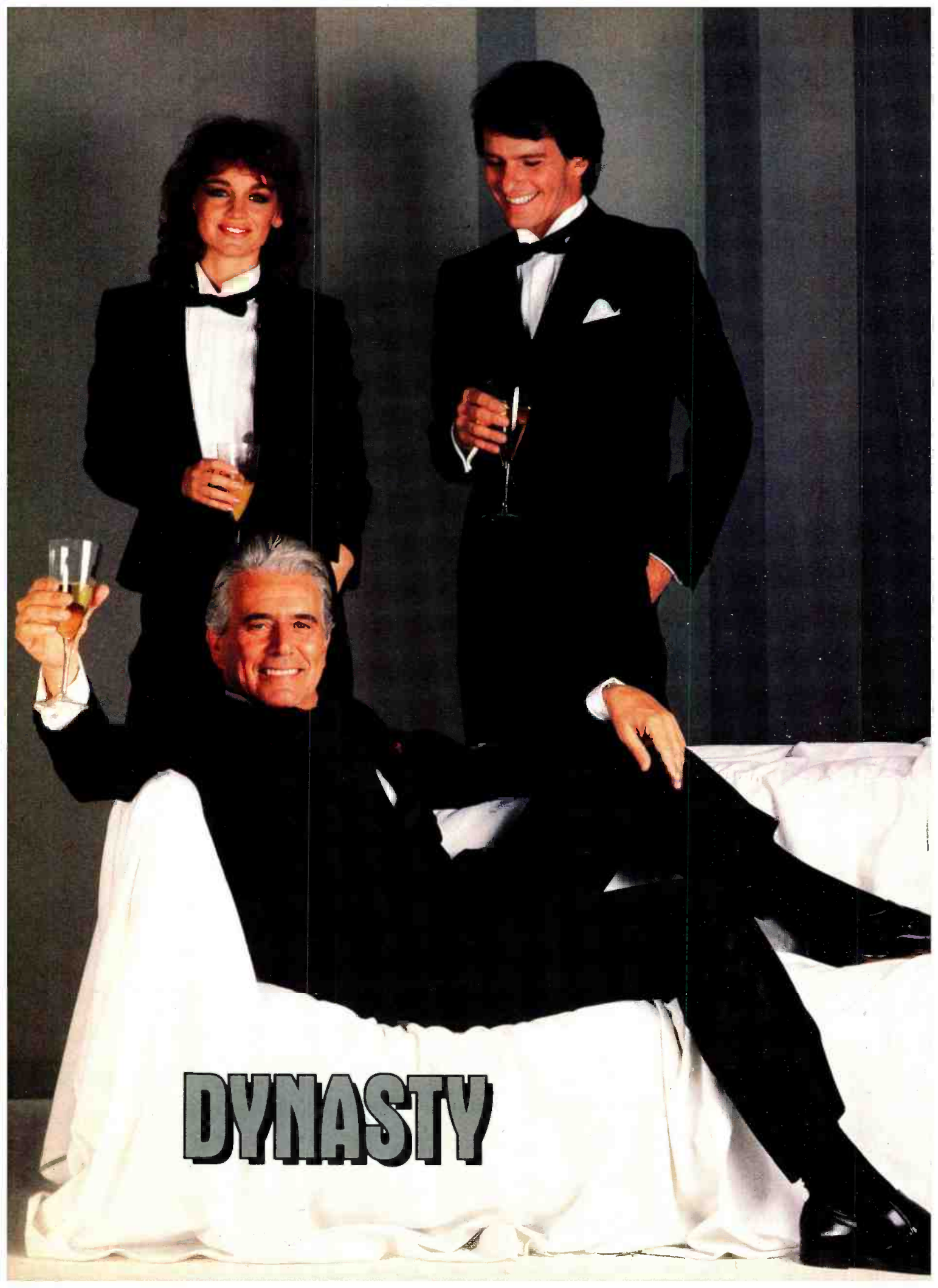


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the growth of prime time viewing for independent stations has grown from a 9.3 share to an 11.5 share, while prime time viewing for PBS has dropped from a 4.2 share to a 3.8 share and for the three networks from 83.3 to 76.1. However, Harvey pointed out, in pay cable homes, independents' shares are lower, even though in the same period the pay cable prime share has dropped from 11.9 to 10.4.

Although both Cole and Harvey were cautious in their predictions about the future of independent television stations in the more competitive marketplace, a more bullish forecast came from Marcella Rosen, senior vice president and media director at N W Ayer, New York. "What may be the trends of the early 1980's," Rosen declared, "may not be the trends of the late 1980's."

The pundits who have written off the future of over-the-air television because of the advent of cable—basic and pay—have based their opinions on erroneous conclusions, Rosen said. First, she noted, who thought the networks would stand idle? She cited *Winds of War* and *The Thorn Birds* as proof that the networks can still pull in mega-audiences. Second, Rosen volunteered, she's one of the skeptics who challenge whether pay cable

will continue to grow indefinitely. "HBO loses five million subscribers a year," she said, "and those are viewers lost, not misplaced."

Rosen said that independents only stand to gain from the network erosion—which, despite some occasional blockbusters, Rosen says continues. Independents must learn to adapt, she stressed, reaching out to the media planning groups and buyers who "control your fate." Rosen warned independents to not let cable "pre-empt the network erosion issue."

One suggestion Rosen advanced was that independents should band together and form regional networks, not necessarily national networks as are commonly promoted. Regional networks of independent stations could set aside one spot in the same hour, or one spot in their top-rated program, for an advertiser seeking less broad exposure, Rosen said. Rosen also exhorted independents to clean up their clutter situation. "You are more cluttered, and many advertisers protest," she explained. Rosen advised independent stations loading their popular programs with more commercials than some advertisers like to charge a 20% premium for spots in uncluttered pods. □

at the same time noting that the elements of a satisfactory compromise exist. "I am optimistic that INTV's interest will be protected," he said, "and even better than anticipated."

Mel Blumenthal, executive vice president of MTM Enterprises and a companion with Burch in the Washington negotiations, said that INTV's support had been critical in turning the situation around. He also expressed optimism about the outcome of current negotiations between the parties, which have momentarily stalled over the issue of when financial interests are to be agreed upon. Networks would prefer settling upon such participations as early as possible in the life of a show—perhaps even as early as the moment a producer proposes a concept for development. Producers would like to defer as long as possible, until the idea has become a reality and its worth can be more easily determined. Blumenthal suggested that a point not prior to production of the first episode in a series might be about right. ("We never asked that negotiations be delayed until after a show is a hit," Blumenthal insisted.)

On other major points—a "cap" on financial interest of around one-third (Burch indicated it might be less than 30%) and continued prohibition of syndication—both Burch and Blumenthal were optimistic.

Burch said that Jack Valenti, president of the Motion Picture Association of America, had been trying to get the parties together for a meeting last Thursday (Jan. 19), but anticipated that it would be delayed. But he noted that there was a Jan. 31 deadline for reporting to the FCC on progress of negotiations, and seemed to feel that circumstance would impel the parties to action soon.

Blumenthal added that "it's very hopeful. We're all under a mandate to agree, and the area where it's in limbo is not unsolvable." □

## INTV gets good news on fin-syn

**Burch's status report notes that momentum has shifted away from networks and to independents; he sees favorable compromise resulting**

A year ago, when he and another former FCC chairman, Richard E. Wiley, debated the matter before an INTV convention, Dean Burch would not have predicted that things could have gone so well on the matters of financial interest and domestic syndication. At the time, repeal of those FCC rules seemed a virtual certainty, with Chairman Mark Fowler and a commission majority seemingly set to readmit the television networks to business precincts from which they had been barred for over a decade.

By last week, when Burch (outside counsel for INTV) presented a status report to the 1984 annual convention, the worm had turned. Through a combination of just plain lobbying plus congressional and even presi-

dential intervention, the odds had shifted to favor INTV and its Hollywood producer allies—if not through outright retention of the rules then at least through a compromise that would favor their side.

Moreover, INTV members—who believe that repeal would result in their being at a disadvantage in obtaining off-network product—can anticipate a minimum of two years grace before anything happens, even if current efforts for a compromise fall through. That is because President Reagan, in his letter to Congress asking for a moratorium on the matter, suggested a two-year study be undertaken before any further action is implemented. Burch noted that all the major provisions of the FCC rules are embodied in Justice Department consent decrees, and reasoned that Justice would not move to modify those decrees in the face of the President's preference for the status quo.

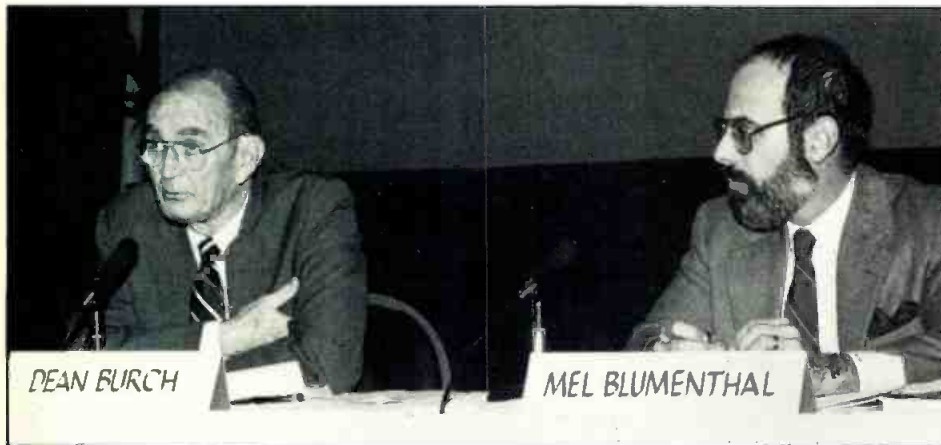
"I am not depressed" by the way things are going for INTV's side, Burch said, while

## Fowler spells out future FCC actions

**He tells INTV that commission will soon move on 7-7 rule as well as VHF drop-ins**

The FCC will act within the next two or three months, and perhaps sooner, on a rulemaking to relax or repeal its multiple ownership rules, said FCC Chairman Mark S. Fowler, in a live-by-satellite exchange at the INTV convention on Saturday (Jan. 14). In response to questions from his audience, Fowler also indicated the FCC is nearing a final decision on its VHF drop-in rulemaking, that its future action on relaxing its financial interest and syndication rules could be influenced by industry efforts underway now toward compromise, and that it is not likely to initiate any changes soon in its cable must-carry rules.

In a two-way satellite conversation originated at Metromedia's WTTG-TV Washington and transmitted by the World Communications Co., Fowler said he has not yet had a chance to review comments filed in the FCC's proposal to modify its rules limiting ownership of broadcast outlets to seven



Burch and Blumenthal



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AM's, seven FM's, and seven TV's (no more than five VHF). But he said: "We want to go as far as we can" toward lifting ownership restrictions." Part of the FCC's efforts to relax ownership rules is taking place in a separate rulemaking to relax the present restriction on regional ownership stations (BROADCASTING, Jan. 16), said Fowler.

Asked whether the FCC is preparing to handle a flood of ownership change applications once it changes its rules, Fowler said he expects no flood. "It takes money to buy stations and time to assemble financing," he said, and what's more, "there's no magic to chain broadcasting." Good station operations "result from good management and the commitment of owners," he said.

As the FCC gets "closer to a final decision" on its proposal to drop in new VHF stations where previously they had not been permitted, "serious questions are being raised about whether the engineering works," said Fowler. "Original engineering proposals" for the addition of drop-ins "are proving to be quicksand," he said. "I doubt you'll see the introduction of the massive number of new stations as originally proposed." Initiated under the Carter administration, the VHF drop-in proposal had envisioned the creation of as many as 200 new

stations.

On financial interest and syndication, Fowler said industry negotiations under way now toward compromise "could defuse private contractual disputes" that have log-jammed the issue in Washington, and could "influence the FCC's action."

No one at the FCC is planning to initiate a rulemaking to modify the must-carry rules, said Fowler, although cable entrepreneur Ted Turner "is trying to force" action by suing the FCC for failing to act on a petition filed years ago. "Until we have full copyright liability for cable operators following a transition period of several years, I don't see the FCC getting rid of must-carry rules."

The FCC's recent revision of its policy on children's television did not "lessen broadcasters' duty to offer children's programming," said Fowler, but it gives them "more flexibility" by allowing them to look at what's available elsewhere in their markets, particularly on cable, before deciding how much children's fare to offer.

Finally, Fowler said the FCC is looking into its procedures for licensing new translators to see whether it is possible to award priority to those planned for extending a station's signal, over those to be licensed to low-power TV operators. □

growth of high-quality, first-run programming. "The three major networks have convinced independents that the growth of barter has hurt the national spot market," he said. "By convincing the world that barter is bad, the networks don't have to sell against it. They can improve the competitive stance of their affiliates and they can cut off a source of programming to independents."

The "wrong culprit has been singled out for the softness in fourth-quarter national spot advertising," said Masini, who has maintained that softness resulted primarily from an expansion of commercial inventory during the past year by all three major networks. "TeleRep would not support barter if it was bad for national spot."

Barter demands a place in the growth of quality first-run programming, said Masini, because the high cost of producing shows is beyond the budgets of small-market stations. "Barter is essential for depth of clearance, and depth of clearance is essential for multiple program ventures," he said.

"Some independents object to a 50/50 barter split" between national and local commercial time reserved in a show, said Masini. "I am not suggesting you ruin your bottom line, but I ask you to experiment." Key weekend time periods are becoming crowded with competing first-run shows, and he said it's time for stations to put more effort and money behind promoting these shows. One cost-effective way that has proved successful in some markets, he said, is to "pick the best shows, program them in a block and make a commitment to promote it."

"The networks can be beaten, but not with reruns of their own product," said Masini. "Independents don't want to be the used-car salesmen of the television industry, and the time is right for a quantum leap in first-run programming."

Siegel, who as chairman of LBS heads the largest distributor of barter syndication in the U.S., joined Masini in defending its role. "Barter has had little or no effect on spot TV expenditures," but has had a major effect on the development of first-run shows, he said.

"Advertisers are increasingly willing to divert money from the networks," he said. "We actively sell our inventory against that of the networks," but "do not compete in the spot arena."

Wilson, who co-produced the 1983 Operation Prime Time mini-series, *Blood and*

## Programers tell INTV that answer to program shortages is first-run fare

**Masini, Bennett, Gershman, Siegel and Wilson say indies must be willing to take programing chances and to make barter deals with advertisers**

"The present mental attitudes of some independents prevent exceptional program progress," said Al Masini, president of TeleRep Inc. and Television Program Enterprises, New York, who joined four other industry leaders on a panel asked to size up the future of first-run programming. The bottom line, according to all five, was that first-run product for independents will continue to increase, but only if stations face fundamental changes in their roles as programers.

Joining Masini on the panel were Bob Bennett, president, Metromedia Broadcasting and Production; Larry Gershman, president, MGM/UA Television; Henry Siegel,

chairman, Lexington Broadcast Services, and Daniel Wilson, president, Daniel Wilson Productions, New York.

There is "schizophrenia" in independent television, said Masini. "Stations complain about the outlandish prices they must pay for off-network programming, yet they won't pay nearly as much for first run."

"Many independents are complacent . . . content to rerun movies in prime time for the rest of their lives," said Masini, who helped found Operation Prime Time, the first successful effort to develop, produce and nationally distribute first-run, network-quality movies and mini-series for independents. "We have made great progress in first-run programming, but we need much more," he said.

Masini joined several other panelists in asserting that barter is essential for the

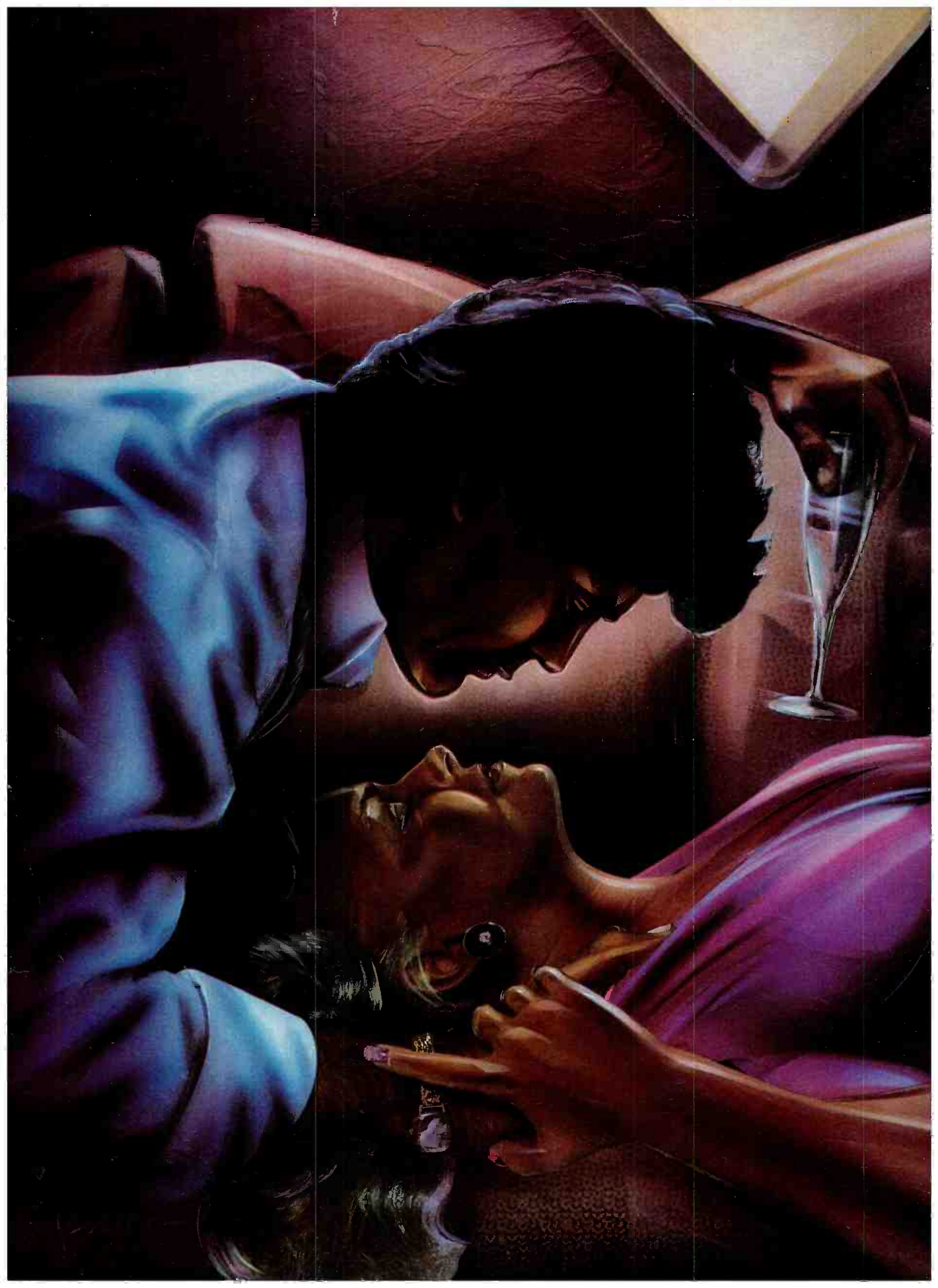


L-r: Bennett, Gershman, Masini, Siegel and Wilson



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**No network fan.** Declaring himself "fed up" with the three commercial networks, Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) told an INTV luncheon audience last Tuesday (Jan. 17) he is hopeful that independent television stations will have "a lot more authority in the world of television than they think they have now."

Goldwater, who accused the networks of "cheating, lying and stealing" to maintain their dominance, reiterated his call for federal licensing of the broadcast networks but acknowledged such an occurrence is unlikely.

"We're going to see terrific changes in the communications industry," Goldwater predicted. "The one big change that's going to come soon," he said, will be the introduction of rooftop satellite receiving antennas on many American homes. Goldwater revealed that he has a 12-foot satellite dish at his home in Arizona, along with cable television and extensive amateur radio and television equipment.

Goldwater, in a brief reference to cable, noted that many large cities have lagged so far behind in cable construction that "they will probably lose out entirely in cable television." He warned that "they may get federal regulation back—which none of us want—if they are not careful."

*Honor*, said his energies "until a few years ago" had gone "totally" toward producing for the major networks. The creation of OPT, however, he said, "opened a new world for the kind of work I do." *Blood and Honor* was an international co-production that would have been "just acceptable" to the major networks because they had not been involved from the word 'go,'" said Wilson, but OPT leaders gave the go-ahead and "changed my life."

International co-production is creating opportunities for "event programming" for independents, said Wilson. "People will watch these shows, not because they are on the networks, but because they want to see them."

Metromedia's Bennett and MGM/UA's Gershman both urged independents to invest more time and effort in the launching of new first-run shows. The development of a first-run show "doesn't happen overnight," said Bennett, who recently led a campaign to give The Bennett Group's *BreakAway* more time to overcome initial ratings failure and has made similar efforts on behalf of *Thicke of the Night*, a project in which Metromedia is involved with MGM/UA and InterMedia Entertainment.

The "impatience" many stations exhibit with first-run shows "may be at the bottom of the networks' problems" with audience erosion, said Bennett. "First-run will work only if you have the patience to stick with it."

Gershman, who announced at the session that a renewal of *Thicke of the Night* has been given the go-ahead, told independents first-run is the "area of greatest opportunity for independents" because they have "time and flexibility to program it" as affiliates do not. "In partnership with producers, you now have a new source of programming," he said. "Don't make the mistake the networks have by canceling too soon."

MGM/UA decided to "give *Thicke* the proper time" it needs to develop, said Gershman, who maintained the company had "overproduced" the show in its initial zeal to launch it, but said that production changes have "honed the format" so that "the show we have now is the one we would have liked to start with."

The new cycle of production will yield 13 weeks of new episodes, produced one-a-day rather than two-a-day, and all original episodes will air in the spring, said Gershman,

with reruns in summer. Production begins Feb. 6.

Other first-run efforts under way at MGM/UA include an international co-production of *On the Beach* that could yield both a theatrically released movie and a TV miniseries in the U.S., and a joint production with KTLA(TV) Los Angeles of a music-variety special for syndication. □

## Original programming answer to product shortage, INTV hears

### OPT, ad hoc networks also cited as ways to counter adverse trend

The questions heard throughout the hallways and hospitality suites at the Biltmore hotel last week were finally given official sanction last Tuesday (Jan. 17) during the closing panel session of the 1984 INTV convention: How will independents replace rapidly decreasing off-network programs and can they expect to pay increasing prices for the little off-network product coming into the market?

In a panel entitled "Syndication: The World of Shrinking Options," moderator Kevin P. O'Brien, vice president and general manager of WTTG-TV Washington, noted that only one or two off-network series are expected to become available to independents next year, compared to 12 to 15 first-run series. He said 126 off-network shows have been placed in the syndication market during the past 16 years, but only 25 are scheduled to enter syndication within the next four years. This trend, he noted, is coupled with a rapid escalation of per-episode costs, which have climbed in Baltimore, as an example, from \$550 in 1971 (for *The Flintstones*) to about \$15,000 in 1984 (for *M\*A\*S\*H*), an increase of more than 2,700%. He estimated average advertising revenues for independent spot sales have increased only about 41% during the same period. He singled out the introduction of *Happy Days* reruns (pegged at \$8,500 an episode in Baltimore in 1979) as the turning point in syndication pricing.

Lucille Salhany, vice president of cable and television programming for Taft Broadcasting, reacted to those figures by stressing

the need to develop original programming for independents.

"The future for off-network sitcoms is bleak," she declared. As for action/adventure shows such as *Magnum P.I.*, Salhany said "no hour [series] that I know of has the flexibility or staying power of half-hour sitcoms." The half-hour comedy, she insisted, remains "the lifeblood" of independents.

"We have to develop our own programming," she continued, "slick, network-quality fare that can compete and compare." Salhany feels that first-run syndicated programs are working on many independents and urged greater emphasis on series, movies and even local program development.

"Our profit centers are dwindling and our program options shrinking," she lamented. "We can't let the networks and producers control [the future of] our independent stations."

Salhany pointed out that her stations are paying three times the previous price for theatrical films already seen on pay cable and the broadcast networks, even though fewer plays are offered.

Richard T. Robertson, senior vice president of marketing and sales for Telepictures Corp., praised Operation Prime Time for "challenging the status quo" through production of original films for independent stations, adding that "disease-of-the-week" made-for-television movies syndicated to independents do not perform as well as other dramas. Robertson also stressed the importance of first-run series, claiming Telepictures and other producers "are now able to bring you more competitive shows that can compete [with off-network fare] between 6 and 8 p.m." Said Robertson: "Your flexibility in terms of commitment is massively different" than it was five years ago.

"I think this business is one of cycles," said Barry Thurston, vice president of domestic syndication for Embassy Telecommunications. "Independent stations are entering an era of product management and planning." As the number of network sitcoms drops, the number of dramas [especially serials] rises and industry competition increases, Thurston sees independent stations being forced to schedule, promote and select programs with more skill.

Thurston took exception to Robertson's bullish view of first-run programming, insisting: "This is really a very simple business—finding programming that works." In Thurston's experience, that is, and will continue to be, movies and situation comedies. "Don't take out things that work from your 6 to 8 o'clock lineup. You may be innovative in first run and wind up with no ratings." He added that Embassy intends to keep five or six sitcoms on the air and noted co-founder Norman Lear's return to active network program development as evidence of that conviction.

"There are more risk-takers than there were 10 years ago," commented Henry Gillespie, chairman of the board of Turner Program Services in Atlanta. He suggested more program ventures ought to be developed that distribute original fare to ad hoc networks of 150 to 200 stations.

"You need to work a lot harder and a lot smarter," Gillespie continued. "You are go-



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The image shows the front of a police car at night. The car's headlights are on, and the words "HILL STREET BLUES" are written in a stylized, white, serif font across the front grille. Above the grille, there are two red emergency lights. The background is dark, suggesting a nighttime setting.

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ing to have to promote your own material," such as local or station group programing.

"Beat them [the networks] at their own game," he said. "Produce your own quality shows." Collectivism and innovation, Gillespie believes, are the keys to successful independent programing.

"Your first and only thought should be innovative television, first-run," said Gillespie. "First-run is the most important thing you have."

Gillespie also urged independents to concentrate on development of dayparts they have previously been inclined to throw away, such as daytime. "You're missing a very, very important area," he chided.

A final panelist, Syndicast Services President Leonard V. Koch, downplayed the significance of barter's impact on independent

advertising revenues, insisting that cutbacks by key advertisers, increased inventory at the major networks, competition from cable and other competitive factors have had an impact on sales.

Koch insisted that buying programing is only 50% of a program director's job, noting that scheduling and promotion are also keys to ratings success. He also urged stations to consider 60- to 70-episode programs that might be scheduled in new ways to positive effect. "You need to find the right blend of programing," he concluded.

"If you own a program and it's working, try to hold on to it," Koch advised. "Independents can't wait any longer for the syndicator of the future to come knocking on the door. You have to go out and knock on his or her door." □

research "will proliferate" and buyers will be able, with the help of computers, to assimilate much more information.

Despite assertions from the buyers' side that independents carry "quality programing" and that agencies no longer differentiate as much as they once did between buying time on affiliates and independents. Katz's Egan opened the sellers' side of the debate by noting that in 1983, more advertising dollars went into affiliate news programing than went into all of independent television. Suggesting that independents make use of special Arbitron reports to "break out reasons" for counterselling affiliate news, she told the buyers: "There are still too many plans that restrict buyers from effective use of independents."

Egan urged agencies to "include buyers more in the media-planning process." to "put more faith in their buyers, who too often are forced to execute set plans and ignore opportunities in the marketplace" and to "invite sales reps to participate in market presentations to clients."

"We tend to use numbers and statistics for support, not illumination," said Egan, who urged agencies to "question more and accept less" and "look beyond the numbers."

In a tongue-in-cheek presentation, KCOP's Feldman cited a long list of misconceptions buyers seem to harbor about buying time on independent stations. "Why is violence 'out' and news programing 'in'?" he asked, and "why do only the stupid and the poor switch to watch a new indie that goes on in a market?"

For MMT's Vanderbeke, a key problem lies in sellers' infrequent access to media planners. "There should be more planner/buyer/seller/exchanges," he said, "and should be more planner/buyer/seller/exchanges," he said, "and planners should be accessible to rep and station personnel." Planners should also have buying experience, he said, so they understand how marketplace conditions can affect their opportunities.

The "mystique" of affiliate news as a "must" and "only" buy by some advertisers drew a number of questions from the audience toward the end of the discussion. To a number of complaints, Toro replied that stations could work much harder at selling against affiliate news rather than simply accepting a news-only buy. Agencies, she said, are encountering "fewer people trying to break down the news-only buy." □

## Advertising buyers and sellers hash out their differences

**Stations say agencies buy according to outmoded habits; agencies say stations need to update audience research**

Buyers and sellers of TV advertising time on independent stations, aired their differences last week during a lively discussion at the INTV convention. The bottom line: Agencies need to give their buyers more flexibility to take advantage of shifting marketplace conditions, and stations need to work harder—using the latest research tools available—to break down traditional buying habits that primarily include affiliate programing.

Making the case for the buyers' side were Yolán Toro, senior vice president, director of local broadcast, BBDO, New York; Gary Pranzo, senior vice president, director of local broadcast, Young & Rubicam, New York, and Jack Deitchman, senior vice president, director of local broadcast, Ogilvy & Mather, New York. Representing sellers were Cathy Egan, vice president, director of marketing, Katz Independent Television, New York; Rick Feldman, general sales manager, KCOP(TV) Los Angeles, and Larry Vanderbeke, vice president and manager, MMT Sales Inc., Chicago.

Timebuyers' biggest complaint against sellers is the frequent station practice of

shuffling program schedules following rating sweeps and then selling shows with unrealistic estimates of their rating performance in new time periods, said Toro. Stations further complicate things by having no "set formula" on selling shows that have been moved, so that in some cases a time period's most recent rating is sold and in others, a program is sold on an estimate of its performance in a new time period. Stations must set their own formulas on selling such shows, she said, so buyers can be confident they know what they are getting.

Pranzo complained that independents too often "sell just to get it sold," offering fringe dayparts as prime time in one instance and as fringe in another or trying to sell their 10 p.m. news as early news. "If you don't have what we want, don't try to get us to revise our plans," he said, "and don't argue that what you are selling is similar, especially when you sold it as something different yesterday."

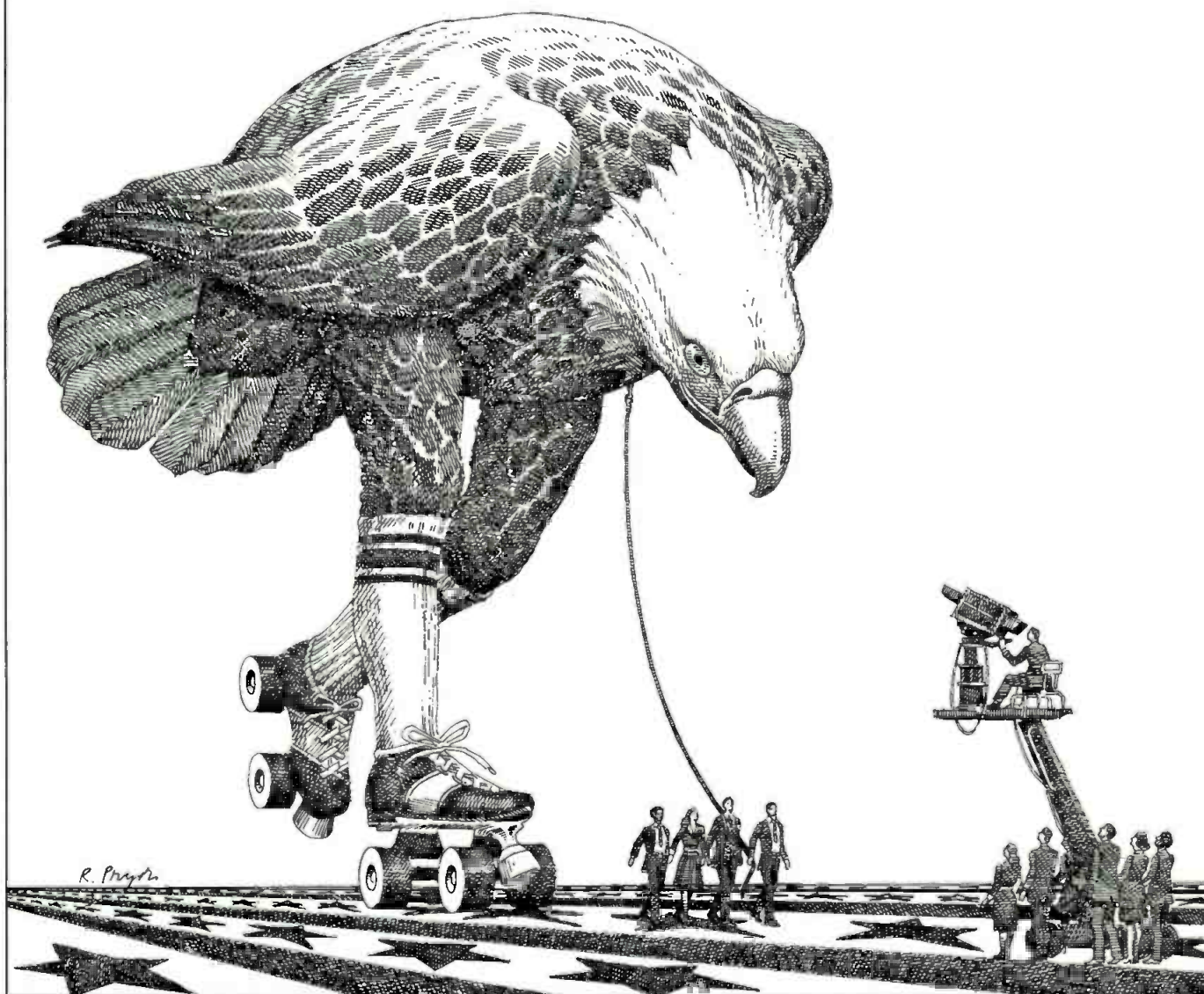
According to Deitchman, independents should be preparing now to sell time in the future, when media planning groups will play a bigger role in agency buys than they do today. "You must increase your exposure to media planners," he said, also warning stations to stay familiar with the latest in syndicated research into target demographics and audience selectivity. Syndicated



# CIATION OF INDEPENDENT

L-r: Toro, Pranzo, Deitchman, Egan, Feldman and Vanderbeke





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Oklahoma City

## Scoring points with sports

**INTV hears suggestions on how independents can beef up a currently sparse program form**

"We want to insure that there is a future for sports on independents," remarked Jack Moffitt, general manager of WNAV-TV Dayton, Ohio, in introducing a panel on the future of sports programing on independents, "and we want to know what that future is."

According to the panel, that future is not guaranteed and is one that will have to be fought for—negotiated, that is. "Sports is the weakest part of programing on independents," observed Robert Briner, president of ProServ Television, a Garland, Tex.-based packager and distributor of sports programing and events. Briner said there were "some exceptions," but even in those cases sports programing is often not heavily promoted. Briner suggested that "something has to be done about the environment" that sports programing is promoted within, and he recommended that shows about sports are one way to do it. Programs about sports, Briner said, help give the independent a "sports presence." Briner advised that independents form a consortium to help defray and share the costs of producing programs about sports—"Own the program yourself... that's the way to make the most money."

Nobody needs to tell independents that they face stiff competition from cable and pay-per-view services. Charles Fruit, vice president, corporate media, Anheuser-Busch, said that, for the foreseeable future, independents can expect the competition from networks to continue. At present, Fruit said, 65% of A-B's local advertising dollars go to independents, but "sports programing is difficult to forecast beyond 1990."

For most of the major sporting events, Fruit said, the networks are committed for the next several years. However, he said that there is also more sports programing in the marketplace, as well as more advertising dollars that sponsors want placed in such programing. Fruit said that this year, however, the winter and summer Olympics are pulling dollars away from other sports programing as sponsors decide to funnel their budget into the two, two-week Olympic events.

Fruit also reported that sports advertisers are especially worried about the clutter that attends their commercials. The opening and closing ID's are of particular concern because the sponsor's message is simply becoming lost in all the other billboards, he said.

Sports programing categories that offer more opportunities for independents, Fruit suggested, are auto racing and boxing. There is potential for a well-produced auto race that could be picked up by independent stations, he said. Advertisers are after the audience of men 18-49 that could be attracted. Fruit also suggested that "the time is ripe" for a regular—weekly, monthly or quarterly—boxing event for prime time syn-

dication. "There's a huge, ready-made audience" for boxing, he said, adding that boxing is one of ESPN's highest rated programs. Advertisers are keen on boxing events, Fruit said, because they reach the hard-to-get young black and Hispanic male markets.

Fruit also said independents may eventually be able to pick up some of the United States Football League games, especially if they could be packaged on an independent network for, say, Saturday night prime time. Fruit noted that ABC's USFL ratings were as good as NBC's Saturday afternoon baseball games. □

## INTV holds classes on getting on air

**All-day seminar hears advice from those who have successfully launched independent stations**

More than 200 station executives—or would-be executives—tried their luck at a Friday the 13th INTV "how-to" session on new independent stations, in the convention's first-ever attempt to address the needs of operators just getting on the air.

The suggestions offered during the day-long workshop ran the gamut from station financing ("always have at least 20% more cash than you think you will need") to engineering ("don't scrimp on transmitting equipment and get the best possible antenna site"). All told, eight industry veterans gave lengthy presentations and took questions from the audience, many of whose members were in the most formative stages of station construction.

A key concern was program acquisition. Many expressed apprehension that the already tight program marketplace and competition from established stations would make it difficult to buy quality product.

"Prioritize the program schedule in terms of its value to you," urged Edward G. Aiken, vice president of programing for Petry Television. "Ask yourself which dayparts are going to bring you the most revenues and concentrate on them." Aiken listed the most desirable categories of programing, in order of importance, as movies, situation comedies, action/adventure shows, children's programs and paid religion or sports.

Aiken and other speakers stressed the need to obtain reliable and frequent ratings information. Information on six software service companies involved in computer processing of metered overnight ratings was circulated to workshop participants.

During a morning discussion on the economics of station start-up, Michael Finkelstein, senior vice president of New York-based Odyssey Partners, urged prospective operators to consult with investment bankers in order to help weigh risks.

"A bank will ask many, many hard questions, as will investment bankers," Finkelstein said, adding that a careful business plan should be a prerequisite for any new station. Among his other "commandments" were: time sales will lag behind ratings, creditors will not wait long for payments,



Finkelstein

markets may not grow as fast as hoped, interest rates will fluctuate more than expected, film costs will be larger than expected, competitors will not sit idly by and more working capital than expected will always be needed.

"Be prepared for a rigorous financial analysis," Finkelstein continued. "[Investors] will not buy a pig in a poke."

John Serrao, panel moderator and president and general manager of WPMT(TV) York, Pa., urged operators to select a realistic start date and stick to it. Making a predicted sign-on date will generate much free publicity and credibility within the local community, he said, whereas late starts can have a devastating impact on a new station's image. He also urged new operators, particularly UHF stations, to maximize power and locate antennas at the same sites with competitors, in order to tap into existing audiences.

Ted Baze, president and general manager of KGMCTV Oklahoma City, suggested that as many "experienced and reliable" personnel as possible be brought into new stations to overcome unanticipated but inevitable early problems. He also advised new stations "not to scrimp" on fundamental equipment, such as transmitter, film chain and videotape machines. □

## Land paints rosy picture of future

**INTV president predicts growth of independents will continue; competition with networks will increase; announces that HBO has joined the association**

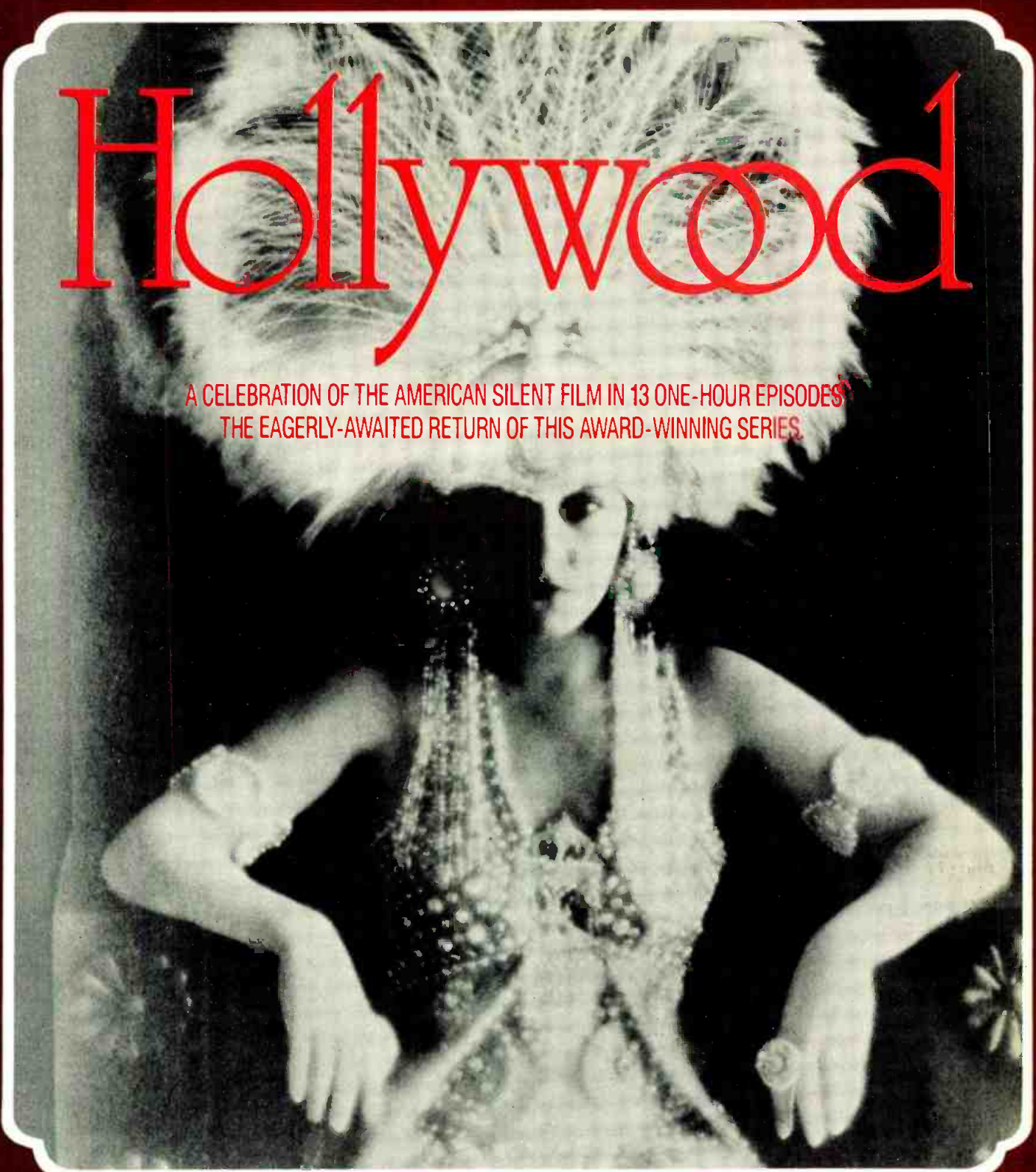
An ebullient INTV president, Herman Land, addressed the opening session of last week's Los Angeles convention with "a report of the obvious: We're into a second decade of unparalleled growth." Indeed, he said, "all of the growth in television in recent years has been among the independents." Organizationally, that has meant an expansion from 71 stations in 1972 to 193 in mid-December 1983. For the industry at large, it has meant 100 independent stations going on the air in the last four years alone, while 27 more are expected to be activated momentarily.

Moreover, independents now reach 80% of U.S. TV households, Land said—a healthy increment over the 70% that is con-



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sidered a minimum national buy for advertisers—and independents should soon be considered not only a spot medium but a true network alternative in their own right. He said that program vendors exhibiting at INTV (for the third year) estimate that independents represent 65% of all their sales. (Land even suggested at one point that it is the independents that are subsidizing the TV networks, in that producers make most of their profits from network production in the aftermarket represented by syndication and dominated by independents.)

Land struck a cautionary note on the subject of deregulation, saying that “the competitive millenium has not yet arrived.” Not only did he cite financial interest and domestic syndication as areas in which INTV would oppose change, but he indicated opposition to any modification of the multiple ownership rules that would allow networks to increase their station holdings. INTV will support general relaxation of those rules for other groups.

Not only was Land sanguine about the independent status quo, but he was even more optimistic in predicting where it might go from here. “In the very near future we may well see radical shifts taking place in the heretofore well-ordered world of the traditional network corporate family. There is little question that we shall see not long from now a sometimes shift in affiliate to independent operation.”

As if to emphasize that industry forces are in constant flux, Land announced that HBO had become an INTV member, and that CNN would be participating in last Tuesday's activities.

HBO joined as an associate member, the category reserved for program suppliers, in preparation for selling made-for-cable movies and series in the TV syndication marketplace. □

## Kamin reports bright spot sales picture

**INTV marketing VP tells convention that 1984 looks to be a good year**

The television advertising environment has been “good, but not great” during the past year, but should show significant improvement in 1984. That prediction, offered by INTV marketing vice president Howard Kamin during a Monday morning (Jan. 16) session, is based on the assumption that an economic recovery is under way and that corporate profits will continue to rise in the coming months.

According to INTV figures, corporate profits were up 13.6% in 1983, followed by a 12.7% boost in advertising expenditures. Total spot television advertising was up 16% over the previous year, with local advertising revenues climbing 19% and national spot up 12%.

“It's still shaky out there,” Kamin cautioned, “but it should be a good media year.” In 1984, he estimated affiliate spot sales will grow 15%, independent spot revenues will

increase 19%, with total spot sales up 16% over 1983. In terms of overall trends, Kamin's prognostication is that the U.S. gross national product will grow 4.8% and consumer profit increases of 33.1%. About \$2.3 billion in sales should be generated by the independent television industry, according to Kamin.

Robert W. Jones, INTV's New York-based director of marketing, presented results of an INTV survey of 300 advertising agency buyers at 20 New York firms representing \$2.5 billion in spot television revenues. Although data from the study is still being evaluated, Jones said initial findings showed that 51% of buyers rarely or never have input on buying specifications and 40% seldom do. In answer to another question, 40% said they seldom or never succeed in getting exceptions to specifications set by agencies.

Both Jones and Kamin emphasized INTV's intention to use its recent National Television Audience Profile, developed with Simmons Research Co. for local station and market support. Kamin said INTV is also studying possible commission of a “major study” in 1984 to determine the effect of independent advertising frequencies versus network exposure. Representatives of three stations on the panel echoed their support for localization of INTV research in acquiring regional and national agency support. □

## Independents discuss where to place news

If counterprogramming the 5 to 8 p.m. time period against the local network affiliate is often the independent television station's programming success strategy, where on independents is there room for a newscast? The answer, according to veterans of news programming on independent stations, may lie on the other side of early fringe or prime access.

Prefacing his remarks with the appendage that he was a businessman and not a newsman, Pat Servodidio, president of RKO General Television, said he believes that news programming contributes as much to the bottom line as it does to public service. To position itself in a crowded news market, Servodidio said RKO's WOR-TV Secaucus, N.J., recently launched a prime time newscast at 8 p.m. The reason, Servodidio explained, is to accommodate commuters who arrive home after other local and network news programs have gone off the air.

Regular evening newscasts are a relatively new phenomenon, said John Corporon, president of Independent Network News and news director at WPIX(TV) New York. Corporon said the big break for news programming on independents came in 1975 when satellites began to be used by both programmers and stations to transmit information. At that time, Corporon said, there were only a “handful” of independent stations in the news business; today, he noted, there are over 100. Satellites, Corporon said, “broke the big three-network monopoly on news,” and made it considerably less expensive than using AT&T long lines, which most independents could only afford a couple of times

a year.

“News isn't the answer to all independents' problems,” Corporon advised, but he did note that independents could counter-program prime time with news just as they counterprogram the 5 to 8 p.m. period with off-network comedies.

FCC Commissioner James Quello urged independents not to follow the road traveled by the networks in producing a newscast. Quello said he felt there might be some justification for the recent public criticism of the press. “It seems the American public is getting fed up with rude, arrogant newsmen,” Quello said. Although Quello noted much of the recent criticism may be “directed at the networks, the fallout is on independents.”

Quello said those remarks may be surprising coming from him, given his staunch belief in the First Amendment, and he acknowledged that any public official must realize “hatchet jobs go with the territory.” But Quello said that “from what I see, independent networking tends to be more objective.” And he believes that station licensees should be more news conscious. □

## Making the most of direct response ads

Direct response advertisers have been and will continue to be an important source of revenue for independent television, a panel of industry veterans told an INTV session audience Sunday, Jan. 15.

“We will always be there, in support of independent and cable television,” said Si Sanders, vice president and broadcast media director for Wunderman, Ricotta & Kline, New York. He predicted that more inventory will open up for direct response marketers as the number of independent stations increases and “television gets more like radio.” In the short-term, Sanders said he is concerned that there may not be enough quality programming to sustain such stations.

Ed LaBuick, president of LaBuick & Associates Media, Palm Springs, Calif., pointed out that many consumers are spending more time at home and are shopping by telephone or mail. He noted that while retail record sales were undergoing a sharp decline recently, sales via television ads have increased dramatically.

LaBuick conceded that direct response firms have suffered from a negative image in



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the past, in part because a booming economy and lack of controls let irresponsible individuals into the business. "Stations and consumers got ripped, and ripped bad," he said. "As the economy went bad, it eliminated many of the unscrupulous operators from our business. The strong will survive."

In order to protect themselves and their viewers, LaBuick urged stations to carefully screen direct response marketers, making sure that the firms are legitimate, that pro-

ducts are available and that financial resources are adequate to back up orders. "If you put a fly-by-night on the air," he warned, "you could be in trouble." Sanders also recommended that stations deal with direct response companies carefully, citing the example of a station that paid \$60,000 in refunds to disgruntled viewers after a company that bought advertising time with cash in advance failed to deliver a product.

A third panelist, Alvin M. Eicoff of Chi-

cago's A. Eicoff & Co., noted that many *Fortune* 500 companies are entering direct response marketing, which, Eicoff added, "is still mail order to me."

Ratings and share points don't necessarily translate into sales for many advertisers, including direct response firms, said Eicoff. "The only important thing in all of advertising is direct results in sales." Independents, he stressed, move goods for mail order advertisers. □

## Business



Intelsat's executive director, Richard Colino, at Washington headquarters

# Intelsat: 20 years old and still counting

**The colossus of the international telecommunications world is moving away from the construction mind-set that characterized its first two decades and now is concentrating on marketing all that capacity—and fending off the competition**

The International Telecommunications Satellite Organization, established 20 years ago principally as a product of the American genius for combining idealism and pragmatism, has become the force its founders intended to knit together the nations of the world. And as it enters its 21st year, its new leadership talks confidently of a marketing program to increase use of the Intelsat system—for television transmission, for instance. But as a counterpoint to the optimism to be heard in Intelsat's plush offices in Washington, questions for the first time are being raised as to whether the monopoly position it occupies in the provision of communications satellite services has not become anachronistic in an era when, in President

Reagan's Washington, for instance, competition and marketplace forces are the driving force of policy.

Intelsat, now composed of 108 member countries and functioning as a nonprofit cooperative—it has reduced rates 12 times since it began operating in 1965, and has never raised them—carries 60% of the world's international telephone calls and virtually all of its intercontinental television transmissions. It has initiated an international business service that enables corporations to link plants and offices through small earth stations on company property. In December, it announced plans for a telephone service, Vista, to meet the needs of the two billion people who live in the rural areas of the world (BROADCASTING, Jan. 2). And Intelsat, its officers point out, offers service on an average cost-pricing basis to enable the poorer countries of the world to make use of international satellite service.

As for Intelsat's bottom line, it generated \$391 million in revenues in 1983 on an investment in the space segment of more than

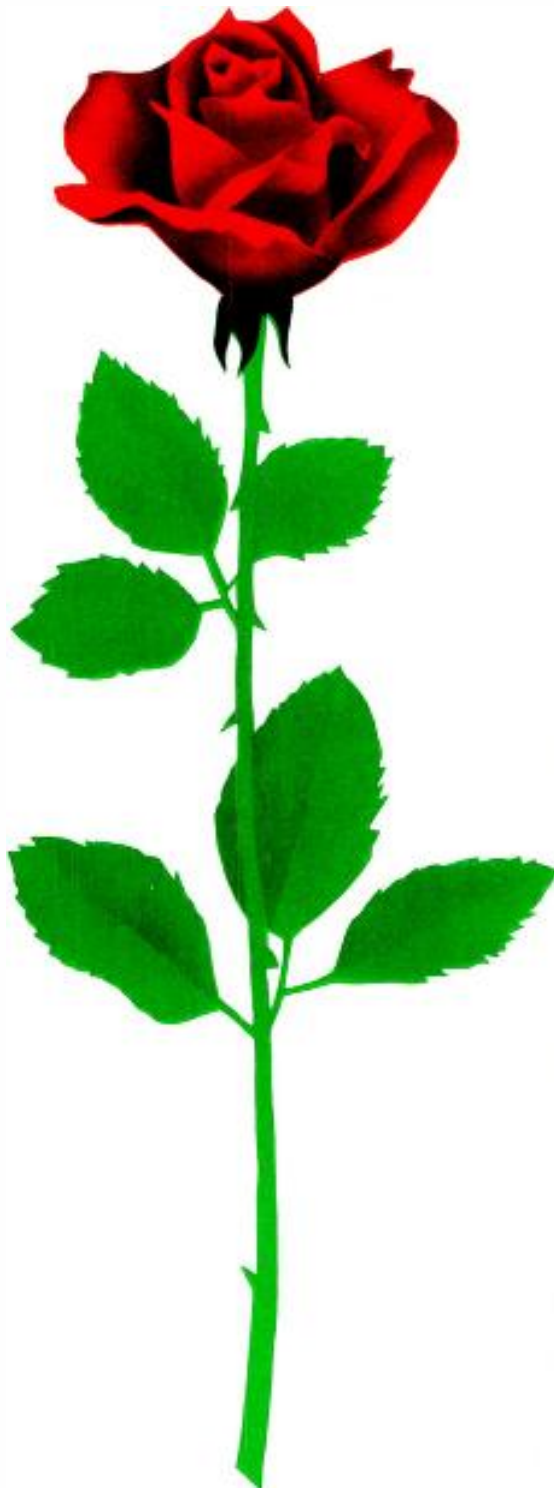
\$2 billion.

Thus, the dream of the Kennedy administration in the early 1960's to harness the communications technology the U.S. was developing in the world's service would appear to have been a practical one. The Communications Satellite Act of 1962, which created the Communications Satellite Corp., initiated the drive for the creation of an international satellite organization that came into being in 1964. And Intelsat is now one of the few demonstrated successes in the field of international organizations: Representatives of South Africa and black Africa, of Israel and the Arab states, of communist countries and capitalist states and the Vatican, all motivated by self-interest, put aside differences to cooperate in the delivery of telecommunications services worldwide.

Two weeks ago, Richard Colino, the American who on Dec. 31, 1983, assumed the position of Intelsat's director general, saw the organization as in a time of transition, at a time when attention can be turned from developing technology to selling. "There has been a



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<b>KTTV</b>	(8:20-10:45 AM)	<b><u>12.5</u></b>	<b><u>22%</u></b>
<b>KNBC</b>	(8:00-10:30 AM)	<b><u>6.3</u></b>	<b><u>12%</u></b>
<b>KNXT</b>	(8:30-10:30 AM)	<b><u>3.1</u></b>	<b><u>5%</u></b>

\*LOS ANGELES ARBITRON OVERNIGHTS JANUARY 2ND, 1984. ALL RATINGS ARE SUBJECT TO QUALIFICATIONS AVAILABLE UPON REQUEST



tremendous expansion and growth in lots of directions simultaneously, and for the first time we have a clear picture of the satellite inventory for the next 10 years," Colino said. "I'm in the enviable position of saying: 'Now let's start thinking of being market-driven.'" He wants Intelsat to anticipate customer needs "and not wait to be asked" for specific services.

One of the services whose marketing potential he appears to have pondered is television. At present, Intelsat offers signatories (the entities serving as their countries' designated link to Intelsat) two basic services—occasional use, at \$80 for the first 10 minutes and \$480 for an hour, or full-time use at \$1,250,000 for 24 hours a day, 365 days a year—rates far less than commercial U.S. satellite companies charge. Colino wants to offer a quality service capable of being tailored to a variety of needs.

He talks of digital rather than the present analog television service to assure customers the "studio quality" not now available. He would like to meet the demand of customers who prefer to employ small earth stations because of their mobility and cheaper cost. Colino said Intelsat has the "spare capacity in spare satellites" to provide the power needed to meet that kind of demand—and "at an attractive price," either on a long-term lease or an occasional-use basis. Indeed, he made much of the "flexibility" he indicated would be the hallmark of Intelsat television service: There would be different charges during off-peak and peak hours. A different size channel would be available for the relay of cable television signals, since cable systems "retransmit signals of less than studio quality" and thus might want a channel to improve the quality. In addition to point-to-multipoint service, Intelsat would offer point to point, with video service separate from audio or with the audio contained in the baseband (which, while offering cost savings, might affect the signal quality).

Beyond television, Colino said, Intelsat should examine "the whole range of possible services"—telephone and data transmission, analog or digital, among them—in that fashion, to determine if they can be offered in a variety of ways on different satellites. Throughout most of its history, the definition of services Intelsat offered evolved from the practice of defining what it made available—"the unit of satellite utilization"—as a two-way, half-voice circuit to a satellite. In recent years, Colino said, the practice of "thinking of the world as being in blocks of certain types of defined voice circuits" no longer seemed to make sense. "The business service changed that approach," he said, adding, "Are there any other unique requirements? We're going to ask our signatories to find out."

But what of the applications of the Orion Satellite Corp. and International Satellite Inc. for FCC authority to provide trans-Atlantic communications service by satellite? Would approval of those applications jeopardize Intelsat's plans for expansion? The applications have raised a host of domestic and foreign policy questions that are now being reviewed by the executive branch, whose report is expected to be completed sometime this month.

Without referring specifically to the two applications, Colino said that services that diverted traffic from Intelsat would be harmful. As an example, he cited the Vista project to offer telephone service to rural areas. It is not a service that will pay for itself, he said. The prospect for further reductions in rates would also be endangered, he said. And he is not impressed by reports that government officials considering the Orion and ISI applications say that the basic telephone service that provides Intelsat with most of its revenues would be protected. Colino made it clear Intelsat would not want to lose any of its television business, which generates more than 6% of the system's revenues. And he said loss of the private telephone service it now provides corporations would be a blow. Intelsat leases 1,600 private line services to such customers.

The question of whether, and in what form, the FCC—once the executive branch has adopted its position on the issue—will approve the two pending applications remains to be answered. If they are approved, the Intelsat Agreement would require the U.S. to submit them to Intelsat for coordina-

tion to assure compatibility with the system on technical and economic grounds. And Colino said his obligation will be to perform "the most objective and thorough analysis possible" to determine what the "economic harm will be, if any." Then, he said, the matter would be up to the board of governors and the Assembly of Parties, comprising the governments that are members. And while he noted he does not know the form in which the proposals will be presented to Intelsat, if at all, he offered the following as the most likely scenario of what will ensue if they are: "I'll say, 'Economic harm.' And [the board of governors] will say, 'Right.'"

Still, the mood in Washington these days is to encourage private entrepreneurs, to drop barriers to competition, to deregulate business. That way, the administration feels, is the best route to serving the public. Orion and ISI have heard that message and are responding to it. So, the question as Intelsat completes its first 20 years is whether the role originally created for it will remain unchanged or whether it will be adapted to conditions changed by technology and politics. □

## Lewis proposes changes in Dallas system

**Although city may be receptive to some of Warner's proposals, others are likely to cause problems**

As expected, Drew Lewis, chairman and chief executive officer of Warner Amex Cable Communications, went to Dallas last week to offer a wish list of proposals that if approved would excuse the company from fulfilling a number of commitments in its franchise agreement there. The week before, Lewis met with officials in Milwaukee to propose a substantial scaling back of the planned system there, including a joint venture to operate the system with Viacom (BROADCASTING, Jan. 16).

A Dallas city official said that Lewis had told him that if the city did not grant all or most of the proposed revisions in the Dallas franchise agreement, Warner Amex "would not be there" for the long term.

Joe Barta, chairman of the Dallas cable television board, said that while some of Lewis's proposals "make a lot of sense," there were several "onerous" ones that the city would have a difficult time accepting.

An additional concern, said Barta, was that Lewis had not been specific in his proposed service and system cutbacks. To that end, a three-member committee of Dallas city council members was formed to compare the new proposal on an item-by-item basis with the current franchise agreement, and work with the cable TV board to draw up a recommendation for the city council. A deadline for those recommendations has not been set.

Lewis, in turn, has promised to compile a more detailed description of the proposed franchise revisions in the next week or so.

Among the proposals that the city finds difficult to accept is one calling for a "line extension formula" to be applied to the remaining construction, about 300 miles. The

formula would exempt the company from building those remaining areas with a density of less than 50 dwelling units per mile. "That's a tough one" for the city to accept, said Barta, because some tax-paying residents could not receive cable services.

Another WA proposal that Barta said would probably meet stiff resistance concerned the wiring of remaining apartment complexes. (More than half of the city's residents live in multiunit dwellings.) It calls for apartment owners to absorb the costs of wiring their complexes, and passes costs on to the residents if need be.

Barta said WA's proposal to defer construction of an institutional network wouldn't be approved because it would affect existing curriculums of some of the city's educational institutions.

Barta said that cutting back programable channels from 80 to 47 may be acceptable. "If they can get what needs to be on there in 47 channels and there's not enough programming to fill 80, they may have a good argument for curtailing commitments in that area," he said.

Lewis said that if the city accepted all of the proposals, the company could save \$12.6 million in capital spending and close to \$7 million in operational expenses. He also said the company would seek higher subscriber rates for the system's tiered services.

Lewis told Barta last week that even if the city were to grant the concessions, WA would not help to obtain hold-harmless clauses from the losing bidders in Dallas (ATC, Cox, Storer, Sammons and United) to prevent a suit against the city. Nor would WA attempt to have Dallas exempt from any cable legislation that might be passed by Congress. Asked what Dallas would receive in exchange for the concessions besides an economically viable cable system, said Barta, Lewis "did not answer." □



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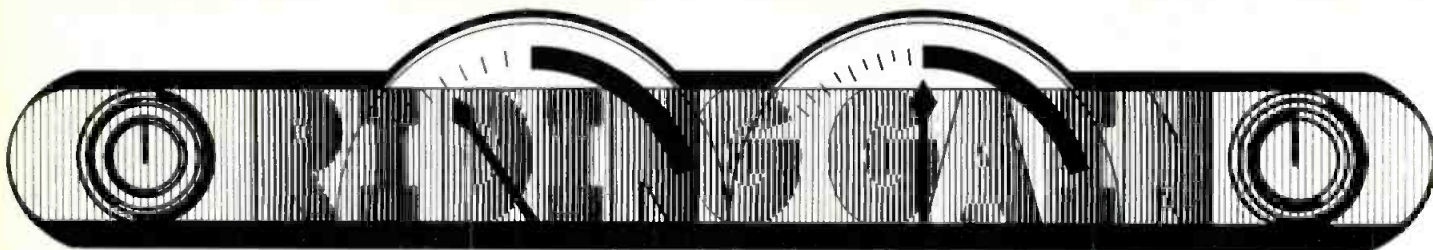
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## No to nonwired

Katz Radio President Ken Swetz has sent a letter to client stations calling nonwired rep networks—packaging of client as well as nonclient stations, often several in the same market, into a single buy for an agency with rates individually negotiated with each station—"anticompetitive." Swetz said selling multiple noncommonly owned stations in the same market has "exclusionary impact upon all other stations in that market." The letter was accompanied by an affidavit for Katz stations to sign to make a case before the FCC. According to Swetz's letter, the commission has invited Katz "to formally reopen the *Blair vs. McGavren Guild* case" in which the FCC last spring ruled that the nonwired network approach to selling spot radio time was not in violation of its combination rate policy (BROADCASTING, April 25, 1983).

## Transtar update

Plans are moving ahead for the introduction of Colorado Springs-based Transtar Radio Network's two new full-time satellite-delivered formats—country and contemporary hit radio (CHR)—according to company executive Ivan Braiker. The Transtar Country Network will be on the air with approximately 30 stations by Feb. 20, says Braiker. Its signal will be delivered to stations via Wold Communications on Westar V, transponder 3D, from Transtar's newly built studios in Los Angeles. Braiker also told BROADCASTING that Transtar just finalized a deal calling for singer Dottie West to host a week-

ly three-hour program for country affiliates. The show, to be called *This Week in Country with Dottie West*, will be a combination countdown and artist interview series designed for weekend air play, said Braiker.

As for the CHR network, Braiker reports that it should be up and running from the new Los Angeles facility just prior to the start of the National Association of Broadcasters convention in Las Vegas in April.

Originally, Transtar projected that both country and CHR networks would be in operation this month ("Riding Gain," Oct. 10, 1983) but, says Braiker, their debut was delayed primarily because of the continuing construction of the new studios.

## 'Time' for radio

The pages of *Time* magazine will soon be transformed into a new radio service called Time World Newsradio. According to its director, Nathaniel Lande, the service will rely on *Time's* bureaus worldwide to contribute stories, including features and special reports, appearing in that week's issue of the magazine.

Time World Newsradio will deliver to stations, on cassettes or reel-to-reel tape, 15 programs per week (12 three-minute broadcasts for weekdays and three five-minute reports for weekends). Plans call for stations to air three programs per day, Tuesday through Saturday. Launch date has been set for next Tuesday (Jan. 31) with all the marketing and distribution for the service being handled by Media Basics, a New York-based media buying service. Time World Newsradio will be offered to stations on a barter basis, says Lande.

## Jack's back

Wolfman Jack, who rose to popularity as a radio, television and film personality in the 1970's, returned to southern California airwaves on Jan. 15 with a six-night-a-week program on KRLA(AM) Pasadena. A weekly version of *The Wolfman Jack Show* is distributed to 150 U.S. stations by the disk jockey's Hollywood syndication company, Audio Simulation. The KRLA program is hosted by Wolfman Jack (Bob Smith) from midnight to 5 a.m., Monday through Saturday. Most of the programs will be pre-recorded at the Audio Simulation studio, which has a communications link with KRLA. Wolfman Jack's distinctive howl was last heard on a regular basis on KDAY(AM) Santa Monica, Calif., in 1973. About the same time he gained visibility as host of NBC-TV's *Midnight Special* and in the role as an all-night disk jockey in the motion picture "American Graffiti." According to Smith, the syndicated program will continue without interruption.

## Looking at radio

Radio will be the focus during ABC Television's *Good Morning America* program this week (Jan. 23-27). ABC plans to have cameras at four radio stations as the show's co-host, Joan Lunden, conducts live interviews with popular morning drive-time personalities Scott Shannon, WHTZ-FM Newark, N.J. (Monday); Jess Cain, WHDH(AM) Boston (Tuesday); Wally Phillips, WGN(AM) Chicago (Wednesday); and Don Imus, WNBC(AM) New York (Thursday). "At the same time they are seen on the ABC-TV program, their interviews will be heard over their own stations," said a spokesman for *Good Morning America*.

The future of the radio industry will be the topic of conversation on Friday. In-studio guests will be: Ben Hoberman, president of ABC Radio; Robert Hosking, president of CBS Radio; and Michael Eskridge, president of NBC Radio.

## New network

*The Americana Series*, short-segment programming profiling historical figures debuted on NPR's Westar IV on Jan. 9. The programming is the first of many proposed by a new Washington-based enterprise, The North American Network. Under a contract with NPR's Extended Program Services, NAN has begun its weekly broadcasts, making its programming available to 260 PBS stations. The current series is presented under three headings: *Black Heroes*, *Great American Women* and *The American Inventor*. An extensive series of *Black Heroes* segments has been packaged for February, black history month. For more information contact: Tom Sweeney, NAN, 2040 12th Floor, National Press Building, Washington 20045, (202) 342-6101.



**Talkradio luncheon.** Radio talk show hosts gathered last week at an IRTS luncheon in New York's Waldorf-Astoria hotel to discuss their role in the medium. "Talk show hosts have gotten too bland. They need to become more issue oriented," said WMCA(AM) New York's Barry Gray, who has been a radio host for 33 years. "In order for any talk show to be successful, it has to both inform and entertain," added Mutual's overnight talk maven, Larry King. Pictured back stage at the event (l-r): Dick Penn, vice president and general manager, NBC Radio Network; Ralph Baruch, chairman, Viacom International and IRTS president; Sherry Henry, talk host, WOR(AM) New York; Gray; D. Judith Kuriansky, talk host, WABC(AM) New York; King, and Bruce Williams, talk host, NBC Talknet.



## Down, not out, says NBC's Tinker

**During annual consumer press tour, chairman of third-place network says ship is not sinking, predicts rating improvement in spring, comments on fin/syn rule, Grossman as new head of NBC News and role of Mudd**

"The boat is not sinking. All we did was just kind of rock it a little bit." NBC Chairman Grant Tinker offered that assessment of the third-place network's lack of ratings success last fall with the majority of its new prime time series during a Los Angeles news conference Jan. 14. Tinker told television writers gathered at the Century Plaza hotel for the semiannual Consumer Press Tour he has "total faith" in NBC Entertainment President Brandon Tartikoff despite the network's flat ratings and he predicted improvement this spring with new programming entries.

"I'd be lying to you if I said I was thrilled with absolutely every program we scheduled," Tinker said, "but by and large I did not anticipate the failure that we would have... I think we damaged ourselves, but not fatally."

Asked why NBC keeps Tartikoff in charge of programming in spite of such experiences, Tinker said "because we stumble here or there or make a mistake, I don't think there's any particular reason to go and change the whole complement. We don't take [program failure] lightly on the other hand. It's our basic business. It's the essence of what we do. It's hugely important."

The NBC executive also discussed the ongoing negotiations between network representatives and members of the Hollywood production community regarding the financial interest and syndication rules, disclosing that CBS President Thomas Wyman had the proxy of NBC and ABC in his recent negotiations with MCA Inc. President Lew Wasserman on a possible compromise in the industry stand-off.

"He came back [from the meeting with Wasserman] with what they had arrived at, to which we and ABC did not subscribe," Tinker explained. "It didn't quite play for us. And those talks may or may not be going on... I wanted to disabuse anyone who thought differently of the idea that Tom [Wyman] came in the dark of night to Lew Wasserman without our knowledge." Tinker said "less than three" of the networks were unwilling to resume discussions with Motion Picture Association of America President Jack Valenti on the issue Jan. 11, as had been expected, saying: "They just weren't ready." The networks have been talking to one another since the Wasserman/Wyman talks broke off, he said. A meeting with Valenti "may still occur," Tinker added. "I don't think that's ruled out forever." He empha-

sized that NBC has not changed its position on the fin/syn debate.

Negotiations with former *NBC Nightly News* co-anchor Roger Mudd are continuing, according to Tinker, who said he is hopeful Mudd will return to the air soon in a political reporting capacity. Tinker said it is his "understanding" that NBC News President Reuven Frank is discussing with Mudd a role as senior political correspondent and said he knows nothing about reports that Mudd may settle his current contract and leave the network. "I certainly hope that's not true," said Tinker.

He defended his selection of PBS President Larry Grossman to succeed Frank as NBC News president next May, labeling the public broadcasting executive "a super guy—a great piece of manpower." Acknowledging that there has been some affiliate resistance to the selection of Grossman, Tinker said he feels Grossman can learn what is needed for the job in terms of journalism.

"I'm more interested in the person, and in this case I think he is a superior one," Tinker declared. "Reuven was ready to step aside and let somebody else do a very difficult job, and Larry came to mind as the very best candidate."

Asked about other news division programs, Tinker reiterated NBC's justification of *NBC Overnight's* cancellation on the grounds that "there simply wasn't enough audience out there to support it ever, ever, ever, as far down the road as we could see. And therefore we were just sentencing ourselves to that red ink forever." He also said he is "totally committed" to *First Camera*, the Sunday evening news magazine, "as a program... Right now, I certainly can't tell you that *First Camera* is scrubbed, because it isn't." Tinker said that news consultant Frank Magid has been assigned to be "an objective observer of what we do right now in early morning television, and that obviously relates particularly to the *Today Show*." He added that NBC "may or may not" take Magid's advice on any suggested changes in early news programming.

Although NBC "failed to generate excitement" with its new programming last fall, Tinker said "what we did was sort of concentrate our failure on a couple of nights [Friday and Saturday], which, God knows, we have to fix."

One possible explanation for the network's performance, Tinker concluded, is a shift in audience attitude.

"The audience that we have now, in one

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sense, is more sophisticated because it's always had television, and dismisses a lot of the stuff that we would have watched," he said. □

## NCAA floats proposal for night games

Regional TV clashes on Thursday and Saturday, however, may be mooted by Supreme Court case

Waiting for the Supreme Court to rule on the legality of its control of TV rights to college football games, the National Collegiate Athletic Association has come up with a new idea: allowing NCAA schools and conferences to air games on regional TV on Saturday nights and Thursday nights, if they wish. NCAA Division I-A schools, generally the larger ones, would get the option for Saturday nights and Division I-AA schools for Thursday nights. In all cases, the telecasts would be limited to stations in the NCAA districts in which the schools or conferences are located.

Newspaper accounts seem uniformly to describe the proposal as a "plan"—some as if it were already in effect—but NCAA officials last week called it "more a concept than a plan." The reason, they explained, is that it is still conditional. Specifically, they said, it would have to be approved by ABC-TV and CBS-TV—which have national rights to NCAA games under contracts challenged in the case before the Supreme Court—and, even if those networks approve the "concept" or "plan," would still have to be authorized by the NCAA council.

Another consideration, although it wasn't mentioned, is that the approach would be unnecessary, if not illegal, if the Supreme Court upholds two lower court decisions and rules that the NCAA's handling of TV rights violates antitrust laws. In that case, any school presumably would be free to negotiate with any TV network or station with no restrictions.

NCAA sources said last week the Supreme Court is expected to hear arguments in the case in March, but that they don't expect a decision before June.

The Association of Independent Television Stations (INTV) and the Justice Department have filed friend-of-court briefs urging the Supreme Court to uphold the lower court

rulings.

INTV's brief, by Forrest A. Hainline III and J. Laurent Scharff of Pierson, Ball & Dowd, argues that NCAA restrictions unnecessarily reduce the number of games that would be available for telecasting, "depriving broadcasters other than NCAA's contractual partners of access to this valuable market."

For broadcasters "there is no effective alternative to NCAA football during the time it is aired," the brief asserts, and independents are harmed because they are "almost entirely" deprived of access to games, "even though many schools would sell their rights for television coverage if the NCAA would permit them to do so."

Justice said that "It is clear . . . that absent these controls, the amount of such broadcasting would be much greater, the televised games would better coincide with consumer preferences, and payments received would vary considerably to reflect anticipated viewer interest in each particular football match-up." Justice lawyers argued NCAA's current agreements limit opportunities for smaller schools to appear on television and prevent major football schools from appearing on television "as frequently as consumer demand would dictate." □

## 'Amelia' gives ABC the week

With big help from *Something About Amelia*, which proved to be the second-highest rated program thus far in the 1983-84 season, ABC-TV took first place by more than a point in the prime time ratings for the week ended Jan. 15.

*Amelia*, an ABC Theater presentation dealing with a family stunned by father-daughter incest, generated an average Nielsen rating/share of 31.6/46, in this season second only to ABC's *The Day After* (46.0/62), and in terms of household delivery (an estimated 26,480,000 per average minute) second only to *The Day After* (38,550,000) among made-for-TV movies of all time ("In Brief," Jan. 16).

For the week, the 16th of the 1983-84 season, ABC averaged 18.1/28, CBS 16.9/26, and NBC 15.4/24. It was ABC's fourth weekly win of 1983-84 against 12 for CBS.

*Amelia*, appearing on the Monday-night period recently relinquished by NFL Monday Night Football, demolished its opposition and led ABC to an evening-winning 25.5/37 average. Earlier in the evening, however, the premiere of NBC's *TV Bloopers, Commercials*

and *Practical Jokes* scored a commanding 25.0/35 against CBS's *Scarecrow and Mrs. King* (17.5/25) and ABC's *That's Incredible* (13.3/19), helping NBC into second place for the night with 16.9/25 over CBS's 14.2/21.

TV's *Bloopers* ranked fifth for the week, and ABC's entry of similar ilk, *Foulups, Bleepers and Blunders*, on Tuesday, became the week's 13th-ranked show with 20.1/29, outscoring the first half of *Mississippi* on CBS (11.4/16) but considerably behind the first half of *A Team* on NBC (25.3/36). At 9-10 p.m. the same evening the second episode of NBC's *Riptide* did a 19.8/29, more than two rating points off its two-hour premiere but enough to dominate ABC's regular entries and outpoint, although barely, the first half of the CBS Tuesday night movie, *License to Kill* (19.3/30).

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

The season-to-date ratings: CBS 18.1/28, ABC 17.1/27, and NBC 15.1/24. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Something About Amelia	ABC	31.6/46	25.	Scarecrow & Mrs. King	CBS	17.5/25	49.	Mama's Family	NBC	14.3/23
2.	60 Minutes	CBS	27.5/42	26.	The Electric Horseman	ABC	17.4/27	50.	Blue Thunder	ABC	14.3/21
3.	Dynasty	ABC	25.7/38	27.	Alice	CBS	17.4/26	51.	St. Elsewhere	NBC	14.1/24
4.	A Team	NBC	25.3/36	27.	Bugs Bunny Special	CBS	17.4/26	52.	We Got It Made	NBC	14.1/23
5.	TV Bloopers	NBC	25.0/35	29.	Cheers	NBC	17.3/26	53.	Real People	NBC	13.9/21
6.	Dallas	CBS	24.2/36	30.	Matt Houston	ABC	17.1/28	54.	Automan	ABC	13.8/21
7.	Simon & Simon	CBS	24.1/37	31.	Goodnight, Beantown	CBS	17.1/25	55.	Hart to Hart	ABC	13.3/22
8.	Hotel	ABC	23.0/38	32.	T.J. Hooker	ABC	16.9/27	56.	That's Incredible	ABC	13.3/19
9.	Falcon Crest	CBS	21.5/35	33.	Charlie Brown Special	CBS	16.9/26	57.	Buffalo Bill	NBC	13.2/20
10.	Magnum, P.I.	CBS	21.5/32	34.	Facts of Life	NBC	16.9/25	58.	Ripley's Believe It Or Not	ABC	13.0/20
11.	Knots Landing	CBS	20.9/34	34.	Hardcastle & McCormick	ABC	16.9/25	59.	Hard Knox	NBC	13.0/19
12.	Fall Guy	ABC	20.8/31	36.	Remington Steele	NBC	16.8/27	60.	Invasion Force	NBC	12.8/19
13.	Foulups, Bleeps, Blunders	ABC	20.1/29	37.	Knight Rider	NBC	16.3/24	61.	Domestic Life	CBS	12.1/18
14.	Riptide	NBC	19.8/29	38.	Family Ties	NBC	16.2/24	62.	Body Heat	CBS	11.7/20
15.	Jeffersons	CBS	19.6/28	39.	AfterMASH	CBS	16.2/22	63.	Yellow Rose	NBC	11.5/20
16.	License to Kill	CBS	19.3/30	40.	Night Court	NBC	16.1/24	64.	Masquerade	ABC	11.4/17
17.	Trapper John, M.D.	CBS	19.3/30	41.	Diff'rent Strokes	NBC	16.0/26	65.	Mississippi	ABC	11.4/16
18.	Webster	ABC	18.8/28	42.	20/20	ABC	15.7/26	66.	Whiz Kids	CBS	11.2/18
19.	Three's Company	ABC	18.3/26	43.	Happy Days	ABC	15.6/22	67.	Modern Problems	CBS	10.5/16
20.	Bob Hope Special	NBC	18.1/27	44.	Silver Spoons	NBC	15.4/24	68.	Empire	CBS	10.1/15
21.	One Day At A Time	CBS	17.8/28	45.	Fantasy Island	ABC	15.2/27	69.	Emerald Point, N.A.S.	CBS	9.7/15
22.	Hill Street Blues	NBC	17.7/29	46.	Oh Madeline	ABC	15.0/22	70.	New Show	NBC	8.9/15
22.	Love Boat	ABC	17.7/29	47.	Gimme A Break	NBC	14.6/22	71.	First Camera	NBC	5.6/9
24.	Benson	ABC	17.7/27	48.	Newhart	CBS	14.7/21				



## Comments mixed on repeal of distant signal notice rule

**Cable operators are all for it, but sports and some broadcasters say timely reporting is essential to protection of their rights**

The FCC's proposal to scrap its requirement that cable operators submit registration statements when they add broadcast signals has drawn a mixed response in comments at the FCC.

The commission, in proposing to delete its requirement, noted that cable operators report their signal complements every year on FCC Form 325. As a result, there is at most a "minimal" need for the registration statements, the FCC said. The cable representatives that filed picked up on that theme.

The National Cable Television Association said the FCC's proposal was a "sensible and efficient" way to reduce the paperwork burden on cable operators "without adverse consequences to the public."

Tele-Communications Inc. gave the proposal its endorsement. And Heritage Communications Inc. added that the administrative costs involved—for cable operators and the FCC alike—"are not insubstantial."

The Cable Television Operators, representing several hundred cable systems, recommended the elimination of all of the FCC's registration requirements, not just the one for added broadcast signals.

The American Legal Foundation also gave the proposal its support. "Deletion of the requirements would serve the public interest by freeing the commission staff to perform more substantive oversight duties and by lessening cable operators' administrative costs and inconveniences."

KUTV Inc., licensee of KUTV(TV) Salt Lake City, disapproved. It said the statements were useful in maintaining network program exclusivity protection.

To obtain network exclusivity protection, broadcast stations must ask for it from cable operators and must notify cable systems of the specific network programs to be protected, KUTV noted.

Under the status quo, broadcasters are tipped off by the registration statements when a cable operator starts operation or adds a new TV signal. Under the FCC's proposal, local TV stations would have no way of knowing when a distant network affiliated station signal is added (at least not until the Form 325 reports become publicly available), and would not be able to take the steps required to obtain network program exclusivity protection, KUTV said.

As a result, KUTV recommended that the

FCC continue to require the filing of a statement when a new network-affiliated station is to be added to a system—or eliminate the rule altogether, but require the cable operator "to provide written notice thereof to every television station within whose zone the cable system operates."

Major league baseball said it would not oppose the proposal—as long as it was limited to the statements required when broadcast signals are added. It said it would be opposed, however, to attempts to delete the requirements that statements be filed when a new system begins operation or when an existing system expands into a new community.

The league said those filings were "critical" for it to meet its responsibilities under the FCC's sports rule. That rule generally requires each cable system located within a community where a sports event is taking place to delete the distant signal broadcast of that event. At the same time, however, the rule requires the rights holder to let the system know which telecasts are supposed to be deleted. The league uses the registration statements to identify the cable systems it has to notify.

The National Basketball Association, the National Hockey League, the North Ameri-

can Soccer League and the Major Indoor Soccer League also urged the FCC to retain its requirements dealing with service starts and expansions into new geographic areas. "Absent that section, the leagues would have no way of monitoring which systems are in operation on anything less than an annual basis." □

## Quincy case goes before appeals court

**Washington cable operator, fined by FCC for dropping broadcast signals, makes its case for repeal of must-carry rules; FCC, NAB, INTV argue otherwise**

Debate over the propriety of the FCC's must-carry rules was presented to the Court of Appeals in Washington last week.

Because some facts have changed since the case at hand originally was decided by the commission, it's unclear whether the court will get around to the constitutional issues raised any time soon.

The case was brought to the court by

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Quincy Cable, the operator of a cable system in Quincy, Wash. Among other things, it argues that the rules violate its First and Fifth Amendment rights. It is also protesting a fine it received for violating the rules.

In 1979, Quincy, then operating a 12-channel system, was importing the signals of three TV network-affiliated stations from Seattle; it also was retransmitting, under the must-carry rule, the signals of the Spokane, Wash., network affiliates, which qualified for must-carry status because their signals were being retransmitted by translator stations in the Quincy area and were considered to be "significantly viewed" under FCC rules. Quincy wanted to delete the Spokane signals and petitioned the FCC for special permission to do so.

While that petition was pending, Quincy, on its own, dropped two of the Spokane signals. The FCC staff refused the request. Quincy subsequently petitioned the FCC to reconsider. That petition also was denied. At the same time, the staff told Quincy to resume carriage of the Spokane signals, warning it that if it continued to ignore the rules, it would be fined. Quincy continued to ignore the staff order and petitioned the full FCC to review the case. The full FCC sided with the bureau and fined Quincy \$5,000.

In oral arguments before the appeals court panel (comprising Circuit Judges Malcolm Wilkey, J. Skelly Wright and Robert Bork, although Bork was not present for the oral argument), Jack Cole, representing Quincy, charged that the staff order warning Quincy to resume carriage should not have gone into effect until Quincy's requests for special relief had been acted upon by the full commission. Cole also reiterated Quincy's First and Fifth Amendment arguments against the rules. He also said Quincy's argument was the same, even though the system had been upgraded to carry 32 channels in January 1983.

Cole explained that, with the upgrade, the

**The next generation.** Hughes Communications Galaxy Inc., which scored big in the fixed-satellite business by selling transponders to selected customers, is moving into the direct broadcast satellite (DBS) business. It has asked the FCC for authority to construct and launch in 1989 a DBS system that could beam up to 32 channels of service to most of the nation from one orbital slot.

Hughes proposed to place two 16-transponder satellites into orbit at 119 degrees west longitude to serve the entire country. Depending on the signal strength, the beams of the transponders could be switched to serve a time zone, half the continental U.S. (CONUS) or the entire CONUS. By asking for all the channels available at 119 degrees, Hughes is betting that some of the currently authorized would-be DBS operators will modify their plans or simply drop out. Graphic Scanning, RCA, Video Satellite Systems and Western Union have asked for 18 channels at that slot (BROADCASTING, Jan. 16).

National Exchange Inc. (NEX) asked for permission to launch its "SpotNet" DBS system. It would include two orbital satellites and one ground spare. The in-orbit birds would be at 101 degrees west longitude, where NEX intends to place three additional satellites, two at 12/14 ghz and the other at 4/6 ghz. Co-locating all the satellites would allow NEX to "offer a myriad of integrated services through a variety of tailored communications networks."

NEX plans to offer both video entertainment programming and business communications services. Former Hughes executive and Office of Telecommunications Policy chief Clay Whitehead is president of NEX.

Two other new companies submitting filings were Advanced Communications and Space Communications Services. The National Christian Network, Satellite Development Trust and Satellite Syndicated Systems reconfirmed earlier DBS plans in filings.

rules still require Quincy to carry the Spokane signals on its basic tier (which consists of 12 channels). Quincy, he said, would prefer to carry them on a second tier.

Gregory Christopher, counsel for the FCC, however, recommended that the court declare the constitutional issues and Quincy's request for special relief moot permitting Quincy to petition the FCC anew for relief, this time reflecting the increase in channel capacity. Christopher added that he thought it "irresponsible" of Quincy to have filed briefs with the court on the basis of having a 12-channel system, when it had upgraded to 32 channels beforehand.

Christopher also said that actions taken by the FCC staff under delegated authority are tantamount to final commission action. As a result, Quincy had been in no position to

ignore the staff's order to resume carriage, he said.

On constitutional grounds, Christopher said, the must-carry rules are sound. Christopher said the test of a rule's constitutionality is whether it furthers an important government interest—and whether it is no more intrusive than necessary. The government interest at hand, Christopher said, was the survival of free TV—not for the benefit of broadcast licensees, but for the benefit of the public. "This is a very reasonable and modest intrusion on a cable operator's use of his facility," he said.

Michael Berg, associate general counsel for the National Association of Broadcasters, said that organization—and the three Spokane stations, the Association of Independent Television Stations, and other intervenors in the case—supported the FCC. Berg said the must-carry rules were "perfectly reasonable" and primarily designed to protect the public's access to free TV. □

**Easy improvement.** An FCC proposal that should make it easier for FM and TV broadcasters to upgrade their facilities has drawn more support in comments at the FCC. Under the status quo, a Class A FM operator who wants to upgrade to a Class C, for example, might have to face competitors who also want that new channel. Similarly, a UHF-TV operator might also have to face challengers to upgrade to a lower UHF channel or to a VHF. Under the commission's proposal, those FM and TV changes could be approved as long as the FCC provided channels comparable to the one to which a broadcaster wants to move for competing parties to seek (BROADCASTING, Dec. 12, 1983).

The National Association of Broadcasters gave the proposal its support in comments at the FCC. It said the change would encourage incumbent licensees to upgrade. When other parties expressed interest in a channel, the NAB said, the commission should go ahead and modify the incumbent's license if one additional channel is made available for competing applicants. To encourage even more modifications, the FCC could modify licenses "even where there are expressions of interest and no channel other than the incumbent's channel (to be abandoned by an incumbent who is granted a modification) for which interested parties might vie," NAB said.

Bahakel Communications Inc. urged the FCC to go even further. The proposal at hand, it said, would apply to licensees and permittees of a channel already assigned to a particular community. It said, however, the proposal would be "appropriate" to new entities in a community that wants to add a channel. "Bahakel has occasionally been presented with the opportunity to add a channel to a community and then apply for the license, but has declined to do so in view of the possibility of competing applications for the license," Bahakel said. "Assigning the channel and awarding the license to the party seeking the channel assignment at the rulemaking stage would achieve many of the same goals the commission will achieve by adopting the rule as proposed. Thus, it would appear that application of the proposed procedure to any rulemaking proponent would be in the public interest." Other broadcasters gave the concept their support late last year (BROADCASTING, Dec. 12, 1983).

## U.S.-Canada treaty boosts AM activity in Class I and IV

**Bilateral agreement provides for longer hours for some daytimers, greater power for some full-timers and will allow about 125 new stations**

After two years of negotiations, the United States and Canada last week signed a new bilateral agreement that will enable the countries to establish new AM radio stations—and expand the service of stations already in existence.

The agreement supersedes for the U.S. and Canada the North American Regional Broadcasting Agreement. The agreement would permit qualified U.S. daytimers to begin broadcasting at 6 a.m. and to offer post-sunset operation until up to two hours



after local sunset.

It also lays the groundwork to permit the more than 1,000 U.S. Class IV AM stations to increase their nighttime power from 250 w to 1 kw.

The agreement further clears the way for the FCC to start accepting more applications for the approximately 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). About 300 clear channel applications are currently on file or have been designated for hearing. In 1982, the FCC stopped accepting applications for unlimited stations so it could complete its negotiations with Canada. However, both Canada and the U.S. have agreed to continue a freeze on new applications for unlimited stations on the 25 Class I-A clear channels for six months to permit parties with applications already pending to bring them into line with the new agreement.

The agreement also would permit, for the first time, U.S. nighttime operations, within 650 miles of the U.S.-Canadian border, on the seven Canadian clear channels. Both countries, however, have agreed to delay making assignments on the seven Canadian clears in the border area for six months.

Wilson LaFollette, assistant chief of the FCC's policy and rules division, said the commission is working on a notice of proposed rulemaking looking toward establishing ground rules for filing applications for the new assignments that will be made available on the Canadian clears in the border region. □

without competitive bidding and on favorable terms and conditions that they could not obtain in competitive bidding, and had threatened "to boycott distributors of quality programming, and deny access to the lucrative New York, Los Angeles and Chicago markets, unless those distributors accede to their unlawful demands."

Camellia said that Tribune, with its independent TV stations in New York, Chicago, Atlanta, New Orleans and Denver, is able to exercise "tremendous" group buying power to distort and eliminate competition. "In this manner, Tribune has acquired and continues to acquire quality programming for its Denver station without competitive bidding in Denver, and upon favorable terms and conditions

which it could not obtain if the programming were open to competitive bidding in Denver," Camellia said.

Chris-Craft, through its Los Angeles and Portland independent TV stations—and stations in Minneapolis, Salt Lake City and San Antonio, Tex. (which it owns with United Television Inc.)—also engages in group buys, the complaint said.

In the complaint, Camellia asked the court to order the companies to stop violating the federal antitrust laws. It also requested triple the damages it said it would prove at trial.

An attorney for Chris-Craft said the company intended to defend itself "vigorously" against the charges. "We think the case is without merit," he said. □

**Words on Marti's home.** President Reagan was cautioned last Wednesday (Jan. 18) that the Voice of America's credibility could be damaged by a "questionable" congressional decision to make Radio Marti the responsibility of VOA. The warning came from the bipartisan U.S. Advisory Commission on Public Diplomacy in a report to the White House.

Radio Marti legislation setting up an AM facility in Marathon Key, Fla., to beam broadcasts to Cuba was enacted last fall by Congress and signed into law by the President (BROADCASTING, Oct. 3, 1983, et seq).

The advisory commission told Reagan that Radio Marti should have been placed under the Board for International Broadcasting, which operates Radio Free Europe and Radio Liberty. The commission, reporting to the President and to Congress, said it would closely watch Radio Marti to make sure its broadcasts of news about Cuba to Cuba do not violate VOA standards or "become the voice of any single element of American society."

The seven-member commission last week also made public a Sept. 21 letter to Secretary of State George P. Shultz stating the commission's misgivings about the decision to place Radio Marti within the VOA. Shultz replied that he hoped there would be no harmful conflict of the missions of Radio Marti and VOA, and pledged that Radio Marti broadcasts would maintain "the same high standards for accuracy and reliability as the traditional VOA broadcasts."

## Independent U's say groups freeze program marketplace

**Camellia City Telecasters says Tribune and Chris-Craft combine to make group programming buys**

Camellia City Telecasters Inc., majority owner of independent UHF stations KDVR(TV) Denver and KPDX(TV) Vancouver, Wash., has filed suit against Tribune Company Broadcasting Inc. and Chris-Craft Industries Inc., alleging that the two group broadcasters are violating the antitrust laws.

In a complaint filed in U.S. District Court for the District of Colorado, Camellia charged that Tribune and Chris-Craft have "combined and continue to combine" to make joint buys of programming for their television stations.

Camellia also alleged that the two group broadcasters "and their co-conspirators" had required distributors of quality programming to boycott Camellia's TV stations in Denver and Portland "as a condition of doing business"; had combined and exercised their dominant market power to demand that distributors of quality programming license programs to their Denver and Portland stations

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## NRB gathers flock for annual conclave

Religious broadcasters to hear from Reagan, Falwell, Robertson; more than 4,000 expected in Washington for four-day event

More than 4,000 persons associated with religious broadcasting are expected in Washington next week for the 41st annual convention of the National Religious Broadcasters.

The theme of the Jan. 29-Feb. 1 sessions in the Sheraton Washington hotel, "Facing the Issues in 1984," could also apply to the Monday (Jan. 29) address of Ronald Reagan at the NRB gathering. It will come barely 15 hours after Reagan's scheduled TV announcement from the White House Sunday night on his re-election intentions.

The President's 2 p.m. speech is expected to deal with national and international issues, with emphasis on moral aspects of concern to the NRB delegates. It will be carried via satellite around the world.

The presidential highlight, plus an agenda featuring leaders in religion, government and communications, prompted NRB's longtime executive director, Dr. Ben Armstrong, to comment: "This promises to be a historic convention for a number of reasons."

Armstrong noted that "1984 is no ordinary year. It is an election year, and never have we faced so many incursions on religious broadcast freedoms as we do now." He also expressed hope that exciting new research information on religious broadcasting will break early this year, "creating a national and international stir."

The opening plenary session Sunday night will be addressed by Pat Robertson of Christian Broadcasting Network and *The 700*

*Club*. In addition, the opening ceremonies will include the presentation of NRB's highest honor, the Religious Broadcasting Hall of Fame Award, to the late Dr. Eugene R. Bertermann. Bertermann, who died Dec. 29 (BROADCASTING, Jan. 9), served as NRB president from 1957 to 1975, and was on NRB's board of directors at the time of his death.

The keynote plenary session Monday morning will include addresses by NRB President E. Brandt Gustavson and keynoter Jack Van Impe.

The NRB will reprise two of its more popular Washington-related features of recent years—the congressional breakfast Tuesday morning, an event that normally attracts at least 100 from Capitol Hill, and the FCC luncheon Tuesday. Speaker at the latter will be Dr. Jerry Falwell.

Other internationally known speakers and participants scheduled for the four-day meeting include theologian Dr. Francis Schaeffer; Charles Colson, former White House aide and now head of a nationwide ministry; General John Vessey Jr., chairman of the joint chiefs of staff, and Richard E. Wiley, former FCC chairman.

More than 60 professional workshops for broadcasters and other Christian communicators will focus on changes in technology, marketing, regulation and audience needs. Special events have been lined up to underscore the role of Hispanics and blacks and international communications.

The 1984 NRB Media Expo, on the lower level of the convention hotel, will include exhibits and booths of major equipment manufacturers, radio and TV stations, satellite networks, producers of religious programs, publications and suppliers of services.

They include Sony Professional Audio Products, Sharp Electronics, Channel Master, Digital Video Systems, TV Technology

Inc., Polaroid, Associated Press, United Press International, PTL-TV Network, CBN University and Word Inc., the gospel music recording subsidiary of ABC. □

## Radio salesmen head for Dallas

Over 1,100 expected for RAB's annual Managing Sales Conference

The business of selling radio time takes center stage Saturday (Jan. 28) as over 1,100 industry executives descend on the Amfac hotel in the Dallas-Fort Worth airport for the Radio Advertising Bureau's fourth annual Managing Sales Conference. This year's meeting, the first for the new RAB management team headed by Bill Stakelin, president, will include 24 workshops ranging from computer aid in sales to capturing newspaper advertisers.

Keynoting the three-day event, which carries the theme "Quest for Excellence," will be author Dr. Norman Vincent Peale, who will discuss positive thinking. During Sunday's lunch, Stakelin will give the "State of the Radio Industry" address, his first major policy speech since assuming the office of RAB president last July (BROADCASTING, July 11, 1983). Stakelin will also introduce the 1984 "Radio. It's Red Hot" campaign commercials, produced by the Dick Orkin Radio Ranch. Several of the 10 new spots will feature actor Harold Gould. Richard DeVos, co-chairman of Mutual Broadcasting, will be the speaker for Monday's luncheon, and John Naisbitt, author of the best seller "Megatrends," will give closing remarks Tuesday (Jan. 31).

RAB's first nighttime panel will take place Sunday from 8 to 10 p.m., with a session titled "Everything You Need to Know About Political Advertising," moderated by NAB Senior Vice President and General Counsel Erwin Krasnow.

Monday morning, registrants who opt to attend the 7 a.m. RAB breakfast will hear 77-year-old Commodore Grace M. Hopper, a motivational speaker, who, according to the RAB, is considered responsible for the computerization of the U.S. Navy. Also scheduled for Monday are separate sessions on how to analyze Arbitron and Birch rating data as well as how to use small and large market co-op advertising techniques. The RAB plans to unveil new target marketing research data at a 9 a.m. session called "EMP—The Powerful New Sales Weapon." Its main thrust will be to show radio sales executives how to sell against newspapers, says an agency spokesman.

Hospitality suites are being limited by the RAB to the 16 sponsors of events. Among those sponsors that will have suites (not all will participate): TM Communications,

**Annual report.** The National Association of Broadcasters is offering its view of the year just past through its first-ever annual report that includes a department-by-department review of all association activities and accomplishments in 1983 (BROADCASTING, Jan. 16). The 28-page document was mailed to NAB members last week, but NAB's radio and television board members were the first to see it during their winter meeting last week in Maui, Hawaii (see "Top of the Week").

"Our activity on Capitol Hill has been intense—and we can see results. It's safe to say 1983 was the year in which more congressional support for deregulation was exhibited than ever in our history. The Senate unanimously passed a dereg bill early in the year and as the House adjourned for the December holidays, there were 226 co-sponsors for H.R. 2382—a majority of the House of Representatives," says NAB President Eddie Fritts in a letter to the membership contained in the report. Fritts boasts of NAB achievements at the FCC and in Congress. He notes, however, that NAB has faced "significant opposition" in its efforts to gain broadcast deregulation legislation. "There is tough sledding ahead. But we are in a strong position to carry on the fight."

The report paints a rosy picture of an otherwise turbulent year for the NAB. "In summation," Fritts writes, "both in our advocacy role and our information role, NAB is meeting the challenge of the ever changing communications marketplace and is doing so through your active involvement."

The report features a chronological review of 1983 and a department-by-department breakdown of association activities. A list of board members and senior staff is also included.



Fairwest, Selcom, McGavren-Guild Radio, Hillier/Newmark/Wechsler & Howard, Otis Connor Productions, Donnelly Media and Greenwood Sales Development.

As of late last week, RAB Executive Vice President Wayne Cornils reported paid pre-registration at 1,083. Total attendance is expected to be well ahead of last year's count of 1,050 executives, with hotel facilities running at full capacity for the duration of the conference. □

## Editorializing ban for public stations debated before Supreme Court

Arguments over whether barring editorializing on federally subsidized public broadcasting stations was constitutional were presented before the Supreme Court last week. The Department of Justice called the ban a protection against the use of public stations for "propagandizing by the government," while those against it said it was an "unconstitutional condition" that required the recipients of federal funds to "forfeit their constitutional rights."

The case was initiated in 1979 when the Center for Law in the Public Interest filed suit against the FCC on behalf of the League of Women Voters of California, noncommercial group broadcaster Pacifica Foundation

**Pioneers providers.** The Broadcast Pioneers Library, in a yearend statement on its fund raising, reported that 1983 was its most productive year since the original founders' campaign 13 years ago. Ward L. Quaal, president of the library, announced the following major corporate donors in 1983: American Broadcasting Companies, John Blair & Co., Bonneville International Corp., the BROADCASTING/Taishoff Foundation, Cox Communications, Federated Media, Fetzer Television Co., Gaylord Broadcasting Corp., Group W (Westinghouse Broadcasting & Cable), Hubbard Broadcasting, Lee (Enterprises) Foundation, Frank N. Magid Associates, Palmer Communications, Stuart Enterprises, Taft Broadcasting Co., Tribune Broadcasting Co., and Wilkes, Artis, Hedrick & Lane Foundation. In addition to ongoing annual payments of \$20,000 from Group W and Hubbard for a total of \$100,000 each, multi-year pledges were received from Blair, Fetzer, Magid, Palmer and Tribune.

The library, located in the National Association of Broadcasters building in Washington and under the direction of Catharine Heinz, is seeking an endowment of \$3 million to provide a stable income for its operating expenses. "When that goal is met—and there is no doubt it will be—we will start raising funds for a new building," Quaal said.

and Congressman Henry Waxman (D-Calif.). It resulted in a U.S. District Court in Los Angeles declaring the ban unconstitutional (BROADCASTING, Dec. 6, 1982).

At the High Court last week, Samuel A. Alito Jr., assistant to the solicitor general at Justice, said that the law "imposes a very limited restriction" on public stations. He said it does not prohibit public stations from airing any editorials—only those editorials that are labeled "an expression of views on behalf of the station management." Under the statute, he said, prominent commentators like Bill Moyers or Eric Sevareid could be hired by public broadcasters to express the commentators' personal views. Given the "special nature of public broadcasting," Alito said, the statute was permissible and "served important purposes." It "insured that public money would not be used to pro-

mote privately held views," he said.

Fredric Woocher, lawyer with the Center for Law in the Public Interest, which is fighting the ban, said "this was not a case where the issue was how the government was entitled to spend its money." He said the statute suppressed free speech of stations receiving a government subsidy, as well as prohibiting editorials purchased with nonfederal funds. In effect, Woocher said, the government was penalizing a station "for exercising its constitutional rights."

Woocher contended that there is nothing in the "special world" of noncommercial broadcasting that warrants the suppression of the licensee's views on public issues. The implications of the federal ban, he said, have truly "far-reaching implications."

The Supreme Court is expected to rule on the issue by the end of July. □



**Time-shift revolution.** Arthur I. Cohen, president of ABC's TeleFirst Entertainment Recording Service, told an audience of business and civic leaders in Chicago last Tuesday (Jan. 17) the network expects the television viewing day will be stretched through the time-shifting afforded consumers by TeleFirst, launched early Tuesday morning in that city. The service, which allows decoder-equipped videotape recorders to receive up to three-and-a-half hours of programing broadcast by ABC-owned WLS-TV beginning at 2 a.m., "is poised to take advantage of the explosive growth in videocassette recorder ownership," said Cohen. "We believe any technology which invites the consumer to spend more time with his television set and less with competing activities is bound to be good for ABC's business as a whole."

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# Changing Hands

PROPOSED

**WXVT(TV) Greenville, Miss.** □ Sold by Big River Broadcasting Co. to Lamco Communications Inc. for \$4.8 million. **Seller** is owned by group of Greenville-area businessmen. None have other broadcast interests. **Buyer** is Williamsport, Pa.-based company headed by Andrew W. Stabler Jr., president. It also owns WLYC(AM)-WILQ(FM) Williamsport and WCYB-TV Bristol, Va. WXVT is CBS affiliate on ch. 15 with 2,746 kw visual, 549 kw aural and antenna 887 feet above average terrain. *Broker: Avpro Inc.*

**WETT(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Del.** □ Sold by Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for \$2.6 million, including \$1.3 million cash. **Seller** is owned by Stuart D. Frankel, president of Abell Communications, Baltimore-based station group owner and publisher of *Baltimore Sun*. **Buyer** is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. WETT is on 1590 khz with 1 kw day and 500 w night. WWTR-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

**KESY-FM Omaha** □ Sold by Richard Marshall Capitol Corp. to MediaOmaha for \$2.2 million plus \$300,000 noncompete agreement.

**Seller** also owns co-located KOOO(AM) which buyer has agreed to purchase for \$400,000 if another buyer cannot be found. **Seller** is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. Media Financial recently sold KSTR(AM) Grand Junction, Colo., for \$275,000 ("Changing Hands," Aug. 15, 1983). Sanders's husband, Mack Sanders, is owner of four AM's and two FM's, who previously sold both KOOO(AM)-KESY-FM in 1977 to Centennial Communications Inc. Centennial, as debtor-in-possession, sold stations to current licensee for \$3 million ("Changing Hands," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) (formerly KRBL(AM)) McCook, Neb., and KFNF(FM) Oberlin, Kan. **Buyer** is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner, SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla. Biddinger is president of Biddinger Capital Corp., Indianapolis-based private venture firm. KESY-FM is on 104.5

mhz with 31 kw and antenna 235 feet above average terrain. *Broker: Blackburn & Co.*

**WHGI(AM)-WYMX(FM) Augusta, Ga.** □ Sold by Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for \$1,840,000, including \$1,090,000 note. **Seller** is owned by A. Mills Fitzner, who has no other broadcast interests. **Buyer** is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors, including Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. WHGI is 5 kw daytimer on 1050 khz. WYMX is on 105.7 mhz with 50 kw and antenna 83 feet above average terrain.

**KMYZ-AM-FM Pryor, Okla.** □ Sold by Ronald G. Kolker, receiver, to Shamrock Communications for \$1,510,000, including \$750,000 note. Previous licensee, Communications Marketing Consultants, owned principally by Earl Butler, filed for bankruptcy under chapter 11 last March. It owns no other broadcast stations. **Buyer** is owned by James J. Haggerty and his wife, Cecelia L. (25% jointly), and her brothers, William R., George V. and Edward J. Lynett (25% each). It also owns WDIZ(FM) Orlando, Fla.; WQFM(FM) Milwaukee; WTTR-AM-FM Westminster, Md., and WEJL(AM)-WEZX(FM) Scranton, Pa. It also owns daily *Scranton Times* and commercial printing company. KMYZ is 1 kw daytimer on 1570 khz. KMYZ-FM is on 104.5 mhz with 100 kw and antenna 320 feet above average terrain.

**WQDI(AM) Homestead, Fla.** □ Sold by Radio South Dade Inc. to Greater Miami Broadcasting Inc. for \$1,265,000, including non-compete agreement and \$1,050,000 note. **Seller** is owned by James L. Wiggins. It is also applicant for new FM at Homestead. **Buyer** is owned by Ramiro Marrero, M.D., Miami-based physician. He has no other broadcast interests. WQDI is on 1430 khz with 500 w fulltime.

**WBYG-FM Kankakee, Ill.** □ Sold by WKAK Inc. to Gene Milner Broadcasting Co. for \$1.2 million. **Seller** is principally owned by Harry C. Fitzgerald, who has no other broadcast interests. **Buyer** is Gene Milner, Fort Lauderdale, Fla.-based broadcast consultant. Milner is former part owner of WSRF(AM)-WSHE-FM Fort Lauderdale, which was sold four years ago ("Changing Hands," Aug. 6, 1979). WBYG-FM is on 99.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: John D. Stebbins Co.*

**KRKO(AM) Everett, Wash.** □ Sold by Melvin Squyres and Dexter Taylor to Everett Broadcasting Co. Inc. for \$1.1 million, including \$770,000 cash. **Sellers** have no other broadcast interests. **Buyer** is group of seven investors including Norman F. 'Sparky' Taft, president, and Niles R. Fowler (25% each). Taft is former national sales manager for O'Day Broadcasting, owner of KXA(AM)-KYYX(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years before selling it in 1976. Norman Taft was general manager of station in 1967-

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75. KRKO is on 1380 khz with 5 kw fulltime. Broker: *Archie Taft & Associates.*

**KURV(AM) Edinburg, Tex.** □ Sold by Magic Valley Radio Inc. to Voice of Valley Agriculture Inc. for \$1 million including noncompete agreement. Seller is owned by W. Lloyd Hawkins and wife, Loyse. Lloyd Hawkins is principal in group that recently bought KRIG(AM) Odessa, Tex. ("Changing Hands," Jan. 16). Buyer is owned by Charles D. Rankin, who is station's farm director. KURV is on 710 khz with 250 w fulltime.

**KPEN(FM) Los Altos, Calif.** □ Fifty-one percent sold by LDS Enterprises to Alan Baer for \$60,000 and assumption of seller's share of approximately \$1.8 million in debts. Don W. Burden, station's general manager, owns other 49%. Burden, previous owner of Indianapolis-based group owner, Star Stations, whose station licenses were denied renewal by FCC (BROADCASTING, Dec. 22, 1975), had applied to purchase of KPEN ("Changing Hands," Aug. 4, 1980), but withdrew application after commission failed to approve it within one year. Seller is owned by Frank DeSmidt, who has no other broadcast interests. Buyer is chairman of Brandeis Corp., Omaha-based department store company. He has no other broadcast interests. KPEN(FM) is on 97.7 mhz with 3 kw and antenna 350 feet above average terrain.

**KFLN-AM-FM(CP) Baker, Mont.** □ Sold by Empire Broadcasting Corp. to Newell Broadcasting Inc. for \$870,000, including \$667,800 note. Seller is principally owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager and 6% owner, and wife, Jeraldine. KFLN is 5 kw daytimer on 960 khz. KFLN-FM(CP) has permit for 100.9 mhz with 3 kw and antenna 161 feet above average terrain.

**WXPX(AM) West Hazleton and WQEQ(FM) Freeland, both Pennsylvania** □ Sold by Edward F. Genetti (50%) and estate of Richard S. Genetti (50%), late brother of Edward Genetti, to Guy T. Block for \$770,000, plus \$70,000 noncompete agreement. Sellers have no other broadcast interests. Buyer is former owner of WCRV-AM Washington, N.J., which he sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for \$560,000 ("Changing Hands," Aug. 8, 1983). WXPX is 500 w daytimer on 1300 khz. WQEQ is on 103.1 mhz with 3 kw and antenna 680 feet above average terrain.

**WFOY-AM-FM St. Augustine, Fla.** □ Sold by Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for \$800,000, including real estate and \$700,000 note. Seller is owned by estate of John Bernhard Jr. and has no other broadcast interests. Buyers are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain. Broker: *Chapman Associates.*

**WTMC(AM) Ocala, Fla.** □ Sold by WTMC Inc. to Jerry F. Gause and J. Elwyn Leak for \$725,000, including \$700,000 note. Seller is owned by Charles W. Jackson Jr. and his son, Charles A. Jackson, who have no other broadcast interests. They bought station four years ago for \$1.1 million ("Changing Hands," March 3, 1980). Buyer is owned by Jerry F. Gause, who owns jewelry store in Ocala, and J. Elwyn Leak, Ocala-based attorney. They have no other broadcast interests. WTMC is on 1290 khz with 5 kw day and 1 kw night. Broker: *Chapman Associates.*

**WCNW(AM) Fairfield, Ohio** □ Sold by Broadcast Management Inc., debtor-in-possession, to Vernon R. Baldwin Inc. for \$700,000, including noncompete agreement. Seller is Fairfield, Ohio-based group owner, with 46 shareholders, headed by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It recently sold WNDB(AM)-WWLV(FM) Daytona Beach, Fla., for \$2.5 million ("Changing Hands," Sept. 19, 1983). It has also announced sale of WINF(AM) Manchester, Conn., for \$295,000 (see below). It also owns WWEG(AM)-WRKR(FM) Racine, Wis. Buyer is Hamilton, Ohio-based furniture dealer, who has no other broadcast interests. WCNW is on 1560 khz with 5 kw day and 1 kw critical hours.

**KMMK(FM) McKinney, Tex.** □ Sold by Modern Media of McKinney Inc. to Oaks Broadcasting of Texas Inc. for \$400,000 cash. Seller is owned by C.R. Graham, and his wife, Josephine B., who have no other broadcast inter-

ests. Buyer is group of 21 investors headed by Max W. Wells, chairman, and Ken Fairchild, president. Wells is president of The Oaks Trust Co., Dallas-based investment company, and chairman of several north Texas banks. Fairchild is former general manager of Metromedia station, KRLD(AM) Dallas. Buyer recently purchased KKLK-FM Edmond, Okla., for \$500,000 ("Changing Hands," Jan. 2). KMMK is on 95.3 mhz with 3 kw and antenna 215 feet above average terrain.

**WTKY-AM-FM Tompkinsville, Ky.** □ Sold by Ministers Broadcasting Corp. to J.K. Whitmore for release of approximately \$400,000 debt. Seller, group of nine investors, bought station from buyer for \$450,000 ("For the Record," Aug. 9, 1982). Buyer has no other broadcast interests. WTKY is 2.5 kw daytimer on 1370 khz. WWKY-FM is on 92.1 mhz with 3 kw and antenna 240 feet above average terrain.

**WJFL(AM)-WQMV-FM Vicksburg, Miss.** □ Sold by Omni Media Corp. to RONKEN Inc. for \$200,000, cancellation of \$100,000 note and assumption of approximately \$400,000 in debts. Seller is owned by Ronald E. Hale, who will own half of buyer. Hale recently sold 28% interest in Central Television Inc., licensee of WHTV(TV) Meridian and WLHT(TV)(CP) Hattiesburg, both Mississippi, and WYDE(AM) Birmingham, Ala. Buyer is equally owned by seller and Southern Mississippi Bottling Co., Jackson, Miss.-based soft drink bottler principally owned by Kenneth A. Brown. Brown has no other broadcast interests. WJFL is on 1490

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khz with 1 kw day and 250 w night. WQMV is on 98.7 mhz with 56 kw and antenna 310 feet above average terrain. It has construction permit for 100 kw and antenna 802 feet above average terrain.

**KMSD(AM)-KBEV(FM)(CP) Milbank, S.D.** □ Sold by Beverly J. McKee and Vernon A. McKee to Midland Atlas Co. for \$365,000. **Sellers** are husband and wife who have no other broadcast interests. **Buyer** is owned by Charles J. Tobin Jr., who publishes county atlases and weekly "shopper" newspaper in Milbank. He also owns local office supply store and travel agency. KMSD is 5 kw daytimer on 1510 khz. KBEV has permit for 104.3 mhz with 98.7 kw and antenna 220.5 feet above average terrain.

**WJRD(AM) Tuscaloosa, Ala. and WDXB(AM) Chattanooga** □ Forty-seven percent sold by Dr. Charles B. Crow Jr. and daughter, Maureen, to William A. Grant Jr. for approximately \$300,000. Sale also includes 10% ownership of WAOC(AM) St. Augustine, Fla. **Sellers** have no other broadcast interests. **Buyer**, with family, is 49% owner of WJRD and WDXB. He and his family also are majority owners of WAOC and have minority interest in WWWB-AM-FM Jasper, WWWF(AM) Fayette and WWRW(AM) Russellville, all Alabama. They also have minority interest in Liveline Cable TV in Jasper. WJRD is on 1150 khz with 5 kw day and 1 kw night. WDXB is on 1490 khz with 1 kw day and 250 w night.

**WINF(AM) Manchester, Conn.** □ Sold by Broadcast Management Corp., debtor-in-possession, to Daniel I. Konover and others

for \$295,000 cash. **Seller** is Fairfield, Ohio-base group owner which is also selling WCNW(AM) Fairfield (see above). **Buyer** is owned by Simon Konover and family (80%); his nephew, Daniel Konover, president (10%), and Jean T. Epstein (10%). Simon Konover is Hartford, Conn.-based real estate developer. Daniel Konover is Stamford, Conn.-based attorney. Epstein is administrative director at station. Her husband, Jay, is station's general manager. WINF is on 1230 khz with 1 kw day and 250 w night.

**WVSI-AM-FM Jupiter, Fla.** □ Fifty percent of voting stock sold by Ronald A. Winblad to Raymond E. Knappe for \$225,000 cash. Contract replaces announced agreement to sell station to Palm Beach Broadcasting ("For the Record," Feb. 14, 1983). **Seller** is divesting his interest in station, where he has also been general manager. He has no other broadcast interests. **Buyer** owns remainder of voting stock and all of nonvoting stock. He will continue to negotiate sale of station to Palm Beach Broadcasting. WVSI is 1 kw daytimer on 1000 khz. WVSI-FM is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WWKY(AM) Winchester, Ky.** □ Sold by Wilda Horton and family to Bayard Harding Walters for \$125,409 plus assumption of approximately \$91,000 debt. **Seller** has no other broadcast interests. **Buyer** also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. WWKY is 1 kw daytimer on 1380 khz. *Broker: Chapman Associates.*

**WKLM(AM) Wilmington, N.C.** □ Sold by

WKLM Radio Inc. to Cape Fear Broadcasting for \$200,000 cash. **Seller** is owned by Meredith S. Thoms and son, Matilann S., who have completed divestiture of broadcast properties with this sale. It also recently sold WCOG(AM) Greensboro, N.C., for \$200,000; WEAM(AM) Arlington, Va. (Washington), for \$1 million ("Changing Hands," Nov. 7, 1983) and cable system in Asheville, N.C. ("In Brief," April 18, 1983). **Buyer** is owned by Victor W. Dawson (50%) and his two nieces, Margaret D.H. Dickson and Ann Cameron Highsmith (25% each). It is also licensee of co-located WAAV(AM), which is being sold, co-located WGNF(FM) and WFNC(AM)-WQSM(FM) Fayetteville, N.C. WKLM is on 5 kw daytimer on 980 khz. It has construction permit to increase hours of operation to unlimited.

□ Other proposed station sales include: WEGN-AM-FM Evergreen, Ala.; \*WZZE(FM) Hockessin, Del.; WAPR(AM) Avon Park, Fla.; WEAT-AM-FM West Palm Beach, Fla.; WOVR-FM(CP) Versailles, Ind.; KCDR(AM) Cedar Rapids, Iowa ("Changing Hands," Jan. 16); KLIB(AM) Liberal, Kan.; KWNR-FM(CP) Liberal, Kan.; WTGI(FM) Hammond, La. ("Changing Hands," Jan. 16); WGFP(AM) Webster, Mass.; WWHB(FM) Hampton Bays, N.Y. ("Changing Hands," Jan. 16); WELW(AM) Willoughby, Ohio; WMGW(AM)-WZPR(FM) Meadville, Pa. ("Changing Hands," Jan. 9); \*KLUJ(TV) Harlingen, Tex. and KCKO(AM) Spokane, Wash. (see "For the Record," page 106).

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**KMID-TV Midland, Tex.** □ Sold by Midessa Television Trust to Telepictures Corp. for \$15 million ("In Brief," June 27, 1983). **Seller**, based in Odessa, Tex., is principally owned by R.H. Drewry and has interests in KSWO-AM-TV Lawton and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex., and cable systems in Lawton, Okla. **Buyer** is publicly traded program syndicator, headed by Michael J. Solomon, chairman. It recently announced intention to purchase WKBM-TV Caguas (San Juan) and WLUZ-TV Ponce, both Puerto Rico ("In Brief," Dec. 12, 1983). KMID-TV is ABC affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 1,050 feet above average terrain.

**KGNS-TV Laredo, Tex.** □ Sold by Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million ("In Brief," Sept. 19). **Seller** is owned by T. Frank Smith Jr., who also owns KRIS-TV Corpus Christi, Tex. **Buyer**, based in Longview, Tex., owns Louisiana soft drink bottling franchises and recently bought KCYU-TV Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb., and KTSV(TV) Sterling,

**Trying again.** Faith Center Inc. has appealed to the Court of Appeals in Washington an FCC action denying it renewal for KHOF-FM Los Angeles. The renewal had been denied on the grounds that the nondenominational church had failed to participate in the discovery proceedings and that it failed to comply with the administrative law judge's orders (BROADCASTING, Nov. 21, 1983).



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 their chairmen, members and goals for the coming year.

**TASK FORCE ON PROGRAM TRANSMISSION CHARGES AND SERVICES** □ The impact of the divestiture of AT&T on the broadcast industry is the main thrust of one of NAB's newer committees. The task force on program transmission charges and services was established last summer to track telephone-related matters at the FCC and in Congress. The committee is chaired by former FCC Commissioner Robert Wells, who is now vice president of Harris Enterprises, Garden City, Kan.

For the time being, Wells says, the committee, which met twice, will concentrate on tariff proceedings at the FCC. "Our primary concern is to ensure that the FCC separates divestiture related tariffs from the nondivestiture related tariffs and that rate increases remain reasonable," he explained. NAB in comments filed at the FCC last month asked the commission to investigate the proposed AT&T tariff that would result in a 43% hike for



Wells

end-to-end television transmission service. NAB charged that the telephone companies were using the Bell divestiture as an excuse to demand rate increases for television and radio transmissions (BROADCASTING).

"We haven't asked for special consideration, we just want the commission to take a good strong look at this," Wells says. Wells notes that the rates broadcasters pay for both long distance and local service could change dramatically. "It's up to us to protect our rates."

The committee also will monitor actions by state public utility commissions to protect broadcasters from unreasonable local rate increases. In addition, a memo from NAB staff on the subject to NAB board members notes that there are other related issues to watch. "Broadcasters must be aware of efforts by the Bell operating companies and AT&T to provide unregulated enhanced services which may compete directly with broadcasting for access to the home video audience. Pacific Telephone Co., for example, plans to construct a 112-channel cable television system in Palo Alto, Calif., and surrounding areas. And with increases in local phone rates, terrestrial microwave frequencies are likely to become more valuable for use as alternatives to wireline telephone service. Thus, broadcasters may face increasing challenges to their use of spectrum for STLs, ENGs, intercity relays, etc."

Other committee members in addition to Wells are: Ward Huey Jr., Belo Broadcasting, Dallas; Terry Lee, Storer Communications, Miami; William Moll, Harte-Hanks television group, San Antonio, Tex.; Evans Nord KEO(AM) Sioux Falls, S.D.; Clark Pollock, Nationwide Communications, Columbus, Ohio; Leslie Small, Mid-America Media, Kankakee, Ill., and George Williams, WCED(AM) DuBois, Pa.

Colo. ("Changing Hands," Nov. 7, 1983). KGNS-TV is NBC and ABC affiliate on channel 8 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain.

**KECZ-FM Glendale, Ariz., and KJJJ(AM) Phoenix** □ Half interest sold by A. Alfred Taubman to The Wolpin Co. 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 owned 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. KECZ is on 92.3 mhz with 100 kw and antenna 880 feet above average terrain. KJJJ is on 910 khz with 5 kw full time.

**WBEU(AM)-WQLO-FM Beaufort, S.C.** □ Sold by Beaufort Broadcasting Corp. to Stephen J. Hannon for \$1.2 million. Seller is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. Buyer is Gastonia, N.C., orthodontist, who has no other broadcast interests. WBEU is daytime on 960 khz with 1 kw. WQLO-FM is on 98.7 mhz with 36 kw and antenna 225 feet above average terrain.

**WROD(AM) Daytona Beach, Fla.** □ Sold by First Daytona Investment Corp to Barry Gerber and Daniel Dobrowski for \$925,000. Seller is equally owned by Keith E. Putbrese, Robert Klein and Frank Ward, who have no other broadcast interests. Putbrese is McLean, Va., communications attorney. Buyer is equally owned by Daniel Dobrowski and Barry Gerber. Dobrowski

is weatherman at WEWS(TV) Cleveland. Gerber is Cleveland-based investment counselor. Both have interest in WBGB(AM) Mount Dora, Fla. Ownership may involve yet-to-

be-sold limited partnership. WROD is on 1340 khz with 1 kw day and 250 w night.

**KRSL-AM-FM Russell, Kan.** □ Sold by

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Thompson Communications Inc. to Russell Broadcasting Ltd. for \$923,000. **Seller** is owned by Fred Thompson, who recently sold KYFM(FM) Bartlesville, Okla. ("Changing Hands," April 11). He will be half owner of buying general partner. **Buyer** will be general partnership with additional financing from limited partnerships. Owners of general partnership will be Thompson (50%), William Aufleger and Kenneth E. Garrett (25% each). Aufleger and Garrett are Stillwater, Okla., businessmen who syndicate limited partnerships. KRSL is 250 w day-timer on 990 khz. KRSL-FM is on 95.9 mhz with 3 kw and antenna 295 feet above average terrain.

**KFPW(AM)-KXXI(FM) Fort Smith, Ark.** □ Sold by Hernreich Broadcasting Stations Inc. to Border Broadcasting Co. for \$900,000, including \$400,000 note. **Seller** is owned by Robert E. Hernreich. He also owns KZNG(AM)-KWBO(FM) Hot Springs, Ark., which he is negotiating to sell to buyer; KHBS-TV Fort Smith (formerly KFPW-TV), KTVP-TV Fayetteville and KAIT-TV Jonesboro, all Arkansas. **Buyer** is equally owned by Gordon Brown, president; his brother, Bill Brown; Margie Cole, George Glover and Bill Gravley. Several of buyers worked previously at KPOM-TV Fort Smith; Gordon Brown as general manager, Bill Brown as film director, Cole as sales manager, and Glover as account executive. Gravley owns local appliance store. KFPW is on 1230 khz with 1 kw day and 250 w night. KXXI is on 100.9 mhz with 2.15 kw and antenna 360 feet above average terrain.

□ Other approved station sales include: WZTN(AM) Montgomery, Ala.; WERD(AM) Jacksonville, Fla.; WLPQ(AM) Pittsburg, Ky.; WCOU(AM)-WAYU(FM) Lewiston, Me.; WNLT(AM) Duluth, Minn.; WJQS(AM) Jackson, Miss., and KCSR(AM)-KQSK(FM) Chadron, Neb. (see "For the Record," page 108).

## Castell warns cable against DBS complacency

Because of the limited channel capacity of direct broadcast satellites, many cable operators don't think satellite broadcasting can compete with cable.

Such cable operators should think again, according to Ronald Castell, senior vice president of marketing for Satellite Television Corp., the Comsat subsidiary that plans to launch a five-channel DBS service late this year. Castell, speaking before the Southern California Cable Association in Los Angeles last week, suggested that DBS operators could overcome their channel limitations and compete with their cable counterparts by simply offering better programming. "DBS may be the boutique that offers what the consumer considers the best without all the rest," Castell said.

The cable industry has adopted "the mag-

azine-and-newsstand" strategy of offering many programming services and inviting subscribers to choose among them, Castell said. But the quality of the programs, may have been overlooked. "When it comes to marketing entertainment, the key is programming. And when you're talking programming, you're talking shows—not networks," he said. "The number of channels may be less relevant than the numbers in kind of program options made available to the customer. . . Give a year's worth of *Tarka the Otter* on the cover of your program guide and I'll show you churn. . . Many of us who banked heavily on that magazine and newsstand analogy have found that the consumer has not seen us that way. To the consumer a rose is a rose, radio is radio, magazines are magazines and TV is TV."

Castell said little about how STC would distinguish its programming. "We are going to showcase the programs and events associated with pay TV."

Referring to other competitive pay media, as well as DBS, Castell told the cable operators that "the wolf at your door doesn't necessarily have to devour you. It can be domesticated, but it may mean a redefinition of the business." Cable operators should see themselves as purveyors of information and entertainment and not restrict themselves to a particular medium, he said. "Presented via cable, install and service DBS, and rent videocassettes and even recorders for those customers who want a different window," he said.

Castell comments on broadcasting and cable from a rare perspective, having served as a marketing executive with Warner Amex Cable Communications, the ill-fated Premiere pay television challenge of the movie studios, and Group W Satellite Communications.

At Warner Amex, Castell was instrumental in winning some of the big city franchises that have now put the company in financial hot water and caused Warner Amex's Chairman Drew Lewis to seek reductions in the services and facilities promised in the original franchise agreements (BROADCASTING, Jan. 16). "From a marketing standpoint, franchising was target marketing squared," he said. "Your advertising and promotion reached a lot of consumers, but generally there were only a handful of qualified buyers—a city council, a commission, a mayor."

Winning a franchise, according to Castell, was a simple application of an old sales maxim: "Ask for the order and, when they say, 'Yes,' get the heck out of town."

Castell also offered a couple of reasons for the failure of GWSC's Satellite News Channel in its cable-news war against Ted Turner. First of all, the advertisers didn't cooperate. GWSC's "seasoned" sales people "found that when it came to cable TV, in many instances, Madison Avenue's commitment to cable advertising was, to quote the late Fred Allen, 'about as sincere as a tap dancer's smile.'" Turner's counterattack in the form of CNN Headline News also hurt. "This muddied the waters and. . . with Ted offering, in essence, both the morning and evening newspapers, there wasn't much of a market for another entry," he said. □

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## Journalism wins one, loses one in Supreme Court

**Reporters' trespass convictions are rejected for review; court also rules that press may attend jury selection**

The Constitution does not protect a reporter who breaks the law in pursuit of a story.

That appeared to be the bottom line of the Supreme Court's decision last week to let stand the criminal convictions of a group of reporters who were convicted of trespassing while covering a demonstration at an Oklahoma nuclear generating plant site.

In 1979, the Oklahoma utility invited reporters to the site for a press conference, and set aside a certain area for the press. When protestors crossed a utility fence at the site, several reporters went along, even though they were warned they would be arrested. The arrested reporters were subsequently convicted of trespassing and fined \$25 apiece.

At the state level, the reporters—including Ronald Stahl, from KOCO-TV Oklahoma City, and Vicki Monks, from KDFW-TV Dallas—said they had crossed the fenced boundaries only to cover the demonstration. But an Oklahoma district court judge upheld the convictions. The Oklahoma court of appeals went along. "The First Amendment does not shield newsmen from liability for torts and crimes committed in the course of newsgathering," it said.

In their petition for review at the Supreme Court, the reporters charged the utility had conspired with local law enforcement officials to restrict coverage of the demonstration. They contended that reporters had a constitutional right of access to cover such stories.

The Supreme Court, without comment, declined to review the lower court's ruling.

In other action last week, the court ruled unanimously that the constitutional right of reporters and the public to attend criminal trials extends to jury-selection proceedings.

In a case brought to it by the Riverside, Calif., *News-Enterprise*, the court said unless trial judges can come up with specific reasons why jury selection must be closed, the proceedings should be conducted in open court. Opening the process "enhances both the basic fairness of the criminal trial and the appearance of fairness so essential to public confidence in the system," the court said.

The holding set aside rulings that allowed California courts routinely to conduct secret jury-selection proceedings in capital cases.

Meanwhile, last week, four North Carolina newspapers asked Chief Justice Warren Burger to overturn a lower court ruling preventing news coverage of the jury-selection

**Pols pool.** Television and radio pool coverage is available for the Democratic national convention at Moscone Center, San Francisco (beginning July 16), and Republican convention (beginning Aug. 20) at the Dallas Convention Center. A foreign broadcast service will be also available for non-U.S. broadcasters. Affiliates should contact their respective networks for information, all others should contact: (Democratic convention) Robert Asman, NBC News, 4001 Nebraska Avenue NW, Washington, D.C. 20016; (Republican convention) Mark Kramer, CBS News, 524 West 57th Street, New York, N.Y. 10019, and (foreign coverage, either convention) Patrick Marz, Cable News Network, 1 World Trade Center, lobby floor, New York, N.Y. 10019. Applications should be filed before April 15.

barring the public and the news media from attending jury-selection proceedings in the Winston-Salem trial, contending that closed proceedings would be necessary to insure the defendants received a fair trial. □

## PBS airs first debate of season

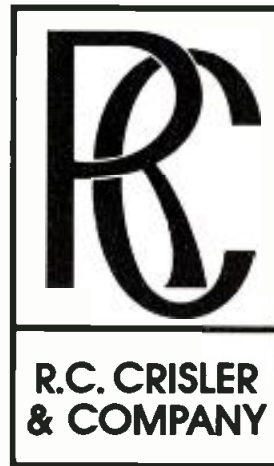
**Koppel, Donahue lead forum among eight Democrats**

The exchange, by most accounts, was informative, but what seems most noteworthy about the Democratic presidential candidate debate televised by the Public Broadcasting Service was not so much what was said, as the forum in which it was presented to the public.

Held at Dartmouth College in Hanover, N.H., on Jan. 15, the three-hour debate was presented before an audience of 800 (400 of whom were press) and paired veteran ABC anchor Ted Koppel with talk show host Phil Donahue, as moderators. (Koppel put questions to the candidates during the first 90

process for the trial of men charged with violating the civil rights of five members of the Community Workers Party who were killed in a shootout with Ku Klux Klansmen and Nazis in a 1979 antiKlan rally in Greensboro.

A District court judge issued a gag order



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Glenn and Mondale with Koppel in the middle



Donahue does his thing

minutes, while Donahue directed questions from the audience while roaming the aisles during the second half.)

The event itself, organized by the House Democratic Caucus and co-produced by noncommercial WGBH-TV Boston and New Hampshire Public Television for PBS, was televised nationally less than six weeks before the New Hampshire primaries. It cost about \$50,000 to produce, according to co-producer Glenda Manzi of WGBH-TV, with funding coming from the Corporation for Public Broadcasting.

The entire three hours were broadcast live by PBS. ABC, CBS and NBC aired excerpts on their newscasts that evening. For radio, WGBH(FM) distributed the program to National Public Radio stations. ABC Radio broadcast excerpts from the NPR feed, while NBC Radio and CBS Radio used a transportable satellite uplink supplied by Los Ange-

les-based IBB Communications. CBS used excerpts in its nightly newscasts, in addition to a 30-minute special report. Mutual Broadcasting offered the entire program live to its 900 affiliates.

Koppel introduced some ground rules for the proceedings at the outset: The "very Democratic title" of "Mister" would be used instead of official titles to address the candidates; answers were to be brief, and since those on the podium would be there for three hours, they were advised by Koppel to "go easy on the water." But, by the end of the debate, decorum had diminished into a quick-paced free-for-all. By the last half, the candidates responded to Donahue's heightened, if not hectic, pace by throwing their hands in the air, waiting to be called on. The result was a spontaneous style with candid asides being intermixed with sometimes forceful reprimands of one another as well as

Donahue for trying to move the debate topics along too quickly.

At one point, John Glenn and Walter Mondale left their seats, engaging in a shouting match after Glenn accused Mondale of saying "the same vague gobbledygook" he has been saying throughout the campaign. Mondale responded that Glenn had just given a "six-minute speech—all of it baloney." And the studio audience loved it.

According to PBS spokesman Stuart Kantor, the debate received an average 3.8 rating and 8.4 share in five major markets regularly monitored by PBS. Chicago had the highest figures with a 5.3/11; New York followed with a 4/9; Philadelphia posted a 3.5/7; Los Angeles got a 3/8, while San Francisco turned in a 2.4/7. PBS research director, Dale Rhodes, said "the audience actually built" during the telecast, "increasing by over 60% from start to finish." He said station ratings were "from two to four times" larger than usual for the Sunday, 3-6 p.m. time slot. According to an ABC News-Washington Post national telephone survey immediately following the broadcast, an estimated 25 million adults (about 15%) saw at least some of the program.

The prevailing opinion seems to be that the debates made for good television, prompting some to question what formats subsequent debates will take. The League of Woman Voters, the major sponsor of candidate debates, announced the format for its first 1984 presidential debate (to be held Feb. 23 in Manchester, N.H.) last Wednesday, with no major changes from previous debates. The format in Manchester "will encourage a free-wheeling discussion among all candidates; there will be no panel of questioners," the league said. Instead, ABC correspondent Barbara Walters will be the moderator, following a style similar to league-sponsored debates moderated by Howard K. Smith in 1980. While a league spokeswoman said the Koppel-Donahue debate style "was interesting," she said it did not affect how the league debates would be run.

Mutual's feed raised some controversy with producers of the program, who said that while no one had exclusive radio rights, anyone except NPR affiliates that carried more than four- or five-minute excerpts of the production, was in violation of "fair news use" and "had to help defer production costs."

Although fair news use is "more a professional courtesy," questions of copyrights, unauthorized interception of communications or improper use of material may be the grounds for a legal case, according to WGBH-TV attorney, Eric Brass. While he said, "there's no such thing as a free lunch," he added that the station was looking into the matter and would try to resolve it without going to court.

In response, Mutual said a spokesman at WGBH-TV had told them the debate was available for miking, that the "mult box" (multiple outlets for audio) was there; they just had to plug into it. NBC, which had agreed with Manzi that it would notify its affiliates that only excerpts could be used, said it told WGBH-TV at the time that it could not guarantee that all affiliates would hear that. In fact, one NBC Radio affiliate, KING-(AM) Seattle, carried the entire debate on a delayed broadcast at 10 p.m. NYT. □

January 17, 1984

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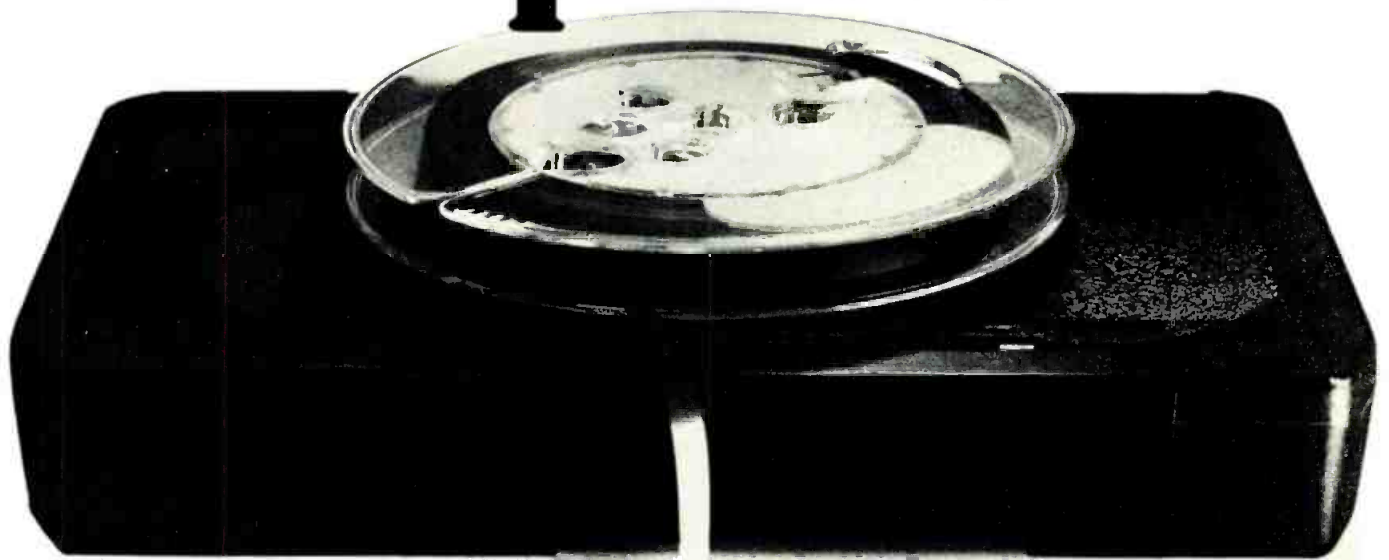
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# Stock Index

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	60 3/4	59 7/8	+	7/8	1.46	11 1,782
N Capital Cities	143 5/8	145 1/4	- 1	5/8	1.11	17 1,925
N CBS	69 1/4	70	-	3/4	1.07	11 2,055
N Cox	46	47	- 1	-	2.12	18 1,303
A Gross Telecast	61 1/4	61 1/2	-	1/4	.40	14 49
O LIN	22 1/4	22 3/4	+	1/2	2.19	22 466
N Metromedia	34 3/4	34 3/8	+	3/8	1.09	29 972
N Outlet Co.	45	44 7/8	+	1/8	.27	37 185
O Price Commun.	7 1/4	8 1/2	- 1	1/4	14.70	5 81
O Scripps-Howard	28 1/2	28 1/4	+	1/4	.88	16 294
N Storer	37	36 1/4	+	3/4	2.06	22 607
O SunGroup Inc.	6 1/4	6 5/8	-	3/8	5.66	3 4
N Taft	57 1/2	58 5/8	- 1	1/8	1.91	14 523
O United Television	13 7/8	14	-	1/8	.89	18 162

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	23 5/8	22 7/8	+	3/4	3.27	21 143
A Affiliated Pubs.	42 3/8	41 1/8	+ 1	1/4	3.03	16 343
N American Family	18 3/4	19 5/8	-	7/8	4.45	10 307
O Assoc. Commun.	14 3/4	15	-	1/4	1.66	0 70
N A.H. Belo	38 1/2	38	+	1/2	1.31	12 439
N John Blair	33 1/2	30 1/2	+ 3	+	9.83	14 265
N Chris-Craft	32 3/4	29 1/4	+ 3	1/2	11.96	39 207
N Cowles	27 1/4	25 3/4	+ 1	1/2	5.82	26 108
N Gannett Co.	40 7/8	41 1/8	-	1/4	.60	11 32,701
N General Tire	38	39 3/8	- 1	3/8	3.49	14 800
O Gray Commun.	60 1/2	60 1/2				13 30
N Gulf United	31	30 5/8	+	3/8	1.22	13 926
N Harte-Hanks	22 1/2	23 3/8	-	7/8	3.74	14 493
N Infilco Corp.	19 3/4	20	-	1/4	1.25	11 335
N Jefferson-Pilot	38 1/2	37 5/8	+	7/8	2.32	8 818
O Josephson Intl.	16 1/8	16	+	1/8	.78	11 79
N Knight-Ridder	26 1/2	25 7/8	+	5/8	2.41	15 1,733
N Lee Enterprises	25 1/4	25	+	1/4	1.00	15 339
N Liberty	23 1/4	23	+	1/4	1.08	13 233
N McGraw-Hill	43	43				18 2,155
A Media General	56 3/8	58	- 1	5/8	2.80	11 392
N Meredith	45	46 3/4	- 1	3/4	3.74	13 423
O Multimedia	38 1/8	37 1/2	+	5/8	1.66	17 635
A New York Times	26 1/8	25 3/4	+	3/8	1.45	6 1,020
O Park Commun.	21 3/4	22 1/4	-	1/2	2.24	18 200
A Post Corp.	60 3/4	58 7/8	+ 1	7/8	3.18	22 111
N Rollins	20 1/4	19 1/4	+ 1	+	5.19	25 524
N Schering-Plough	38 1/8	37 7/8	+	1/4	.66	11 1,925
T Selkirk	13 3/4	13 3/4				30 112
O Stauffer Commun.	50	50				13 50
A Tech Operations	41 7/8	42 1/2	-	5/8	1.47	18 39
N Times Mirror	75 1/2	77 1/2	- 2	-	2.58	29 5,185
N Tribune	30 3/4	31	-	1/4	.80	14 1,260
O Turner Bcstg.	26 3/4	26 1/2	+	1/4	.94	76 545
A Washington Post	74 1/2	74	+	1/2	.67	17 1,056
N Wometco	42 5/8	43	-	3/8	.87	26 604

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	38 1/2	37 3/4	+	3/4	1.98	13 247
O Compact Video	5 1/2	6 1/8	-	5/8	10.20	13 22
N Comsat	33 7/8	32 3/4	+ 1	1/8	3.43	11 610
O Doyle Dane B.	19 3/4	19 1/4	+	1/2	2.59	16 120
N Foote Cone & B	45 1/2	46 1/2	- 1	-	2.15	12 132
O Grey Advertising	116	115	+	+	.86	9 69
N Interpublic Group	53 5/8	53 1/2	+	1/8	.23	12 286
N JWT Group	38 3/4	38	+	3/4	1.97	14 230
A MovieLab	8	8 1/4	-	1/4	3.03	8 13
O A.C. Nielsen	35 1/4	35 3/4	-	1/2	1.39	16 791
O Oglivy & Mather	49 1/2	49	+	1/2	1.02	15 222
O Sat. Syn Syst.	10	9 3/4	+	1/4	2.56	21 57
O Telemation	6 3/4	6 3/4				7 8
O TPC Commun.	1	1 1/4	-	1/4	20.00	1 2
A Unitel Video	10 1/2	10 3/4	-	1/4	2.32	14 21
N Western Union	37 1/4	38 7/8	- 1	5/8	4.18	17 896

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	5 1/4	5 1/8	+	1/8	2.43	28 30
N Coca-Cola	51 7/8	53 3/8	- 1	1/2	2.81	13 7,062
N Disney	54 3/8	50 7/8	+ 3	1/2	6.87	20 1,880
N Dow Jones & Co.	47 1/2	50 1/2	- 3	-	5.94	26 3,044
O Four Star	7	7				7 6
N Getty Oil Corp.	117 7/8	117 3/8	+	1/2	.42	21 9,328
N Gulf + Western	33	31 3/8	+ 1	5/8	5.17	10 2,552
O Robert Halmi	1 7/16	1 1/2	-	1/8	8.33	46 23
O Lorimar	21 1/4	21 1/2	-	1/4	1.16	12 108
N MCA	40	41 3/8	- 1	3/8	3.32	13 1,928
N MGM/UA Ent.	13 5/8	14 5/8	- 1	-	6.83	10 402
N Orlon	14 7/8	14 1/2	+	3/8	2.58	16 138
O Reeves Commun.	11 3/8	12 1/4	-	7/8	7.14	18 141
O Telepictures	15 7/8	14 7/8	+ 1	+	6.72	26 103
O Video Corp.	12 7/8	10 5/8	+ 2	1/4	21.17	23 21
N Warner	29 1/2	26 7/8	+ 2	5/8	9.76	4 1,929
A Wrather	38 3/4	39 7/8	- 1	1/8	2.82	42 87

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	8 1/4	8 3/8	-	1/8	1.49	28 46
O AEL	30	30 1/2	-	1/2	1.63	23 61
O AM Cable TV	5 1/4	5 1/8	+	1/8	2.43	26 19
N American Express	32 5/8	32 1/2	+	1/8	.38	6 6,569
N Anixter Brothers	24 5/8	23 7/8	+	3/4	3.14	34 448
O Burnup & Sims	6 5/8	7	-	3/8	5.35	7 59
O Comcast	22 1/4	23	-	3/4	3.26	21 182
N Gen. Instrument	32 3/4	31 3/8	+ 1	3/8	4.38	24 1,031
N Heritage Commun.	16 7/8	16 5/8	+	1/4	1.50	34 125
T Maclean Hunter X	18 1/8	17 1/4	+	7/8	5.07	25 668
A Pico Products	10 3/4	12	- 1	1/4	10.41	35 30
O Rogers	10 3/4	10 3/8	+	3/8	3.61	10 237
O TCA Cable TV	14 1/4	14 3/4	-	1/2	3.38	26 95
O Tele-Commun.	21 5/8	22	-	3/8	1.70	22 931
N Time Inc.	59 1/4	60 1/8	-	7/8	1.45	23 3,479
O Tocom	2 3/4	2 3/4				2 21
N United Cable TV	27 3/4	27 5/8	+	1/8	.45	18 306
N Viacom	31 3/4	33 1/2	- 1	3/4	5.22	19 407

	Closing Wed Jan 18	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	25 3/8	26 1/4	-	7/8	3.33	11 191
O C-Cor Electronics	11 1/2	11	+	1/2	4.54	11 40
O Cable TV Indus.	4 1/4	4 1/4				21 13
A Cetec	10 7/8	11	-	1/8	1.13	21 24
O Chyron	16 3/4	16 3/4				24 103
A Cohu	8 7/8	8 1/8	+	3/4	9.23	20 15
N Conrac	17	17 5/8	-	5/8	3.54	14 104
N Eastman Kodak	74 1/2	74 7/8	-	3/8	.50	19 12,334
O Elec Mfg & Comm.	11 3/4	10 1/2	+ 1	1/4	11.90	36 34
N General Electric	56 3/4	57 7/8	- 1	1/8	1.94	13 25,776
O Geotel-Telemet	2	2				29 6
N Harris Corp.	41 7/8	39 1/2	+ 2	3/8	6.01	24 1,653
N M/A Com. Inc.	20 7/8	21	-	1/8	.59	29 898
O Microdyne	9 1/2	9 1/2				31 44
N 3M	80 1/4	82 3/4	- 2	1/2	3.02	14 9,419
N Motorola	133 1/4	135 3/8	- 2	1/8	1.56	23 5,232
N N.A. Phillips	78 1/2	79	-	1/2	.63	13 1,126
N Oak Industries	6 1/8	6 3/8	-	1/4	3.92	2 100
A Orrox Corp.	5	5 3/8	-	3/8	6.97	5 12
N RCA	38	36	+ 2	+	5.55	18 3,104
N Rockwell Intl.	33 3/8	33 1/8	+	1/4	.75	13 5,156
A RSC Industries	5 7/8	5 1/2	+	3/8	6.81	73 20
N Sci-Atlanta	15	15				750 358
N Signal Co.s	31	33 1/4	- 2	1/4	6.76	31 272
N Sony Corp.	15 3/8	15 5/8	-	1/4	1.60	28 3,546
N Tektronix	74 3/8	74	+	3/8	.50	29 1,425
A Texscan	19 1/8	18 5/8	+	1/2	2.68	21 120
N Varian Assoc.	56 1/8	56 3/8	-	1/4	.44	28 1,202
N Westinghouse	55	55 1/4	-	1/4	.45	10 4,816
N Zenith	37 3/4	37 1/4	+	1/2	1.34	16 826
Standard & Poor's 400	188.80	189.12	-	0.32	-	0.17

Notes: T-Toronto (Canadian dollars), A-American, N-New York and O-Over The Counter. Some bid prices supplied by Shearson/American Express, Washington. Common A stock price unless otherwise noted. P/E ratios based on Standard & Poor's estimated earnings. If no estimate is available, earnings figures for last 12

months are used. \*0\* in P/E ratio is for deficit. Footnotes: \* Stock split in the form of a 25% stock dividend paid Jan. 12, 1984. \*\* Top executives have arranged for leveraged buyout of company. Shareholders will receive \$8 cash and \$7 subordinated debenture.



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As compiled by BROADCASTING, Jan. 6 through Jan. 13, 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

- \*Glendale, Calif.—National Association for Broadcast Entertainment and Education seeks 88.3 mhz. 100 kw HAAT: 654 ft. Address: 570 N. Plymouth, Los Angeles 90004. Principal is nonprofit corporation formed for announced purpose of helping and training handicapped and disabled in broadcasting industry. It is headed by Dick Dewart. Filed Jan. 13.
- Washington, N.C.—J.J.B. Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 31 E. Hartnett St., Lillington, N.C. 27546. Principal is owned by Walter L. Johnson Jr. and his wife, Betty L., and W. Glenn Johnson, and his wife, Sue A. Walter Johnson is broadcast consultant. Glenn Johnson is attorney. Filed Aug. 12, 1983.
- Washington, N.C.—James Eugene Hodges seeks 98.3 mhz. 3 kw. HAAT: 300 ft. Address: 122 Riverside Drive, Washington, N.C. 27889. Principal also owns co-located WJGN(AM) (formerly WEEW(AM)) ("For the Record," Sept 19., 1983). Filed Aug. 30, 1983.

### TV

- \*Valdosta, Ga.—Coastal Plains Area Arts Inc. seeks ch. 33. 5.6 kw vis., 560 w aur., HAAT: 240 ft., ant. 207 ft. above ground. Address: Route 2, Box 483, Hicks Road, Valdosta, Ga. 31601. Principle is headed by Larry Nixon, president, and John W. Wood, vice president. Wood is also applicant for new FM at Valdosta, which he said would be terminated upon approval of app. for TV. Filed Dec. 28.

### Actions

#### AM's

- Priceville, Ala.—Abercrombie Broadcasting Co. granted 1310 khz. 1 kw-D. Address: 1431 Highway 31 North, Hartselle, Ala. 35640. Principal is owned by Alvin L. Abercrombie, who has no other broadcast interests. Action Dec. 19, 1983.
- Olyphant, Pa.—Emke Media Enterprises Inc. granted 750 khz. 2.5 kw-D. Address: 124 River St., Drawer 401, Olyphant, Pa. 18447. Principals: Ruth M. Griffiths (50%), James J. Emmel (39%) and Rosemary Emmel (11%), none of who have other broadcast interests. Action Dec. 22, 1983.
- DePere, Wis.—Hercules Broadcasting Co. app. denied for 870 khz, 10 kw-D, 1 kw-N. Action Dec. 27, 1983.

#### FM's

- Springerville, Ariz.—KRZV Inc. granted 101.7 mhz, 3 kw, HAAT: minus 93 ft. Address: P.O. Box 386, Ava., Mo. 65608. Principal is headed by Joseph E. Jindra, president. Principals also own KKOZ(AM) Ava. Action Dec. 23, 1983.
- Springerville, Ariz.—Round Valley Broadcast Associates Inc. app. dismissed for seeks 101.7 mhz, 3 kw, HAAT: minus 93 ft. Action Dec. 23, 1983.
- Dermott, Ark.—Southeast Arkansas Radio Inc. granted

103.1 mhz, 3 kw, HAAT: 114 ft. Address: 116 Arkansas St., Dermott 71638. Principals: Lowell S. Jumper (49%), Bennie Ryburn Jr. (25%), Bennie Ryburn Sr. (23%) and Regionald Glover (3%), who own KAK(AM) Dermott, Ark. Jumper also has interest in KELC(AM) England, KCCL(AM) Paris, KAK(AM) Demott, KFFB(FM) Fairfield Bay, KWCK(AM) Searcy and KDEW-AM-FM Dewitt, all Arkansas. Action Dec. 22, 1983.

- Halley, Ark.—Rebel Broadcasting Co. of Arkansas app. dismissed for 103.1 mhz, 3 kw, HAAT: 300 ft. Action Dec. 22, 1983.
- Long Beach, Calif.—Long Beach Radio Co. app. returned for 105.5 mhz, 1.6 kw, HAAT: 400 ft. Action Dec. 21, 1983.
- \*Palm Springs, Calif.—Palm Springs Education Radio Media app. returned for 89.3 mhz, 405 w, HAAT: 550 ft. Action Dec. 21, 1983.
- \*Jacksonville, Fla.—New Covenant Ministries Inc. granted 88.1 mhz. 1 kw, HAAT: 490 ft. Address: 2361 Cortez Road, Jacksonville, Fla. 32206. Principal is headed by Wiley Tomlinson, president, and has no other broadcast interests. Action Dec. 28, 1983.
- Redding, Fla.—Howell Mountain Broadcasting Co. app. dismissed for 91.9 mhz, 4.8 kw, HAAT: 1,434 ft. Action Dec. 14, 1983.
- Quincy, Fla.—Quincy Broadcasting Co. app. returned for 104.9 mhz. 3 kw, HAAT: 275 ft. Action Dec. 7, 1983.
- \*Winter Garden, Fla.—Florida Public Radio app. returned for 89.5 mhz. 3 kw, HAAT: 300 ft. Action Dec. 30, 1983.
- Honolulu—Island Broadcasters Ltd. app. returned for 98.5 mhz. 100 kw, HAAT: minus 37 ft. Action Dec. 28, 1983.
- Kailua-Kona, Hawaii—Mauna Kea Broadcasting Co. app. returned for ch. 6: ERP: 5.13 kw vis., 513 kw aur., HAAT: 2,509 ft. ant. height above ground 70 ft. Action Dec. 21, 1983.
- \*Wellington, Kan.—Wellington Educational Broadcasting Foundation app. returned for 90.3 mhz, 383 w, HAAT: 113 ft. Action Dec. 27, 1983.
- Las Vegas—Faith Communications Corp. granted 90.5 mhz, 100 kw, HAAT: 1,269 ft. Address: 2201 S. Sixth St., Las Vegas 89104. Principal is nonprofit religious and educational corporation, headed by Jack French, president. It also owns KILA(FM) Henderson, Nev.; KANN(AM) Ogden, Utah, and is applicant for KCIR(AM) Twin Falls, Idaho. Action Dec. 23, 1983.
- Newark, N.J.—Brunson Communications app. returned for 105.9 mhz, 1.58 kw, HAAT: 1,223 ft. Action Dec. 12, 1983.
- Jersey City, N.J.—Dewey Hughes and Catherine Hughes app. dismissed for 105.9 mhz, 10 kw, HAAT: 393 feet. Action Dec. 22, 1983.
- Garden City, N.Y.—Crystal Concorp app. returned for facilities of WLIR(FM). Action Dec. 15, 1983.
- \*Lawton, Okla.—Lawton Educational Broadcasting Foundation app. returned for 91.9 mhz, 378 w, HAAT: 147 ft. Action Jan. 5.
- Ponca City, Okla.—Doyle W. Brewer dismissed app. for 100.1 mhz, 3 kw, HAAT: 300 ft. Action Dec. 14, 1983.
- Cave Junction, Ore.—Illinois Valley Radio granted 102.7 mhz, 100 kw, HAAT: 1,976 ft. Address: 1400 North Sawyer Avenue, Cave Junction 97523. Principal is owned by Larry M. Tardie (90%) and Gerald L. Grooms (10%). They also own KIVR(AM) Cave Junction. Action Dec. 30, 1983.
- Farwell, Tex.—Farwell Broadcasting app. returned for 98.3 mhz, 3 kw, HAAT: 300 ft. Action Dec. 27, 1983.
- Hebronville, Tex.—William Jackson Pennington III granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is also applicant for three new FM's (see above). Action Dec. 30.
- Winters, Tex.—Soho Broadcasting seeks 95.9 mhz, 3 kw, HAAT: 166 ft. Address: P.O. Box 57100, Los Angeles 90057-0100. Principal is owned by Benito Soho (51%) and her husband, Stanley (49%). Benito Soho also owns KMAP(AM) South St. Paul, Minn. With Stanley Soho, she has interest in KBWA(AM) and CP's for two new AM's and one

FM. Action Dec. 30, 1983.

- Rhinelander, Wis.—Wiscom app. returned for 97.5 mhz, 100 kw, HAAT: 487.36 ft. Action Dec. 21, 1983.

### TV's

- Buffalo, N.Y.—Commonwealth Foundation for Public Broadcasting app. dismissed for ch. 23, ERP: 1,117 kw vis., 111.7 kw aur., HAAT: 491.96 ft. Action Dec. 23, 1983.
- Buffalo, N.Y.—Western New York Public Broadcasting Association granted ch. 23; ERP: 1,009 kw vis., 100.9 kw aur., HAAT: 913 ft.; ant. height above ground: 934 ft. Address: P.O. Box 1263, Buffalo 14240. Principal is noncommercial corporation which owns WNED-FM-TV and WENR(AM), all Buffalo. J. Michael Collins is president. Action Dec. 22, 1983.
- Fajardo, P.R.—Eastern Broadcasters app. dismissed for ch. 34; ERP: 97.7 kw vis., 9.7 kw aur., HAAT: 799 ft.; ant. height above ground 135 ft. Action Dec. 22, 1983.
- Fajardo, P.R.—Trilateral Communications Inc. seeks ch. 34; ERP: 91.4 kw vis., 9.14 kw aur., HAAT: 2,807 ft. ant. height above ground: 185 ft. Address: St. 2A-6, Montebello Estates, Truilo Alto, P.R. 00760. Principal: Franklin Delano Lopez (100%), who also is applicant for new LPTV at San Juan. Action Dec. 22, 1983.
- San Antonio, Tex.—Commonwealth Foundation for Public Broadcasting Inc. app. dismissed for ch. 23, ERP: 1,312 kw vis., 131.2 kw aur. HAAT: 115.7 ft. Action Dec. 23, 1983.

## Ownership changes

### Applications

- WEGN-AM-FM (formerly WTII(FM)) Evergreen, Ala. (1470 khz, 1 kw-D; FM: 93.5 mhz, HAAT: 527 ft.)—Seeks assignment of license from Stafford Broadcasting Inc. to Davis Broadcasting Inc. for \$152,000, including \$40,000 cash. Seller is owned by Wayne Stafford and his wife, Wanda, who have no other broadcast interests. Buyer is owned by Franklin Davis and his family. Davis is general manager and vice president of WBKH(AM) Hattiesburg, Miss. Filed Dec. 14, 1983.
- WJRD(AM) Tuscaloosa, Ala. (1150 khz, 5 kw-D, 1 kw-N) and WDXB(AM) Chattanooga. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of GMC Broadcasting Inc. from Dr. Charles B. Crow Jr. and daughter, Maureen (46.6% before; none after), to William A. Grant Jr. (49% before; 94% after) for approximately \$300,000. Sale also includes 10% ownership of WAOC(AM) St. Augustine, Fla. Seller has no other broadcast interests. Buyer, with family, is currently 49% owner of WDXB and WJRD. He and his family also are majority owners of WAOC and have minority interest in WWWB-AM-FM Jasper WWWF(AM) Fayette and WWR(AM) Russellville, all Alabama. They also have minority interest in Liveline Cable TV in Jasper. Filed Dec. 21, 1983.
- KPEN(FM) Los Altos, Calif. (97.7 mhz, 3 kw, HAAT: 350 ft.)—Seeks transfer of control of Los Altos Broadcasting Inc. from LDS Enterprises (51% before; none after) to Alan Baer (none before; 51% after) for assumption of equivalent share of debts equaling approximately \$1.8 million and \$60,000. Contract also calls for associated company of Baer's to loan \$540,000 to licensee. Don W. Burden, station's general manager, owns other 49%. Burden, previous owner of Indianapolis-based group owner, Star Stations, whose station licenses were revoked by commission, had applied to purchase total control of KPEN, but withdrew application after commission had failed to approve it within one year. Baer was then brought in as new buyer. Seller is owned by Frank DeSmidt, who has no other broadcast interests. Buyer is chairman of Brandeis Corp., Omaha-based department store company. He has no other broadcast interests. Filed Dec. 28, 1983.
- WINF(AM) Manchester, Conn. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Broadcast Management Corp. of Conn. Inc. from Broadcast Management Corp., debtor-in-possession (100% before; none after), to Daniel I. Konover et al. (none before; 100% after) for \$295,000 cash.



Seller is Fairfield, Ohio-based group owner which is also selling WCNW(AM) Fairfield (see below). Buyer is owned by Simon Konover and family (80%); his nephew, Daniel Konover, president (10%), and Jean T. Epstein (10%). Simon Konover is Hartford, Conn.-based real estate developer. Daniel Konover is Stamford, Conn.-based attorney. Epstein is administrative director at station. Her husband, Jay, is station's general manager. Filed Jan. 9.

■ **WWTR-FM** Bethany Beach, Del., and **WETT(AM)** Ocean City, Md. (1590 khz., 1 kw-D, 500 w-N; FM: 95.9 mhz., 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for \$2.6 million, including \$1.3 million cash. Seller is owned by Stuart D. Frankel, who is president of Abell Communications, group owner and publisher of *Baltimore Sun*. Buyer is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. Filed Jan. 12.

■ **\*WZZE(FM)** Hockessin, Del. (88.7 mhz., 10 w, HAAT: 70 ft.)—Seeks assignment of license from Sanford School Inc. to Glen Mills School. Buyer is private Concordville, Pa., nonprofit school for "court committed" adjudicated delinquents, headed by Glenn Sullivan, president. It has no other broadcast interests. Filed Jan. 9.

■ **WAPR(AM)** Avon Park, Fla. (1390 khz., 1 kw-D)—Seeks transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for \$100,000. Seller said station experienced "disastrous fire" last March. Buyers are equal owners of WOKC(AM)-WLMC(FM) Okeechobee, Fla. Filed Dec. 28, 1983.

■ **WQDI(AM)** Homestead, Fla. (1430 khz., 500 w-U)—Seeks assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for \$1,265,000, including noncompete agreement and \$1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicianist. He has no other broadcast interests. Filed Dec. 19, 1983.

■ **WVSI-AM-FM** Jupiter, Fla. (1000 khz., 1 kw-D; FM: 96.7 mhz., 3 kw, HAAT: 300 ft.)—Seeks transfer of control of U.S. Three Broadcasting Corp. from Ronald A. Winblad to Raymond E. Knappe for \$225,000 cash. Contract replaces announced agreement to sell station to Palm Beach Broadcasting ("For the Record," Feb. 14, 1983). Seller is divesting his interest in station, where he has also been general manager. He has no other broadcast interests. Buyer owns remainder of voting stock and all of nonvoting stock. He will continue to negotiate sale of station to Palm Beach Broadcasting. Filed Jan. 13.

■ **WFOY-AM-FM** St. Augustine, Fla. (1240 khz., 1 kw-D, 250 w-N; FM: 97.7 mhz., 3 kw, HAAT: 160 ft.)—Seeks assignment of license from Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for \$800,000, including real estate and \$700,000 note. Seller is owned by estate of John Bernhard Jr. and has no other broadcast interests. Buyers are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain. Filed Jan. 9.

■ **WMAJ(TV)[CP]** (formerly WPAN(TV)[CP]) Panama City, Fla.—Sunrise Television Corp., which was buyer, subject to FCC approval, (see "For the Record," June 27, 1983), has requested dismissal of application. Sunrise, majority owned by Roy L. Hess, said that time contract allows for FCC approval, six months, has elapsed. Filed Jan. 12.

■ **WSEB(AM)-WSKP-FM** Sebring, Fla. (1340 khz., 1 kw-D, 250 w-N; FM: 105.5 mhz., 3 kw, HAAT: 150 ft.)—Seeks assignment of license from Harry J. Morgan to Highlands Broadcasting Ltd. for \$400,000—\$50,000 cash, \$250,000 note and \$100,000 noncompete agreement. Seller also owns WSKT(AM) Knoxville, WKCE(AM) Harriman and WSV(AM) Dunlap, all Tennessee. Buyer is owned by Robert J. Connelly (20%) and Highlands Broadcasting Corp. (80%). Highlands is equally owned by brothers: William B., Robert A. and John M. Spottswood Jr. They are also trustees of Spottswood family trust, which owns WKWF(AM)-WVFK(FM) Key West, Fla., where Connelly is general manager. All four are principals in applicant for new FM at St. Johnsbury, Vt. Connelly also has minor interest in WNH-AM-FM Rochester, N.H. Filed Jan. 5.

■ **WEAT-AM-FM** West Palm Beach, Fla. (850 khz., 1 kw-U; FM: 104.5 mhz., 100 kw, HAAT: 520 ft.)—Seeks transfer of control (interest in net operating profits or losses) of Gowdy Florida Broadcasting from Milo L. Pike (50% before; none after) to Curt Gowdy Broadcasting Corp. (50% before; 100% after) for \$1.6 million. Seller previously had right to half share in profits and losses of licensee. Buyer is owned by network sportscaster, Curtis E. Gowdy. He also owns KOWB(AM) Laramie, Wyo., and WCCM(AM)-WCGY(FM) Lawrence, Mass. Filed Jan. 9.

■ **WHGI(AM)-WYMX(FM)** Augusta, Ga. (1050 khz., 5 kw-D; FM: 105.7 mhz., 50 kw, HAAT: 83 ft.)—Seeks assignment of license from Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for \$1,840,000, including \$1,090,000 note. Seller is owned by A. Mills Fitzner, who has no other broadcast interests. Buyer is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors including, Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. Filed Jan. 6.

■ **WOVR-FM(CP)** Versailles, Ind. (103.1 mhz., 890 w, HAAT: 507 ft.)—Seeks assignment of license from Jean L. Ruh to Owen Valley Broadcasters Inc. for \$10. Seller is wife of buyer's majority owner. Buyer is owned by Henry B. Ruh, husband of seller (67%), and Robert M. Petranoff (30%). Petranoff is also 10% owner of Indiana Communications, licensee of WBWB(FM) Bloomington, Ind. Filed Jan. 5.

■ **KCDR(AM)** Cedar Rapids, Iowa (1450 khz., 1 kw-D, 250 w-N)—Seeks assignment of license from Cedar Rapids Broadcasting Co. to Dulancy Broadcasting Inc. for \$300,000 cash, including three-year noncompete agreement. Seller is majority owned by G. Dale Cowle. He also owns KASS(AM)-KCCQ(FM) Ames, Iowa, and is half owner of KJJO(AM)-KSFT(FM) St. Joseph, Mo. Seller bought the station for \$760,000 ("For the Record," Aug. 11, 1980). Buyer is owned by Mike Dulancy, station's general manager (66%); James W. Young, and Eugene J. Downie (16.7% each). Young and Downie are equal owners of co-located KTOF(FM). Filed Jan. 5.

■ **KLIB(AM)** Liberal, Kan. (1470 khz., 1 kw-D, 500 w-N)—Seeks assignment of license from Communications Enterprises of Kansas Inc. to Leon E. Roulier for \$180,000, including \$75,000 plus interest due two years after closing date. Seller is owned by Charles A. Johnson (40%), Hugh F. Jones and J. Robert Wooten (30% each). Johnson is also president and 5% owner of LPTVat Ponca City, Okla. Buyer also has app. pending to buy co-located KWNR-FM(CP) (see following app.). Filed Jan. 5.

■ **KWNR-FM(CP)** Liberal, Kan. (102.7 mhz., 50 kw, HAAT: 353 ft.)—Seeks assignment of license from Don M. Kelly to Leon E. Roulier for \$45,000 and includes consultancy agreement ending three years after station has gone on air. Seller is 95% owner and general manager of KUSH(AM) Cushing, Okla. He recently sold KLTR(AM) Blackwell, Okla., for \$115,000 ("For the Record," Dec. 19, 1983). Buyer has application pending to buy co-located KLIB(AM) (see preceding app.). Filed Jan. 5.

■ **WTKY-AM-FM** Thompkinsville, Ky. (1370 khz., 2.5 kw-D; FM: 92.1 mhz., 3 kw, HAAT: 240 ft.)—Seeks assignment of license from Ministers Broadcasting Corp. to J.K. Whitmore for release of approximately \$400,000 debt. Seller is group of nine investors, which bought station from buyer for \$450,000 ("For the Record," Aug. 9, 1982). Buyer is previous licensee of station. He has no other broadcast interests. Filed Jan. 11.

■ **WWKY(AM)** Winchester, Ky. (1380 khz., 1 kw-D)—Seeks transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for \$125,409 plus assumption of approximately \$91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. Filed Jan. 4.

■ **WTGI(FM)** Hammond, La. (103.3 mhz., 100 kw, HAAT: 500 ft. above average terrain)—Seeks assignment of license from Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for \$1.8 million. This will be third application for assignment of license filed within past 12 months at commission; previous two were not closed. Seller is owned by Ron Strother, president (65%), and Donald Lobell (35%). They have no other broadcast interests. Buyer is equally owned by Paul H. Rothfuss and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDIX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of buyer, subject to FCC approval, of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for \$3.2 million ("Changing Hands," Feb. 28, 1983). Filed Jan. 3.

■ **WGFP(AM)** Webster, Mass. (940 khz., 250 w-D)—Seeks assignment of license from Lakeview Broadcasting Co. to Okun Broadcasting Corp. for \$165,000 including note for \$25,000 cash. Seller is owned by Edward F. Perry (75%) and Lloyd F. Simon (25%). Perry is also 80% owner of WATD(FM) Marshfield, Mass., and 50% owner of Hampshire County Broadcasting, applicant for new FM at Amherst, Mass. Simon is 50% owner of Walden Communications, applicant for new AM at Concord, Mass. Buyer has been general manager of WGFP since September. Filed Jan. 4.

■ **WJFL(AM)-WQMV-FM** Vicksburg, Miss. (1490 khz., 1 kw-D; 250 w-N; FM: 98.7 mhz., 56 kw, HAAT: 310 ft. It has CP for 100 kw, HAAT: 802 ft.)—Seeks assignment of license from Omni Media Corp. to RONKEN Inc. for \$200,000, cancellation of \$100,000 note to Southern Mississippi Bottling Co. and assumption of approximately \$400,000 in debts. Seller is owned by Ronald E. Hale, who will own half of buyer. Hale recently sold 28% interest in Central Television Inc., licensee of WHTV(TV) Meridian, WLHT(TV)[CP] Hattiesburg, both Mississippi, and WYDE(AM) Birmingham, Ala. Buyer is equally owned by seller and Southern Mississippi Bottling Co., Jackson, Miss.-based company, principally owned by Kenneth A. Brown, which has soft drink bottling franchise for central Mississippi. Filed Dec. 28, 1983.

■ **KFLN-AM-FM(CP)** Baker, Mont. (960 khz., 5 kw-D; FM: 100.9 mhz., 3 kw, HAAT: 161 ft.)—Seeks assignment of license from Empire Broadcasting Corp. to Newell Broadcasting Inc. for \$870,000—\$100 for FM(CP)—including \$667,800 note. Seller is 91.3% owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager and 6% owner, and wife, Jeraldine. Filed Dec. 23, 1983.

■ **KESY-FM** Omaha (104.5 mhz., 31 kw, HAAT: 235 ft.)—Seeks assignment of license from Richard Marshall Capitol Corp. to MediaOmaha, a limited partnership for \$2.2 million plus \$300,000 noncompete. Seller also owns co-located KOOO(AM) which buyer is required to purchase for \$400,000 if, 15 days after FCC approval of KESY-FM transfer, seller has been unable, using best efforts, to find other purchaser for AM. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders' husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of KOOO(AM)-KESY(FM), which he sold in 1977 to Centennial Communications Inc. Centennial recently, as debtor-in-possession, sold the station to its current licensee for \$3 million ("For the Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, formerly KBRL(AM), and KFNF(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla.

## Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total*
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
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.



Filed Jan. 12. Biddinger is president of Biddinger Capital Corp., Indianapolis-based private venture capital firm. Filed Jan. 12.

■ **WVHB(FM)** Hampton Bays, N.Y. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment from EFEM Inc. to South Fork Broadcasting Corp. for \$825,000, including two-year noncompete agreement. Seller is equally owned by Richard H. Brown and Lloyd A. Werner. Brown is vice president and general manager of Katz Independent Television, national TV station representative firm. Werner is senior vice president, sales and marketing, Group W Satellite Communications, wholly-owned subsidiary of Westinghouse Broadcasting Inc. Buyer is owned by Edward Simon, president, and his brother, singer and songwriter, Paul Simon (33.3% each); television producer Lorne Michaels (18.2%), and his wife Susan Forrestal Michaels (15.1%). Filed Jan. 3.

■ **WKLM(AM)** Wilmington, N.C. (980 khz, 5 kw-D). It has construction permit to increase hours of operation to unlimited.—Seeks assignment of license from WKLM Radio Inc. to Cape Fear Broadcasting for \$200,000 cash. Seller is owned by Meredith S. Thoms and son, Matilann S. It has divested its three radio properties, including recently sold WEAM(AM) Arlington, Va. (Washington) ("Changing Hands," Nov. 7, 1983) It also recently sold WCOG(AM) Greensboro, N.C., and cable system in Asheville, N.C. ("In Brief," April 18, 1983). Buyer is owned by Victor W. Dawson (50%) and his two nieces, Margaret D.H. Dickson and Ann Cameron Highsmith (25% each). It is also licensee of co-located WAAV(AM) which is in process of being sold; co-located WGNI(FM) and WFNC(AM)-WQSM(FM) Fayetteville, N.C. Filed Jan. 11.

■ **WCNW(AM)** Fairfield, Ohio (1560 khz, 5 kw-D, 1 kw-CH)—Seeks assignment of license from Broadcast Management Inc., debtor-in-possession, to Vernon R. Baldwin Inc. for \$700,000, including noncompete agreement. Seller is former group owner, with 46 shareholders, headed and principally owned by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It recently sold WNDB(AM)-WVLY(FM) Daytona Beach, Fla., for \$2.5 million ("Changing Hands," Sept. 19, 1983). It has also announced sale of WINF(AM) Manchester, Conn. for \$295,000 (see below). It also owns WVEG(AM)-WRKR(FM) Racine, Wis. Buyer is Hamilton, Ohio-based furniture dealer, who has no other broadcast interests. Filed Jan. 6.

■ **WELW(AM)** Willoughby, Ohio (1330 khz, 500 w-D)—Seeks transfer of control of WELW Radio Inc. from certain shareholders to Shamrock Broadcasting Corp. Seller is group of over 50 stockholders, which has no other broadcast interests. At least 10 shareholders, holding 53% of voting stock, are committed to sell their shares to buyer, who will pay approximately \$105,000 for all shares of company's stock. Buyer is owned by Howard E. Sullivan of Waite Hill, Ohio, who has no other broadcast interests. Filed Nov. 14, 1983.

■ **KMYZ-AM-FM** Pryor, Okla. (1570 khz, 1 kw-D; FM: 104.5 mhz, 100 kw, HAAT: 320 ft.)—Seeks assignment of license from Ronald G. Kolker, receiver, to Shamrock Communications for \$1,510,000 half in cash; half as note. Seller was recently approved as successor to previous receiver, Kenneth R. Greenwood, by District Court of Mayes county, Okla. ("For the Record," Jan. 2). Licensee of station, Communications Marketing Consultants, filed for bankruptcy under chapter 11 last March. Buyer is owned by James J. Haggerty and his wife, Cecelia L. (25% jointly); her brothers William R., George V. and Edward J. Lynett (25% each). It also owns WDJZ(FM) Orlando, Fla.; WQFM(FM) Milwaukee, Wis.; WTTT-AM-FM Westminster, Md., and WELJ(AM)-WEZX(FM) Scranton, Pa. It also owns *Scranton Times* daily newspaper and commercial printing company. Filed Dec. 16, 1983.

■ **WVGW(AM)-WZPR(FM)** Meadville, Pa. (1490 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 10 kw, HAAT: 530 ft.)—Seeks assignment of license from Regional Broadcasters Group to Great Circle Broadcasting Co. for \$900,000 including \$700,000 cash and \$100,000 noncompete agreement. Seller is owned by Alastair B. Martin; his wife, Edith P., and their family. They also own WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM) Binghamton, N.Y. They are majority owners of WAAL(FM) Binghamton, N.Y., and WXQT(AM)-WGRD(FM) Grand Rapids, Mich., and recently sold WAMT(AM)-WAJX(FM) Titusville, Fla., for \$700,000 ("Changing Hands," Sept. 12, 1983). Buyer is owned by Beth J. Gunton (70%) and her son, Gary E. (30%). They own Berwyn, Pa.-based building products distributor and have no other broadcast interests. Filed Jan. 12.

■ **WXPX(AM)** West Hazleton, Pa. (1300 khz, 500 w-D)—Seeks assignment of license from Radio Action Co. to Guy T. Block for \$320,000, including \$100,000 cash, plus \$20,000 noncompete. WXPX has app. to increase hours of operation to U pending, which, if unsuccessful, will reduce price \$25,000. Seller is equally owned by Edward F. Genetti and the estate of his brother, Richard S. Genetti. Buyer is former owner of WCRV-AM Washington, N.J., which he

sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for \$560,000 ("Changing Hands," Aug. 8, 1983). Filed Jan. 6.

■ **WQEQ(FM)** Freeland, Pa. (103.1 mhz, 3 kw, HAAT: 680 ft.)—Seeks assignment of license from Edward F. Genetti and Estate of Richard S. Genetti to Guy T. Block for \$450,000, including real estate, plus \$50,000 noncompete agreement. Seller and buyer are same as in sale of WXPX(AM) West Hazleton, Pa. (see preceding transaction). Filed Jan. 6.

■ **KMSD(AM)-KBEV(FM)[CP]** Milbank, S.D. (1510 khz, 5 kw-D; FM: 104.3 mhz, 98.7 kw, HAAT: 220.5 ft.)—Seeks assignment of license from Beverly J. McKee to Midland Atlas Co. for \$365,000. Seller was granted CP for FM. Her husband, Vernon A., owns KMSD. They have no other broadcast interests. Buyer is owned by Charles J. Tobin Jr., who publishes weekly "shopper" newspaper in Milbank and county atlases. He also owns local office supply store and travel agency. Filed Dec. 15.

■ **KURV(AM)** Edinburg, Tex. (710 khz, 250 w-U)—Seeks assignment of license from Magic Valley Radio Inc. to Voice of Valley Agriculture Inc. for \$1 million including noncompete agreement. Seller is owned by W. Lloyd Hawkins and wife, Loyse. Lloyd Hawkins is principal in group which recently bought KRIG(AM) Odessa, Tex. ("Changing Hands," Jan. 16). Buyer is owned by Charles D. Rankin, who is KURV's farm director. Filed Dec. 23.

■ **\*KLUJ(TV)** Harlingen, Tex. (ch. 44, ERP: 5.4 kw vis., 986 w vis., HAAT: 370 ft.)—Seeks assignment of license from Faith That Pleases God Church Inc. to Community Educational Television Inc. for \$50,000. Seller is nonprofit, religious corporation headed by Joe Sosa, president. Buyer is nonprofit California corporation. Filed Dec. 22.

■ **KMMK(FM)** McKinney, Tex. (95.3 mhz, 3 kw, HAAT: 215 ft.)—Seeks assignment of license from Modern Media of McKinney Inc. to Oaks Broadcasting of Texas Inc. for \$400,000 cash. Seller is owned by C.R. Graham, and his wife, Josephine B., who have no other broadcast interests. Buyer is group of 21 owners headed by Max W. Wells, chairman, and Ken Fairchild, president. Wells is president of The Oaks Trust Co., Dallas-based investment company, and is chairman of several north Texas banks. Fairchild is former general manager of KRLD(AM) Dallas. Buyer recently purchased KCLR-FM Edmond, Okla., for \$500,000 ("Changing Hands," Jan. 2). Filed Dec. 28, 1983.

■ **KRKO(AM)** Everett, Wash. (1380 khz, 5 kw-U)—Seeks transfer of control of Melvin Squires and Dexter Taylor (48% each before; none after) to Everett Broadcasting Co. (none before; 100% after) for \$1.1 million, including \$770,000. Sellers have no other broadcast interests. Buyer is group of seven investors including Norman F. "Sparky" Taft, general manager and president, and Niles R. Fowler (25% each). Norman Taft is former national sales manager for O'Day Broadcasting, owner of KXA(AM)-KYYX(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years, during which Norman Taft was sales manager for eight years. William Taft sold station in 1976. Neither Fowler, who is Everett-based beer distributor, nor other investors have other broadcast interests. Filed Jan. 12.

■ **KCKO(AM)** Spokane, Wash. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks transfer of control of Great American Radio Corp. from Brent T. Larson (51% before; none after) to Marketing Systems International (49% before; 100% after) for \$70,000. Seller is 93% owner of KBUH-AM-FM Brigham City, Utah; 89% owner of KSVQ(AM)-KKWZ(FM) Richfield, Utah, and 51% owner of KSIT(FM) Rock Springs, Utah. Buyer is Reno-based marketing company equally owned by Roger D. Larson, president, and A. Hollis Norton, vice president. It also owns KGU(AM) Honolulu. Filed Jan. 6.

## Actions

■ **WZTN(AM)** Montgomery, Ala. (1000 khz, 5 k-D, DA-D)—Granted transfer of control of Amendment One Inc. from Thomas M. Percer (100% before; none after) to Alvin W. Dixon Jr. (none before; 100% after). Consideration: \$60,000 cash plus assumption of majority of \$285,000 in notes. Buyer is former announcer at WXVI(AM) and has no other broadcast interests. Action Dec. 19, 1983.

■ **KECZ-FM** Glendale, Ariz., and KJJI(AM) Phoenix (910 khz, 5 kw-U; FM: 92.3 mhz, 100 kw, HAAT: 880 ft.)—Granted 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. Action Dec. 27, 1983.

■ **KFPW(AM)-KXXI(FM)** Fort Smith, Ark. (1230 khz, 1 kw-D, 250 w-N; FM: 100.9 mhz, 2.15 kw, HAAT: 360 ft.)—Granted assignment of license from Hermeick Broadcasting Stations Inc. to Border Broadcasting Co. for \$900,000, including \$400,000 note. Seller is owned by Robert E. Hermeick. He also owns KZNG(AM)-KWBO(FM) Hot Springs, Ark., which he is negotiating to sell to buyer; KHBS-TV Fort Smith (formerly KFPW-TV), KTVP-TV Fayetteville and KAIT-TV Jonesboro, all Arkansas. Buyer is equally owned by Gordon Brown, president; his brother, Bill Brown; Margie Cole, George Glover and Bill Gravelly. Several of buyers worked previously at KPOM-TV Fort Smith; Gordon Brown as general manager, Bill Brown as film director, Cole as sales manager, and Glover as account executive. Gravelly owns local appliance store. Filed Nov. 15, 1982. Granted March 7, 1983.

■ **WROD(AM)** Daytona Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from First Daytona Investment Corp. to Barry Gerber and Daniel Dobrowski for \$925,000. Seller is equally owned by Keith E. Putbrese, Robert Klein and Frank Ward, who have no other broadcast interests. Putbrese is McLean, Va., communications attorney. Buyers are equal owners. Dobrowski is weatherman at WEWS(TV) Cleveland. Gerber is Cleveland-based investment counselor. Both have interest in WGBB(AM) Mount Dora, Fla. Ownership may involve yet-to-be-sold limited partnership. Action Dec. 19, 1983.

■ **WERD(AM)** Jacksonville, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Radio Station WERD Inc. to Pres-Jas Inc. for \$350,000. Seller, owned by Ronald Cohn, is former licensee of station, which it sold to Gilliam Communications four years ago for \$488,000, including note ("Changing Hands," April 16, 1979). WERD Inc. foreclosed on Gilliam in August, and then made winning bid for station in Oct. 3 public sale. Cohn has no other broadcast interests. Buyer is owned by Mark A. Picus, former assistant program director at KXXY(FM) Oklahoma City. He is son of Lawrence R. Picus, whom court appointed receiver Aug. 19, and who sold station at auction to WERD Inc. Oct. 3. Action Jan. 5.

■ **KRSL-AM-FM** Russell, Kan. (990 khz, 250 w-D; FM: 95.9 mhz, 3 kw, HAAT: 295 ft.)—Granted assignment of license from Thompson Communications Inc. to Russell Broadcasting Ltd. for \$923,000. Seller is owned by Fred Thompson, Bartlesville, Okla.-based communications consultant, who recently sold KYFM(FM) Bartlesville ("Changing Hands," April 11). He will be half owner of buying general partner. Buyer will be owned by general partnership with additional financing from limited partnership. Owners of general partnership will be Fred Thompson (50%), William Aufleger and Kenneth E. Garrett (25% each). Aufleger and Garrett are Stillwater, Okla., businessmen who syndicate limited partnerships. Action Dec. 19, 1983.

■ **WLPO(AM)** Pittsburg, Ky. (1600 khz, 500 w-D)—Granted transfer of control of Q Radio Group Inc. from Lenn Pruitt and wife, Mary Ellen (33 1/3% jointly; none after), and estate of J.A. Jones (33 1/3% before; none after) to John and Lucretia Begley (33 1/3% before; 100% after). Consideration is repayment of \$50,000 loan to Pruitts and \$20,000 to Jones estate. Buyer is joint venturer with Pruitts in Pulaski County Broadcasters, permittee of WKEQ(AM) Burnside, Ky. Action Dec. 29, 1983.

■ **WCOU(AM)-WAYU(FM)** Lewiston, Me. (1240 khz, 1 kw-D, 250 w-N; 93.9 mhz, 13 kw, HAAT: 250 ft.)—Granted assignment from Androscoggin Broadcasting Corp. to Philip M. Lowe for \$450,000. Seller is subsidiary of Allied Capital Corp., which bought station's assets at foreclosure auction from Weiboco Inc. for \$350,000 ("Changing Hands," Oct. 17). Buyer also owns WCNL-AM-FM Newport, N.H., and WHIM(AM) East Providence, R.I. Action Dec. 19, 1983.

■ **WNLT(AM)** Duluth, Minn. (1390 khz, 500 w)—Granted assignment of license from Timothy Banish, receiver, to Liberty Wireless Corp. for \$75,000. Seller is receiver for previous licensee, Northern Light Broadcasting Co. Inc., equally owned by Charles W. Borchard and Douglas J. Livernois. Buyer is owned by Peter H. May (95%) and Mark S. Steinmetz (5%). May is newscaster and air personality at KSTP-FM Minneapolis-St. Paul and is also applicant for NSTP-FM (95.7) mhz at Duluth, Minn. Steinmetz is sales manager at WCCO-FM Minneapolis-St. Paul. Action Jan. 5.

■ **WJQS(AM)** Jackson, Miss. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Town & Country Broadcasting Co. Inc. to John Pembroke for \$250,000. Seller is owned by Ann C. Zimmerman (68.4%) and G. Lee Hodges (31.6%). Neither have other broadcast interests. Buyer is general manager and half owner of KJOP(AM) Lemoore, Calif. Action Dec. 19, 1983.

■ **KCSR(AM)-KQSK(FM)** Chadron, Neb. (610 khz, 1 kw-D; FM: 97.5 mhz, 100 kw; HAAT: 844 ft.)—Granted transfer of control of Big Sky Co. from Deloris M. Kath (50% before; none after) to Alan G. Kath (none before; 50%



after). Considerations: \$250,000. Principals: Seller is representative of estate of her husband, Kermit G. Kath, deceased. As his representative, she also owns KATH-FM Douglas, Wyo.; KGOS(AM)-KERM(FM) Torrington, Wyo., and had interest in KVSH(AM) Valentine, Neb., and KASL(AM) Newcastle, Wyo. Buyer is son of Deloris and Kermit Kath, who has interest in KASL(AM) Newcastle, Wyo. Action Dec. 19.

■ WBEU(AM)-WQLO-FM Beaufort, S.C. (960 khz. 1 kw-D; FM: 98.7 mhz, 36 kw, HAAT: 225 ft.)—Granted assignment of license from Beaufort Broadcasting Corp. to Stephen J. Hannon for \$1.2 million, including \$330,000 noncompete agreement (BROADCASTING, Sept. 12). Seller is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. Buyer is Gastonia, N.C., orthodontist, who has no other broadcast interests. Action Jan. 4.

■ KGNS-TV Laredo, Tex. (NBC, ABC, ch. 8; 316 kw vis., 42.2 kw aur.; HAAT: 1,021 ft.)—Granted assignment of license from Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million, including \$325,000 noncompete agreement (BROADCASTING, Sept. 26, 1983). Seller is owned by T. Frank Smith Jr., who also owns KRIS-TV Corpus Christi, Tex. Buyer, based in Longview, Tex., owns Louisiana soft drink bottling franchises and recently bought KCYU-TV Cheyenne, Wyo.; KSTF(TV) Schottsbluff, Neb., and KTSV(TV) Sterling, Colo. Action Dec. 15, 1983.

■ KMID-TV Midland, Tex. (ch. 2, 100 kw vis., 10 kw aur., HAAT: 1,050 ft.)—Granted assignment of license from Midessa Television Trust to Telepictures Corp. for \$15 million. Seller is based in Odessa, Tex. and has interests in KSWO(AM)-TV Lawton, and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex., and a Lawton, Okla., cable system. Buyer is publicly traded syndicator. It recently announced intention to purchase, subject to FCC approval, WKBM-TV Caguas (San Juan) and WLUZ-TV Ponce, both Puerto Rico, for \$8.6 million ("In Brief," Dec. 12, 1983). Action Jan. 4.

## Facilities changes

### AM applications

#### Tendered

- KRVV (1360 khz) Vail, Colo.—Seeks CP to change freq. to 610 khz. Ann. Jan. 10.
- KHND (1540 khz) Harvey, N.D.—Seeks CP to change freq. to 1470 khz and power to 1 kw. Ann. Jan. 10.
- KYJC (1380 khz) Medford, Ore.—Seeks CP to increase power to 5 kw-D. Ann. Jan. 10.
- KRFX (1080 khz) Price, Utah—Seeks CP to increase power to 10 kw/5 kw (CH). Ann. Jan. 10.
- WKGK (940 khz) Smithfield, Va.—Seeks CP to change hours of operation to unlimited by adding 5 kw-N and installing DA-2. Ann. Jan. 10.

#### Accepted

- WCXN (1170 khz) Claremont, N.C.—Seeks MP (BP-821028AH) to make changes in ant. sys. and change TL. Ann. Jan. 10.

### FM applications

#### Tendered

- \*New (89.3 mhz) Haines City, Fla.—Seeks CP to change freq. to 88.9 mhz. Ann. Jan. 10.
- \*KDXL (91.7 mhz) St. Louis Park, Minn.—Seeks CP to change freq. to 106.7 mhz. Ann. Jan. 10.

#### Accepted

- KNDE (99.1 mhz) Thatcher, Ariz.—Seeks mod. of CP (BPH-820915AH) to change ERP to 75 kw; change HAAT to 172 ft., and make changes in ant. sys. Ann. Jan. 10.

### TV applications

#### Tendered

- KWOK (1530 khz) Wagoner, Okla.—Seeks CP to increase power to 1 kw and change TL. Ann. Jan. 10.

#### Accepted

- KSCH-TV (ch. 58) Stockton, Calif.—Seeks MP to

change HAAT to 1,000 ft. and change TL. Ann. Jan. 10.

- KWWL (ch. 7) Waterloo, Iowa—Seeks CP to modify emergency ant. sys. Ann. Jan. 10.

### AM actions

- KMJC (910 khz) El Cajon, Calif.—Granted app. for mod. of CP (790122AS) to augment day and night radiation pattern. Action Dec. 28.
- WACK (1420 khz) Newark, N.Y.—Granted app. for mod. of CP (BP-801230AE) to make changes in ant. sys. Action Dec. 30.

### FM actions

- \*New (93.3 mhz) Danbury, Conn.—Granted app. for CP to change freq. to 93.3 mhz and ERP to 0.0181 kw. Action Dec. 30.
- WINZ-FM (94.9 mhz) Miami—Dismissed CP to make changes in ant. sys.; change trans. type, ant. and TL; and increase HAAT to 616 ft. Requested waiver of sections 73.207, 73.3518, 73.3520 and 73.1675. Action Dec. 21.
- \*WPIO (89.3 mhz) Titusville, Fla.—Granted app. to change freq. to 88.9 mhz. Action Dec. 30.
- WRNO-FM (99.5 mhz) New Orleans—Granted app. for CP to make changes in ant. sys.; decrease ERP to 27.5 kw; increase HAAT to 1,004 ft., and change TL. Action Dec. 30.
- KPRB-FM (102.9 mhz) Redmond, Ore.—Granted app. for mod. of CP (BPH-820709AG) to change HAAT to 392.5 ft. Action Dec. 30.
- WBRQ (97.7 mhz) Cidra, P.R.—Granted app. for CP to change ERP to 2.7 kw and HAAT to 891 ft. Action Dec. 30.
- WAVA (105.1 mhz) Arlington, Va.—Dismissed app. for CP to make changes in ant. sys.; decrease ERP to 46 kw; increase HAAT to 541 ft.; change type ant. and trans., and utilize present ant. and trans. as aux. to be operated on 50 kw ERP and 500 ft. HAAT. Action Dec. 23.

## Allocations

### Applications

- Mexico Beach, Fla.—Betty N. Neisler proposed FM ch. 257A to Mexico Beach; its first FM service. Comments due March 12; reply comments, March 27. Address: Star Route-Box 114, St. George Island, East Point, Fla. 32328. (MM 84-7). Adopted Jan. 6.
- Burley, Idaho—Mini-Cassia Broadcasting proposed substitution of class C FM ch. 260 for ch. 252A at Burley, Idaho, and modification of license for KMVC(FM) Burley, to specify operation on ch. 260. Petitioner is also licensee of KBAR(AM) Burley. Comments due March 12; reply comments, March 27. Address of counsel: M. Scott Johnson, 1875 Eye Street, N.W., Suite 1050, Washington, D.C. 20006-5472. (MM 84-11). Adopted Jan. 6.
- Presque Isle, Me.—Allen Weiner proposed assignment of UHF ch. 62 to Presque Isle; its third television facility. Site restriction and Canadian concurrence required. Comments due March 12; reply comments, March 27. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-10). Adopted Jan. 6.
- Tuscola, Mich.—Robert A. Sherman proposed assignment of FM ch. 269A to Tuscola; its first local assignment. Site restriction and Canadian concurrence required. Comments due March 12; reply comments, March 27. Address: 1039 Division, Port Huron, Mich. 48060. (MM 84-13). Adopted Jan. 6.
- Bozeman, Mont.—Charles Joseph Thompson proposed assignment of class C FM ch. 260 to Bozeman; its third broadcast service. Comments due March 12; reply comments, March 27. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-9). Adopted Jan. 6.
- Hobbs, N.M.—Smith Family Radio proposed assignment of FM ch. 275 to Hobbs; its third commercial FM service. Mexican concurrence is required. Comments due March 12; reply comments, March 27. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-12). Adopted Jan. 6.
- Fort Totten, N.D.—The Devils Lake Sioux Tribe proposed assignment FM ch. 244A to Fort Totten. (RM 4734). Filed Dec. 23, 1983.
- Bend, Ore.—Charles Joseph Thompson proposed assignment of FM ch. 252A to Bend; its fifth FM assignment.

Comments due March 12; reply comments, March 27. Address of consultant: Edward M. Johnson & Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 84-8). Adopted Jan. 6.

■ Klamath Falls, Ore.—Wynne Broadcasting Co. proposed substituting FM class C ch. 295 for ch. 296A at Klamath Falls, Ore., and modifying license of KKRBFM to specify operation on ch. 295. Comments due March 12; reply comments, March 27. Address: Wynne Broadcasting Co. Inc., Robert J. Wynne, vice president, Post Office Box 1450, Klamath Falls, Ore. 97601. (MM 84-6). Adopted Jan. 6.

■ Cookeville, Tenn.—Gallaher and Huffines requested substitution of class C FM ch. 234 for ch. 232A and modification of license of WGSQ to specify operation on class C channel. Comments due March 12; reply comments, March 27. Address of counsel: Michael H. Bader, 200 M St., N.W., suite 600 Washington 20036. (MM 84-14). Adopted Jan. 6.

### Actions

- Sacramento, Calif.—Commission upheld staff action substituting UHF TV ch. 29 for ch. 15 at Sacramento. (BC 80-755). MO&O adopted Nov. 23, 1983.
- Bloomington, Ind.—Granted ch. 42 + ; its third commercial television assignment. Petitioner: William V. Johnson. (MM 83-364). Report and order adopted Jan. 13.
- Paducah, Ky.—Granted ch. 49: its third commercial television assignment. Petitioner: William T. Conner. (MM 83-362). Report and order adopted Jan. 6.
- Fort Scott, Kan., and Poplar Bluff, Mo.—Fort Scott granted ch. 26 - ; its first television assignment. Carrier frequency of ch. 26 at Poplar Bluff changed to 26 + . Petitioner: K of K Communications Inc. (MM 83-490). Report and order adopted Jan. 6.
- Lawton, Okla.—Granted FM ch. 232A to Lawton with site restriction; Lawton's fourth FM assignment. Petitioner: James L. Gardner. (MM 83-712). Report and order adopted Dec. 14, 1983.
- Tulsa, Okla.—Granted UHF ch. 53; its ninth television assignment. Petitioner: Harry C. Powell. (MM 83-241). Report and Order adopted Jan. 6.
- Lebanon, Tenn.—Granted ch. 66 - with site restriction; Lebanon's first television service. Petitioner: Peggy Ann Rothchild. (MM 83-414). Report and order adopted Jan. 6.
- El Paso—Granted UHF ch. 65; its eighth television assignment. Petitioner: Peggy Ann Rothchild. (MM 83-382). Report and order adopted Jan. 6.
- Lubbock, Tex.—Granted UHF ch. 16 + ; its fifth commercial television service. Petitioner: Kyle R. Wesley. (MM 83-363). Report and order adopted Jan. 6.
- Roanoke, Va.—Granted UHF ch. 60; its sixth television assignment. Petitioner: David Allen Crabtree. (MM 83-404). Report and order adopted Jan. 6.
- Seattle—Granted UHF ch. 45; its seventh television service. Petitioner: William V. Johnson. (MM 83-409). Report and order adopted Jan. 6.

## In contest

- St. Johns, Ariz.—ALJ, James Tierney, granted joint requests for approval of agreements, granted Bold Production Inc.'s app. for new AM station on 1590 khz and Plateau Communications Inc.'s app. for new FM station on ch. 239C at St. Johns; dismissed Bold's FM and Plateau's AM app.'s, and terminated proceeding. (BC 82-661-62). Order issued Jan. 5.
- Farmington, Ark.; Blue Springs, Mo., and Memphis—Commissioners granted petition by Eastern Jackson County Broadcasting Corp. for leave to amend its app. for new AM station at Blue Springs; designated Eastern's antenna as critical array; severed Eastern's app. from proceeding involving it and those of Minority Broadcasting Co. of the Midwest for new AM station at Memphis and Bowman and Caselman Enterprises for new AM station at Farmington, and conditional granted Eastern's app. (BC 82-599-600, 82-603). Commissioners Fowler, Quello, Dawson and Rivera. MO&O adopted Jan. 3.
- Pasadena, Calif.—ALJ, John Conlin, in supplemental decision, granted app. of A.W.A.R.E. Communicators Inc. for CP for new FM on ch. 294 at Pasadena, and denied competing app. of San Marco Broadcasting Co. for same facility. In initial decision of Jan. 29, 1982, A.W.A.R.E.'s app. was denied. San Marco's app. was granted and renewal of KROQ-FM Pasadena was denied. On May 19, 1982, Review Board ordered record reopened to consider newly

discovered evidence. (BC 79-67). Supplemental initial decision issued Dec. 28, 1983.

■ San Bernardino, Calif.—Review Board granted app. of Angeles Broadcasting Network to be interim operator for TV facilities formerly licensed to KHOF-TV San Bernardino. As in all cases involving interim operators, grant was conditioned upon Angeles's distributing any net profits to qualified California noncommercial educational broadcast interests or charities in which it has no direct or indirect interest. Ch. 30 became available when commission denied app. of Faith Center Inc. for renewal of its license. (MM 83-1001-8). Decision of Jan. 3.

■ Orlando, Fla.—ALJ, Walter C. Miller, granted Metro Broadcasting Inc. CP for new commercial TV on ch. 65 at Orlando, while denying competing app.'s of Rainbow Broadcasting Co. and Winter Park Communications. (FCC 83D-69). Initial decision issued Dec. 14.

■ Lexington, Ky.—Review Board granted petitions for leave to amend filed by FBS Inc. and Way of the Cross Outreach Inc., app.'s for new TV at Lexington; denied petition by Way of the Cross to reopen record and to enlarge issues against FBS. Board previously granted, Oct. 6, FBC's app. for new TV. (BC 82-106, 82-108). MO&O adopted Dec. 28.

■ Garden City, N.Y.—Review Board dismissed petition by Nassau Broadcasting Inc. seeking ruling requiring Phoenix Media Corp. either to cease operation of WLIR(FM) under special temporary authority or continue such operation on condition it dismiss its app. for interim authority to operate the station. (MM 83-1010-13). Order adopted Dec. 15.

■ Salem, Ore.—ALJ, Joseph Chachkin, granted joint request for removal of conflict; granted Salem Television Inc.'s motion and dismissed its app.; granted motion by Willamette for summary decision and resolved air hazard issue in its favor, conditionally granted Willamette's app. for new TV station at Salem, and terminated proceeding. (MM 83-546-47). MO&O adopted Jan. 3.

■ Brownfield, Tex.—Commission denied Brownfield Radio Inc. review of Review Board decision granting Brownfield Broadcasting Corp.'s app. for new FM at Brownfield, Tex. Commission also denied Brownfield Radio's request to reopen record. (BC 81-164-65). Action by order, Jan. 12.

■ Galveston, Tex.—Review Board denied Alden Communications of Texas Inc., reconsideration of Review Board

decision affirming ALJ's selection of Bluebonnet Broadcasting Co. as best applicant for new TV at Galveston, and denying those of The Old Time Religion Hour Inc. and Alden. (BC 80-445-7). MO&O adopted Jan. 10.

### Et cetera

■ Commission announced that Dr. John F. Clark, director of space applications & technology, RCA Corp., will serve as vice-chairman of federal advisory committee on technical standards for DBS service.

■ Commission has received Canadian AM broadcast station identification, dated Nov. 8, 1983.

■ Emergency Broadcast Subcommittee of National Industry Advisory Committee (NIAC) will be held Tuesday, Jan. 31, at National Association of Broadcasters, 1771 N. St., N.W. Washington.

■ Pole attachments—Pursuant to Section 1.1414(b) of commission's rules on cable television pole attachments, the following jurisdictions have certified that they regulate rates, terms and conditions for pole attachments, and have authority to consider and do consider interests of subscribers of cable television services as well as interests of consumers of utility services: Alaska, Calif., Conn., D.C., Hawaii, Idaho, Ill., Ky., La., Md., Mass., Mich., Nev., N.J., N.M., N.Y., Ohio, Ore., Pa., P.R., Tenn., Utah, Vt., and Wash. Certification by state pre-empts FCC accepting pole attachment complaints under subpart J of part I of rules.

## Call letters

### Applications

Call	Sought by
	<b>New AM</b>
WVNE	Worcester County Christian Communications Inc., Leicester, Mass.

### New FM's

*WFRC	Family Stations Inc., Columbus, Ga.
KHUI	Ke-Nui Corp., Kanului, Hawaii
*WVBA	Black American Communications Inc., Frankfurt, Ky.
WFAL	Schooner Broadcasting Inc., Falmouth, Mass.

### New TV's

*WRES	Glorious Church of God in Christ Inc., Co-coa, Fla.
*KUSM	Montana State University, Bozeman, Mont.
WWSN	Bocanegra/Giraldo Broadcasting Group, Humacao, P.R.

### Existing AM's

KEZY	KNWZ Anaheim, Calif.
WJZX	WKKO Cocoa, Fla.
KTWN	KTCR Minneapolis
WJDS	WBOL Bolivar, Tenn.
KFMX	KBBL Lubbock, Tex.
KBSN	KSEM Moses Lake, Wash.

### Existing FM's

WFFX	WUOA Tuscaloosa, Ala.
KLZZ	KPRI San Diego
WXLO	WFMP Fitchburg, Mass.
KHKC-FM	KEOR-FM Atoka, Okla.
WDXC	WWLH Pound, Va.
KDRM	KSEM-FM Moses Lake, Wash.

### Grants

Call	Assigned to
	<b>New AM's</b>
KKAR	Mount Wilson FM Broadcasters Inc., Hesperia, Calif.
WGFN	Premier Broadcasting Corp., South Glens Falls, N.Y.
	<b>New FM's</b>
KEXC	Eastern Arizona Broadcasting Co., Eagar, Ariz.
KOKU	Guam Radio Services Inc., Agana, Guam
*WFRS	Family Stations Inc., Middle Island, N.Y.
KWYL-FM	BBRV Inc., Williston, N.D.
KLZK	Charles M. Wolfe, Farwell, Tex.
	<b>New TV's</b>
KEAE	Araphoe Silent Majority, Pueblo, Colo.
WIUD	Public Interest Corp., Lakeland, Fla.
KEII	Powell Broadcasting Co., Dubuque, Iowa
*WGVK	Grand Valley State College, Kalamazoo, Mich.
WWCW	W.C. White, Christiansted, V.I.
KMTB	Mt. Baker Broadcasting Co., Anacortes, Wash.
	<b>Existing AM's</b>
WMML	WUNI Mobile, Ala.
KLAZ	KOKY Little Rock, Ark.
KKAP	KBZ Santa Paula, Calif.
WBGR	WAYE Baltimore
WCCS	WADA Shelby, N.C.
WQLS	WPVL Painesville, Ohio
WLKE	WGZS Waupun, Wis.
	<b>Existing FM's</b>
KLAZ-FM	KLAZ Little Rock, Ark.
KXXS	KEEO Paris, Ark.
KEZY-FM	KEZY Anaheim, Calif.
KSLY-FM	KUNA San Luis Obispo, Calif.
WZXM-FM	WEGS Gaylord, Mich.
WKLO	WJBL-FM Holland, Mich.
WNSR	WOWA Rogers City, Mich.
KBIT	KOOK-FM Billings, Mont.
WIGL-FM	WIGL Orangeburg, S.C.
WJSO-FM	WIDD-FM Elizabethton, Tenn.
KEYP-FM	KFML Whitehouse, Tex.
WGGQ	WLKE-FM Waupun, Wis.
KCWC-FM	KCWC Riverton, Wyo.

■—The call sign KTCE assigned to the FM station Lilly Amador located at Anson, Tex., has been rescinded.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Christian radio group** owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052.

**Research director.** Leading AM/FM combo in Southwest needs aggressive and experienced research director to upgrade and expand call-out research. Compensation based upon experience. Incentives based on ability to generate additional call-out research clients. Growth company. Send resume and salary history to Box J-13. Position open now. EOE/MF.

**Sales manager:** top 25 Sunbelt market AM/FM combo seeks creative sales manager to guide, direct and lead sales staff to new horizons. Must have exceptional understanding of all phases of agency and retail sales. Salary, override & car. Send resume to Box J-25. All inquiries will be kept confidential.

**General manager** for growing 10-station group. We have just acquired FM/AM combo, Baton Rouge, LA. Dynamite market, Dynamite opportunity. If you are a winner with a proven track record as a general manager, send complete details on what you have done in radio that is unique, different, and better. I am not interested in the "usual resume." Richard Oppenheimer, 1219 W. 6th Street, Austin, TX 78703. 512—474-9233. EOE.

**Small minority-owned** radio station in Georgia seeking dynamic station manager with strong background in sales. Send resume/tape to: J. Hunter, 565 Research Drive, Oakview Square, Suite B, Athens, GA 30605.

**Bloomington Broadcasting** seeks general sales manager candidates for a major new Grand Rapids FM. If you have the experience and leadership ability to hire, train, and develop a winning sales team, send resume and references to: WKLQ, 1005 Peoples Bldg., Grand Rapids, MI 49503. EOE.

**General manager.** Group broadcaster seeks top flight VP/GM for strong and growing AM/FM combo in major market. Minimum of five years major market GM and GSM experience required. Send resume with salary requirements to Entercom, Two Bala Plaza, Bala Cynwyd, PA 19004. EOE.

**Sales manager:** desirable top 50 market in the Southwest Sunbelt. Due to tremendous growth and success of leading AC FM station, we are now looking for a strong sales manager who knows how to lead, train and motivate a fine sales staff. Excellent base + override package on total station revenue. See RAB message board at AMFAC in Dallas Jan. 28-31 for interview info., or send confidential resume to Box J-106.

**General manager** of KRVS-FM, the 100,000 watt bilingual public radio station of the University of Southwestern Louisiana. Must have BA plus 3 yrs. management experience. Experience in French programming desired. Send resume and three letters of reference to Della Bonnette, Box 41690, Lafayette, LA 70504.

**Woodward Communications, Inc.,** is looking for an experienced, sales oriented general manager to oversee one of their communications facilities. Grow with an AM/FM and mobile communication operation in a highly competitive market. Send your resume, references and salary requirements to: Bob Woodward, Jr., 8th and Bluff, Dubuque, IA 52001. 319—588-5684. EOE.

**Absentee owner** looking for general manager to buy large block of stock and take over operation of small market Illinois class A FM. Applicant must have management experience and the desire for partial ownership. Write Box J-112.

**Attention:** New York, Chicago, Los Angeles, Philadelphia. Wanted: radio general sales manager. Tired of the rat race? The traffic? The high cost of living? The coldness of a big city? Come back home to the Midwest. Raise your children where life is peaceful, comfortable, and safe. You won't have to sacrifice money or position to do it. The market leader is looking for a general sales manager who can motivate, organize, and manage. This number one station in a medium market has its community image and dominance firmly intact. Send resume and all details to Robert H. Elliott, WQHK/WMEE, P.O. Box 6000, Fort Wayne, IN 46896.

**New FM in Ohio:** small town needs general manager to put us on the air, build staff, run successful operation. Contact Randall O'Grady, Cadiz Broadcasting, Inc., 136 S. Main St., phone 614-942-2118, Cadiz, OH 43907.

**General manager:** Upstate New York top rated A/C station. 27 years as number one in market. Want GM with strong, innovative sales orientation who understands that sales and growth go hand in hand. Should be creative and able to take charge. Resume, references and salary requirements to Box J-135.

### HELP WANTED SALES

**Growing company** seeks experienced, successful salespeople for long term association. Excellent facilities, reputation, commissions. High standards of performance and ethics. Great Plains regional AMs and local FMs. Reply Box H-65.

**Sales manager.** North Salt Lake City, Utah, 50,000 watts, KFAM Radio, is accepting applications for the position of sales manager. Must be experienced and have a proven track record. Good starting salary, benefits, and opportunity to advance. Send resume and salary requirements to KFAM Radio, 1171 South West Temple, Salt Lake City, UT 84101. EOE.

**Top flight street** salesmen needed for upstate NY suburban top 50 market. Great growth potential with growing company. PO Box 374, Planetarium Station, NYC 10024.

**3 million dollars** sold. LaCrosse AC-FM station needs experienced salespeople now. Send resume to Jim Gitter, 9360 Hwy. 16, Onalaska, WI 54650.

**Reward yourself!** If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Most areas of the country will require limited overnight travel. For full details call Bob Manley, 806—372-2329.

**Sales manager** for top 100, Texas, class C. We're growing and adding stations. Grow with us! If you can generate results, call Gary Teaney, 409—769-2475.

**WING is looking** for an experienced salesperson who will probe for client needs and make benefit oriented presentations to agencies and retailers. If you're interested in satisfying client needs, you may be the professional we are looking for. Send resume to Sales Manager, WING, 717 East David Road, Dayton, OH 45429. EEO/MFH.

**Opportunity to join growing** central Ohio communications company as sales manager. High performance leader should be interested in assuming station manager position within a year. Sales products include regional 24-hour class B FM A/C format and country daytime AM, nostalgia/talk format. Compensation package: attractive base, generous bonus, fringes, opportunity for action option targets. Please send resume and record of achievement to President, WMVO AM/FM/CATV, Box 348, Mount Vernon, OH 43050. EOE.

**Midwest station needs** aggressive salesperson. Small market station owned by strong, young company. Resort area with unlimited potential. Send resume to KVIN, Box 419, Vinita, OK 74301, or call 918—256-7224.

**Chicago FM station** looking for general sales manager. Must have 5 years + broadcast sales experience in both agency and retail. Good income and benefits. Please send resume to: Drew Horowitz, General Manager, WUSN Radio, 875 North Michigan Avenue, Chicago, IL 60611.

**Sales manager,** WGMR, only class B in market. All replies confidential. Write Cary Simpson, Box 204, State College, PA 16801. EOE.

**Sales manager** who can do it all: sell, recruit, train sales staff, promote, merchandise. Calif. \$20-\$40K. Write Box J-143.

**Central Eastcoast Florida** R&B station seeking highly motivated sales personnel. Send billing history, resume to: WJZX, PO Box 3387, Cocoa, FL 32922.

**Small market pro.** If you can make customers, not just sales; write, and produce your own copy; and hit the streets running, send resume to KVOU, Box 758, Uvalde, TX 78801, or call Gary Petty, 512—278-2555.

**Growing company** seeks experienced, successful salespeople for immediate openings. Radio sales experience required. Excellent facilities, opportunities, and company benefits. We're growing fast and you can grow with us. It's an outstanding opportunity to represent our sales/production libraries, custom musical commercial for advertising agencies, radio ID's, and radio specials. Send resume, salary requirements and references to Otis Conner Productions, 2829 W Northwest Hwy., Suite 940, Dallas, TX 75220.

### HELP WANTED ANNOUNCERS

**Expanding small market** (suburb of top 50) contemporary country AM seeking personality DJ. Great path to larger mkt. with growing, aggressive company, NE. PO Box 374, Planetarium Station, NYC 10024.

**Petersburg, Alaska,** needs unusual person to create and present modified adult contemporary service on local non-commercial FM station. KFSK splits day equally among news, popular music and cultural programming. We seek mature, experienced personality with excellent on-air skills willing to accept challenge in remote, isolated Southeast town of 3000. Commercial background OK, but should be able to work in public radio environment. No beginners. Call 907—772-3808, or write Box 149, Petersburg, AK 99833.

**Michigan A/C** seeks creative morning personality with upbeat, mature approach. Should like audience feedback. Excellent facility, benefits, salary. Attractive area. Tape/resume to Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

**Pennsylvania A/C** station looking for a morning personality. Strong community involvement, entertaining. Combination PD/AMD a strong possibility. Also invite T/R for future announcer openings. Send T/R to Frank Troiani, P.O. Box 667, Lewistown, PA 17044.

**Long Island** top stations, WHLI AM — WKJY FM. Present and future openings, parttime positions. Prefer NY area based. WHLI — MOYL; WKJY — easy listening. Cassette and resume to: WHLI — WKJY, 384 Clinton St., Hempstead, NY 11550. EOE, M/F.

**Virginia AM** seeks experienced announcer for midday shift with knowledge of traditional country and bluegrass music. Call Bill, 703—483-2264, between 7 and 9 PM EST.

**Morning jock/MD** with good production voice needed immediately for FM country music station in Delaware. Call 302—422-7575. EOE.

**Central Eastcoast Florida** R&B station seeking multi-talented air staff. Send tape/resume to: WJZX, PO Box 3387, Cocoa, FL 32922.

**Announcers, broadcasting,** radio, TV, eng. Many openings. Tape and resume: Broadcast Center, 305—898-0337.



**Well-rounded air person** needed for announcing and production at #1 easy listening WSRS. Mature and mellow delivery for morning drive. Attractive New England area. Modern facilities. Salary open. Prefer that you live in the Northeast and have 3 to 5 years experience in commercial radio. Tape & resume to Les Ross, Operations Manager, WSRS, Box 961, West Side Station, Worcester, MA 01602. EOE.

**Wanted:** Pete the "Flying Dutchman" to cut radio spots for Baltimore area retailer. Please call collect: Ray Kenney, Pasadena Furniture, 301-255-0110.

**100kw AC FM** accepting applications for person with experience and excellent production skills who likes to work overnight. Start \$235. Send resume and tape to: Operations Manager, WRLO, PO Box 509, Antigo, WI 54409.

#### HELP WANTED TECHNICAL

**Chief engineer:** for Wisconsin AM/FM station. Knowledge of AM directionals, automation, high power FM required. Group owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box J-95.

**Chief engineer**—100,000 watt FM, 5,000 watt AM, IGM automation, microwave. Must be an aggressive self-starter dedicated to quality work. Send complete salary history and resume to: James Hoff, KRED/KPOJ-FM, 5640 South Broadway, Eureka, CA 95501.

**Chief operator/engineer.** 5000W day, 500W directional night, four tower array. Top rated AM station in market. Be responsible for state-of-art transmitter and back-up, all day to day maintenance of all broadcast and studio equipment. Resume, references and salary requirements to Box J-136.

**Staff engineer wanted:** Must have strong maintenance skills and experience with directional antennas, microwave and earth stations. Should be experienced in installation and repair of all broadcast equipment, and assist chief engineer in all areas of radio engineering. Qualifications and salary requirements to: Don Hibbits, WSUN Radio, PO Box 761, St. Petersburg, FL 33731.

#### HELP WANTED NEWS

**News caster for Cleveland** area station. Resume/tape to WBKC, Box 266, Chardon, OH 44024. EOE.

**Morning news anchor** needed for local news leader. Two years experience, strong, natural delivery, ability to handle several newscasts and street reporting. Tape & resume to Don Voltz, WTRC, Box 699, Elkhart, IN 46515.

**NE Texas FM** has opening for fulltime news director. Send tape and resume to KEMM, Box 1292, Greenville, TX 75401.

**News director position** in the beautiful Napa Valley, California, 45 minutes from San Francisco. Replacing retiring 16-year veteran with station. Experienced in writing and reporting. Mature voice helpful. Head 4-person department. Send cassette and resume to Tom Young, KVON, PO Box 2250, Napa, CA 94558. An equal opportunity employer.

**Reporter-anchor:** aggressive person will gather news and anchor afternoon newscasts in this four-person AM-FM news operation in attractive Colorado Springs market. Advancement possible into company owned TV stations. Send T&R, salary requirements to Mike Hadley, News Director, KRDO Radio, PO Box 1457, Colorado Springs, CO 80901.

**Reporter/Anchor** for medium market AM/FM stations. Creative, motivated, hard-working journalists only. Resume to Box J-122.

**Morning news person.** Gather, write, and report. Must be experienced and dependable. Start February. WKAM/WZOW-FM, POB 497, Goshen, IN 46526. Bill Musser, 219-533-1460. EOE.

**Experienced newsperson.** Good chance for advancement. great station. T&R to WLBR, Box 1270 Lebanon, PA 17042.

**If you're motivated,** dedicated and good, we have the opening and opportunity you're looking for. Small market upstate New York station needs strong A.M. news person/mid-day jock combo. Resume to Box J-149.

**Morning newsmen** wanted for AM-FM combo in southeastern New York. Prefer experience in commercial radio. Must be willing and able to work early morning hours. Want someone who's committed. Resume to Box J-150.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Corporate program/production director** needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

**Development director** for duo-public radio station (WKPK-FM/WKPL-FM). Responsible for planning on-air fundraisers, recruiting volunteers, soliciting corporate underwriting, coordinating monthly program guide and other similar activities. Requires Master's degree in relevant field, excellent organizational and communication skills. On-air skills, development and public broadcasting experience desirable. Salary: \$12,646.40. Submit application to Administrative Office, Louisville Free Public Library, Louisville, KY 40203.

**Opening for experienced producer** to develop ear-catching Catholic oriented PSAs for the Missionary Oblates Radio Ministry. EOE. Include salary expectations with resume. Send to Second Thoughts, 9500 W. IL. Rt. 15, Belleville, IL 62223.

**Petersburg, Alaska,** public station needs Morning Edition host/operations director. Prefer mature, experienced individual with excellent delivery, on-air skills and familiarity with NPR satellite operations. KFSK serves isolated, remote town of 3000 in beautiful southeast Alaska; we seek stable individual who accepts challenge of small town life. Call 907-772-3808, or write Box 149, Petersburg, AK 99833.

**Production manager, radio.** Needed at KUMR-FM public radio to supervise the programming, production, and traffic activities of the station. Will also be responsible for on-air program, news, and feature production. A Bachelor's degree in a communications-related area or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. Two to three years radio and operations experience is required. Public radio experience is desirable. Starting salary: \$16,800-\$20,400. UMR is an engineering-scientific campus located on the fringe of the Ozarks recreational areas. Application deadline: February 14, 1984. For application forms, contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401, or call 314-341-4241. UMR is an affirmative action/equal opportunity employer.

**Milwaukee's WEMP** and "the mix" WMYX need a production coordinator. Requires: minimum of two years commercial radio production experience, writing ability, major market voice quality, ability to work well with people. Send resume and cassette of production samples to: Gregg Ewert, 11800 W Grange Ave., Hales Corners, WI 53130. AA/EOE.

**WYLD AM/FM,** in New Orleans, is ready to hire immed. exp. continuity person. College education preferred. Must submit resume and writing samples to Tracy Lewis, PO Box 19066, New Orleans, LA 70179.

#### SITUATIONS WANTED MANAGEMENT

**Medium-small markets.** 29-years radio, 15-management. Profit man, teacher of radio. Community and sales oriented. Prefer lower Midwest, consider all. Now available. 218-847-4942.

**Station manager** or sales-PD combo wanted. Highly-ambitious station money-maker. 9 years in radio. Sales, announcing, PBP, copy and production. Want small or medium market, Midwest or Northwest. Currently employed. Write Box J-121.

**Professional seeking** management position with networks, group owners, or industry related business. Experience includes sales, announcing, public relations, and affiliate relations. Presently employed. Box J-126.

**Experienced sales manager,** with proven work and community record in small and medium markets, wishes to move over to a general manager's position in small Northwest market. Box J-145.

**Successful GSM** seeks GM or GSM position in Texas. Track record of big dollar increases. Excellent sales and programming background. Looking for growth situation. Box J-151.

**Young GM of Midwest** major market AM/FM looking for equity GM position. Sales and programming background. Prefer Southwest or Sunbelt. Box J-78.

**Current general manager** with strong sales/programming record, wanting to relocate in med. market. 16 years experience. Write Box J-90.

#### SITUATIONS WANTED ANNOUNCERS

**Female broadcaster** seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

**I love small markets.** Totally trained broadcaster with FCC first. Realistic goals, excellent character. Clean-cut, Robert Redford type. Call Bill, 516-674-4134, 11 AM - 8 PM EST.

**FCC licensed** (general), degreed, broadcast college graduate seeks on air announcer position at rock, adult contemp, top 40, community involved station. Call Patrick, 916-624-3936.

**Announcer/sportscaster.** Seven years experience, know rock format. Southern Rockies, West Coast. Leave message. 303-651-1167.

**3 years' experience.** Currently doing show on medium market Chicagoland station. Have successfully handled most aspects of radio broadcasting. Different formats, tempos; also, news, sports (color) and interview-talk. Management experience with FCC 1st class and 2 yr. college degree. Ready for step up in Chicago area. Please call Joe Thomas, 312-442-0970.

**Need a "can do" attitude** around your station? Trained beginner gives 150% effort. Any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

**An incredible catch!** Skyrocketing sportscaster seeks bigger field of play. Accurate, dynamic, distinctive PBP; entertaining, thought-provoking features; conscientious team player. If sports matters, write Box J-124.

**Trained, starving announcer** seeking entry level position in your airchair. Will relocate. Call Bob Kale, 414-728-8972. Rt. 2 Box 268, Elkhorn, WI 53121.

**Available now!** Evening country or rock oldies shift preferred. Previous part time experience. Doug, 419-387-7761.

**Experienced announcer** looking to get back into business after sabbatical. Must be Midwest. 303-597-2531.

#### 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.

**Sports director.** 16-years experience. Excellent reporting, interviewing, talk-show techniques. PBP college, professional sports. Award winner. Box J-80.

**Organized/knowledgeable.** Experienced in news/PBP/production. Seeking West Coast PBP/sportstalk/production position. Warren Jacobs, 415-538-2749.

**Experienced news pro.** Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

**Experienced, stable newsmen** seeks change. Background includes management, public affairs and print. Now in metro New York. Box J-98.

**Sportscaster seeking 1st break.** Baseball PBP is my forte. Contact Ken Scott, 1413 169th St., Hammond, IN 46324. Tape available.

**Sportscaster available** immediately! 6 years' experience radio and television. Conversational delivery. PBP major college sports. Also, have news background. Will consider all markets. Erik, 312-741-8128.

**Dependable DJ-sportscaster:** polished PBP. Clean announcing, brilliant production. Will relocate, anywhere. Licensed. Jef, 916-344-3495.

**Suburban major market sportscaster** wants move into major market. Professional baseball, major college PBP, with appointments and awards to my credit. Contact now. Box J-118.

**BA political science**—three years announcing, some news writing. Seek entry level in small, medium market. T/R available. Jim Thompson, 404-542-1226; 404-546-8411.



**Dynamic, professional** sportscaster, 6-years experience, seeking medium to large market, sports or combo with news. Ready to move. Randy Kerdoon, 702—358-7849.

**Need entry newspaper?** Superior credentials, references & talent. Good voice. Prefer NYC metro. Brian, 212—968-8873.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**10 yr. professional** currently employed in one of the top 5 markets, seeks PD position in small or medium New England market. Box J-99.

**College degree**, eight years experience in all facets of radio work. I seek a strong position with a Christian broadcast group. Ken Case, 1306 Taylor, Roswell NM 88201. 505—623-2810, evenings.

**Program director** with excellent track record in various formats. Eight-years experience. Northeast preferred. Box J-119.

## TELEVISION

### HELP WANTED MANAGEMENT

**General manager.** Group affiliate in medium size, dynamic market, Sunbelt. Strong news and proven management ability required. Make inquiry. You never know! Send enough information so we'll call you back! Resume to Box J-53.EOE.

**National sales manager** - An opportunity is available to become the national sales manager of KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include either 3 years of national television rep experience or three years as a national sales manager for a television station. In addition, local television sales experience is preferred, but not required. Send a complete resume with references to Dan Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**General manager,** ABC affiliate in Hawaii. Prefer three to five years experience. Must be experienced in budgeting/cost control, with strength in sales. Send resume and salary requirements to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. An equal opportunity employer.

**General manager.** Top 50 market. Seeking aggressive person to run UHF independent station in Southeastern market. Prefer three to five years experience. Send resume, salary requirements and references to Box J-103.

**Local sales manager:** street wise manager for western Colorado market. Direct accounts are 99% of business. Ideal opportunity for street fighter to step into management. 3-5 years television sales required. Local economy on the edge of energy boom. Excellent salary, commission, and benefits. Resumes to Steve Robinson, Station Manager, KJCT-TV, Box 3788, Grand Junction, CO 81502. EOE.

**Creative services manager.** Responsible for sales and marketing of station's teleproduction facilities, including CMX editing, studio/EFP, teleconferences. Requires at least six years state of the art teleproduction experience including substantial producer/director experience and three years experience marketing teleproduction services. Minimum salary \$28,000/year, negotiable, plus excellent fringe benefits. Send resume to KVIE, PO Box 6, Sacramento, CA 95801. Deadline: 2/6/84. AA/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. EEO-M/F. Send resume to Box J-146.

**General manager.** New station, small Texas area (Greenville, Sulphur Springs, Commerce), seeks professional general manager with three-five years experience in station management. Staff of twenty in place. Must have some knowledge of programming, budgeting, news, administration, community relations, and heavy sales experience. Station affiliated with JPD and INN networks. Compensation commensurate with experience. Send resume to Jim Runyan, Channel 18 Television, P.O. Box 837, Cumbly, TX 75433.

**Research analyst**—local Philadelphia television station seeks research analyst. Minimum one to two years experience in media research, particularly TV. Strong math and communication skills. Some knowledge of computers and market research desirable. Forward resume and salary requirements to Box J-131. An equal opportunity employer.

**Business manager.** Most desirable location in the U.S. Must have three years' experience as business manager and complete knowledge of accounting. Major group flagship station. Resume to Box J-55. EOE.

### HELP WANTED SALES

**Co-op specialist** - an opportunity is available to become the co-op specialist working as part of the sales team at KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include at least two years of co-op experience with a television or radio station, newspaper or major retailer. Send a complete resume with references to Dan Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**Small market UHF affiliate** has immediate opening for local sales manager. Send resume and compensation requirements to Box J-94. EOE.

**Traffic coordinator.** A fast growing independent in the Dallas/Ft. Worth market seeks a motivated, hard working traffic coordinator. Prefer independent television and Bias experience with a working knowledge of order entry through log preparation. Minimum of two years experience. If you are aggressive and want to become a part of a winning team, apply ASAP! No calls, please. Send resumes to: Dept. T, 1712 East Randol Mill Rd, Arlington, TX 76011. EOE/M-F.

**Marketing research director.** Top 50 NBC station in number 1 position in market seeks qualified person to provide management with professional research input to aid sales, programming, and promotion, or other management research needs. The successful candidate should have a Bachelor's degree in marketing plus documented experience. Reply to: Personnel Manager, PO Box 2115, Huntington, WV 25721. EOE/M/F.

**Group-owned network affiliate** in medium size Southeastern market is looking for an aggressive local sales manager. Minimum three years successful local sales experience in television broadcasting with proven track record and ability to train and motivate; management experience preferred. Send resume to Box J-134. An equal opportunity employer.

**General sales manager:** group -owned network affiliate in mid-Atlantic seeking goal-oriented general sales manager. Ability to lead, motivate and direct rep and local sales staff along with management and communications skills a must. Candidates must have previous management experience and proven track record. Send resume and compensation requirements to: Box J-142. All replies strictly confidential. EOE.

**General sales manager.** Looking for experienced, calm, work-oriented TV sales individual with ability to direct sales staff, train new salespeople, and carry list. Strong management skills, organizational and motivational abilities, a must. Send all details in first letter to Great Trails Broadcasting Corporation, 4 South Main Street, Suite 200, Dayton, OH 45402-2059. EOE.

### HELP WANTED TECHNICAL

**Excellent station to work.** Maintenance engineer with digital and TV broadcast experience. Contact Bob Hardie, 918—663-6880, or send resume to: Box 33223, Tulsa, OK 74153. EOE.

**Southern California.** Christian satellite and broadcast network has openings for maintenance engineers. Minimum two years experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An equal opportunity employer.

**Assistant chief** for UHF station. Must have 3—5 years supervisory experience. Self motivated and people oriented. Experience in RF, ACR-25, and Sony 1" helpful. Reply Box J-49. EOE.

**So. FL VHF station** needs transmitter supervisor (min. 3 yrs. exp.); ENG/studio maint. eng.; videotape eng. Send resume to: Eng. Mgr., PO Box 510, Palm Beach, FL 33480. EOE.

**Transmitter maintenance engineer.** KRIV-TV, Metro-media Houston, Texas, has an immediate opening for conscientious individual. Must have strong UHF background and the desire to advance to supervisory position. New facility with modern equipment. Apply to Wadell R. Wyborny, VP/CE, KRIV-TV, Metro-media, Inc., P.O. Box 22810, Houston, TX 77227. 713—626-2610. EOE.

**Mopix/TV facilities manager** (technical operations manager): supervises Washington DC plant of 85 employees. Skills should include extensive studio maintenance of state-of-the-art television equipment, hands-on experience with studio color cameras, video-tape machines (3/4-Quad-1-inch), signal converters, and engineering gear. Must be proficient in the technologies of computer operations, satellite, teleconferencing communications. A strong, technically fluent leader is needed. Graduate engineering degree preferred. Salary range from \$56,945 to \$67,200. Senior Executive Service. Send resume or application before February 24, 1984, to: U.S. Information Agency, Room 524, 301 4th Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

**Maintenance engineer.** Major full-service production facility is looking for a top-notch maintenance engineer. Should be knowledgeable with Sony one-inch VTR's, CMX340 editor, GV 1600 switcher, Digital effects systems, TR600's, audio, video, and digital transmission systems & circuits. Applicant must be able to interface with clients and operators. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

**Maintenance engineer.** Video production company Need immediately! Fast growing video/audio production company looking for top notch maintenance engineer. Must have experience on: CMX, Ampex VPR-2, VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Serious inquiries only Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317—844-7403.

**Assistant chief engineer.** Progressive central Florida leader. Responsibilities include: supervision of large staff, remote transmitter site, microwave, studio, and MPU. Requires FCC license, 3-5 years UHF transmitter and associated equipment experience. PO Box WCJB, Gainesville, FL 32602.

**Chief engineer and transmitter supervisor** needed for new CH33, Miami/Ft. Lauderdale market. Applicants must have worked in this position for two years or more. Salary commensurate with experience. Call or write to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 East Randol Mill Road, Arlington, TX 76011. 817—265-2100.

**TV Broadcast maintenance engineer/operator:** Minimum 5 years experience. Experience with studio remote cameras; all formats of video tape equipment; switchers; graphics; computers; Telecine equipment; microwave; audio; and digital video equipment. Salary commensurate with ability and experience. Send resume to Chief Engineer, WSMV, PO Box 4, Nashville, TN 37202.

**Engineer:** for Southeast station. Responsible for on air switching and master control operations. FCC license required. Minimum two years electronics training at a reputable institute and minimum two years experience in television engineering. Qualified applicants should send complete resume to Box J-132. EOE.

**Chief engineer.** Video production company. Chief engineer for major production/post production. Experience must be qualified on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Also, must have systems experience for future expansion requirements. Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317—844-7403.

**Maintenance engineer.** Video production and post production facility has openings for senior and junior maintenance engineers, studio and remote, to service state-of-the-art equipment including CMX editing systems, 3/4" to 2" VTR's, Grass Valley systems, digital effects and camera maintenance. Salary open. Send resume to Bert Morales, Flite Three Recordings, Ltd., 1130 East Cold Spring Lane, Baltimore, MD 21239.

**Broadcast technician.** Experienced engineer needed for operation and maintenance of television broadcast equipment. Minimum of two years advanced technical education or equivalent desired. Qualified applicants please send resume to Barb Davis, WDTN, Box 741, Dayton OH 45401. An equal opportunity employer.



**Videotape operator/engineers:** production facility is seeking qualified videotape operator/engineers. If you would like working in Colorado, qualify on Ampex/Sony 1", Sony BVU's and have organizational abilities, contact: Jerry Ebberts, Chief Engineer, Telemation, 7700 E. Iliff, Suite H, Denver, CO 80231. 303-751-6000.

#### HELP WANTED NEWS

**News director.** One of the leading news stations in the U.S. Major group looking for news director from a competitive news market. This position has potential for future station management. Beautiful resort city. Resume to Box J-54. EOE.

**Weekend sports anchor** in 72nd ADI, #1 newscast. Four-year college degree, plus on-air experience and willingness to do own shooting. Send tape with first letter to: J. Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

**Personable weatherperson.** Need air personality for 6 and 11 TV newscasts. No beginners. Southeast. Resume/salary expectations to Box J-86.

**Week-end anchor/reporter,** experienced preferred. Tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

**Pacific Northwest top 25 market** seeks feature field reporter for daily afternoon hour long talk and information program. Background must include writing, 3/4" editing. Must be adept at live reporting on location. Send audition cassettes and resumes to Personnel Manager, KATU, PO Box 2, Portland, OR 97207. An affirmative action/equal opportunity employer.

**Assistant news director.** Dominant Gulf Coast affiliate needs a #2 good enough to be #1! Good people skills, production, writing and reporting skills a must. Assignment desk and supervisory skills essential. EOE. Send resume and written news philosophy to Box J-96.

**Producer** for 6 & 11 p.m. newscasts. Need senior television journalist who can do more than arrange news items, but help shape those items. Send resume to Harvey Powers, News Manager, WWBT, PO Box 12, Richmond, VA 23201.

**Promotion manager/Midwest ABC station:** responsible for developing and executing campaigns in all media. Two years promotion experience. Also need excellent writing skills and familiarity with production techniques in all media. Send resume and written sample of work. No beginners, please. EOE. Box J-104.

**Are you a small market assignment editor/producer** ready to move up? If you are well organized, a super newsperson, know what you want and how to get it and can lead and command respect, we'd like to talk. Send resume and references to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. No phone calls, please. EOE.

**Aggressive small market 3-station group** seeking 5:30 & 10 PM producer. Must be a leader with solid news background. Resume & references to Brian Olson, KYCU-TV, 2923 E Lincolnway, Cheyenne, WY 82001.

**Top 100 market station** in Illinois needs a producer with excellent writing skills and solid news judgement. Must know how to work with people. Two years experience preferred. Excellent salary range. Send tape and resume to Tom Saizan, News Director, WRAU-TV, 500 N Stewart Street, Creve Coeur, IL 61611. EOE.

**Group owned stations** in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box J-116. We are an EOE, M/F.

**News graphics artist** - min. 2 yrs. or equivalent experience designing and producing news graphics for major network affiliate. Courtroom experience desired. We're looking for strong creative concepts and the ability to follow through. Resumes only to Steve Thaxton, WTCN-TV, 441 Boone Ave. N., Minneapolis, MN 55427. No calls, please. EOE.

**Investigative reporter.** We want an aggressive, self-starting journalist with an appetite for digging and a flair for production. We have the track record in the nation's 17th market. We want someone to pick up the baton and continue the race. You should have a minimum of three years news experience, including investigative work. Send tape and resume with salary requirements to Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**News producer.** Top 15 market looking for top notch producer. Must have strong editorial, writing, production, and organizational skills. Looking for creative mind with ability to make the most of anchors, reporters, bureaus, and helicopter in fast paced, highly graphic early newscast. Send resume to Box J-123. EOE.

**TV news photographer.** Shoot and edit ENG for top rated station in South Carolina. One year minimum experience. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV P.O. Box 367, Columbia, SC 29202. EOE.

**TV news reporter.** Tough and aggressive TV reporter with excellent writing and production skills needed to fill vacancy in top 15 market. 2-3 years' experience. Send resume to Box J-129. An EOE.

**Nation's #1 Independent** expanding to weekend news. Following positions to be filled: (1) anchor/reporter, (2) general assignment reporter, (3) sports photographer, (4) news photographer. All positions require 2 years TV news experience. Apply by 2/15/84. Send resume, salary requirements and tapes (no phone calls) to Penny Parrish, News Director, KMSP-TV, 6975 York Avenue S., Mpls., MN 55435. EOE.

**Reporter/photographer.** Can you report, shoot & edit? If you can and have at least one year's experience (college & cable don't count), send tape and resume to Jacqueline Minotte, KIII-TV, Box 6669, Corpus Christi, TX 78411. No phone calls. EOE.

**Accepting resumes** for creative line producer for fast paced, highly visual newscast in medium market, network affil. Salary needed, sell me in your letter. Resume to Box J-141.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Creative services director:** Midwest network affiliate looking for self-starting leader able to move and work with people, schedule staff and studio, wear many hats, follow through on paperwork. Responsible for broadcast standards and regulations. Television experience mandatory. Send resume to Wayne Thing, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

**Production manager** - dominant #1 station, 20th market in the California sun, seeking an aggressive, detail-oriented leader to manage state-of-the-art production/post-production facilities. Following qualifications desired: Sales oriented with the ability to work with clients. Positive people skills with experience directly supervising department personnel. Experience with budget administration and account billing. Practical knowledge of latest production equipment, remotes, quality control and scheduling of production facilities. Candidates must have at least four years experience in broadcasting with two years management experience. Send resume and salary requirements to: Linda Bayley, Creative Services Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE M/F. No calls, please.

**Photographer/editor:** PM Magazine in Southern market needs aggressive, creative, self-starter. Salary based on experience. EOE. Send resume and tape to PM Magazine, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706.

**Videographer** wanted to work in NYC corporate communications. Must have three years professional experience in location and studio lighting; location shooting (Ikegami 3/4"); basic engineering; 3/4" computerized editing. Send resume, no reels, to Box J-111.

**Videographer/director.** Progressive public station in the northern Rocky Mountain states seeks a person responsible for operation of ENG and EFP state-of-the-art equipment. Direct remote and studio productions to present a cohesive and aesthetically pleasing PTV production. Demonstrated proficiency with pre-and post-production editing techniques. Must have demonstrated knowledge of audio and lighting techniques for remote and studio applications. Experience is a must. This is not a learning situation. Contact Idaho Personnel Commission, 700 West State Street, Boise, ID 83720 for further information. EOE/affirmative action. Closing date February 17, 1984.

**PM Magazine co-host** to join our female co-host in #1 rated show in top 25 market. Three years previous on-air experience plus ability to write and produce stories of national reel caliber. This is a high visibility job in one of the country's most livable cities. Rush resume and reel to Brenda Buratti, Producer, KGW-TV, 1501 SW Jefferson, Portland OR 97201. No phone calls. EOE.

**Ready to move up,** assistant promotion directors? If you're number two and ready to be number one - here's your opportunity. We are a competitive mid-Atlantic medium sized market looking for someone creative with three to five years experience in television promotion. As a major broadcast group and network affiliate, we offer a competitive salary, excellent fringe benefits plus unlimited growth potential. Send your resume in confidence to Box J-115. EEO.

**Film director.** A fast growing independent; a great movie station; a top ten market. That's who we are and where we are. But we need a top rate film director. Two to three years experience necessary. Must be able to motivate and supervise. Experience in 16MM editing and 1" and 2" operation a must. A strong preference exists for a person who is adept at keeping accurate and complete records on a large program inventory. Must be familiar with all shipping and receiving procedures. A strong desire and ability to work with people is absolutely necessary. No calls. Send resumes with salary history to: Dept. F, 1712 East Randol Mill Rd., Arlington, TX 76011. EOE/M-F.

**Television writer/producer.** The University of Illinois at Chicago has one opening for a seasoned TV writer/producer at its Health Sciences Center campus. Candidates must have a Bachelor's degree in communications, television or journalism, with emphasis on writing, and 2-3 years experience as an educational or commercial TV writer/producer. Responsibilities include scripting and producing live and videotaped TV productions, as well as sound-slide programs. Intense client interaction. Should be able to work with health professions faculty and technical production staff. Strong verbal and organizational skills a must. Responsible for initiating projects with faculty is major portion of effort. Salary is \$16,000, with comprehensive benefits package. If you're interested in a challenging position in a stimulating atmosphere, please send cover letter, resume, salary history, and work samples to: Joanna Ryan, Personnel Office, University of Illinois at Chicago, P.O. Box 6998, Chicago IL 60680. AA/EOE.

**Promotion manager.** Aggressive top-50 Midwest affiliate seeking promotion specialist. Must have extensive news promotion experience, strong writing skills, and ability to plan and administer all station promotion campaigns and budget. Resume and salary requirements to Box J-127.

**Creative services coordinator:** top station in 30th market seeks highly creative person to produce first quality station campaigns, oversee video and conceptual elements of all promotional spots. Must be able to take on a campaign and deliver highest quality writing and production. Not for beginners. Salary \$25,-30,000, depending upon qualifications. Send tape and resume to Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

**Producer/director.** Medium size Northwest Rocky Mountain affiliate seeking mature individual capable of punching own newscast. Experience in commercial producing required, as well as the ability to train and supervise. One inch and Chyron 4100 knowledge helpful. Send resume and tape to David M. Priest, Production Mgr., KBCI TV, P.O. Box 2, 1007 W. Jefferson, Boise ID 83707. EOE. No phone calls, please.

**A west coast medium market ABC affiliate** seeks highly motivated photographer-editor. Experience must include: studio and field photography, 3/4" computer editing and an extensive knowledge of studio and field lighting. A minimum of 3 years experience required. Send resume to: Jean Wiegman, Operations Director, KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102. An equal opportunity employer.

**Promotion manager** for top-50 independent in prosperous, progressive Midwestern city. Three years experience required. Must have excellent writing and production skills. Send resume and salary requirements to Box J-144. EOE.

**Senior staff director.** 170's market CBS affiliate seeks skilled, creative professional to direct news, local programming, spots, PSAs, promos. 3/4 and 2-inch editorial experience essential. Two to five years directorial experience in a 150-200 market required. Salary in mid teens. Send resume only to Box J-152.

**Staff director.** 170's market CBS affiliate seeks qualified director to switch-master control, direct weekend news, edit and finish spots, promos, PSAs. 3/4 and 2-inch editing skills required. One to three years experience as a master control switcher, TD or director in 150-200 market. Salary depending upon qualifications. Send resume only to Box J-153.



**Promotion manager.** WPHL-TV, Philadelphia's major independent station, is seeking a top professional, skilled in on-air promo techniques, radio production, TV production, sales promotion and print. Creative writing talent essential. Media buying experience helpful. Must have minimum 3 years experience, preferably in an independent television environment. Send resume, tape and print samples to: Personnel Dept., WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131 EOE/M/F. No phone calls, please.

**Seeking an experienced producer/director** to switch news, entertainment and public affairs programming. Must be familiar with all phases of control room and studio operations and state of the arts equipment. Forward a complete resume and salary requirements to Charles Bradley, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**Seasoned broadcaster,** 26 years experience all phases, seeks general management. Community involved, people oriented, bottom line trained. Excellent track record, references. All markets considered. Box J-120.

#### SITUATIONS WANTED NEWS

**TV sportscaster** - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

**Entry sports-weather.** Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

**Personality weathercaster** with top references and credentials; experience from mini to major markets. Box J-46.

**All the tools:** seasoned reporter/anchor/news director at #1 major market radio station ready for TV news. Excellent communicator with first-class writing skills. Inventive, honest, energetic and well-rounded. Likeable and sincere on-camera. Willing to relocate. If you're looking for a personable, diligent reporter, check with Brian, 303-321-3938.

**Meteorologist.** AMS seal, 4 years medium market. Desire to move to medium or large. Box J-102.

**Meteorologist looking** for entry into television. Four years radio experience, limited television. Young, ambitious. Tape available. Jeff, 814-234-6240.

**Indiana graduate,** 2nd market experience in support level, strong sports background, seeking sportscaster's job in small to medium market. Top references. Kevin, 317-284-8977.

**Broadcast meteorologist** looking for position. Eager, credible, experienced. For details, please call collect, or write Marc P. Mailhot, A/K/A Marc Ross, 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

**Feature reporter:** flair for unusual people, animals, & events. Top notch writer, editor, reporter, producer. Numerous network feeds. Seeking quality SE/South Central market. Call Tom, 502-658-3478.

**Top 15 radio weathercaster** searching for TV position in news/weather. Journalism/meteorology degree. Experience at TV assignment desk and with weather forecasting equipment. Box J-125.

**Working talkshow hostess;** news, heavy commercials. Seeking medium/major market. Tape, resume, photo on request. Serious offers from stable stations only. Box J-128.

**Improve your ratings:** general assignment reporter with flair for features. Fast-paced writing. Creative producing. Anchor experience. Call 609-667-4977.

**Washington bureau chief** - looking to get back to reporting/anchoring in large or major market. Network experienced, award winner, top talent. Box J-133.

**Major market assignment editor** seeks return to reporting. With 10 years of reporting and management in both radio and television, I'm a young "seasoned veteran" who's looking for a news team with a commitment to excellence. Reply Box J-137.

**News-features entry.** Bright, attractive, highly motivated Bachelor of journalism graduate seeks an entry-level position in television news - research, writing, and reporting. Resume and excellent references available. Please call Ann, 313-886-3118.

**Bright, aggressive beat reporter** who can deliver solid results to your TV station. Experience in TV & network radio. Have bags, will travel. Box J-138.

**Enterprise reporter.** Good ratings, multiple awards. Superior writing, planning and production skills. Call Pete, 717-823-9665.

**Meteorologist** with TV and radio experience desires medium or major market TV. Box J-148.

**The right stuff!** For entry network or local. Superior credentials, references, & talent. Brian, 212-968-8873

**Attention small markets:** news reporter/producer with limited anchor experience. If you need a dedicated, aggressive and hard working addition to your news department, call Margaret Miller, 501-443-4565. Will relocate.

**Sports anchor/PBP.** Looking for major college-pro PBP opportunity and/or organization making serious commitment to sports coverage. 10 years exp., former TV-radio SD, M.S. communications. Tom 417-782-0031.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**ENG photographer,** editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

**Experienced producer/reporter:** features, mini-docs, special projects. Strong writing and field production. Seeks challenge with high quality news or magazine program. Reply Box J-16.

**Field producer** - producer. Over 7 yrs. solid background in talk-show/news-feature formats in top markets. Superb writing skills. Call Carnell, 209-466-1313.

**Producer/director.** Experienced. B.A. in communications, 1973. News, commercials, specials, promotions. Take charge motivator. 2", 1", 3/4", studio and field. Excellent client rapport. Seeking challenging new position. Reply Box J-117.

**Recent graduate,** BS atmospheric science, minor meteorology. Looking for entry level position in weather department, TV/radio. Some field work experience. Call David Pratt, 603-742-3676.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**Part-time media** and public speaking consultant to provide services for prestigious firm specializing in communication training for corporate and political leaders. Prefer on-air reporting/interviewing experience. Teaching experience a plus. Flexible schedule a must. Must not be currently active in broadcast journalism or with a competitive firm. Send resume, availability, and expected fee immediately to Martel & Associates, P.O. Box 283, Villanova, PA 19085.

#### HELP WANTED SALES

**Sales executives wanted now!** National advertising syndication firm seeks aggressive, qualified sales personnel. Exclusive territories, top dollar earning potential. Travel involved, great home office back-up. Send resumes to: Personnel Dept., 45 Music Square West, Nashville, TN 37203.

#### HELP WANTED TECHNICAL

**Electronics consulting engineer (BSEE).** Small international consulting firm needs engineer for design work in VLF to HF antennas (computer aided); communications, navigation and broadcast stations; computer programs and monitoring systems. Two+ years experience required. Must be eligible for U.S. security clearance. Salary from 30K to 50K. Please send resume to Mrs. Kathy Scutt, Kershner & Wright, 5730 General Washington Drive, Alexandria, VA 22312. EOE.

#### HELP WANTED INSTRUCTION

**University theatre department** seeks experienced television theory & production teacher for graduate & undergraduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student & departmental productions for cable TV programming. Ph. D. required &/or extensive professional background. Apply: Alvin Keller, Chairman, Theatre Department, California State University/Fullerton, Fullerton, CA 92634. Application deadline: Feb. 15, 1984. Title 9/AA/EOE.

**Assistant professor** of journalism and mass communications is being sought at Kansas State University to teach radio and television. Radio/TV professional experience preferred, with strong background in television production and performance. Master's degree required. Teaching experience preferred. Start August 1984. Salary range \$ 18,000-21,000. (non-tenure track). Send vita by March 1, 1984, to Lee Buller, Search Committee Chairman, Kedzie 104, KSU, Manhattan, KS 66506. An equal opportunity employer.

**TV/radio instructor** or assistant professor. The department of speech communication and theatre in a small, church related, liberal arts college is seeking instructor/assistant professor to teach radio/television and introductory speech courses. Curriculum related to production of a 1.3 kw radio facility and cable access TV studio. Tenure track. Ph. D preferred; Master's degree and some teaching experience essential. Send letter, vita, and three letters of recommendation to Jerry Martin, Chair, Dept. of Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

**Assistant/associate professor** of journalism interested in public relations teaching and research, but able to teach other courses as needed. Ph. D. preferred: strong professional experience at high level may be considered in lieu of terminal degree. Position to begin in September, 1984. Salary commensurate with experience and qualifications. Official university application, three letters of reference and transcripts required. Closing date: 2-20-84. Write Dr. Randall L. Murray, Head, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity/Title IX/Rehabilitation Act of 1973 employer.

**Assistant/associate professor** of journalism with primary teaching and research interests in broadcast news and public affairs but able to teach other courses as needed. Ph. D. preferred; strong professional experience at high level preferred: strong professional experience at high level may be considered in lieu of terminal degree. Position to begin in September, 1984. Salary commensurate with experience and qualifications. Official university application, three letters of reference and transcripts required. Closing date: 2-20-84. Write Dr. Randall L. Murray, Head, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity/Title IX/Rehabilitation Act of 1973 employer.

**Associate dean.** Graduate studies. Twelve-month appointment, beginning Fall semester, 1984. Position carries faculty rank in advertising/public relations, broadcast/film, journalism, or speech communication. Individual will teach, conduct research, provide leadership, administration, and coordination for growing graduate programs in the school of communication. Applicants should have doctorate and strong record of teaching and research. Send letter, vita, and three letters of recommendation to: Dr. Ed Mullins, Dean, School of Communication, University of Alabama, Box 1482, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

**Tenure track assistant professorship** to begin August 15, 1984, to teach courses in empirical research methods, international communication, and writing for broadcasting or new communication technologies at both the graduate and undergraduate levels. Candidates must have Ph. D. or be near completion and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Salary range \$18,000-\$20,000. Send resume, transcript and three letters of reference to: Dr. Denise Trauth, Chair Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. Deadline: February 15, 1984. Bowling Green State University is an affirmative action/equal opportunity employer.

**Graduate assistantships** available in new telecommunications M.A. program at Southern Illinois University, Carbondale. 12-month appointments beginning July 1, 1984. Stipend for half-time assistantship is \$6,000 and includes a tuition waiver for four successive semesters. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are responsible for helping with writing, performance, and production courses. Research assistants will be assigned to projects of faculty members. New M.A. in telecommunications prepares students for leadership positions in telecommunications industry and begins with the summer term, 1984. Inquiries to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EOE.



**Assistant professor**, academic year appointment, starting Fall semester 1984. Person will teach and conduct research in some combination of broadcast/mass communication history and analysis; radio, TV, cable, programming, production and news/public affairs, depending on abilities and interests. Applicants should have doctorate (ABD considered), potential for and commitment to research and professional service. Production experience a plus. Send letter, vita, three letters of recommendation to: Dr. James A. Brown, Department of Broadcast and Film Communication, School of Communication, University of Alabama, Box D, University AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

**The department of speech communication**, The Pennsylvania State University, seeks an instructor in telecommunications, fulltime, fixed term appointment, for the 1984-85 academic year. Salary competitive. Duties will be to teach introductory audio and video courses, supervise a student radio station, advise undergraduates, and perform other duties as designated by the department head. Applicants must have completed Master's degree (or ABD) and have at least three years teaching and/or professional experience. Preference will be given to those with superior teaching ability and scholarly promise. Application deadline is March 15, 1984. Send resume, reprints (or other examples of scholarly work), and three letters of recommendation to Dr. Peter Christenson, Professor In Charge, Telecommunications Major, 211 Sparks Building, Box BC, The Pennsylvania State University, University Park, PA 16802. An equal opportunity/affirmative action employer.

**The University of Southern California** school of journalism anticipates up to three tenure-track assistant/associate professor appointments for the 1984-85 academic year. The position in broadcasting requires ten years' experience with major national and international broadcasting organizations, solid background in news and public affairs with an emphasis on writing and production, substantial electronic publications, and thorough understanding of history, ethics, and law. Applicants are also sought in public relations and in history, law, and freedom of the press. Advanced degrees preferred; salary and rank commensurate with qualifications. Send letters of application, resumes, references and sample publications immediately to: New Appointments Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. An AA/EOE.

**Reagan chair of broadcasting**, academic year appointment, beginning Fall semester, 1984. The school of communication at the University of Alabama seeks applications for permanent, senior level, position in the department of broadcast and film communication. Applicants should have doctorate, strong teaching and research record, and commitment to continued scholarly productivity. Individual will teach and conduct research in telecommunications issues, management, news, policy (or combination thereof), relating telecommunications to professional concerns, policy, or society at large. Chair was made possible by a gift from an Alabama citizen, to honor President Reagan's life and public service record, and to improve broadcast education in the United States. Applicants should send letter, vita, supporting materials, and names of four references to: Dr. James A. Brown, Chairman of the Search Committee, Reagan Chair of Broadcasting, School of Communication, The University of Alabama, Box D, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

#### HELP WANTED PROGRAMING PRODUCTION, OTHERS

**Broadcast writer/producer** for award winning \$5 million ad agency. Do it all from creative conceiving and scriptwriting to selecting shooting crews and production houses. Send letter and reel to J. Meyer, Wendt Advertising, Box 2128, Great Falls, MT 59403.

#### 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.

#### HELP WANTED NEWS

**The Tobacco Institute** has an opening on its team of national spokespersons to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, present a good appearance, and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive fringe benefits. Reply in confidence with 3/4" audition VTR, resume, and writing samples to: Walker Meryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

#### 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. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**AM Harris MW-1A**, mint. Also, Gates BC5P2 5KW, CSI 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. Cooper, 215-379-6585.

**FM Collins 830 G2 20KW w/Z2**; also Harris 5H w/MS-15, CCA 10KW w/40 E. All are excellent. M. Cooper, 215-379-6585.

**Color film processor:** Jamieson Compac 35/16mm VNF-chemical holding and mixing tanks. Many spare parts. \$6,000. Contact: George Estes, WICO-TV, 250 Country Fair Dr., Champaign, IL 61820. 217-351-8500.

**Complete jig set up** to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. Bids welcome. Call 918-540-2435 bus.; 918-542-5770 res.

**(4) ITC 770 music decks** like new. Available January 16th. Fred Thompson, 918-333-5017.

**Broadcast equipment** for sale. Sony V02860 VCR's, RCATK-27 film chains, Phillips PE250 studio cameras, convergence ECS-1B editors. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

**TK-28 film islands.** 2 avail., low price. Call Bill Kitchen, 404-324-1271.

**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.

**Andrew emergency cable & connectors** in stock for immediate shipment. LDF-450 & 550; HJ 7-50, 850, 24-hour, 7-days-a-week response. David Green Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660; 6500.

**Rent a complete computerized traffic and billing system.** \$99 per month and up. 714-652-5141.

**Transmitter for sale.** Working transmitter 25kw on Channel 26, model RCA TTU-25B, for immediate sale. Our new transmitter is working perfectly and so is this one. Best offer. Contact Dick Ashenfelter, Chief Engineer, 312-663-0260.

**5 TK-76 cameras.** 3 ITC 350 ENG cameras, excellent condition. Zoom lens - multi-cables, battery belts. Call Carl Smith, 405-843-6641.

**Ikegami low hours.** Two 357A Triax camera systems, full complement of support gear including base stations and auto set-up computer (handles 5 cameras), Cannon lenses (18:1) with servo zooms, Vinten MK 3A heads, pedestals, lots of cable connectors, etc. Great for studio or truck. Purchase or lease, satisfaction guaranteed. 614-221-0966.

#### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

#### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

#### MISCELLANEOUS

**Tax benefits** can result from your gift! Private university (non-profit) with an excellent academic broadcast/corporate television program and 3/4" production facility would like to upgrade to 1" format videotape recorders with computer assisted editing capabilities and broadcast level character and graphics generation equipment. Contact Vic Nelson, Pacific Lutheran University Television, Tacoma, WA 98447. Phone 206-535-7267.

## RADIO

### Help Wanted Management

#### MANAGER- SPANISH RADIO

Premium opportunity for experienced professional. Spanish broadcasting company is expanding in Texas. Top 10 market. All inquiries kept strictly confidential.

**WRITE BOX J-114.**

### Help Wanted Sales

#### UNIQUE MARKETING OPPORTUNITY

Radio-oriented person needed to market a proven custom consumer publication to radio stations—all formats. Ground floor opportunity for personable professional. Moderate travel. Claim your territories and fortune. TUNE-IN, INC., 2000 N. Loop West, Suite #100, Houston, TX 77018. 800-231-6492.

#### MIDWEST RADIO GROUP

looking for creative people for present or future sales management positions. Do you have what it takes to direct a sales staff for a competitive AM radio station? Sales ability, creativity, and people skills a must. Can meet you at RAB in Dallas. Send details in first letter to: Director of AM Stations, Box 1330, Flint, MI 48501. EOE.

#### SALES MANAGER

Calif. sales manager with proven local sales record. Must be self-motivated & have ability to lead others by example. Fulltime AM with excellent signal & outstanding news/sports profile. beautiful college city, great climate. EOE, M-F. Write Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93401.

## Help Wanted Technical

### MAJOR MARKET! MAJOR RESPONSIBILITIES!

Expertise in full power FM transmitting equipment and state of the art audio gear is needed by leading group broadcaster. You must be able to excel in a technical management position in a highly competitive market. If you are self-motivated and experienced in all technical facets of quality FM broadcasting, then we would like to hear from you. Send resume, complete with references and salary requirements to Box J-154. An equal opportunity employer.

## TELEVISION

### Help Wanted Programing, Production, Others

#### DIRECTOR OF ART

We require a graphic arts pro with strong administrative and supervisory skills to manage our 4-person Graphic Arts Department. This department produces all phases of graphic design for leading TV station in a top 50 market, the two leading radio stations in the market, and Louisville Productions, a national leader in the commercial production industry. Experience with budgets, supply controls and staff supervision important. College degree in art preferred or work equivalent in commercial and/or broadcast art. Should have 5-10 years experience in ad design, 2 years in broadcast design and training in computer generated art. Successful candidate must have ability to understand each project, meet exacting deadlines and work well with a varied group of individuals.

send detailed resume to:

**Steve Steinberg**  
Vice President-Broadcast Services  
WHAS, Inc.  
Box 1084  
Louisville, KY 40201

We are an equal opportunity employer.

#### PROMOTION MANAGER

KDFW-TV, the Dallas/Ft. Worth CBS affiliate, requires a creative manager to head department. Must have excellent creative, writing, and production abilities. Supervisory and budgeting skills a must. Minimum five years experience required. Two years management preferred. Send resume to:

**GENERAL MANAGER**  
KDFW-TV  
400 NORTH GRIFFIN ST.  
DALLAS, TX 75202  
AN EOE

## Help Wanted Programing, Production, Others Continued

### TV PRODUCTION SPECIALIST U.S.-SAUDI ARABIAN JOINT ECONOMIC COMMISSION RIYADH, SAUDI ARABIA

2-year position. The U.S.-Saudi Arabian Joint Economic Commission is seeking a TV production specialist to plan and direct instructional and public information TV productions to be used by the Saudi government to communicate information about its financial and economic programs. Qualifications include: U.S. citizenship, minimum of 3 years experience in TV production work (editing, directing, script writing/review, technician supervision); knowledge of state-of-art production techniques. Also desirable: degree in TV/communications, Arabic or European language skills, and experience in Middle East. Benefits: salary +25%, free housing, car, additional benefits. Dependents to accompany. Contact: Liz Kramer, Checchi and Company, 1730 Rhode Island Avenue, NW, Washington, DC 20036; telephone 202-452-9700. Equal opportunity employer.

## WFSB 3

### ART DIRECTOR

Are you great on the board and a wiz at electronic graphics? Do you like to set trends, not follow them? Can you easily initiate projects, then follow through to completion? If you've got talent in print, on air, set design and sales promotion, can delegate responsibility and work well with lots of people send you resume and sample cassette to Barry Barth, WFSB, 3 Constitution Plaza, Hartford, CT 06115. No phone calls please.

An equal opportunity employer. M/F.

## PROGRAM DIRECTOR

Watch your programming talents  
materialize on WOR Television

We are a leading local, independent station serving one of the toughest marketplaces in the world. We are currently seeking the expertise and foresight of a seasoned Program Director.

The main responsibilities of this position will encompass buying syndicated programming, making recommendations for new, local programs, and actively participating in all programming decisions.

To qualify, candidates must possess a minimum of 3-5 years' experience, preferably in an independent television environment. Knowledge of syndicated program purchasing and an in-depth knowledge of the New York Metropolitan marketplace are essential.

In addition to an excellent starting salary and benefits program, we offer the ideal environment in which to flourish. Interested and qualified candidates are invited to submit detailed resume (NO PHONE CALLS, PLEASE), to: Personnel Department, WOR-TV, 1440 Broadway, New York, NY 10018. Equal Opportunity Employer m/f/h/v

## RKO TELEVISION

A Division of RKO GENERAL, Inc.



**Help Wanted Programing,  
Production, Others  
Continued**

**AUDIO-VISUAL PRODUCTION SPECIALIST  
U.S.-SAUDI ARABIAN JOINT ECONOMIC COMMISSION  
RIYADH, SAUDI ARABIA**

2-year position. The U.S.-Saudi Arabian Joint Economic Commission is seeking an audio-visual production specialist to plan and coordinate all production and activities of the audio production/language lab branch of the media communications department, Saudi Arabian Ministry of Finance. Position also involves technical production, training and advisory responsibilities. Qualifications include: U.S. citizenship, 2+ years professional experience in audio aspects of TV production (studio and on-location recording, editing, audio, and 8-track audio mixing). Also desirable: 2 or 4-yr. college degree, Arabic or European language skills, broad background in TV. Benefits: salary + 25%, free housing, car, additional benefits. Dependents to accompany. Contact: Liz Kramer, Checchi and Company, 1730 Rhode Island Avenue, NW, Washington, DC 20036; telephone 202-452-9700. Equal opportunity employer.

**TELEVISION  
PROJECT  
MANAGER**

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a project manager with a minimum of 8 years experience in all areas of TV production. The successful candidate will be decisive, self-motivated and capable of estimating production budgets. Must have proven skills in assisting and dealing positively with clients. Attentive to detail. If you feel led and wish to serve, send resume and salary history in confidence to: Personnel Manager, Box RB, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

**PROMOTION MANAGER**

Midwest medium market, affiliate experience necessary. Salary open. Send tape or call Joe Norris, Station Manager, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. 217-351-8500. EOE, M/F.

**Help Wanted Technical**

**CHIEF  
ENGINEER**

Major group broadcaster is seeking an individual to direct the technical operation of one of its major market stations in the Northeast. The ideal candidate will have an electronics degree or equivalent and several years' experience in engineering management. The position requires a strong, self-starting manager and a leader. An EOE, M/F. Send full resume to Box J-147.

**Help Wanted News**

**FEATURE  
REPORTER**

WCVB-TV, Boston, seeks a truly exceptional feature reporter. This individual will be responsible for the development, writing, and on-air delivery of stories live or via tape. As pieces must be entertaining and informative, the successful candidate will have a keen intellect and a highly developed sense of humor. On-camera style must be distinct and compelling.

Applicants must have a minimum of one-year experience as a reporter, on-air. Outstanding production skills are also essential.

If qualified and interested, send a resume and a video cassette containing no more than 3 of your best feature stories (no telephone calls, please) to Personnel Department, H-184, WCVB-TV/Metro-media Inc., 5 TV Place, Needham, MA 02192. An EOE, M/F.

**NEWS PRODUCER**

Number one news operation in top ten market seeking a producer for a major program. Exceptional writing and leadership skills a must. Significant experience as a major market news producer required. All responses will remain confidential. Send resume and writing sample to Box H-84. Equal opportunity employer, M/F.

**CO-ANCHOR**

Midwest medium market looking for co-anchor to complement male anchor for early and late news. Should be mature, experienced journalist. Send resume to Box J-51. EOE.

**PRODUCER/WRITER**

Northeast powerhouse seeking best in the business to produce fast-paced, highly visual #1 rated cast. Send resume, NO TAPES, to: Dennis Hart, Asst. News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. NO TELEPHONE CONTACT, PLEASE. An EOE.

**Help Wanted News  
Continued**

**EXECUTIVE PRODUCER**

Experience required in all phases of television news production. This key position requires maturity, dedication, creativity, and the ability to supervise reporters and producers to achieve a top-quality on-air product. On-air work may be necessary occasionally. Rush tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University, Peoria, IL 61604. Equal opportunity employer, M/F.

**NEWS DIRECTOR**

Must be knowledgeable journalist who can motivate and manage people, plus administer a budget. Midwest network affiliate. Send resume to Box J-93. EOE.

**CO-ANCHOR**

for medium market NBC affiliate to anchor weeknight evening newscasts and report. Previous anchor/reporting experience essential. EOE. M/F. Our co-anchor is moving to top 30 market. Send tape and resume to News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821.

**Help Wanted Management**

**BUSINESS MANAGER**

responsible for all financial and building services functions for a network affiliated TV station in mid-sized Sunbelt market; must have at least two years experience as a business manager or assistant business manager. Send resume and salary requirements to Box J-48. EOE.

**Situations Wanted Programing,  
Production, Others**

**DIRECTOR/PRODUCER  
PRODUCTION MANAGER**

10 year production veteran on market due to shut down of Satellite News Channel. Previous: producer/director ESPN; prod. mgr., producer/director large and medium mkts.; director large and medium mkts. Full-time, part-time, freelance.

**CHUCK WOODRUFF  
301 BECKWITH AVE.  
ENDWELL, NY 13760  
607-754-1414**

**Situations Wanted News**

**NATIONAL AWARD  
WINNING REPORTER  
-PRODUCER-ANCHOR**

Currently in news management. Looking to get back to what I do best. Desire large or major market or network position.

**BOX J-140**

# ALLIED FIELDS

## Help Wanted Management

### ADVERTISING MANAGER BROADCASTING EQUIPMENT

Broadcast Electronics seeks a creative individual to direct the company's total space advertising/promotion/trade show program. Position reports to VP/Marketing.

Minimum requirements: 2 years' industrial product/ad merchandising experience & BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity & management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education, & abilities. Exceptional benefit package includes profit sharing plan. We are an equal opportunity employer. Please send resume in strict confidence to:

**Director of Personnel**



**BROADCAST ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606  
QUINCY, IL 62305. (217)224-9800. TELEX: 25-0142

### Radio Programing

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Radio programmers and sales managers... improve ratings and revenue with MINUTE MAGAZINE, an income-producing, audience-building daily program that's yours at no expense. Informative, entertaining, customized to sound like you produce it, MINUTE MAGAZINE fits your format and attracts prestige advertisers. Time barter... you'll never pay a dime except for the phone call to get all the details and hear sample show.

Call (212) 869-2160 (24 Hours)

### OLDIES ON TAPE A/C CHR/TOP 40 COUNTRY

Write:  
Burkhardt/Abrams/Michaels/Douglas and Associates, Inc.  
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### Miscellaneous

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Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

### For Fast Action Use BROADCASTING'S Classified Advertising

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Expertise in all aspects of station operation, including Programming, Promotion, Sales, Start-ups and planning, combined with long-range analysis and strategy for profit.

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Wilkes-Barre, PA 18702  
Phone Alan Kornish at  
**(717) 655-1458**

### RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJs, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: 1 wk. computer list \$8; or save \$38.05 - 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.**

### RADIO PERSONNEL NEEDED

The books are out, the holidays are over, and radio stations from all over the United States are placing job orders with NATIONAL. To help fill these positions, we need announcers, newpeople, programmers, and sales people. If you are ready for a move, don't delay. Now is the time. NATIONAL places from coast to coast. For complete details, including brochure and registration form, enclose \$2.00 postage and handling to:

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TALENT COORDINATORS  
DEPT. B, PO BOX 20551  
BIRMINGHAM, AL 35216  
ACT NOW: 205-822-9144**

### 10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

### Public Notice

#### THE BOARD OF DIRECTORS

of Public Broadcasting Service will meet at 9:00 a.m. on January 26, 1984, at the Hyatt Crystal City Hotel, 2799 Jefferson Davis Highway, Arlington, VA, to receive reports from officers and committees of the Board, and to review the FY 1985 budget. Portions of the meeting may be conducted in executive session.

### Business Opportunities

#### COMMERCIAL BUILDING AVAILABLE

for lease. 29,000 sq. ft., 21 rooms, on four acres located off Route 9 in Peekskill, NY, (35 miles from New York City). Landsite has been approved for 8 satellite dishes. Call Mr. Jim Cassia, 914-628-3451 or 914-RO9-0356.

### INVESTORS WANTED

for class A-FM in Louisiana, Missouri. Contact Thom Sanders, 314-754-5102.

### Wanted To Buy Stations

#### TELEVISION CP's WANTED

Group owner seeks to purchase full power television construction permits or new station start-ups. Joint venture financing or full buy-out. Broker inquiries welcome. Contact Thomas Bonomo, VP. Acquisitions, 415-989-4016.

**ORION BROADCAST GROUP, INC.**  
44 Montgomery St.  
Suite 500  
San Francisco, CA 94104

### EXPERIENCED GENERAL MANAGER

seeks to buy AM or FM with owner financing and small down payment. Stations must have growth potential and price range \$200,000 to \$350,000. Markets in VA, MD, NJ, PA, FL, and OH. Will consider distress situations. Box J-139.



**Wanted To Buy Stations  
Continued**

**WANTED: FM  
OR AM/FM**

Total or percentage buy-out. PO  
Box 323, Orlando, FL 32802.  
305-855-2330, 9-5 EST.

**WANTED**

Radio station owners looking to  
acquire radio group. Excellent fi-  
nancial references. Prefer medi-  
um size markets. Reply Box J-  
155.

**For Sale Stations**

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
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Under \$200,000—low down. Favorable terms. Contact  
David LaFrance 305-534-3040.



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**For Sale Stations Continued**



**R.A. Marshall & Co.**

Media Investment Analysts & Brokers  
Bob Marshall, President

Great starter property for owner operator! This absentee-owned Carolina  
single station market AM has had a recent power increase to 5,000 watts  
and is still undeveloped. \$300,000, including building and 3.2 acres of  
land.

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809 Corey Creek - El Paso, Texas 79912 915-581-1038

**PENNSYLVANIA FULLTIMER**

Owner retiring. Profitable. Contact Warren Gregory,  
203-364-5659.



**WALKER MEDIA &  
MANAGEMENT, INC.**

Audio & visual production  
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# Fates & Fortunes

## Media

**Ed Wodka**, VP and general manager, Metro-media's KJR(AM) Seattle, joins co-owned KRLD(AM) Dallas in same capacity, succeeding **Ken Fairchild**, who resigns to become president of Oaks Broadcasting, Dallas, and principal in Fairchild/LeMaster Inc., Dallas-based media consulting firm. Oaks owns KCLR(FM) Edmond, Okla., and has purchased, subject to FCC approval, KMMK(FM) McKinney, Tex.

**Steve Shannon**, VP and general manager, KCMO(AM)-KCEZ(FM) Kansas City, Mo.—sold by Meredith Broadcasting to Fairbanks Broadcasting in June 1983—has rejoined Meredith, headquartered in Des Moines, Iowa, as VP, staff operations. He assumes number of responsibilities from **Bob Steinberg**, VP, finance and administration, resigned.



Godsey

**C. Wayne Godsey**, general manager, WTMJ-TV Milwaukee, joins WISN-TV there as VP and general manager.

**David Loe**, general sales manager and assistant station manager, KVEN(AM)-KHAY(FM) Ventura, Calif., named VP and general manager.

**Robert Salem**, director of marketing, Acton CATV, Acton, Mass., named general manager, responsible for operation of Acton's 43 cable systems serving 67,000 subscribers.

**Peter A. Rydell**, operations supervisor, Group W Satellite Communications and defunct Satellite News Channel, Stamford, Conn., joins NBC-TV, New York, as manager, on-air operations.

**Thomas Cruden**, national director of field service, U.S. Telephone, Dallas-based long distance carrier, joins Vision Cable of Pinellas, Clearwater, Fla., as VP and general manager.

**Charles Moseley**, sales manager, WSPF(AM) Hickory, N.C., joins WSVM(AM) Valdese, N.C., as general manager.

**Bob Rall**, from WKKE(AM) Pearl, Miss., joins WQPO(FM) Harrisburg, Va., as general manager.

**Robert Miller**, VP, operations, WSTX(AM) St. Croix, Virgin Islands, named general manager, succeeding **Ruth Carpenter**, retired.

**Ralph Oakley**, assistant station manager, WSJV(TV) Elkhart, Ind., named station manager.

**Bob Penrod**, station manager, WSCM(AM) Cobleskill, N.Y., named general manager. **Homer Charbonneau**, air personality, WSCM, named operations director.

**John Gorman**, program director, WMMS(FM)

Cleveland, named operations director.

**Cheryl Roderiques**, office manager, Greater Fall River (Mass.) cable system, Colony Communications, named operations manager of Copley/Colony Cablevision of Lomita, Calif.

**Douglas Wenger**, director of marketing, cable communications division, Storer Cable, Miami, named VP of division.

**James Aberle**, VP, marketing and development, Group W Radio Sales, New York, named director of training and development, Group W Radio.

**Robert Fallon**, technical director, educational television, Scranton (Pa.) Diocese, joins Catholic Telecommunications Network, New York, in newly created position of affiliate relations manager.

**Kevin Kidd**, corporate director of marketing, Western division, Cox Cable, Atlanta, named customer operations manager, Cox Cable, Jefferson Parish, La..

**Andrew Seyffert**, business manager, WLVI-TV Boston, named VP, controller.

**Wally Sing**, director of sales, Marriott Hotel Corp., Marco Island and Tampa, Fla., joins ABC, Los Angeles, as manager of operations, special services, West Coast.

**David Plyler**, public service director, WXII(TV) Winston-Salem, N.C., joins WTOB(AM) there as VP, administration. **Sue Willis**, business manager, WXII, joins WTOB in same capacity.

**Patricia Diem**, accounting manager, KWGN-TV Denver, named controller.

Appointments, noncommercial KCET(TV) Los Angeles: **Timothy Conroy**, VP, noncommercial KTCATV Minneapolis-St. Paul, to VP, development; **Nancy Rishagen**, director of personnel, to VP, personalities and facilities services; **Sheldon Auerbach**, VP, finance, and chief financial officer, to VP, finance and business affairs and chief financial officer, and **Joseph Sands**, VP, administration and operations, to senior VP, engineering and operations.

## Marketing



Navolio

**Margaret Navolio**, VP, director of media, Kelly, Scott & Madison, Chicago, named executive VP, director of operations.

**Robert Murphy**, general manager, Grey-Twin Cities, Grey Advertising, Minneapolis, named president.

Appointments, Ogilvy & Mather, New York: **Paul Walter**, VP, creative director, to senior VP; named VP's: **Da-**

**vid Anderson**, **Bob Briggs**, **Barbara Charlebois** and **Leland Miyawaki**, associate creative directors; **Jo Lund**, associate research director; **Cindy Marion**, personnel director; **Jerry Prusek**, controller, and **Bruce Stein**, account supervisor.

**Don Lachowski**, VP, sales, Turner Broadcasting System, Atlanta, named VP, marketing services.

**Mark Rothman**, marketing director, Bristol-Myers, New York, joins Kornhauser & Calene there as senior VP, account director.

**Robert Fudge** and **John Mead**, VP's, SSC&B, New York, named senior VP's. Named VP's: **Claire Berkley**, management supervisor; **Susan Exum**, account supervisor; **Anne Fox**, media director; **Robert Gula**, **Richard Redmond** and **Chipp Wells**, art directors, and **Laurie Ellen Murphy**, copy supervisor.

**Christine McCarthy**, account supervisor, Grey Advertising, New York, named VP, management supervisor.

**John Carlucci**, account supervisor, Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

**Dennis Wilhelm**, senior auditor, Touche Ross & Co., St. Louis, joins D'Arcy-MacManus



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& Masius there as financial analyst.

**Nancy Perez**, from Ogilvy & Mather, New York, joins BBDO there as executive producer. **Patrick McGovern**, assistant network buyer, BBDO, New York, named network buyer.

**Deborah Meyer**, Western division manager, MG Media, Los Angeles advertising agency, named VP, Western division.

**Mel Abramowitz**, general sales manager, WKHX(FM) Marietta, Ga., joins Cable Networks Inc., Atlanta-based firm that sells spots on cable systems, as Atlanta sales manager.

**Jonathan Smith**, account executive, Harrington, Righter & Parsons, New York, joins Katz American Television there in same capacity. **Joanne LoBue**, sales coordinator, Katz Radio Network, New York, named market research specialist.

**Jack Donahue**, national sales manager, KENS-TV San Antonio, Tex., joins KFDX-TV Wichita Falls, Tex., as VP, sales and marketing.

**Susan McDonnell**, station sales manager, Dallas office, KXAS-TV Fort Worth, joins WOTV(TV) Grand Rapids, Mich., as director of sales.

**Mike Dunlop**, account executive, MMT Television Sales, Chicago, joins WPWR-TV Aurora, Ill., as general sales manager.

**Mark Logan**, local sales manager, KXAS-TV Fort Worth, joins KTRE-TV Lufkin, Tex., as general sales manager.

**Kevin Dunn**, general sales manager, WLVI-TV Boston, named VP.

**Steve Friedheim**, from KCOP-TV Los Angeles, joins WNOL-TV New Orleans as VP, director of sales. **Gayle Garrett**, from Katz American Television, New York, joins WNOL-TV as national sales manager. **Ed Pearl**, from WCIX-TV Miami, joins WNOL-TV as local sales manager.

**James (Buff) Parham**, sales manager, WFAA-TV Dallas, named general sales manager.

**Bob Roof**, local sales manager, WTVN(AM) Columbus, Ohio, named general sales manager. **John Potter**, account executive, WTVN, succeeds Roof.

**Mark Hayes**, account executive, WYYY(FM) Syracuse, N.Y., joins WKFM(FM) Fulton, N.Y., as general sales manager.

**John McCormick**, account executive, NBC Spot Sales, New York, named sales manager, WNBC-TV there.

**Linda Lay**, general sales manager, WLUP(FM) Chicago, joins WLS-AM-FM there as local sales manager.

**Cynthia Cadotte**, account executive, KOB-FM Albuquerque, N.M., named local sales manager. **Joe Houston**, account executive, KOB(AM) Albuquerque, named local sales manager.

**Jim Campbell**, from noncommercial WMFE-TV Orlando, Fla., joins WESH-TV there as art director.

**Larry Burden**, manager of traffic and computer operations, KMBC-TV Kansas City, Mo., joins KBHK-TV San Francisco as traffic manager.

**Brian Douglas**, traffic assistant, WXNE-TV Boston, named assistant traffic manager.

**Thomas Michon**, from WJJD(AM)-WJEZ(FM) Chicago, and **Ken Walker**, from WAIT(AM)-WLOO(FM) Chicago, join WGN(AM) there as account executives.

**John Maurine III**, regional sales manager, WUTR(TV) Utica, N.Y., named sales manager; **Paul Kennedy**, from Metropolitan Life, Utica, N.Y., joins WUTR as account executive.

**Coleman Kane**, from Sudler & Hennessey, New York, joins Weightman Advertising, Philadelphia, as account executive.

**Helen Mumaw**, from WPFB(AM) Middletown, Ohio, joins Penny/Ohlmann/Neimann, Dayton, Ohio, as media assistant.

**Dana Beaudin**, account executive, KDKB(FM) Phoenix, named local sales manager. **Cathy Burau**, national sales coordinator, KDKB, named account executive.

**Linda Duddleson**, from Burkhart Advertising, South Bend, Ind., joins WJSV(TV) Elkhart, Ind., as account executive.

**Alan Nathan**, from KVNJ-TV Fargo, N.D., joins KTHI-TV there as account executive.

**Jean DeLuca**, from management position, San Luis Bay Inn, and **Steve Indig**, from University of San Francisco, join KIQO(FM) Atascadero, Calif., as account executives.

**Marion Gittleman**, marketing-research director, KFWB(AM) Los Angeles, named account executive.

**Debby Kwasman**, account executive, WHOO(AM) Orlando, joins WDBO(AM) there in same capacity.

**Cynthia Spicer**, from KPKE(FM) Denver, and **Jim Olenick**, from KICT(FM) Wichita, Kan., join KBRQ-AM-FM Denver as account executives.

**Steve Neher**, news photographer, WSBT-TV South Bend, Ind., joins co-owned WTHQ(FM) there as account executive.

**Jann Distler**, account executive, RKO Radio, New York, joins co-owned WOR(AM) there as account executive.

**Dan Mixter** and **Bruce Taylor**, from Hartford (Conn.) *Advocate*, and **Steve Parker**, from WDRC-AM-FM Hartford, join WPOP(AM) Hartford-WIOF(FM) Waterbury, Conn., as account executives.

## Programming



Bellamy

**Earl Bellamy**, VP, production, Universal Television, Los Angeles, named senior VP, production. **Arnold Shane**, business affairs executive, Universal Television, Los Angeles, named VP, business affairs. **Ben Begun**, VP, legal and business affairs, Warner Amex Satellite Entertainment, New York, joins 20th Century-Fox Telecommunications, Los Angeles, as VP, business affairs. **Barry Lowen**, senior VP and executive producer, special projects, 20th Century-Fox Television, Los Angeles, named VP, movies, pay television and syndi-

cation. **Gary Gerlich**, VP, feature film post production, 20th Century-Fox Film Corp., Los Angeles, assumes additional responsibilities as supervisor of all post-production departments.

**Curtis Davis**, director of programing, ARTS, New York, named VP, programing, for parent, Hearst/ABC-RCTV.

**David Brønner**, director of advertiser sales, MCA TV, New York, named VP, advertiser sales. **Bobbi Fisher**, director of station clearances, MCA TV, named VP, station clearances.

VP's named senior VP's, international operations, Motion Picture Association of America: **S. Frederick Gronich**, based in London and Paris; **Marc Spiegel**, based in Rome, and **Harry Stone**, based in Rio de Janeiro.

**Bren Plaistowe**, independent producer, joins Ralph Andrews Productions, Los Angeles, as VP, development.

**Lyman Gronemeyer**, manager, studio entertainment legal affairs, 20th Century-Fox Film Corp., Los Angeles, named deputy general counsel.

**Mark Kaner**, VP, sales and co-productions, PolyGram Television, Los Angeles, joins Yorkshire Television there as executive in charge of co-production development.

**Thomas Emma**, assistant general attorney and associate director, business affairs, ABC Video Enterprises, Los Angeles, named general attorney and associate director of business affairs.

**Michael Ban**, VP, advertising sales, The Weather Channel, New York, named VP, marketing, based in Atlanta. **Michael Eckert**, VP, Central division, The Weather Channel, succeeds Ban, relocating from Chicago to New York.

**Karen O'Connor**, direct marketing assistant, National Captioning Institute, Washington, named sales support manager.

**Karen O'Connor**, direct marketing assistant, National Captioning Assistant, Washington, named sales support manager.

**Harrington Silva**, manager, international sales administration, Worldvision Enterprises, New York, named manager, Latin American sales administration, Mexico City.

**Robert Loudin**, freelance director, based in Hollywood, named director of *Breakaway*, daily entertainment-news feature program produced by The Bennett Group and Imero Fiorentino Associates there.

**Katherine Rosenberg**, from law firm of Paul, Weiss, Rifkind, Wharton & Garrison, New York, joins Viacom International there as senior attorney.

**Tom Casey**, operations manager, KZLA-FM Los Angeles, joins Transtar Satellite Network, Colorado Springs-based supplier of syndicated satellite-delivered radio programing, as operations manager.

**Lorna Ozmon**, program director, WOMC(FM) Detroit, joins WROR(FM) Boston as program manager.

**David Popovich**, operations manager, KKCI-AM-FM Liberty, Mo., joins WMJI-FM Cleveland as program director.

**John Huddy**, senior producer of information,



*Nightwatch*, CBS News, New York, joins WCBS-TV there as senior executive producer, 2 on the Town.

**James Shaw**, director of financial planning, Viacom International, New York, joins Showtime/The Movie Channel there as treasurer.

**Dino Lalli**, from KTVY(TV) Oklahoma City, joins KNBC(TV) Los Angeles as entertainment editor.

**George Hillis**, producer-director, Meredith Broadcasting's KPHO-TV Phoenix, joins co-owned WPGH-TV Pittsburgh as production manager.

**Bill Evans**, air personality, WLUP(FM) Chicago, named music director.

**Ray Otis**, from WNEW(AM) New York, joins United Stations, New York, as host, *The Great Sounds*.

**Liz Ayers**, anchor, WTSP-TV Tampa-St. Petersburg, Fla., and **Bobby Rivers**, from noncommercial WMVS(TV) Milwaukee, join WISN-TV as co-hosts, *More*, information and entertainment programing.

**Mike Hartnett**, sports anchor-reporter, WLKY-TV Louisville, Ky., named sports director. **Kelly Daley**, sports director, WIFR-TV Rockford, Ill., joins WLKY-TV as weekend sports anchor.

**Ron Callan**, sports reporter, KIRO-TV Seattle, named sports manager.

**John Buchin**, reporter, News Travel Network, Sacramento, Calif., joins KCRA-TV there as reporter, *Weeknight*.

**Fred Sutton**, from Procter & Gamble, Cincinnati, joins Facet Communications, for profit subsidiary of noncommercial WCET(TV) there as manager of satellite services.

**Jon Olson**, air personality, WKSW(FM) Cleveland, assumes additional duties as program operations manager following resignation of program director, **Mike Scott**.

**Kim Nordt**, associate producer, *Good Morning Houston*, KTRK-TV Houston, named producer.

**Alan Furst**, from WCAW(AM) Charleston, W. Va., joins WIRE(AM) Indianapolis as program director.

**Lois Harmon**, from noncommercial WENH-TV Durham, N.H., joins WBZ-TV Boston as associate producer, special projects unit.

**Wayland Boot**, from KOIN-TV Portland, Ore., joins WKYC-TV Cleveland as sports anchor.

**Norm Gregory**, from KJR(AM) Seattle, joins KOMO(AM) there as air personality.

**Rick Powers**, from WPTV(TV) West Palm Beach, Fla., joins KPLR-TV St. Louis as sports anchor-reporter.

joins WXYZ(AM) Detroit in same capacity.

**Jack Hynes**, anchor, WCVB-TV Boston, joins WLVI-TV there on or before April 1, as anchor of new prime time newscast station is launching in mid-April. Hynes, who will end 27-



Hynes



Fitzgerald

year association with station, will be replaced at WCVB-TV by **Jim Boyd**, currently weekend co-anchor. **Jack Fitzgerald**, assignment editor, WCVB-TV, joins WLVI-TV as news director.

**Richard Threlkeld**, national correspondent, ABC News, New York, named chief correspondent, *World News Tonight*. ABC News correspondents named regular contributors, *World News Tonight*: **Barry Serafin**, **Lynn Sherr**, **Jack Smith** and **James Wooten**.

**Evan Carl**, from WQAM(AM) Miami, joins WMZQ(FM) Washington as news director and morning news anchor.

**Mike Meyerand**, weekend news producer and special projects producer, WXYZ-TV Detroit, named producer, 5 p.m. news. **Helen Pasa-karnis**, producer, defunct Satellite News Channel, Stamford, Conn., joins WXYZ-TV as producer, 6 p.m. news.

**Bill Bauman**, news director, WCPX-TV Orlando, Fla., joins WESH-TV there as assistant news director.

**Steve Swenson**, newsroom administrator, KFVB(AM) Los Angeles, named assistant news director.

**Steve Ference**, from KPRC-TV Houston, joins WBNS-TV Columbus, Ohio, as director of news production.

**Laura Browning**, from WPSD-TV Paducah, Ky., joins WOTV(TV) Grand Rapids, Mich., as noon news producer.

**Robert Kartheiser**, from WJKS-TV Jacksonville, Fla., joins WSJV(TV) Elkhart, Ind., as anchor-producer and reporter.

**Amy Witte**, weekend reporter, WSIL-TV Harrisburg, Ill., joins WCOV-TV Montgomery, Ala., as noon anchor and reporter.

**Andrea Keyser**, weekend anchor-reporter, WGBS(AM) Miami, joins WCIX-TV there in same capacity.

**Kathleen Pavelko**, from noncommercial WPSX-TV Clearfield, Pa., joins West Virginia Public Radio, Charleston, W. Va., as public affairs executive producer.

**William Huddy**, anchor-reporter, KKTU(TV) Colorado Springs, joins KVIA-TV El Paso as 6 and 10 p.m. anchor.

**Jim Dyer**, from WTMJ(TV) Miami, joins WJLA-TV Washington as anchor-reporter.

**Gerry Dick**, noon anchor-reporter, WPTA(TV) Fort Wayne, Ind., joins WRVT(TV) Indianapolis as field anchor.

**Cynthia Collier**, weekend anchor, WISN-TV Milwaukee, named noon news anchor.

**Daiton Tanonaka**, reporter, KATU(TV) Portland, Ore., named morning anchor.

**John Blunt**, from WDIV-TV Detroit, joins WCAU-TV Philadelphia as anchor-reporter.

**Chris Gordon**, anchor-reporter, WJLA-TV Washington, joins WDVM-TV there as reporter, crime and court beat.

**Marion Young**, from WDKX(FM) Rochester, N.Y., joins WRoc-TV there as reporter. **Mark Powers**, from WWBT(TV) Richmond, Va., joins WRoc-TV as news photographer.

**James Talerico**, reporter and writer, *Pittsburgh Business Times*, joins WTaj-TV Altoona, Pa., as reporter, Johnstown (Pa.) bureau.

**Tina Hicks**, 6 and 11 p.m. anchor, WMAZ-TV Macon, Ga., assumes additional responsibilities as co-anchor, *News Update*, succeeding **Carol Stark**, named health reporter.

**Melissa Sander**, anchor, WSNi-AM-FM Philadelphia, joins WTOc-TV Savannah, Ga., as reporter.

## Technology

**Stephen B. Schwartz**, VP, Asia staff operations, IBM World Trade Americas/Far East Corp., joins Satellite Business Systems, McLean, Va.-based partnership of Aetna, IBM and Comsat. He succeeds **Robert C. Hall**, named chairman.

**Carl Reber** and **John Harrington**, senior VP's,

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## News and Public Affairs

**Rod Colvin**, anchor-reporter, WOW-AM-FM Omaha, named news director.

**Tripp Frohlichstein**, executive producer, KMOX-TV St. Louis, named assistant news director. **William Berra**, assignment editor, WLS-TV Chicago, joins KMOX-TV, succeeding Berra.

**Tom Bell**, news director, CKLW(AM) Detroit,

Comsat, Washington, retiring.

**Stephen Wozniak**, product engineer, Tele-Dynamics, Fort Washington, Pa., joins Acrodyne Industries, Blue Bell, Pa., as electrical design supervisor, responsible of design for low and medium-power television broadcast equipment.

Appointments, Satellite Television Corp., Washington: **Roy Greene**, division director, personnel and administration, to VP, personnel and administration; **David Saltman**, from Oak Media Corp., Rancho Bernardo, Calif., to senior marketing adviser; **Owen Barry**, regional support manager, field operations office, RCA, South Plainfield, N.J., to manager, field operations planning, and **James Knickle**, senior marketing representative, Comsat, Washington, to senior advisor, planning and business development.

**Carl Schoenberger**, director of research and development, Tocom, Dallas, named VP, research and development.

**Thomas Bartunek**, from Metropolitan Opera, New York, joins Wold Communications, New York, as VP, Eastern sales.

**Kees van der Keyl**, from Panavision Electronics, San Jose, Calif., joins EEV Inc., Elmsford, N.Y.-based manufacturer of communications equipment, named broadcast products sales manager, Arizona, New Mexico, Oklahoma and Texas.

**Glenn Wolk**, Eastern regional sales manager, visual products division, Hitachi Denshi, Woodbury, N.Y., named national sales manager, visual products division.

**W. Parnell Johnstone**, VP, chief financial officer, Xebec, Sunnyvale, Calif.-based computer equipment manufacturer, joins Magnum Microwave Corp., Mountain View, Calif.-based telecommunications equipment manufacturer, as VP, finance.

**Elmer Chancellor**, VP, engineering, Gilmore Broadcasting Corp., Kalamazoo, Mich., named senior VP. Gilmore is licensee of one AM, one FM, and three TV's.

**Edward Merritt**, director of engineering, WTVH(TV) Syracuse, N.Y., joins KPLR-TV St. Louis as chief engineer.

## Promotion and PR

**Kenneth Fournier**, director of advertising, promotion and publicity, Warner Brothers Television Distribution, Los Angeles, named VP, advertising, promotion and publicity.

**Mike Ortman**, VP, Charles J. Brotman Associates, Washington public relations firm, joins Home Team Sports Network there as public relations manager. **Greg TenEyck**, assistant director, public relations, Charles J. Brotman, succeeds Ortman.

**John Moczulski**, director of design graphics, KABC-TV Los Angeles, joins KGO-TV San Francisco as creative services director.

**David Caldwell**, promotion writer-producer, WFAA-TV Dallas, named senior producer, news promotion. **Sandy Barber**, program assistant and producer, WFAA-TV, named press relations/special projects coordinator.

**Sallie Knowlton**, program director, KVIQ(TV)

Eureka, Calif., joins KEZI-TV Eugene, Ore., as promotion manager, succeeding **Robin Tappan**, who resigned to form own Eugene-based advertising and public relations firm.

**Bill Dion**, promotion publicist, WESH-TV Orlando, Fla., named assistant promotion manager.

**Pamela Lamb**, community affairs director, WSJV(TV) Elkhart, Ind., named promotion and public affairs director.

**Russ Baker**, from KOLR-TV Springfield, Mo., joins KOAM-TV Pittsburg, Kan., as promotion manager and community affairs director.

**Janice Webster**, promotion director, WTRF-TV Wheeling, W. Va., joins WBNS-TV Columbus, Ohio, as supervising producer, on-air promotion.

**Daniel Holm**, news promotion coordinator, WHBQ-TV Memphis, joins WMAR-TV Baltimore as news promotion producer.

## Allied Fields



Gingold

**David S. Gingold**, VP, sales and marketing, Birch Radio, Coral Springs, Fla., named president. In restructuring of company to become effective March 1, Birch Radio division becomes operating subsidiary of parent, Birch Research Corp.

**Martin Rubenstein**, president, Mutual Broadcasting System, Washington, named to board of trustees, Washington Journalism Center.

**Jordan Rizer**, director, Navy Broadcasting Service, Washington, has been appointed director of American Forces Information Service there, succeeding **Robert Cranston**, retired.

**Gregory DePriest**, chief, technical and international branch, Mass Media Bureau, FCC, Washington, joins Association of Maximum Service Telecasters there as VP.

**Larry Kaufman**, from Warner Amex Satellite Entertainment Co., New York, joins Opinion Research Corp. there as VP, cable/video research center, which provides research and consulting services to cable systems, MSO's and programmers.

**Benton Hammond** and **Janet McDavid**, associates of Hogan & Hartson, Washington communications law firm, have become members of firm.

**Eric Severeid**, retired commentator and correspondent, CBS News, has been voted National Press Club's Fourth Estate award for "lifetime of contributions to American Journalism."

**Elton Rule**, vice chairman, American Broadcasting Companies, New York, named recipient of National Association of Broadcasters' Distinguished Service award, given to broadcaster who has made "significant and lasting contribution to the American system of broadcasting..."

**Otis Freeman**, senior VP, engineering,

WPIX(TV) New York, and director of engineering, parent Tribune Broadcasting Co., will receive National Association of Broadcasters Engineering Achievement award.

**Tom McCoy**, senior VP, National Radio Broadcasters Association, Washington, named executive VP and general manager. **Jane Rulon**, from Distilled Spirits Council of the United States, Washington, joins NRBA as director, member services.

**William W. Taylor**, senior partner, Audience Research & Development, Dallas-based communications consulting firm, named managing partner.

**Jeff Lucifer**, from KSDO-FM San Diego, joins Global Communications, San Diego-based broadcast marketing, management and investment firm, as VP, general manager.

**Paul Reid**, former owner, WLAG(AM)-WWCG(FM) LaGrange, Ga., and WBHB(AM) Fitzgerald, Ga., has formed own media brokerage and consulting firm, Paul E. Reid Co., based in LaGrange.

**James Peacock**, senior staff consultant, research, Arbitron, Laurel, Md., named manager, research department.

## Deaths



Meyer

**Lynn L. Meyer**, 78, former president, Intermountain Network Inc., Salt Lake City, died Jan 12 of complications following stroke, at American River hospital, Sacramento, Calif. He began his broadcast career as salesman for WDGY(AM) Minneapolis in 1937, and was later sales manager at WLOL(AM) there in 1940. In 1943, he moved to Salt Lake City as sales manager of then four-station network. In 1950, he became president, post he held until his retirement in 1973. Survivors include his son, Bill, who is general sales manager, KHSL-TV Chico, Calif.

**Herb Scott**, 57, president and sole owner of Great Scott Stations, Pottstown, Pa.-based group owner of 7 AM's and 5 FM's, died of heart attack Jan. 16 while playing racquetball at Pottstown WMCA. He is survived by his wife, Faye, four sons and one daughter.

**Ralph W. (Petey) Greene**, 52, host and producer, *Petey Greene's Washington*, public affairs program on WDCA-TV Washington, and producer-host of nightly radio talk show, *Petey Greene's Midnight Snack*, WYCB(AM) Washington, died Jan. 10 of cancer at Doctor's hospital, Lanham, Md. Survivors include two daughters and son.

**Elmer Robert Tera**, 64, producer-director, WPVI-TV Philadelphia, died of heart attack Jan. 7 while visiting relatives in Middleton, Conn. He is survived by his wife, Evelyn, and two sons.

**Ernie Calcutt**, 51, sports director, CFRA(AM)-CFMO-FM Ottawa, died of stroke Jan. 10 at Ottawa General hospital. He is survived by wife, Pauline, three sons and two daughters.



## Mimi Weyforth Dawson: a strong voice for broadcasters

FCC Commissioner Mimi Weyforth Dawson, a Republican whose term expires June 30, 1988, is one of the few. She's one of the few women to have served as a commissioner and the only one there now; she's one of the few commissioners who is neither a lawyer nor an engineer. She's also the only sitting commissioner whom people use words like "tough" and "aggressive" to describe. She has put those qualities to use on decisions that have usually been to the broadcaster's liking.

"Generally she has an excellent record," said Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters. "She's been strong on First Amendment issues; she's been very strong on deregulation, and she's urged the FCC to take a hard and comprehensive look at issues in their entirety, instead of piecemeal. And, in the long run, that's best for the public and broadcasters."

In Washington, Dawson is known as an assertive personality. "If she had been interested in sports, she definitely would have been a contact sports person," noted William Diefenderfer, former chief counsel to the Senate Commerce Committee.

Her strong will has been on frequent display. FCC Chairman Mark Fowler wilted recently in the face of Dawson's vehement insistence that the commission consider changing its low-power television rules to give translator applications priority, even though Fowler clearly had the votes to ignore her (BROADCASTING, Dec. 19, 1983). And while Fowler long has been on the record as opposed to the concept of awarding license preferences, Dawson managed to persuade the FCC to launch a rulemaking proposing to give women odds in lotteries (BROADCASTING, Sept. 26, 1983).

Dawson also has demonstrated that she's not afraid to voice publicly ideas others might keep to themselves. For example, while it was fashionable to applaud the FCC's deregulation of radio, Dawson has maintained that the commission's action was more cosmetic than real. In her view the FCC merely replaced "specific ascertainment and programing guidelines with amorphous ones." In the FCC's TV deregulation proceeding, she urged the commission to explore getting out of the business of content regulation of TV to the full extent possible under the Communications Act. (Now she's pushing the idea of having the FCC review, in an omnibus proceeding, the need for all of its content regulation of TV and radio.)

She wears more than one hat. She's a member of the FCC's Federal-State Joint Board for the telephone industry; she is the FCC's defense commissioner; among other



Mimi Weyforth Dawson—FCC commissioner; b. Aug. 31, 1944, St. Louis; BA, Washington University, St. Louis, 1966; social worker, Missouri Division of Welfare, 1966-1968; legislative assistant to Representative James Symington (D-Mo.) 1968-1971; public relations, Taffy Wilbur & Associates, St. Louis, 1972; press secretary, legislative assistant and chief of staff to Senator Robert Packwood (R-Ore.) 1973-1981; FCC commissioner, July 1981-present; m. Rhett Brewer Dawson (former staff director of Senate Armed Services Committee and now attorney in private practice), Feb. 28, 1976.

things, she's secretary-general of the Atlantic Association of Young Political Leaders, an international group that's funded by the North Atlantic Treaty Organization. On the side, she is trying to learn Morse code and is studying to get her radio operator's license. "The FCC ought to have someone with some sense of the amateur service, and private radio in general," she says.

Her interest in politics was "stirred," she says, by former President John F. Kennedy. While working full time to put herself through college (Washington University, St. Louis) she also found time to become active in campus politics.

After she was graduated, she got a job as a welfare investigator for the state of Missouri, and stuck with that while doing volunteer work for James Symington's 1968 primary campaign for the U.S. House of Representatives. After Symington, a Democrat, won the primary, she was hired on the campaign staff. When Symington then won the general election, Dawson became a legislative assistant in his office.

Toward the end of 1971, however, Dawson decided that she wanted more political campaigning experience. She also wanted to gain access to the "inner sanctums" of political life. And she decided the best way for her to do both was to get some public relations experience. So she returned to St. Louis and promoted state campaign issues and candidates for a public relations firm during the

1972 election.

After she returned to Washington, a neighbor, who also happened to be Senator Robert Packwood (R-Ore.)'s administrative assistant, urged her to apply as the senator's press secretary. She did, got the job in September 1973—and acquired a powerful political mentor.

About that time, Dawson converted to the Republican party. "When I was 24 years old, my philosophical and political predispositions were not based on practical experience," she says. "It seemed obvious to me that I could be more philosophically compatible in the Republican party."

Dawson eventually became Packwood's chief of staff, coordinating the activities of Packwood's personal offices, the Senate Commerce Committee, the National Republican Senatorial Committee and the Senate Republican Conference.

Among her greatest contributions to the senator, her then-colleagues said, were motivating the staff and putting Packwood staffers on a management-by-objectives system. One ex-colleague also credits her with making "significant" contributions through energetic lobbying to the election of her boss as chairman of the prestigious National Republican Senatorial Committee and the Senate Republican Conference.

Dawson almost missed the FCC. Before the 1980 elections, she told Packwood that she wanted to leave the Hill. She had offers to run Washington lobbying operations, she explained, and felt it was time to move along. At Packwood's suggestion, she agreed to remain aboard until after the election. When the Republicans then took control of the Senate, her outlook changed. And, not wanting to miss an opportunity, she opted to stay on for a while longer.

It wasn't until the day of the inaugural that she decided to go for the FCC. She could have tried for a position as an assistant secretary in a cabinet post. "But if I had wanted to be support staff, I'd have stayed on with Senator Packwood," she says.

And, the FCC, which is overseen by the Senate Commerce Committee, of which Packwood had become chairman, looked enticing. "I thought the FCC would involve issues of great magnitude that would be shaping society."

So she told Packwood she wanted the seven-year term that would be opened by the departure of former Acting Chairman Robert E. Lee. The rest, as they say, is history. "The senator was spectacular—he went to bat for me," Dawson says.

By her own reckoning, none of her contributions in the mass media area thus far really stand out. But she plans to serve her full seven-year term, so keep tuned. "I think I'm just beginning to have the basic knowledge to be able to function as a good commissioner—to be able to make real contributions," she said.

**FCC Commissioner Mimi Weyforth Dawson** said last week **commission should "quickly" launch "omnibus" proceeding to consider getting out of content regulation of radio and television** to full extent it can under Communications Act. At dinner meeting of Federal Communications Bar Association in Washington, Dawson noted she had originally suggested idea during commission's TV deregulation proceeding, but she had been persuaded it might be better to handle question elsewhere, "because content deregulation poses fundamental questions which go to the very heart of our legislative authority, regulatory responsibility and judicial interpretation." Dawson, noting differences of opinion that Senator Robert Packwood (R-Ore.), chairman of Senate Commerce Committee, and Representative Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, have over broadcast deregulation legislation, said, "we may see congressional action on broadcast deregulation in limbo. In this environment, I believe it is important, even crucial, that the commission act most deliberately, most carefully when we consider an issue of this magnitude. Commission shouldn't allow fear that courts will reverse it to sway it from action, she said. "Just as we at the commission have made it clear that we are not in the business of eliminating risk for entrants in this new environment, so we cannot eliminate the risk for ourselves in creating it."

Key members of **House Energy and Commerce Committees and Telecommunications Subcommittee** are planning to meet this week **to resume talks on development of broadcast deregulation bill**. Subcommittee Chairman Tim Wirth (D-Colo.), in anticipation of meeting, sent out 10-page memo last week explaining draft of bill released in November, and view of where negotiations on bill stand. "The attached package represents the latest in a series of compromise proposals I have made over the last few months in an effort to reach compromise on a bill. Although the National Association of Broadcasters has characterized this draft as a 'starting position' as the following memorandum makes clear, the package goes much further than half-way in attempting to arrive at a fair compromise on the key issues."

**CBS awarded Scientific-Atlanta Inc. contract to supply earth stations to its network affiliates** as part of its conversion to satellite distribution system. At present, CBS Television Network is fed over telephone lines. CBS said conversion to satellite distribution is expected to be completed by 1986, and first 10 installations will be rolled out in Southwest by March with others to follow at rate of about 20 installations per quarter. CBS said number of key affiliates around country will also be equipped with uplink capability. CBS spokesman explained that affiliates will buy satellite dishes from S-A but CBS will then arrange for affiliates to be reimbursed. CBS said "typical" installation would include 7-meter antenna dish for primary reception and 4.6-meter dish for back-up. CBS also said it has chosen AT&T to supply space segment of system by contracting for **five transponders** each aboard **AT&T's C-band Telstar 301 and 301 satellites**.

**NBC-TV** last Wednesday (Jan. 18) announced it has reversed decision made one day earlier and **will not air Paramount theatrical film, "White Dog,"** on grounds that such broadcast would be "inappropriate." Movie, which was **labeled racist by some members of black community** after its 1982 release, **had been scheduled for February sweeps**. "White Dog" was shown in limited theatrical release for one week in Detroit and on several pay cable services this month. NBC, which reportedly paid \$2.5 million for film, said decision to drop movie was made after screenings for NBC executives. NBC said it "is holding discussions with Paramount about a replacement." As late as Tuesday, NBC had defended film, about dog trained to kill black people, in statement claiming "White Dog" was "a well-made motion picture that makes a strong antibigotry statement."

Viacom International's **WKHK(FM) New York** is scheduled to **switch formats from country to "soft" adult contemporary** today (Jan. 23) at 5 a.m. Decision to change was based on research by The Research

Group showing "niche" in marketplace for new sound with move not dramatically affecting station's current core audience, according to station spokeswoman. Playlist will range from Frank Sinatra to Kenny Rogers. Viacom is awaiting FCC approval of new set of call letters, **WLTW-FM**, and will bill itself as "Lite-FM 106.7." Station, which recently became affiliated with Dallas-based Satellite Music Network, still plans to clear SMN spots. WKHK has been programming country since September 1980. Mutual's **WHN(AM)** remains only full-time country outlet in New York.

**U.S. Conference of Mayors** is scheduled to hold **midwinter meeting this week** (Jan. 25-27) in Washington and **cable deregulation bill**, H.R. 4103, will be chief **topic of discussion**. Cities' mayors, who strongly oppose cable bill, will lobby House members intensively. Group will also hear from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who is slated to address group Thursday.

**ABC-TV's American Music Awards** telecast last Monday (Jan. 16) delivered average Nielsen rating/share of 27.4/41, making it **highest-rated music awards special in 10 years**, ABC researchers said Friday. Highest-rated is still 1974 Grammy Awards (30.3/52), but researchers said because of TV universe's growth since then, last week's rating meant **American Music Awards was seen in more homes—22,960,000 per average minute—than any other music awards program in history**. They estimated 55 million people viewed it.

**Proctor & Gamble** has expanded its commitment to **cable advertising** with announcement that it **will sponsor second program series on USA Network—daily, half-hour program called The Great American Homemaker**, to be hosted by Vicki Lawrence, star of NBC's *Mama's Family*. **Compton Advertising** is representing P&G in project. Program will debut Jan. 30 at 11:30 a.m. P&G is also sponsoring weekly series on USA called *Cover Story*, celebrity profile series.

**Turner Broadcasting System** announced last week that, for second time in eight days, superstation **WTBS-TV Atlanta has broken ratings record for basic cable program**. Feat was accomplished second time around on Sunday, Jan. 15, with airing of movie "Giant" (10:35 a.m.-2:55 p.m.), which received average rating of 9.7 within WTBS universe of almost 28 million homes. Week before, Saturday, Jan. 8, airing of first episode of mini-series, *Centennial*, scored average rating of 9.6.

**Cablevision Systems and Scripps Howard** have completed their **purchase of 50,000 subscriber cable system serving Bridgeport, Conn., for \$50 million**. Acquisition now gives two cable MSO's joint ownership of two cable systems in region—other being adjacent system serving lower Fairfield county with close to 20,000 subscribers—as well as franchise for Sacramento, Calif.

**Eugene Bohi**, president and general manager, **WGHP-TV High Point, N.C.**, has **left that post** after more than 10 years with station. According to Alan Henry, president of parent, Gulf Broadcasting, parting was "amicable," but represented "difference in priorities." Bohi commented that "they felt someone could do a better job." He said he has no definite plans, but is "considering options." Bohi, who is chairman of government relations committee, ABC Television Affiliates Association, says he will continue those activities in interim. Henry will be acting general manager of WGHP-TV until successor to Bohi can be found.

**Newsfeed Network**, Westinghouse television news service now entering its fourth year, has announced it is **expanding service from five to seven days per week**. Newsfeed also announced agreement has been reached with AP whereby all printed Newsfeed material will be distributed to member stations via AP's high-speed television news service known as APTV, along with normal AP copy flow, at rate of 1,200 words per minute.

**Voltron**, half-hour animated children's strip of 120 episodes, has



been acquired by **Koplar Communications' World Events Productions**, St. Louis, for distribution in North America. **Telepictures Corp. has acquired worldwide rights to *Littiest Hobo***, series of 96 half-hour episodes, produced by Glen-Warren Productions and one of Canada's highest-rated TV programs.

□

In wake of intense pressure from Congress, **FCC** last week announced it intended to **delay telephone access charges** for residential and single-line business users **until after 1984 elections** [mid-1985]. Multiline business users are still scheduled to start paying \$6 per line per month. **Commission also said it intended to reduce substantially amount AT&T long-distance competitors**—such as, MCI Communications—**will have to pay for interconnection with local telephone companies**, until they have same interconnection AT&T has. Commission is expected to formally adopt plan Wednesday (Jan. 25).

□

**House Telecommunications Subcommittee's scheduled FCC oversight hearing Feb. 8** is expected to generate **lively dialogue** between members and FCC Chairman Mark Fowler. Subcommittee members are planning to grill Fowler on number of commission activities; its decision on children's television is likely to be major subject. Subcommittee Chairman Tim Wirth (D-Colo.) and others are expected to blast Fowler for closing rulemaking without adopting tougher line. Representative John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee, is also expected to make appearance to question Fowler about latter's meeting last year with President Reagan on FCC's financial interest and syndication rules. FCC's record on minority employment and its proposal to repeal ownership rules will also fall under attack.

□

**FCC** last week voted to make it easier to put certain varieties of electronic equipment on market. Under order, **TV and FM broadcast receivers can be put on market without FCC approval**. (FCC, however, said it will continue to enforce all-channel regulations, peak picture sensitivity standards and UHF tuner noise figure requirements. It added that annual UHF noise figure performance reports will continue to be required.) AM antenna phase monitors and broadcast transmitters can be marketed after manufacturer notifies FCC that equipment is in compliance with commission standards.

□

**Metromedia Producers Corp.**, which has **cleared** its planned weekly two-hour music and variety series, ***On Stage America***, in **65 markets** across U.S., has **added six movies to package**, to be aired every fourth Saturday and heavily promoted during preceding three weeks' programs. Movies include *Squaring the Circle*, made-for-TV co-production of Metromedia and United Kingdom's Television South, three made-for-HBO movies, including *Terry Fox Story*, and feature film "Breaker Morant." Metromedia had originally planned to air movies on once-a-month, prime time movie network it had hoped to launch, but Bob Bennett, president of broadcasting and production for Metromedia, said company had been unable to acquire enough films to fill out its package. "The studios wanted much too much money," he said. "They've decided we can pay as much as the three major networks, but it just isn't so."

□

**Howard Stringer**, executive producer of *CBS Evening News* since December 1981, has been **named executive vice president, CBS News**, stepping into position vacated in September by Ed Joyce, now president of news division. **Replacing Stringer is Lane Venardos**, who has been senior producer of *CBS Evening News* since December 1981.

□

**Richard Threlkeld**, national correspondent for **ABC News**, has been **named chief correspondent of *World News Tonight***. Prior to joining ABC News in 1982 as national correspondent, he had been correspondent, anchor and bureau chief of CBS News. ABC News also announced four other correspondents frequently seen on *World News Tonight* have been named "regular contributors": **Barry Serafin, Lynn Sherr, Jack Smith and James Wooten**.

**Test for teletext.** Supporters of the European World System Teletext (WST) system convened in New York last week to announce formation of a venture among Metromedia's KTTV-TV Los Angeles, Zenith, Sanyo, Harris, Taft, BBC and Ameritext, the U.S.-based marketing and promotion arm of WST, to provide teletext service to Los Angeles during the 1984 summer Olympic games. Harris, the exclusive U.S. supplier of WST equipment manufactured by Hastings, England-based VG Electronics, will install a complete teletext transmission system at KTTV. The station, with assistance from Taft Broadcasting, which operates a teletext system on its WKRC-TV Cincinnati, and the BBC, will originate a local teletext service, 100 pages, providing up-to-the-minute reports on all Olympic activity. The service will also provide traffic information with the help of computer-generated reports. In addition, pages of national news and information will be supplied via KTTV by Keyfax, the teletext system delivered over the vertical blanking interval of WTBS-TV Atlanta. Both Zenith and Sanyo will be supplying 100 teletext receivers to be placed at various spots around Los Angeles such as hotel lobbies, Los Angeles International Airport and Olympic sites.

Bill White, vice president and general manager of KTTV, said the Olympics project provides "an ideal opportunity for us to learn [about teletext] and to show others what teletext will do to the consumers and the many visitors who will come to southern California for the Olympics."

Gerald LeBow, president of Ameritext, hailed the Olympic teletext project as one providing "momentum" in the effort to win acceptance of WST in the U.S. While Metromedia has not made a commitment to WST, or any form of teletext for that matter, beyond the Los Angeles project, LeBow was gratified that the independent group owner opted to test the teletext waters with WST and not the North American Broadcast Teletext Standard embraced by CBS and NBC. (ABC has shunned any involvement with teletext up to this point.)

**Barry O. Chase**, director of public affairs programming for **Public Broadcasting Service**, has officially thrown his hat into ring for **PBS presidency**. Chase, who has been at PBS for eight years, has been strong advocate of special news programs at PBS, including *Inside Story*, *International Edition* and *Frontline*. Search committee has received about "two to three dozen names" so far, according to representative of committee.

□

**United Satellite Communications Inc.** is scheduled to announce plans for **direct-to-home satellite broadcasting service to Washington** this week.

□

Board of trustees of **National Association of Public Television Stations** set its **FY '85** (beginning July 1) **budget** at \$897,000. This is up from FY '84 figure of \$840,000. In addition, NAPTS plans to seek additional \$200,000 from outside sources to "develop public television research and planning capacities."

□

**FCC Mass Media Bureau employs higher percentage of minorities than it's often given credit for.** So said **James McKinney, Mass Media Bureau chief**, at luncheon meeting of National Conference of Black Lawyers in Washington last week. According to McKinney, 175 (47.2%) of bureau's 371 employes are minorities. And 38 (22.1%) of bureau's 172 professionals are minorities as well. "So please, when you criticize us, use the right numbers," he said. Citing computer hassles, McKinney also said bureau was month behind schedule in getting out omnibus rulemaking that will propose more than 500 locations for new docket 80-90 FM stations. But McKinney said bureau should have rulemaking out by end of February. He also said minority preference scheme in lotteries for low-power television stations appeared to be working out well for minorities. Of 30 LPTV lotteries held thus far in contests that included minority applicants, minorities won 22.

# Editorials

## Fair winds from Hawaii

The joint board of directors of the National Association of Broadcasters has good reason to be pleased about its accomplishments in Maui last week. In actions that were ingenious—considering they were thought up on the scene—they plugged a widening hole in the association's legislative apparatus, and they placed the president in a position of accountability from which his continuing performance can be fairly evaluated.

Moreover, they made these almost Draconian changes without tearing either the association or its professional staff apart. Indeed, all parties involved went home happier from their stay in Hawaii: the executive committee, because it had moved quickly to respond to criticism and suggestions from other board members; President Eddie Fritts, because he was free of a bureaucratic entanglement that had served a previous administration well but that was ill-suited to his own management style; Executive Vice President John Summers, because he had a new charter for action in an area he finds comfortable and a true opportunity for rejuvenation in a long NAB career.

One cannot recommend as a casebook study in management the tortuous course taken by the NAB in arriving at its new status quo. But once over the wonderment of it all, one can admire the result. There's now real reason to hope that a corner has been turned in the Fritts administration, and that more good news than bad will issue from N Street in the months to come.

## Heat's on House

It was inevitable, considering all the promising that has gone on, that some winners of big-city cable franchises would discover that they had promised too much. Warner Amex has made the discovery in Milwaukee and Dallas and has shared it with the world. Others have made it elsewhere, at lower visibility.

The examples of failed expectations will undoubtedly be cited by the municipal authorities who are resisting the cable legislation that the Senate passed and the House is considering. The locals will say they need to retain authority that the federal regulation would pre-empt if they are to make the franchise winners keep their promises.

The view here is that the problems in Milwaukee, Dallas and less publicized cities argue for exactly the kind of disciplined franchising that the federal legislation would create. Indeed, as Steven Effros, executive director of the Community Antenna Television Association, pointed out last week during the Texas Cable Show, order must be instituted before the franchising process starts all over again in the renewal of franchises that are expiring.

H.R. 4103 is the bill that is needed. It has never looked better than it looks now.

## Videorecording and the Hill

Congress has been invited by the Supreme Court to bring copyright law up to speed with the communications revolution. It will decline the invitation only if it wishes to enhance its reputation for ducking hard issues in election years.

The court's 5-to-4 decision in the Betamax case last week raised more questions than it resolved. The majority has ruled that home taping of television shows for replay at more convenient times is a fair use of a copyrighted work and hence subject to no royalty payment under existing law. That condition, by

itself, is worthy of congressional scrutiny, but the many other uses of television recording that were untouched by the Supreme Court are in equal need of reappraisal for copyright protection. Most of those uses were merely conjectural when the producer's case against Betamax was filed.

An estimated 10 million videorecorders are now in use, and the number is rapidly increasing. How are those instruments being used? Are the owners of recorders taping the uninterrupted transmissions of, say, an HBO to retain in their tape libraries, and if so, what is the probable effect on theater attendance? Or for that matter, on broadcast and cable viewing? Are copyright owners justified in wanting to participate in the proceeds from the commercial rental of television tapes? How much tape trading or lending goes on among the owners of videorecorders? The questions go beyond the new video wonderland. Is the home audio taping of radio music an unfair intrusion in the phonograph record business?

If the principle of copyright protection is to be preserved, copyright owners must be assured a fair return from new uses of their works. At the same time, the public is entitled to protection from organized gouging.

Copyright law has never been easy to write and will be less so in a time of galloping technology, but the Supreme Court has deprived Congress of an excuse to stall. Fast forward.

## Second call

Last summer FCC Commissioner Mimi Weyforth Dawson invited suggestions on how the FCC can rid its books of rules that go beyond those explicitly required by the Communications Act. She wanted help in reversing what she accurately called "the remarkable history of regulatory accretion." So far nobody has offered help, a condition that ought to be corrected.

Dawson brought up the subject again last week in addressing the Federal Communications Bar Association (see "In Brief"). This time she gave broadcasters more reason to bestir themselves, noting that with prospects dimming for acceptable deregulation in the Congress, deregulation at the FCC, within the limits of its authority, may be the best deal that broadcasters can expect.

Dawson is aware that meaningful deregulation by the FCC will be challenged in the courts. That means that crafting true deregulation by the FCC for both radio and television must be done with all the legal skill that can be mustered. Who will volunteer?



Drawn for BROADCASTING by Jack Schmidt

"That's not what I meant by 'enhance the bass.'"





## **Doughnuts to dollars.**

Budget cuts threatened to close the Blandford Nature Center, a working farm with trails and exhibits run by the Grand Rapids Public Museum. To help save it, WJFM Radio offered support for the Center's Back-To-Earth-Day fundraising celebration.

Admission was free, but proceeds from the sale of refreshments went to the Center. WJFM provided promotion plus the services of "Uncle Walt the Donut Man." The event was a tremendous success, and the Center's Director wrote, "Your contribution made it possible for us to hire our doughnut baker and add all the profits to the Save the Farm fund. Your on-the-air support is also much appreciated."

Helping preserve this opportunity to see man and nature working in close harmony is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF</b> Cadillac	<b>WKJF-FM</b> Cadillac	<b>KMEG-TV</b> Sioux City

# Innovative

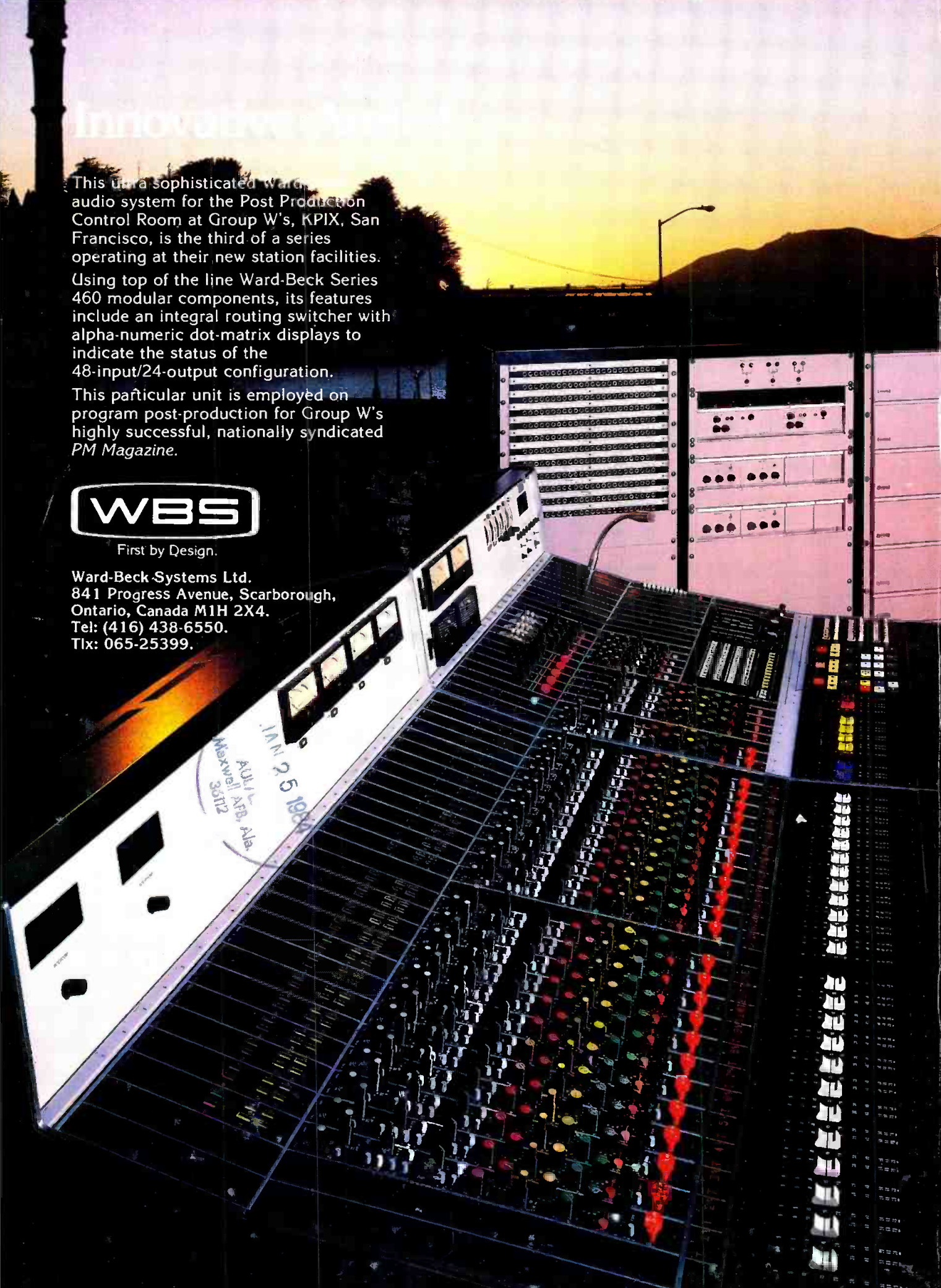
This ultra sophisticated Ward-Beck audio system for the Post Production Control Room at Group W's, KPIX, San Francisco, is the third of a series operating at their new station facilities. Using top of the line Ward-Beck Series 460 modular components, its features include an integral routing switcher with alpha-numeric dot-matrix displays to indicate the status of the 48-input/24-output configuration.

This particular unit is employed on program post-production for Group W's highly successful, nationally syndicated *PM Magazine*.



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