

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting May 28



## WELCOME THE NEW KIDS IN TOWN!

All new advertiser supported half-hour musical series starring **Only Kids** for **Only Kids** of all ages!



TELEVISION

SIXTY YEARS OF GREAT ENTERTAINMENT

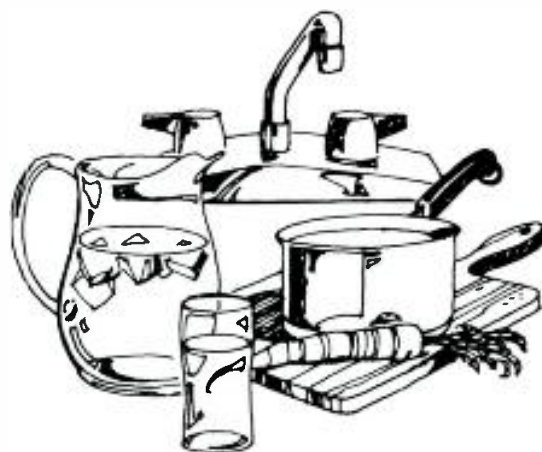
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53rd Year 1984

On the way to NCTA  
Returning from  
NBC affiliates



## **Danger: Water Hazard**

When a serious water contamination problem developed in Grand Rapids, it was essential that the public be notified quickly to safeguard health and prevent panic. So WKZO-TV, serving Grand Rapids and Kalamazoo, immediately informed viewers of the procedure for sterilizing water, and necessary conservation measures. In addition, city officials appeared on all newscasts with updates on the situation.

After the crisis, the director of the city's water department wrote WKZO-TV saying, "Your news team did an exceptional job of presenting the facts, not only accurately, but in a very timely manner. It was an excellent job of news reporting."

Keeping people informed about possible health hazards is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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Kalamazoo,  
Michigan

**WKZO-TV**  
Kalamazoo-  
Grand Rapids

**KOLN-TV**  
Lincoln,  
Nebraska

**KGIN-TV**  
Grand Island,  
Nebraska

**WJFM**  
Grand Rapids,  
Michigan

**WKJF**  
Cadillac,  
Michigan

**WKJF-FM**  
Cadillac,  
Michigan

**KMEG-TV**  
Sioux City,  
Iowa

**JUST SOLD!**

**WTOG-TV**  
TAMPA

**WFBT-TV**  
MINNEAPOLIS/ST PAUL

**KGMC-TV**  
OKLAHOMA CITY

How come everybody remembers us in black & white—and we are now in color!



**THE "CISCO"  
LIST IS  
GROWING!**

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| BILOXI.....                   | WXXV-TV |
| BOSTON.....                   | WXNE-TV |
| CHARLOTTE.....                | WCCB-TV |
| CHICAGO.....                  | WGN-TV  |
| COLUMBIA, SC.....             | WLTZ-TV |
| COLUMBUS, GA.....             | WLTZ-TV |
| DALLAS.....                   | KXTX-TV |
| DENVER.....                   | KWGN-TV |
| EL PASO.....                  | KCIK-TV |
| HOUSTON.....                  | KTXH-TV |
| KANSAS CITY.....              | KSHB-TV |
| KNOXVILLE.....                | WINT-TV |
| LEXINGTON.....                | WKYT-TV |
| LOS ANGELES.....              | KABC-TV |
| MINNEAPOLIS/<br>ST. PAUL..... | WFBT-TV |
| MOBILE.....                   | WKRQ-TV |
| NASHVILLE.....                | WZTV-TV |
| NEW ORLEANS.....              | WGNO-TV |
| NORFOLK.....                  | WYAH-TV |
| OKLAHOMA CITY.....            | KGMC-TV |
| PHOENIX.....                  | KPHO-TV |
| PORTLAND, OR.....             | KTDZ-TV |
| RICHMOND.....                 | WWBT-TV |
| SAN DIEGO.....                | KTTY-TV |
| SANTA FE.....                 | KSAF-TV |
| SAVANNAH.....                 | WJCL-TV |
| SEATTLE.....                  | KTZZ-TV |
| SPRINGFIELD, IL.....          | WRSP-TV |
| TAMPA.....                    | WTOG-TV |
| WEST PALM BEACH.....          | WPTV-TV |

**THE**

**CISCO**

**KID**

**156**  
HALF-HOURS

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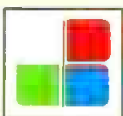
**STARRING DUNCAN RENALDO AS CISCO**

**WORLDWIDE**

**DEKICK, PANCHO**

"Cisco was something of a Mexican Robin Hood—who brought a sense of devilish glee to the Old West." —TV GUIDE

"Action and comedy to please audiences of both kids and adults." —VARIETY



**BLAIR ENTERTAINMENT**

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# HART TO HART

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DALLAS  
HOUSTON  
PITTSBURGH  
MIAMI  
MINNEAPOLIS  
SEATTLE  
ATLANTA  
TAMPA  
ST. LOUIS  
DENVER  
SACRAMENTO  
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HARTFORD  
PHOENIX  
SAN DIEGO  
KANSAS CITY  
MILWAUKEE  
ORLANDO  
NEW ORLEANS

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KHJ-TV  
WBBM-TV  
WCAU-TV  
KTZO  
WSBK-TV  
WJBK-TV  
WRC-TV  
WKYC-TV  
KNBN-TV  
KTXH  
KDKA-TV  
WSVN-TV  
KMSP-TV  
KOMO-TV  
WGNX  
WTSP-TV  
KMOX-TV  
KWGN-TV  
KOVV  
WRTV  
WVIT  
KPHO-TV  
KCST-TV  
KCTV  
WITI-TV  
WOFL  
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MEMPHIS  
OKLAHOMA CITY  
LOUISVILLE  
GREENSBORO  
ALBANY, N. Y.  
LITTLE ROCK  
SHREVEPORT  
TULSA  
TOLEDO  
JACKSONVILLE  
FRESNO  
WEST PALM BEACH  
SYRACUSE  
SANTA FE  
ROCHESTER, N. Y.  
SPOKANE  
AUSTIN  
TUCSON  
LANSING  
LAS VEGAS  
SALINAS  
ROCKFORD  
AMARILLO  
RENO  
CHICO-REDDING  
MEDFORD  
GLENWOOD SPRINGS, CO.  
MANCHESTER

WMC-TV  
KAUT  
WAVE-TV  
WGGT  
WNYT  
KARK-TV  
KSLA-TV  
KTUL-TV  
WTVG  
WJXT  
KSEE  
WPEC  
WTVH  
KSAF-TV  
WHEC-TV  
KXLY-TV  
KVUE-TV  
KGUN-TV  
WJIM-TV  
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KMST  
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KVII-TV  
KAME-TV  
KRCR-TV  
KOBI  
KCWS  
WMUR-TV

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



# Society National Bank

Providing the communications industry with more than 40 years of financial expertise.

This announcement appears as a matter of record only.  
December, 1983

## **MALRITE COMMUNICATIONS GROUP, INC.**

**\$45,000,000**

Ohio-based Society National Bank was the acting agent in the acquisition of television station WXIX.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.  
February, 1983

## **TCI AND TAFT BROADCASTING**

**\$9,000,000**

Ohio-based Society National Bank has provided a term loan facility to finance satellite communications equipment.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.  
November, 1983

## **BEAM BROADCASTERS, LTD.**

**\$25,750,000**

Ohio-based Society National Bank was the acting agent in the acquisition of television stations KYEL, WCFT, and WDAM.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.  
January, 1983

## **CAPCO BROADCASTING**

**\$5,750,000**

Ohio-based Society National Bank has provided a revolving credit/term loan for the acquisition of radio stations WLAP and WSOY.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.  
June, 1983

## **CLARK COUNTY CABLEVISION LTD.**

**\$6,500,000**

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

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.  
November, 1983

## **CHATTAHOOCHEE CABLEVISION, INC.**

**\$9,000,000**

Ohio-based Society National Bank provided a term loan facility to acquire cable systems located in Georgia.

**Society National Bank**  
COMMUNICATIONS LENDING DIVISION

# **Society BANK**

For more information contact Jolen Cameron  
at (216) 622-8665.

# Broadcasting **May 28**

## Upfront buying for fall prime time NCTA's consumer's choice show NBC affiliates coverage

**READY, SET** □ Network and advertising observers expect that upfront buying for fall prime time shows is ready to explode this week. **PAGE 39.**

**CABLE ACROSS THE WATER** □ FCC authorizes fiber optic cable across Atlantic Ocean; eases AM power requirements. **PAGE 40.**

**DISCOVERY RULINGS** □ Media win one and lose one in cases before Supreme Court. **PAGE 41.**

**PAPERS FILED** □ CBS asks court to dismiss Westmoreland libel suit. **PAGE 42.**

**EXEMPTION GRANTED** □ FCC clears *Donahue* of Section 315 obligation and equal opportunity provisions of Communications Act. **PAGE 42.**

**NCTA 84** □ Annual convention stresses back to basics theme; cable dereg on the minds of attendees. **PAGE 44.** An agenda begins on **PAGE 45.** A listing of exhibitors begins on **PAGE 48.**

**COPYRIGHT PROBLEMS** □ Kastenmeier's draft bill is running into trouble because of too little time and not enough consensus on measure. **PAGE 64.**

**HILL HEARING** □ Differences between State and Commerce departments, bills addressing Comsat, among topics for House Telecommunications Subcommittee hearing. **PAGE 64.**

**RETURN TO SENDER** □ Citizen groups appeal FCC postcard renewal decision to Supreme Court. **PAGE 65.**

**PROJECTION PROGNOSTICATORS** □ AAPOR provides

forum for debate over early election projections. **PAGE 67.**

**SELF-FEED** □ Republicans to provide news feed during national convention. **PAGE 68.**

**INTERACTIVE TV** □ ACTV Inc. unveils new computer, one-way, interactive television system designed for cable operators. **PAGE 69.**

**BUSINESS OF BUSINESS** □ Broadcast Financial Management Association convention highlights include status of deregulation and computers in broadcast stations. **PAGE 72.**

**AWRT IN CHICAGO** □ Annual convention of American Women in Radio and Television to address "challenge of creativity." **PAGE 75.**

**DONALD MCGANNON** □ Former Westinghouse executive dies at 63. **PAGE 77.**

**NBC AFFILIATES** □ NBC looks to turn fortunes around. **PAGE 78.** Tartikoff says fall programming designed to capture young, upscale demographic. **PAGE 79.** Grossman details plans for news departments. **PAGE 80.** Tinker optimistic about fall schedule. **PAGE 81.** Network updates last year's "Be There" promotion theme for fall. **PAGE 81.** Sohmer reviews past season's highlights, previews daytime and Saturday-morning programming plans. **PAGE 82.**

**NATIONAL ATTENTION** □ Jeri Warrick Crisman, AWRT's outgoing president, has helped focus that organization's attention on national concerns. **PAGE 103.**

### INDEX TO DEPARTMENTS

Business .....	72	Datebook .....	22	In Brief .....	104	Open Mike .....	26
Business Briefly .....	14	Editorials .....	106	Journalism .....	67	Programming .....	78
Cablecastings .....	10	Fates & Fortunes .....	99	Law & Regulation .....	64	Riding Gain .....	70
Changing Hands .....	75	Fifth Estater .....	103	The Media .....	75	Stock Index .....	63
Closed Circuit .....	7	For the Record .....	86	Monday Memo .....	34	Technology .....	69

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**INDEX TO ADVERTISERS** ABC Information Network 35 □ ABC Talkradio Third Cover □ American Society of Composers, Authors & Publishers/ASCAP 36-37 □ The American Trucking Associations Foundations, Inc. 11, 65 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 74 □ Blair Entertainment 3 □ Camelot Entertainment Sales/King World 18, 53 □ CBS RadioRadio 19 □ Champion International Corp. 26 □ Chapman Associates 77 □ Chemical Manufacturers Assn. 22 □ Classified Ads 90-98 □ Columbia Pictures Television 4-5, 12-13, 16-17 □ Continental Electronics 69 □ R.C. Crisler & Co. 73 □ Eastern Sprint 59 □ Embassy Telecommunications 23, 25, 27, 28-29 □ The Fetzer Stations Second Cover □ Josephson Radio Fourth Cover □ Local Program Network 51 □ MCATV 8, 20-21 □ Metromedia Producers 32-33 □ MGM/UA Entertainment Co. Front Cover □ Motorola 71 □ A.C. Nielsen Co. 38 □ Professional Cards 89 □ Cecil L. Richards, Inc. 75 □ Robert W. Rounsaville & Associates 76 □ Scientific-Atlanta 47 □ Services Directory 89 □ Society Bank 6 □ Standard Rate & Data Services 83 □ TeleRep, Inc. 54-55 □ United Video 60-61 □ Warner Bros. Television Distribution 15 □ WGN-TV 30-31 □ World Events 49 □ Youngs, Walker & Co. 99 □

**On May 2, 1944, the U.S. Eighth Air Force hammered German defenses along the French and Belgian coasts. Hulao Pass was captured by Japanese troops preparatory to an assault on Loyang, China. Russia's long-distance air force flew to Brest-Litovsk, in Poland, to wreck rail yards crowded with German troop trains. Allied bombers struck the Marshall, Caroline and Kurile Islands.**

**And WABD (WNEW-TV), New York's first commercial television station went on the air with its very first program, *The Faces Of War*.**

**Even then, this pioneer television station was a vital part of what was most important to its viewers.**

**MCA TV congratulates WNEW-TV for continuing the tradition of vital television it began 40 years ago.**



The front page of *The New York Times*, May 2, 1944.

**MCA TV**



## New formula

FCC Commissioner Mimi Dawson, who Chairman Mark Fowler has said is lead commissioner in proceeding to revise or repeal seven-seven-seven rule, is understood to be examining proposals for limiting ownership—VHF TV, anyway—in terms of percentage of total TV households reached. Figure on which she is said to be focusing is 25%. UHF would not be included, presumably to avoid adverse impact on service that some feel still needs support. Proposals that ownership restrictions be eliminated entirely do not appeal to commissioner; she has stated publicly concern that commission not take action that would permit broadcast groups to gain undue amount of access to audience and economic advantage that would bring. It wasn't clear last week when item would surface on commission agenda; legal and other details are said to be under review by staffers.

## Change of scene

National Association of Broadcasters and National Radio Broadcasters Association aren't only parties calling on Senator Bob Packwood (R-Ore.) to pursue radio-only deregulation bill in Senate. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) will meet with Packwood after congressional recess (May 25-June 4) to discuss possibility of attaching deregulation measure to appropriate legislative vehicle. Tauke and Tauzin have been leading effort in House to gain regulatory relief for broadcasting but have been unsuccessful in moving measure through House Telecommunications Subcommittee. They met last week with Representative Al Swift (D-Wash.) to discuss development of compromise bill in subcommittee (BROADCASTING, May 21), but, according to Tauke, "We have not crossed the threshold where there is something meaningful to negotiate."

## It's ABC in May

As far as ABC researchers are concerned, May sweeps are foregone conclusion with ABC placing first by "at least one" full rating point in both Arbitron and Nielsen based on first 23 days of period. This is different picture from 1983 May sweeps, when CBS placed first, NBC second, ABC third. ABC is crediting its soon-to-be victory on such special

programming as mini-series, *The Last Days of Pompeii*, *Mystic Warrior*, and special movies, *The Dollmaker* and *Love Thy Neighbor*.

CBS agrees, and even ventures projections. It estimates ABC will come out ahead with average 15.3 in Arbitron and 15.0 in Nielsen, while CBS will pull up second with average 14.0 in Arbitron and 14.1 in Nielsen, and NBC will come in third with average 13.6 in Arbitron and 13.5 in Nielsen.

## Early start

Senate Commerce Committee Chairman Bob Packwood (R-Ore.), whose term expires in 1986, has already kicked off re-election campaign and fund-raising drive. Packwood, who has been leading Senate opponent of constitutional amendment to outlaw abortion, is sending out mailing soliciting contributions. Mailing notes that Packwood has been singled out by right-to-lifers. "I know that you have many things on your mind other than contributing to a political campaign. But many of the most powerful anti-choice, right-wing powers in politics, like Jesse Helms [R-N.C.], have already begun to raise millions of dollars to defeat the champions of a woman's right to choose. I am target #1. That is why I need your help today," letter said.

## Playing hardball

Major League Baseball is evaluating methods by which it might exact compensation from subscription news services (Group W's Newsfeed, NBC's A-News and like) and networks such as ESPN and CNN that charge affiliates fee for highlight footage of league's games. One alternative being given serious consideration is national blanket license. League is also putting together formal policy statement to let broadcasters and cablecasters know, in no uncertain terms, that all game footage and usage are under copyright owned by league. League wants to insure it gets some payment from all services or outlets (including local stations) that make profit from contributing game highlights to subscription services for fee. League also seeks greater control of game footage for other than hard news uses and intends to establish policy whereby it will decide what footage will be made available (for fee) for documentaries, blooper shows and other feature programs. League was particularly incensed with recent segment of NBC's Dick Clark blooper

show that included knock-down, drag-out game brawl that Clark purchased from local station that had stockpiled footage all season. League objected to any use of footage. League indicates that stations will still be able to use highlights and trade highlights (in reciprocal deals) free of charge for their own news programs.

## Catechism

NBC News plans to spend 15 months working on "top-to-bottom rewrite" of policy manual for employees before issuing first draft at beginning of next year. Review of document, which runs 60 to 70 pages, involves NBC News President Larry Grossman and predecessor, Reuven Frank, journalism professors and "every lawyer at NBC." According to top NBC official, it's "as if we were writing a brief for the Supreme Court." Purpose in rewriting document is to have policy for "working stiffs... not just for the lawyers when things go wrong."

## Barter boom

By most accounts, syndicated barter business is very active right now, being beneficiary of spillover dollars from network where inventory is tight due to demand for Olympics and election availabilities. Also, some say, business is still riding high from infusion given syndicated barter market in middle of 1983 when Procter & Gamble spent estimated \$30 million on number of LBS and MCA properties, as well as long-term commitment to *Thicke of the Night*. Estimates are that syndicated barter sales will increase by 14%-18% this year, which would put total in \$342-million to \$355-million range.

## Dougan fan

Representative Dante Fascell (D-Fla.), chairman of House Foreign Affairs Committee, has thrown his weight behind move to strengthen State's role in international telecommunications policymaking. He sent memo last week to Secretary of State George Shultz recommending elevation of present office of Coordinator of International Communication and Information Policy to level of bureau. Fascell, who has long favored larger voice for State in international communications area, has been meeting frequently with present occupant of coordinator's office, Diana Lady Dougan.

## Strike settlement

The strike by culinary workers and bartenders at some of the leading hotels in Las Vegas should be resolved by the time cable operators gather there next week (June 3-6) for the opening of the National Cable Television Association's 33d annual convention (see page 44). According to the latest reports out of Las Vegas, members of the culinary and bartenders unions ratified a five-year contract with 13 of the city's leading hotels, including Caesars Palace, the Las Vegas Hilton and the Flamingo. Members of the musicians and stagehands unions, however, are still on strike. Resort officials believe the musicians and stagehands will soon follow the culinary workers and bartenders.

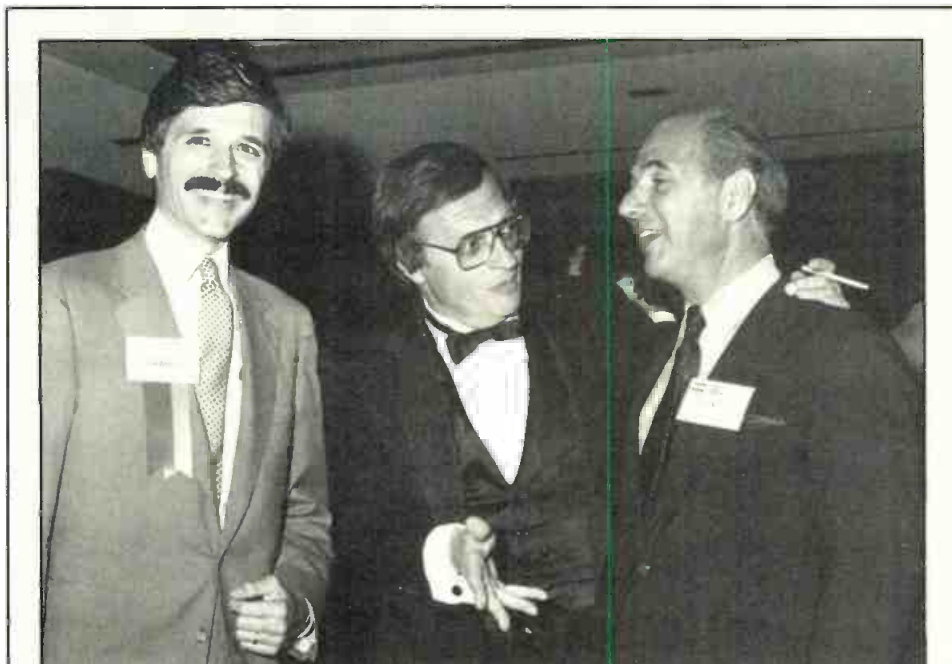
## Arrested development

A hard-pressed Storer Communications Inc. has agreed to sell its Prince George's county, Md., cable system for the money it has already invested, \$49 million, to reduce its heavy debt. The system will go to 18 investors headed by former county executive Winfield M. Kelly (see page 76). The system is 60% to 75% completed, and is to be finished by December. Kelly will be responsible for completion of the system. Also included in the sale are two small, unrelated systems in Leesburg and Fort Belvoir, both Virginia.

Kelly, who is a vice president of Storer, will resign his position after the sale is approved by the various municipalities. The Prince George's county cable commission is expected to rule on the sale after August. The Prince George's system passes 130,000 homes with a planned 800 miles of plant and 25,000 basic subscribers.

Storer reported a loss of \$39.6 million for 1983 and \$14.6 million for the first quarter of 1984 (due mainly to expenses in developing cable TV systems and payments on its debt of over \$700 million). Chairman and CEO Peter Storer said he also expects to report a loss for fiscal year 1984, but the company is well past the peak demand for capital expenditures, which decreased 41% in 1983, and will continue to decrease in 1984. The sale represents Storer's attempt to trim its cable division's losses through divestiture of large sophisticated systems that would require extensive capital investments for completion. It also is trying to increase its efficiency through "clustering," the consolidation of neighboring stand-alone systems, to decrease operating costs.

To that end, Storer also announced on Friday that it has sold a system serving Radnor, Pa., to Radnor Cablevision Inc., a subsidiary of MSO Adelphia Communications Corp. of Coudersport, Pa., owner of nine cable systems in New York and Pennsylvania. The system serves approximately 3,400 basic subscribers. No sale price was disclosed, but it is estimated to be about \$3.5 million. Storer also sold six systems serving 13 com-



**Down from the skies.** NABU-The Home Computer Network officially launched its computer software service last Wednesday (May 23) in Alexandria, Va. (BROADCASTING, April 9). The network, which delivers computer software via cable systems to home computers, is looking for 5% penetration in Alexandria, its first U.S. market, by the end of 1984. Pictured at the launching are (l-r): Tom Wheeler, incoming NABU president; Mutual Broadcasting's Larry King, and Ron Nessen, newly appointed vice president of news for Mutual.

munities west of Dallas-Fort Worth to Sammon Communications Inc. ("In Brief," April 9), a Dallas-based MSO operating 53 cable systems. No sale price was disclosed, but it is estimated to be about \$15 million.

Storer owns seven TV stations and 150 cable systems serving 1.4 million subscribers.

## Looking heavenward

The latest satellite-delivered programming network became a reality on May 15, when the American Christian Television System began feeding six hours of "family and Christian" entertainment programming a day over Westar V. The network, owned by the Radio and Television Commission of the Southern Baptists, is being received by 70 cable systems. The first month of transmissions will be used to fine-tune the operation, and on June 12 the network will be officially dedicated in ceremonies at the Southern Baptist convention in Kansas City, Mo., and will expand its broadcast day to 18 hours. ACTS officials estimate the network will have access to between 3,000,000 and 4,000,000 homes by dedication.

Commission President Jimmy R. Allen quoted from Psalm 19 as the switch was thrown: "The heavens declare the glory of God," and they will become the means for sharing the message of God all over this country."

## Arts count

Arts & Entertainment Network reports that its subscriber universe now totals 10.5 million, about 2.5 million ahead of its initial end-of-May projection. The network is carried by 1,500 cable systems, and by 43 of the top 50 MSO's. The service, a spokesman said, is carried at least in parts of 99 of the top 100 television markets. The current projection is that A&E will approach the 12-million-subscriber mark by year's end. The network also said it will hold a press conference June 3 at the National Cable Forum in Phoenix to reveal a co-production agreement with the British Broadcasting Corp.

## Studio utilization

Group W Satellite Communications has formed a new operations and engineering group, to provide technical expertise and production and uplink services to the broadcast and cable industries. The group was formed to take advantage of the multimillion-dollar studio and uplink complex that housed the now-defunct Satellite News Channel in Stamford, Conn. Walter Nichol, a GWSC vice president and 16-year veteran of Group W, has been tapped to run the new group as vice president and general manager. A full line of production, post-production and satellite transmission services will be offered by the group. Clients so far have included ABC, CBS, Lifetime and Arts & Entertainment and WNEW-TV New York.

## Arc anxiety

Without any "demonstrable or pressing need" to squeeze more satellites into the geostationary orbital arc, the National Cable Television Association said in comments filed with the FCC, the FCC should not accelerate the move to two-degree spacing in the arc to accommodate scores of pending satellite applicants. The FCC should stick to its original plan to reduce spacing between C-band satellites to three degrees and to "put off any further reductions . . . until sufficient time has elapsed to mitigate the costs that will be incurred by cable operators, subscribers and others who receive satellite transmissions."

## 'Business' is looking up

*Business Times*, the independent morning news program devoted to business reporting and carried 6-8 a.m. weekdays on ESPN, has released data, based on a survey done by A.C. Nielsen, indicating, among other things, that the program reaches almost 1.7 million viewers weekly and about 700,000 viewers daily. And, perhaps more important, according to the company's president and editor in chief, James C. (Denny) Crimmins, the research indicates that about 31% of those viewers reside in households generating \$50,000 or more in annual income.

According to Crimmins, the findings come as a surprise. "We had hoped for a 500,000 to 700,000 weekly reach," he said, "and we're getting 1.7 million." He defines the "bullseye" of the *Business Times* target audience as the 5.8 million men 25-plus in ESPN households earning \$50,000 or more per year.

*Business Times*, which debuted in March 1983, has a 15-year contract with ESPN, with provisions to renew or terminate the relationship every three years. Crimmins has not talked with executives at ABC Video Enterprises, the soon-to-be new owner of ESPN, about the relationship, but there are no changes indicated. "It looks as if it's working," said one ABC source, adding that "we have no intention of changing the relationship" at the present time.

Meanwhile, *Business Times* is expanding in several directions. In June it will launch two early-evening, half-hour business news programs on the noncommercial American Public Radio network. The two shows will sandwich *All Things Considered*, with the first starting at 4:30 p.m. and the second at 6:30. The programs are being underwritten by NCR and Paine Webber. As Crimmins describes them, the first program is designed to be a comprehensive wrap-up of the day's stock market activity, and the second a more analytical look at the day's business activity. As for the choice of time periods, the first show is programmed to catch the executive while he is still at the office, but after the markets have closed.

The ESPN version of the program is also expanding, by one hour, so that the show will be carried from 6 to 9 a.m. NYT weekdays (one original hour and two repeats).

In its first 10 months of operation (March 1 to Dec. 31, 1983) *Business Times* sold about \$3 million in advertising, according to Crimmins, about 40% of the available time. Spots were first priced at about \$1,000 per 30, with discounts for multiple buys, but the price went up to \$1,500 at the beginning of the

year. Crimmins expects to announce another price increase toward the end of the year. He also predicted that ad sales would more than double for the full year 1984 over the last 10 months of 1983. *Business Times* should begin making a profit by the end of the current year or early next year when the company will be in its seventh or eighth operating quarter, added Crimmins.

The program has close to 60 advertisers. Some of the bigger spenders include: AT&T, Paine Webber, Wang, Ford, Good-year, Mercedes, Consolidated Freight, British Air, Texas Instruments and Hertz.

## Take the kids


Cable's history may not be as long or as glamorous as broadcasting's, but the founders of industry believe it deserves its own museum. The Cable TV Pioneers has approached Penn State University about providing room for the museum, said Sandford F. Randolph, executive director of the group of cable veterans, and the school has been receptive. The museum would contain all sorts of cable "memorabilia," he said, everything from old equipment to some of the first franchise agreements. The university would be an appropriate site for the museum as some of the first cable and MATV systems in the nation were built in the state.

## Never a dull moment

In line with its program philosophy of developing a different theme for each night of the


week, USA Cable Network has acquired seven action-adventure, off-network series from MCA Television for its Wednesday night prime time lineup, beginning June 6. The series include *The Gangster Chronicles*, *Get Christy Love*, *Toma*, *Shannon*, *Griff*, *Chase and Stone*. Although a spokesman refused to give the details, he said that the network was also acquiring a four-series package of comedy programs. The network has dubbed Monday evenings "movie night," while Tuesday evening is devoted to wrestling, Wednesday to action, Thursday to sports (hockey, basketball or bowling); Friday to boxing; Saturday to *Alfred Hitchcock Presents* and *Tales of the Unexpected*. Sunday night is also an action night, with *Kung Fu Theater* and *Dragnet*.

David Bender, who recently joined USA Cable Network as vice president, research, from Lifetime where he held the same position, said that the network's viewership had doubled in the past year. On a 24-hour basis, for April the network averaged a 1.1 rating, or 258,000 homes per average minute. In the USA prime time period (6 p.m.-1 a.m.), the network averaged a 1.8 rating for the month. That equates to 422,000 households. From 7 a.m. to 1 a.m., USA averaged a 1.3, or 305,000 households. In the past year the network added six million homes to its universe, which now stands at 23.5 million homes. Top rated programs included *Sunday Afternoon Wrestling* (average 4.9), *Cartoon Express* on Sunday mornings (average 3.7) and *Alfred Hitchcock Presents* on Sunday evenings (average 3.0). *Dragnet*, seen on weekdays from 7:30 to 8 p.m., averaged a 1.5.



**Question:**


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



For the answer see page 65.

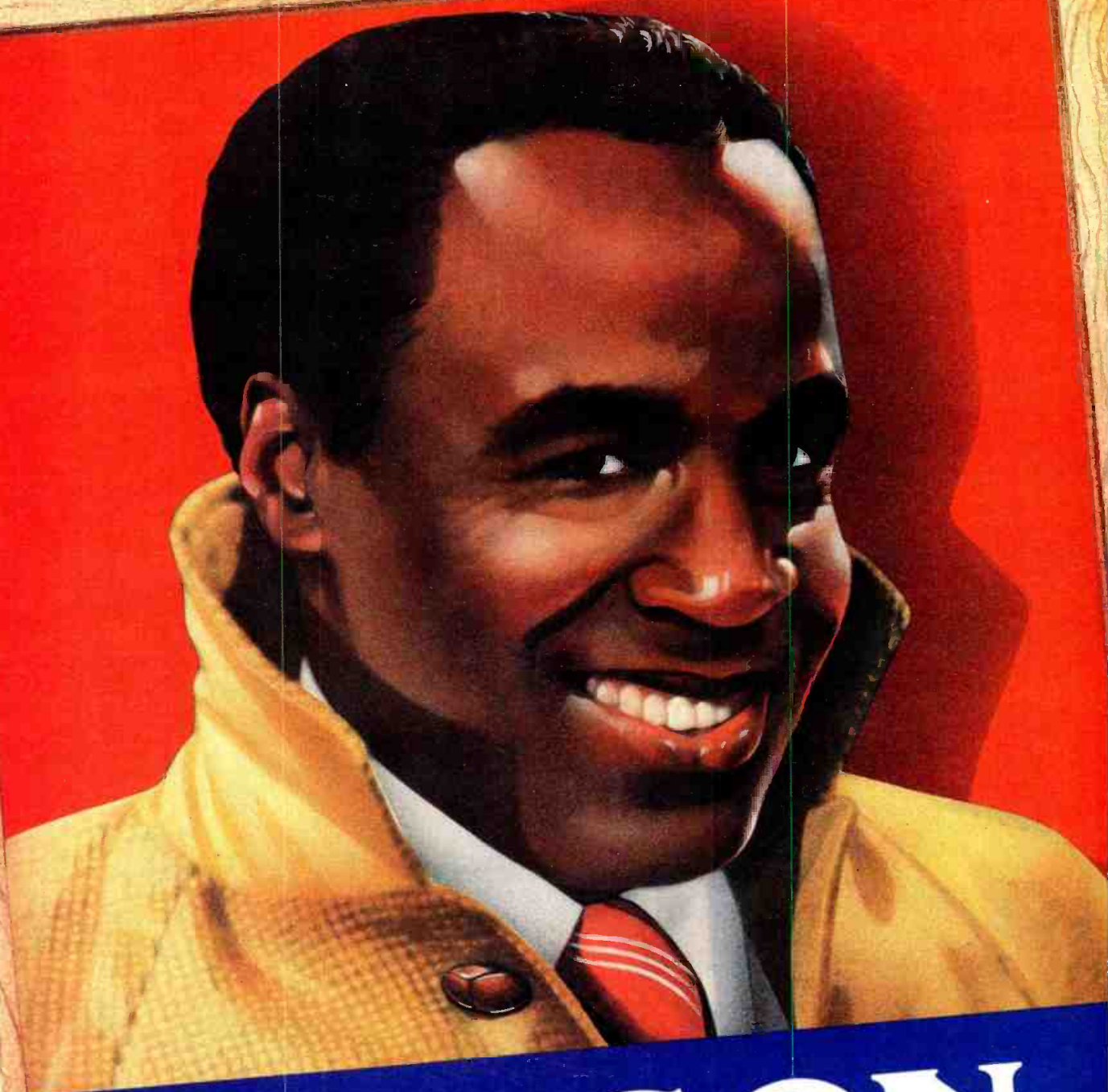
And for all the answers about the American trucking industry, call (202) 797-5236.

**Trucks. The driving force behind American business.**



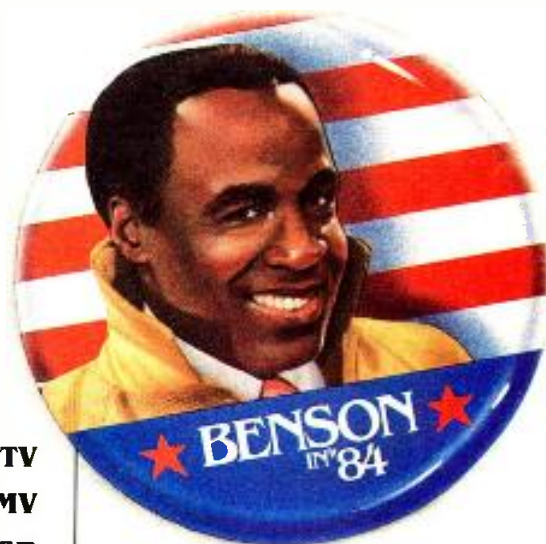
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**BENSON**  
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CHICAGO	WGN-TV	CHARLOTTE	WCCB		
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SAN FRANCISCO	KTZO	ORLANDO	WOFL		
BOSTON	WLVI-TV	NEW ORLEANS	WVUE	JACKSON, MISS.	WAPT
DETROIT	WJBK-TV	COLUMBUS, OH.	WTVN	COLUMBIA, S.C.	WOLO-TV
WASHINGTON, D.C.	WDCA-TV	MEMPHIS	WPTY-TV	LAS VEGAS	KVVU-TV
CLEVELAND	WJKW-TV	GRAND RAPIDS	WZZM-TV	COLORADO SPRINGS	KRDO-TV
DALLAS	KNBN-TV	RALEIGH	WRAL-TV	SALINAS	KMST
HOUSTON	KRIV-TV	OKLAHOMA CITY	KGMC	CHARLESTON, S.C.	WCBD-TV
PITTSBURGH	WTAE-TV	BIRMINGHAM	WBRC-TV	AMARILLO	KVII-TV
MIAMI	WCIX-TV	HARRISBURG	WPMT-TV	BEAUMONT	KBMT
MINNEAPOLIS	KMSP-TV	NORFOLK	WYAH	RENO	KCRL
ATLANTA	WSB-TV	GREENSBORO	WGGT	BOISE	KIVI
SEATTLE	KCPQ	ALBANY, N.Y.	WNYT	CORPUS CHRISTI	KIII
ST. LOUIS	KDNL-TV	FLINT	WNEM-TV	CHICO-REDDING	KRCR-TV
DENVER	KWGN-TV	LITTLE ROCK	KLRT	MACON	WGXA
BALTIMORE	WMAR-TV	SHREVEPORT	KSLA-TV	ERIE	WJET-TV
SACRAMENTO	KRBK-TV	MOBILE	WALA-TV	ALBANY, GA.	WALB-TV
PORTLAND, OR.	KPTV	JACKSONVILLE	WJKS-TV	WILMINGTON	WJKA
INDIANAPOLIS	WRTV	FRESNO	KSEE	MEDFORD	KTVL
HARTFORD	WVIT	WEST PALM BEACH	WPEC	GREENWOOD	WABG-TV
PHOENIX	KPHO-TV	ALBUQUERQUE	KNAT	JACKSON, TENN.	WBBJ-TV
SAN DIEGO	KCST-TV	ROCHESTER, N.Y.	WHEC-TV	HONOLULU	KGMB
KANSAS CITY	WDAF-TV	PORTLAND, ME.	WCSH-TV	MANCHESTER/ CONCORD	WMUR-TV
CINCINNATI	WKRC-TV	AUSTIN	KBVO		

**The Benson  
bandwagon  
's rolling!**

A Witt-Thomas-Harris Production  
distributed by



# Business Briefly

## RADIO ONLY

**Carl Jr.'s Restaurants** □ Four-week campaign for chain will start in early June in about 15 markets, including Las Vegas, Phoenix and Fresno, Calif. Commercials will be carried in all dayparts during weekdays and weekends. Target: adults, 18-34. Agency: Western International Media, Los Angeles.

**Stanley Automatic Openers** □ Garage door openers will be spotlighted in two-week flight to start later this week in 11 markets, including Norfolk, Va., and San Jose, Calif., with possibility that new flight will be prepared for October. Commercials will be slotted in all dayparts. Target: men, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

**McDonald's** □ Breakfast promotion will kick off on June 18 for seven weeks in four New England markets. Commercials will be scheduled in morning and evening time slots. Target: adults, 18-49. Agency: Arnold & Co., Boston.

**Tony's Pizza** □ Three-week flight will start on Aug. 6 in four markets in Midwest. Commercials will run in all dayparts on weekdays and weekends. Target: women, 18-49. Agency: Bozell & Jacobs, Chicago.

**Just Pants** □ Corporate campaign for jeans retail outlets will begin in 20 markets in late June for one week. Commercials will run in morning and evening dayparts on weekdays and weekends. Target: persons, 12-24. Agency: Cohen & Greenbaum, Chicago.

**White House Pantry** □ Convenience stores will conduct flighted eight-week campaign over 12 weeks, starting in early June and running through mid-September in about 12 markets, including Boston, Chicago and Milwaukee. Commercials will be slotted in all dayparts. Target: adults, 18-34. Agency: Jordan, Tamraz, Caruso, Chicago.

**John Morrell Co.** □ German Brand wiener will be promoted in three-week flight beginning in mid-June in 18

markets, including Minneapolis, Salt Lake City and Providence, R.I. Target: women, 25-54. Agency: Clinton E. Frank, Chicago.

## TV ONLY

**TranSouth Financial Corp.** □ Consumer loans will be spotlighted in five-week flight starting in mid-June in 14 markets, including Nashville; Orlando, Fla., and Greenville-Spartanburg, S.C. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Bozell & Jacobs, Chicago.

**FDL Foods Corp.** □ Meat products will be spotlighted in two-week flight to start in mid-June in 15 Midwest markets. Commercials will be carried in all dayparts. Target: women, 18-49.

# AP WireCheck

## SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**D-DAY REVISITED**—June 6. Listen to the words of the men who survived D-Day. News reports from the Normandy invasion are featured in this 10-part series. Scripts move in advance June 2.

**DEAR OLD DAD**—June 11. Dad's not just a disciplinarian anymore. Find out what it's like for a modern father to be his child's teacher, nurse and friend in a week-long Father's Day feature. Scripts run in advance on June 2.

**THE LA EXPERIENCE, 1984**—June 25. Get the most out of your trip to the '84 Olympics. Get news about side trips and travel tips in AP's 5-part series. Scripts move in advance June 16.

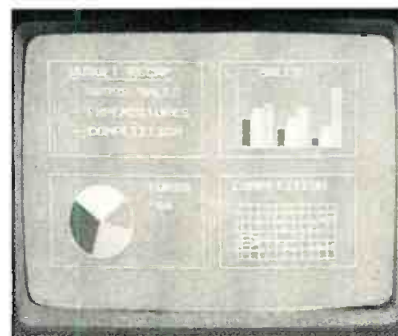
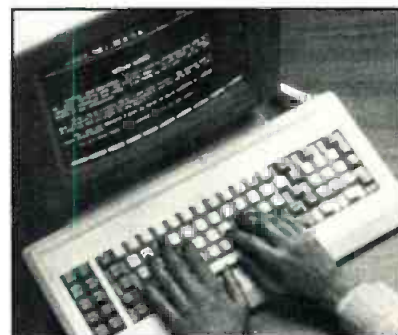
**BASEBALL**—All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

**PATRIOTISM ALIVE AND WELL**—July 4. America's return to patriotism is chronicled in AP's 5-part series of 90-second features during the week of July 4.

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

For more information call, (202) 955-7200

**AP Associated Press Broadcast Services.**



**ITT's broadcast blitz.** ITT Information Systems division is scheduled to launch \$15-million advertising, promotion and public relations campaign to introduce its new ITT XTRA personal computer through Computerland stores throughout U.S. Approximately 60% of budget will be in radio and television over initial three-month rollout period. Television and radio will be on regional spot and local basis in top 15 markets. Advertising is designed to build product awareness within business and office automation markets, primary target for new computer. Theme of advertising is "Work Smart America, With ITT." Advertising agency for ITT Information Systems is AdResources, Newport Beach, Calif.

# VOLUME 24

Warner Bros. Television Distribution  
A Warner Communications Company



# S.W.A.T.





# SOLD!

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SAN FRANCISCO  
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DALLAS  
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MINNEAPOLIS  
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TAMPA  
DENVER  
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KTZO  
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KNBN-TV  
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KABD  
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SPOKANE  
CHATTANOOGA  
WACO  
LAS VEGAS  
LAFAYETTE, LA.  
RENO  
WICHITA FALLS

KTAH  
KTVK  
XETV  
WZTV  
WGNO-TV  
WMKW-TV  
KGMC  
WJTM-TV  
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WINT-TV  
WPMI  
KNAT  
KAYU-TV  
WDSI-TV  
KWTX-TV  
KVVU-TV  
KLFY-TV  
KAME-TV  
KAUZ-TV

**PUT SOME C.L.O.U.T. IN YOUR SCHEDULE!**

A Spelling/Goldberg Production  
in association with



## AdVantage

**Corporate campaign.** General Motors will unveil new corporate advertising campaign, "Presidential Monuments," incorporating theme "Nobody sweats the details like GM." Messages will begin with Democratic national convention in July and will continue through Inauguration Day in January 1985. Among subjects covered will be closeness of some elections, First Ladies from Martha Washington to Betty Ford, increasing role of Presidents in world affairs and way cartoonists depict U.S. Presidents. Agency for General Motors is N W Ayer, New York.

**Advertising reviewed.** National Advertising Division of Council of Better Business Bureaus resolved during April eight challenges to national advertising, including four on television. Modified or discontinued were television commercials for Ice Capades, M&M/Mars (Snickers candy bar), Mauna Loa Macadamia Nut Corp. and Toys "R" Us.

**DDB tapped.** CBS/Fox Video has named Doyle Dane Bernbach, New York, as agency for its line of pre-recorded videocassettes and videodisks. CBS/Fox's advertising previously was handled in-house. No budget was disclosed.

**April buyers on ESPN.** More than 40 advertisers placed orders during April with ESPN. List included six first-time clients—Bridgestone Tires, Columbia Pictures, California Pistachio Commission, Evian (mineral water), L.R. Nelson (lawn sprinkler), Sharp Electronics and Tri-State Pictures. Other clients signed during April included Buick, Campbell Soup Co., General Mills and Kemper Insurance.

**Media Webster's.** J. Walter Thompson U.S.A. has put together booklet, "Pocket Guide To Media Terms and Media Math," explaining most widely used media terminology in laymen's language. Guide is being distributed to agency staff members, and is available to educational institutions, researchers, media representatives and other interested parties. Copies of guide are available from Media Resources and Research, J. Walter Thompson U.S.A., 875 North Michigan Ave., Chicago, Ill. 60611.

Agency: Grant/Jacoby Inc., Chicago.

**Tom Thumb** □ Supermarket chain will begin 10-week flight in Dallas and Austin, Tex., on July 9. Commercials will be placed in daytime, fringe and prime time periods. Target: women, 25-54. Agency: Arnold Harwell McClain & Associates, Dallas.

### RADIO AND TV

**Pennzoil** □ Motor oil will start summer campaign in more than 100 markets on radio and television in mid-July with one-, two- and three-week flights running through September. Commercials will be slotted in all dayparts during weekdays and weekends on radio, and in fringe, news and sports periods on television. Target: men, 18-49. Agency: Eisaman, Johns & Laws, Houston.

**BMW Automobiles** □ Four-week flight will begin on radio in mid-June in Los Angeles and Chicago to supplement TV campaign that began last week in 45 markets for four weeks. Commercials will run in all dayparts on television and radio. Target: men, 25-54. Agency: Ammirati & Puris, New York.

**Grandy's Restaurants** □ Chicken dinner will be advertised in 14-week flight to start in 12 markets in late June. Commercials will run on radio in all dayparts on weekdays and weekends and on television in fringe, news and prime access. Target: adults, 25-49. Agency: Schey Advertising, Houston.

# HAVE YOU LOOKED AT MERV LATELY?

## #1 IN ORLANDO

4:00-5:00 PM / MONDAY-FRIDAY		DMA HOMES RTG/SHR	TOT W18-49 (000)
WFTV	THE MERV GRIFFIN SHOW	10 33	17
WCPX	STAR TREK	6 19	12
WESH	FANTASY ISLAND	5 18	15
WOFL	SUPER FRIENDS/HE-MAN	5 16	7
WMOD	BIG SHOW	1 2	1

Source: Feb. '84 Cassandra

**CAMBLOT**  
ENTERTAINMENT SALES

150 East 58 Street, New York, New York  
Contact: Joe Weinflash — (212) 319-1900

## RepReport

KITN-TV Minneapolis: To Seltel from Adam Young.

WPNT(FM) Pittsburgh: To Christal from RAR.

WKPA(AM)-WYDD(FM) Pittsburgh: To Masla Radio from Weiss & Powell.

KKCW-FM Portland, Ore.: To Masla Radio (no previous rep).

KBXT(AM) Duluth, Minn.: To Masla Radio (no previous rep).

WJOY(AM)-WOCR(FM) Burlington, Vt.: To Christal from Weiss & Powell.

WZKS(FM) Murfreesboro, Tenn.: To Masla Radio (no previous rep).

West Boca Cablevision, Boca Raton, Fla. (10,000 subscribers): To Nationwide Cable Rep (no previous rep).

# THE SUMMER'S HOTTEST HOLIDAY SPECIALS ARE FROM CBS RADIORADIO

## THE GREAT AMERICAN SUMMER

Independence Week (June 29-July 4)

THE GREAT AMERICAN SUMMER  
A six-hour proven hit!

## THE BEATLES

Labor Day Weekend (August 31-September 3)

THE BEATLES SPECIAL  
A six-hour audience magnet!

Your station will sizzle even more this summer with these hot six-hour holiday specials. Sign up now. Call Susan Jacobi at (212) 975-6917.



The Young Adult  
Service with the  
CBS Difference

# WATCH ALL NELI

- Watch Nell's Top Ten Nielsen audience of young women, teens and kids follow her to syndication's early fringe time periods!



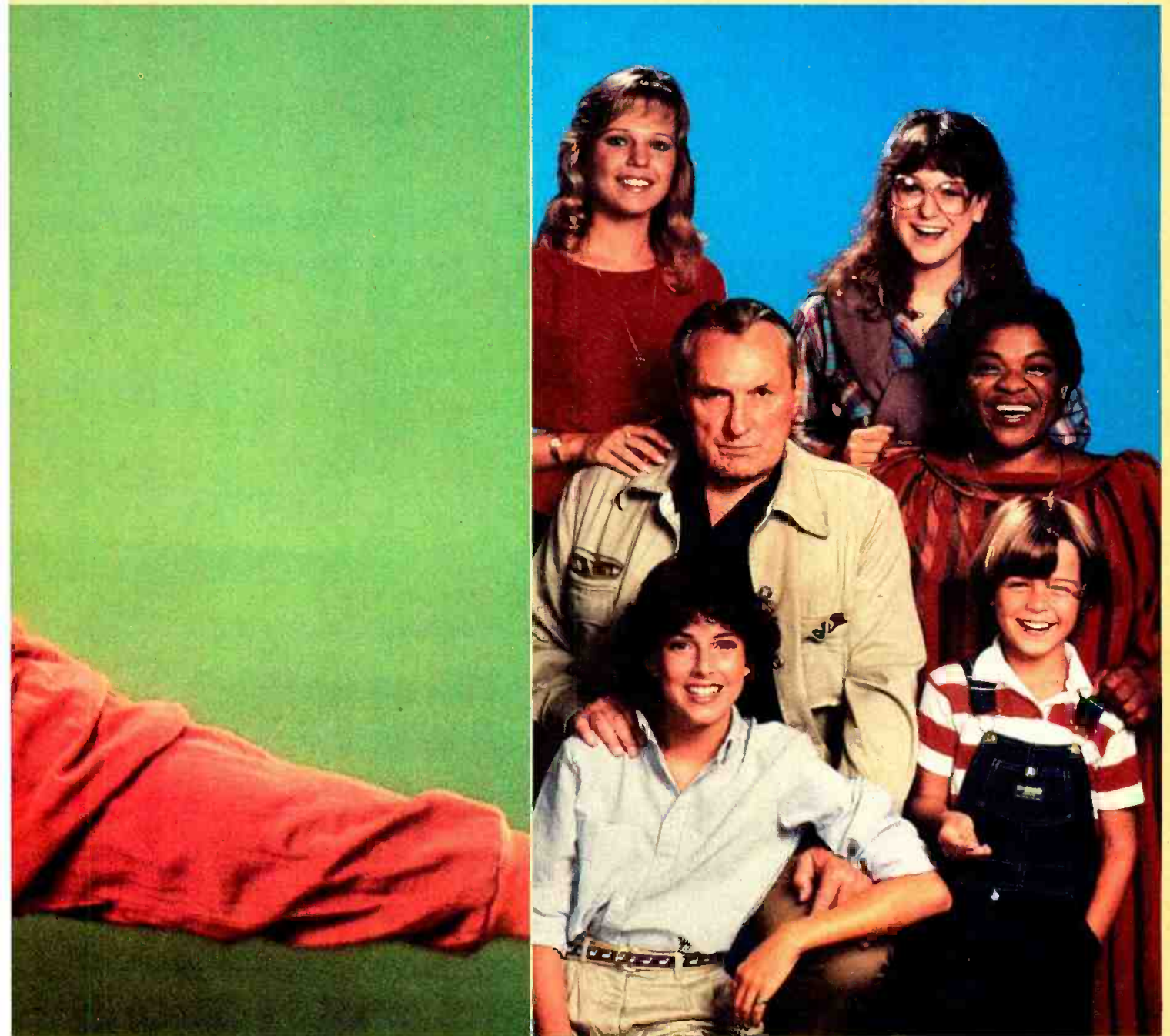
**NELL CARTER STARRING**

# BREAK LOOSE IN 1985!

Watch Nell continue her amazing rate of growth among syndication's target audience—up 42% last year!

● Watch Nell turn her fabulous summer rerun performance into a fabulous syndication bonanza!

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**IN GIMME A BREAK.**

AVAILABLE FALL 1985

**MCA TV**

## This week

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

■ **May 29**—*Women in Cable, Dallas chapter*, meeting. Doubletree Inn at Campbell Center, Dallas.

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

**May 30**—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session five. Topic: legal aspects and franchising. Viacom conference center, New York. Information: (212) 484-6778.

**May 30-June 1**—Third annual awards competition. *International Radio Festival of New York*, awards ceremony for radio advertising, programing and promotion. Information: 251 West 57th Street, New York.

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

**May 30-June 7**—Prix Jeunesse International, international contest for children's and youth programing, sponsored by *Free State of Bavaria, City of Munich and Bavarian Broadcasting Corp.* Categories: storytelling, information and music/light entertainment. Information: (08) 59-00-20-58.

**May 31**—*Media Institute* seminar, "New Technologies: Changes and Challenges in Public Relations." Hyatt

■ Indicates new or revised listing

Regency, Dallas.

**May 31**—*National Academy of Television Arts and Sciences, New York chapter*, reception and preview of "The Evolution of the TV Set," summer exhibit at Museum of Broadcasting, New York.

■ **May 31-June 1**—"Judges and the Media: When Their Paths Cross," conference sponsored by *Illinois Judges Association, Illinois Press Association and University of Illinois, Urbana-Champaign, department of journalism*. UI campus, Urbana-Champaign.

**June 1**—Deadline for entries in *Southern Educational Communications Association* awards competition. Information: Mattie Hardy, SECA. (803) 799-5517.

**June 1**—Deadline for entries in *Academy of Television Arts and Sciences* "Outstanding Achievement in Engineering Development" awards. Information: John Leverage, ATAS awards director, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602.

**June 1**—Deadline for comments in *FCC* proposal to provide for nighttime operations on foreign AM clear channels. Reply comments due June 15. *FCC*, Washington.

**June 1-3**—*Television Critics Association* "National Cable Forum," sponsored by consortium of cable networks. Arizona Biltmore hotel, Phoenix. Information: (213) 655-4150.

**June 1-3**—*Foundation for American Communications* "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. Marriott, Newton, Mass. Information: (213) 851-7372.

**June 1-3**—*Alabama Broadcasters Association* summer convention. Gulf Shores Resort, Gulf Shores, Ala.

**June 2-3**—*National Satellite Cable Association* mid-

year meeting. MGM Grand, Las Vegas.

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

## Also in June

**June 3-6**—*National Cable Television Association* annual convention, including National Cable Programing Conference (formerly held prior to Western Cable Show in December). Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

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

**June 4**—*Chicago chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Hyatt Regency, Chicago.

**June 4-6**—*Television Critics Association* consumer press tour, hosted by *PBS*. Arizona Biltmore, Phoenix.

**June 4-7**—*Southern Educational Communications Association* spring planning conference. PGA Sheraton hotel, Palm Beach Gardens, Fla.

**June 6**—17th annual *Radio Advertising Bureau/Association of National Advertisers* workshop, "Trends and Traditions in Radio Advertising." Speakers include J. Jeffrey Campbell, chief executive officer, Burger King, and F.G. 'Buck' Rogers, IBM. Waldorf-Astoria, New York.

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

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

**June 6-7**—*Action for Children's Television* symposium. Participants include: Michael Fuchs, HBO; Ray Timothy, NBC; Ward Chamberlain Jr., WETA-TV Washington, and Fred Friendly, Columbia University National Academy of Sciences, Washington. Information: (617) 527-7870.

**June 6-9**—Eighth annual Public Radio Development Workshops, sponsored by *The Development Exchange*, service for public radio stations. Frontier hotel, Las Vegas. Information: (202) 783-8222.

**June 6-10**—*Mississippi Broadcasters Association* annual meeting. Royal D'iberville, Biloxi, Miss.

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

■ **June 7-9**—*Wyoming Association of Broadcasters* annual convention. Luncheon speaker: Erwin Krasnow, with Washington law firm of Verner, Lipfert, Bernhard, McPherson & Alexander. Americana Snow King, Jackson, Wyo.

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

**June 7-10**—*Television Critics Association* consumer press tour, hosted by *CBS-TV*. Arizona Biltmore, Phoenix.

**June 7-10**—*Investigative Reporters & Editors (IRE)* ninth annual national conference, featuring winners of Awards for Investigative Reporting, funded by Gannett Foundation. Omni International hotel, Miami. Information: (314) 882-2042.

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

**June 8**—*Seattle chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Sheraton Center hotel, Seattle.

**June 9-11**—*NBC* affiliate promotion executives conference. Caesars Palace, Las Vegas.

**June 10-13**—*Kansas Association of Broadcasters*

# CAN WE TALK?

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*Chemical Industry Facts Line*  
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1901 Avenue of the Stars, Los Angeles, CA 90067 - (213) 553-3600



## Major Meetings

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

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

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

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

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

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

**Sept. 16-19**—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters*

Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

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

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

**Oct. 30-Nov. 1**—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

**Nov. 17-20**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

**Dec. 5-7**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

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

**Jan. 5-8, 1985**—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

**Jan. 10-15, 1985**—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

**Jan. 26-29, 1985**—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

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

**Feb. 3-6, 1985**—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

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

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

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

**May 12-25, 1985**—*Broadcast Financial Management Association* 25th annual conference, Chicago. Future conferences: May 18-21, 1986, Los Angeles.

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

34th annual convention. Holiday Inn and Holidome, Manhattan, Kan.

**June 11**—*Television Critics Association* "TCA Day" media presentation. Century Plaza hotel, Los Angeles.

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

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

**June 11-14**—*Canadian Cable Television Association*

27th annual convention and "Cablexpo." Theme: "Megachoice." Congress Center, Ottawa. Information: Christiane Thompson, CCTA, (613) 232-2631.

**June 11-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas.

■ **June 12**—*Women in Cable, southern California chapter*, meeting. Topic: cable research. Marina Marriott, Marina del Rey, Calif.

**June 12-14**—Consumer Press Tour, hosted by *NBC-TV*. Century Plaza hotel, Los Angeles.

**June 12-14**—*New York University* summer institute

on "The Information City." NYU campus, New York. Information: (212) 598-3133.

■ **June 13**—*International Radio and Television Society* newsmaker luncheon and annual meeting, featuring newly elected officers and "Broadcaster of the Year," TV personality Arlene Francis. Waldorf-Astoria, New York.

**June 13**—*Women in Cable, New York chapter*, "Basics of Cable TV" course. Topic: financial aspects and future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

**June 13**—*Women in Cable, Philadelphia chapter*, cable seminar. University of Pennsylvania, Philadelphia.

**June 13**—*Ohio Association of Broadcasters* summer sales seminar. Rodeway Inn, Columbus, Ohio.

**June 13**—*National Academy of Television Arts and Sciences, New York chapter*, "visit to Ogilvy & Mather." O&M, New York.

## Stay Tuned

A professional's guide to the intermedia week (May 28-June 3)

**Network TV** □ PBS (check local times): *Dance In America: Balanchine Tribute*, Monday 9-10 p.m.; *My Dinner With Andre* (drama), Wednesday 9-11 p.m. ABC: *Prince of the City* (two-part drama), Monday and Tuesday 9-11 p.m. CBS: "The Muppet Movie," Part II (children's film), Tuesday 8-9 p.m.; *The Screen Actors Guild 50th Anniversary Celebration*, Tuesday 9-11 p.m.; *Arthur the King* (movie), Wednesday 8-11 p.m.; *The 38th Annual Tony Awards*, Sunday 9-11 p.m. NBC: *Super Birthday VII—A World's Fair Salute to Bob Hope*, Monday 9-11 p.m.; *NBC White Paper* (salute to 8th Air Force), Saturday 10-11 p.m.; *Welcome to the Fun Zone* (comedy/music special), Saturday 11:30 p.m.-1 a.m.; *Presidential candidates debate*, Sunday 7-8 p.m.

**Network radio** □ ABC: *D-Day Remembered*, Friday 3-3:10 p.m. CBS RadioRadio: *It's Only Rock 'n' Roll: The Rolling Stones Radio Special* (six-hour history), Friday, Saturday, Sunday or Monday, check local times.

**Cable** □ Arts & Entertainment: *A Portrait of Giselle* (ballet history), Thursday 9-10:45 p.m.; *Winter Light* (subtitled drama), Saturday 8-9:45 p.m. Lifetime: *Informathon: Your Mental Health*, Wednesday 7-11 p.m. TBS: "Casablanca," Sunday 10:30 a.m.-12:15 p.m.

**Play It Again** □ PBS: *Miss Morison's Ghosts* (mystery), Thursday 9-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day, now through Sept. 13.

\* indicates premiere episode

## Errata

Story in April 23 issue incorrectly reported planned **revenue distribution** in connection with **World Video Library's** proposed pay-per-view system. WVL and cable operators will share half of revenues generated from films offered while movie studios will receive remaining 50%.

□ **ABC-TV has sold 98%** of available advertising time for **summer Olympic games** coverage and will be paid after commercials air. Also, ABC **has not guaranteed any Olympics coverage ratings** to advertisers as reported in May 14 issue.


□ May 21 box on **Nielsen survey of television viewing** should have listed average TV household viewing at **six hours and 55 minutes per day**.



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## House camera controversy

EDITOR: Despite the obvious political motivation involved, House Democrats should be applauded for turning the cameras on the House chamber (BROADCASTING, May 14, 21). If Republicans are embarrassed, they have no one to blame but themselves. There is very little difference between what occurred in the House recently and Abscam; in both cases the camera caught members of Congress doing something they would rather not have their constituents see.

But this is not a partisan issue; Democrats talk to empty seats as well. And the charade will go on until House rules permit independent camera crews to truly cover House proceedings. At least for now C-SPAN viewers will watch skeptically the next time this "great deliberative body" is at work. And that's a start.—Brad Nason, *Mass Communication Department, Lycoming College, Williamsport, Pa.*

EDITOR: I doubt that many of us in broadcast journalism were surprised when the period of fair and unbiased (if somewhat boring) audio and video coverage of the U.S. House of Representatives came to a screeching halt. The issue, of course, is not what party did

what to the other, and why. The problem to be resolved is the inevitable abuse that occurs when anyone else is given control of our tools.—Jack Messmer, *Associated Press Broadcast Services, Washington, D.C.*

## Quarterly complaint

EDITOR: The recent FCC decision requiring radio stations to prepare "Issues and Programs Lists" quarterly rather than annually is another example of Washington's bureaucratic ineptness. Is this the beginning of the end of deregulation? Again, the FCC and the courts have been snowed not by public interest groups but by self-interest groups.

To begin with, the FCC's deregulating such requirements as program logs, technical logs, leader surveys, etc., was truly deregulation to the many small-market broadcasters. However, the truth is, 99.9% of us will continue to conduct and document our daily operations 99.9% of the way we have always done before the ruling. How in the world can anyone operate a radio station without a program log? It's simply impossible. The point of that deregulation was not that we didn't have to do it, but that we would not be crucified if every "i" wasn't

dotted or if one transmitter reading was missed.

As for the "Issues and Programs Lists," the latest ruling is utterly ludicrous. Documenting the issues and needs of a community and programing to match, once a year, is enough. In the 13 or so years I've been in the business, issues and needs in fact changed very little from year to year. People are the same everywhere and complain about basically the same things: more industry, more help for the elderly, drug abuse, etc. Occasionally, there has been a big local problem with garbage collection or something. This is not to say issues and programs lists don't change and are not good. But how often do the FCC or the public interest groups think the issues change? Certainly not every three months. So what's the purpose? Small-market broadcasters will be running around doing more paper work to satisfy some bureaucrat rather than being out in the community truly doing some good.

As an "Open Mike" said recently, if the bureaucrats in Washington could get out into a real radio station, they'd find licensees spending roughly 60% of their time trying to meet the mortgage, 30% of their time running the station, 8% of their time with family and 2% sleeping. My question is: Are we now going to go back to the days when 50% of our time was spent fulfilling regulatory measures?—Rick Mendelson, *general manager, WBTE(AM)-WJJB(FM) Windsor, N.C.*

## Sensitivity training

EDITOR: In discussions during the annual ABC-TV affiliate meeting (BROADCASTING, May 14) about a larger late news window during the summer Olympics (which took place during a closed session May 9) ABC News and Sports President Roone Arledge pledged his best effort to provide an expanded news window for local stations, previously scheduled for only two minutes at 11 p.m. EDT. Your article stated that a source had questioned Arledge's sensitivity to this issue.

Actually, Arledge is very sensitive to the stations' concern about the absence of late news in its normal time period. In several meetings on this subject with affiliate board members, Arledge has been consistently understanding and sympathetic, and is working to find a solution to the problem.

Hopefully, ABC stations will have more time for our late news during the Olympics. If we do, it will be because of the sensitivity—and effort—of Roone Arledge.—Fred Barber, *vice president/general manager, WSB-TV Atlanta and chairman, ABC-TV Affiliate Board.*

## Latest round on disks

EDITOR: Nowhere in our report on digital audio—and nowhere in BROADCASTING's summary of April 16—is it suggested that "FM stations should not broadcast compact disks," as Robert Conrad's letter of May 7 imagines. If this is his principal complaint with our findings, then he is arguing with a straw man. We do not advocate a compact disk boycott.

What we do advocate is a critical examination of digital audio's long-term implica-

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*The Peninsula Times Tribune*  
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*Seattle Post-Intelligencer*  
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 KTVT ..... Dallas-Ft. Worth  
 WCAB ..... Cleveland  
 KHTV ..... Houston  
 WPGH ..... Pittsburgh  
 WCIX ..... Miami  
 KSTW ..... Seattle  
 KMSP ..... Minneapolis  
 WGNX ..... Atlanta  
 WFTS ..... Tampa  
 KDNL ..... St. Louis  
 KWGN ..... Denver  
 KOVR ..... Sacramento  
 WTTV ..... Indianapolis  
 WJZ ..... Baltimore  
 WETG ..... Hartford-New Haven  
 KPTV ..... Portland, OR  
 KPHO ..... Phoenix  
 KUSI ..... San Diego  
 WXIX ..... Cincinnati  
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 WCMH ..... Columbus, OH  
 WFBC ..... Greenville-Spartanburg  
 WOTV ..... Grand Rapids  
 WBRC ..... Birmingham  
 WREG ..... Memphis



WTVD ..... Raleigh-Durham  
 KWTW ..... Oklahoma City  
 KTVX ..... Salt Lake City  
 WDRB ..... Louisville  
 WJAR ..... Providence  
 KSAT ..... San Antonio  
 WYAH ..... Norfolk  
 WGAL ..... Harrisburg

WNYT ..... Albany-Schenectady  
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 KTAL ..... Shreveport  
 WRLH ..... Richmond  
 KATV ..... Little Rock

WATE ..... Knoxville  
 WALA ..... Mobile  
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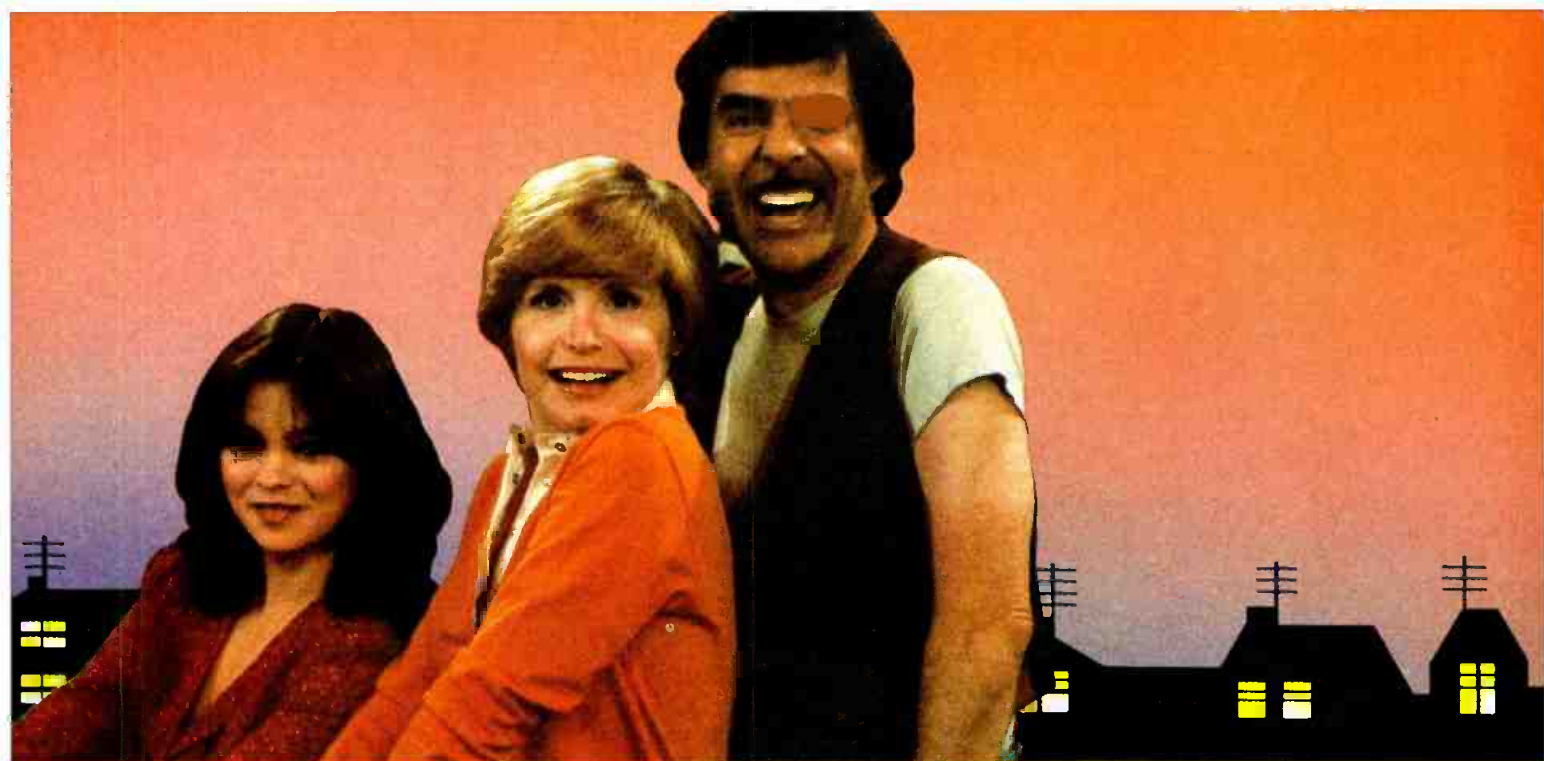
# ONE DAY AT A TIME

## HERE'S WHERE WE ARE:

New York . . . . .	WNEW	Memphis . . . . .	WMKW	Eugene . . . . .	KMTR
Los Angeles . . . . .	KTTV	Oklahoma City . . . . .	KOCO	Wilmington . . . . .	WECT
Chicago . . . . .	WGN	Louisville . . . . .	WDRB	Tallahassee . . . . .	WTWC
Boston . . . . .	WSBK	Norfolk . . . . .	WTVZ	Boise . . . . .	KIVI
Washington, DC . . . . .	WTTG	Charleston-Huntington . . . . .	WVAH	Macon . . . . .	WMGT
Dallas-Ft. Worth . . . . .	KTVT	Albany-Schenectady . . . . .	WNYT	Rochester/Mason City . . . . .	KTTC
Cleveland . . . . .	WOIO	Greensboro . . . . .	WJTM	Odessa-Midland . . . . .	KTPX
Houston . . . . .	KHTV	Richmond . . . . .	WRLH	Albany, GA . . . . .	WTSG
Pittsburgh . . . . .	WPGH	Mobile . . . . .	WALA	Utica . . . . .	WKTV
Miami . . . . .	WTVJ	Albuquerque . . . . .	KOB	Anchorage . . . . .	KTVA
Seattle . . . . .	KEVE	West Palm Beach . . . . .	WTVX	Salisbury . . . . .	WMDT
Minneapolis . . . . .	WTCN	Fresno . . . . .	KMPH	Lake Charles . . . . .	KPLC
Atlanta . . . . .	WAGA	Jacksonville . . . . .	WJKS	St. Joseph . . . . .	KQTV
Tampa . . . . .	WTOG	Green Bay . . . . .	WLRE	San Angelo . . . . .	KIDY
St. Louis . . . . .	KPLR	Rochester . . . . .	WHEC	St. Cloud . . . . .	KXLI
Denver . . . . .	KWGN	Des Moines . . . . .	WOI		
Sacramento . . . . .	KRBK	Spokane . . . . .	KXLY		
Hartford-New Haven . . . . .	WETG	Portland, ME . . . . .	WMTW		
Portland . . . . .	KPDx	Champaign-Urbana . . . . .	WAND		
Phoenix . . . . .	KNXV	Lexington . . . . .	WKYT		
San Diego . . . . .	KUSI	Austin . . . . .	KTVV		
Cincinnati . . . . .	WXIX	Tucson . . . . .	KZAZ		
Nashville . . . . .	WCAY	Columbia, SC . . . . .	WLTX		
Milwaukee . . . . .	WITI	Fargo . . . . .	KTHI		
Kansas City . . . . .	KSHB	Las Vegas . . . . .	KVVU		
Orlando . . . . .	WMOD	Lafayette . . . . .	KADN		
Charlotte . . . . .	WCCB	Augusta . . . . .	WJBF		
New Orleans . . . . .	WNOL	Savannah . . . . .	WJCL		
Buffalo . . . . .	WUTV	Charleston, SC . . . . .	WCIV		
Columbus, OH . . . . .	WCMH	Columbus, GA . . . . .	WLTZ		
Greenville-Spartanburg . . . . .	WSPA	Binghamton . . . . .	WBNG		
Grand Rapids . . . . .	WOTV	Yakima . . . . .	KIMA		
Birmingham . . . . .	WTOO	McAllen-Brownsville . . . . .	KGBT		

# 81

## MARKETS!



# HERE'S HOW WE'RE DOING:

## HERE'S HOW THE AUDIENCE WENT UP:

MARKET	STATION	M-F TIME	FEBRUARY 83 TIME PERIOD PROGRAMMING	ONE DAY % INCREASE				
				RATING	SHARE	ADULTS 18-34	ADULTS 18-49	CHILD 2-17
AUSTIN	KTVV	4:00 PM	LAVERNE & SHIRLEY	UP 150%	UP 130%	UP 50%	UP 80%	UP 150%
BOISE	KIVI	2:00 PM	LOCAL MOVIE	UP 100%	UP 56%	UP 200%	UP 125%	UP 300%
CHAMPAIGN-SPRINGFIELD	WAND	9:30 AM	YOU GOT TROUBLES	UP 33%	UP 62%	UP 50%	UP 50%	UP 350%
CHARLESTON-HUNTINGTON	WVAH	7:30 PM	CHARLIE'S ANGELS	UP 50%	UP 57%	UP 77%	UP 75%	UP 71%
CHICAGO	WGN	5:00 PM	MUPPETS	-N.C.-	DN 6%	UP 102%	UP 97%	UP 27%
FARGO	KTHI	4:00 PM	8 IS ENOUGH	UP 17%	UP 27%	UP 13%	UP 22%	UP 167%
GRAND RAPIDS	WOTV	4:00 PM	BRADY BUNCH	UP 75%	UP 67%	UP 111%	UP 127%	DN 11%
KANSAS CITY	KSHB	9:30 AM	VARIOUS	-N.C.-	UP 30%	UP 83%	UP 73%	UP 56%
LAFAYETTE, LA	KADN	6:00 PM	CHARLIE'S ANGELS	UP 40%	UP 22%	UP 167%	UP 163%	UP 29%
LOS ANGELES	KTTV	5:00 PM	ONE DAY AT A TIME	UP 67%	UP 50%	UP 52%	UP 40%	UP 147%
OKLAHOMA CITY	KOCO	4:00 PM	LITTLE HOUSE	UP 50%	UP 75%	UP 100%	UP 100%	UP 100%
PHOENIX	KNXV	5:30 PM	MAUDE	UP 50%	UP 50%	UP 27%	UP 40%	UP 11%
SAN DIEGO	KUSI	6:00 PM	ONE DAY AT A TIME	UP 100%	UP 75%	UP 156%	UP 131%	UP 11%

# The Day the Lights Went Out in Georgia

**A**re you in the dark about WGN viewership? WGN, Chicago SuperChannel, outsparkles WTBS, Atlanta, in head-to-head viewership comparison.

— ALL WEEK LONG: Monday through Sunday 7 AM – 1 AM, WGN had a 45.4% and WTBS, a 44.9% cume.

— ALL DAY LONG, WEEKDAYS: Monday through Friday 7 AM – 1 AM, WGN had a 38.4% and WTBS, a 35.7% cume.

— WEEKEND NIGHTS: Saturday and Sunday 5 PM – 2 AM, WGN had a 15.8% and WTBS, a 14.5% cume.\*

And, that's not all. In these same homes, WGN outshines not only WTBS, but also PBS, WOR, USA, CBN, ESPN, and CNN during the same time periods!

\*Based on a Nielsen NHI Special Report of viewership in basic cable homes (estimated 9.5 million), receiving both WGN and WTBS, November, 1983, excluding the Chicago and Atlanta DMA's. Subject to qualifications available upon request.



A satellite service of © United Video, 1984

tions for radio broadcasters—rather than the warm and generally uncritical welcome it is receiving in some quarters. No technological change of this magnitude can be without its negative side effects. To argue otherwise is to ignore history.—Dennis P. Waters, Waters & Co., Binghamton, N.Y.

### Disappointment over disclosure

**EDITOR:** I am never surprised that your editorial position takes the side of the broadcasting industry, but "Missing Witness" (April 30) really frosted me.

"Except for the inadvertent disclosure of the victim's name..."—Oh, that little thing. I wonder if the judge, BROADCASTING staff or journalists themselves would be so cavalier if their wives' or daughters' identities were as insensitively treated.

Newspeople too often limit their study of issues such as those raised by the New Bedford case to a self-serving philosophical perspective. I spent 10 years in radio news and I was guilty of it, too. No question the public has a right to know—but, and you've heard this before—what about the rights of the victim? What did anyone gain by reporting or learning the victim's name in this case? On the other hand, does anyone care what the victim lost by disclosure of her identity?—Edwin Underhill, Concord, N.H.

### Unfinished business

**EDITOR:** I was culling through correspondence today, our 22d anniversary at KMAM Radio, and ran across an interesting AP story from 1975. Senator Roman Hruska said he would introduce a bill to end the equal time and fairness doctrines applied to broadcast stations.

He would end the ban on cigarette advertising on broadcast stations, permit noncommercial stations to editorialize and force government agencies to pay for broadcast advertisements that are "now carried without charge." Hruska would "end discrimination against broadcasters and guarantee First Amendment rights for the radio and television press."

The ranking Republican on the Senate Judiciary Committee said he was disturbed by federal laws and FCC regulations that he considered unfair to the electronic media. (The FCC now sees its overkill of the past, but Congress wants to keep us under the sword.)

Hruska's bill would repeal Section 315, which includes the equal-time provision for political broadcasts and forces broadcasters to charge political candidates the lowest advertising rate... discrimination against local businesses... the very ones who keep us on the air.

Hruska's dream goes on and on. Precisely the same problems we've fought for years, long before his bill of 1975.

Isn't it interesting the Congress passed itself a raise a year or so ago in less than 60 seconds, without even one word of discussion, yet can't end gross discrimination against broadcasters after discussing it for 15 or 20 years?

Pardon me. I have to go be sick. Of Con-

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# WGN PULLS THE PLUG ON WTBS!

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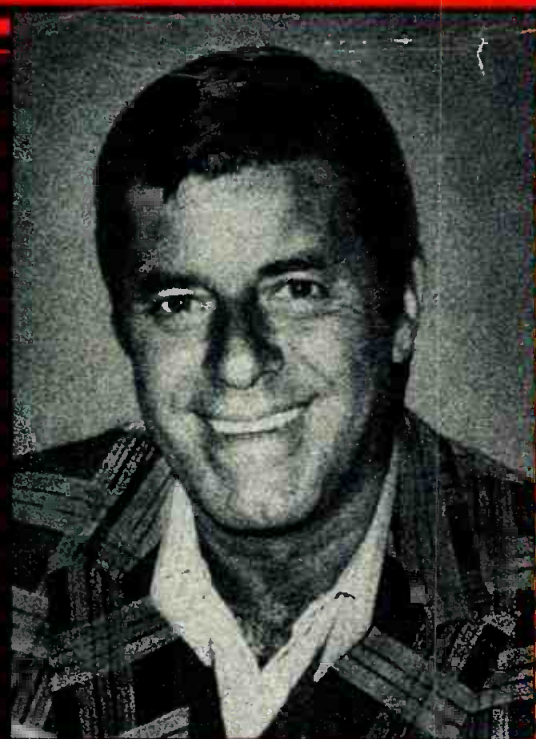
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gress.—*B. D. Thornton, president/general manager, KMAM(AM)-KMOE(FM) Butler, Mo.*

## Black & white and bursts

EDITOR: This is in response to Mr. Smidt's letter lamenting that "major television stations rarely switch their film chains to 'mono' when showing the great black and

white movies" ("Open Mike," May 14).

I am not sure that this occurs as often as he says, but Section 73.699, Figure 6, Note 8, of the FCC rules requires television stations to delete color burst during monochrome transmissions. In a March 11, 1976, policy statement, the FCC explained that the color burst need not be deleted during transmission of limited monochrome segments with-

in a program that is fundamentally designed and intended to be broadcast in color. But, programs that are basically monochrome, such as a full-length black and white movie, must be transmitted with the color burst deleted. Stations failing to do so degrade their signal quality and are subject to an FCC official notice of violation.—*Dane E. Ericksen, Hammett & Edison Inc., San Francisco.*

# Monday Memo

An international television programming commentary from Harvey Seslowsky, New York

## The big picture in international TV

U.S. programmers have a lot of questions about the viability of foreign programming on American television. Questions like, "What can foreign programs do that *M\*A\*S\*H* can't do?" The answer is not in comparing programs, but in focusing on a bigger picture. Today there is a pressing demand for new programming, but production costs are rising. These same problems exist in the foreign television marketplace. So it is not just a question of program vs program anymore. We're talking about the economic benefits of the exchange of international television programming.

Until recently there wasn't much to talk about. Let's consider some history. In the last five years the international television industry has gone through a period of unprecedented growth. By 1980, 137 nations were operating broadcast television stations. Commercial television stations were on the air in 28 countries, and 13 countries had access to cable. All in all, television now serves 88% of the world market. Satellite communications are making global networks possible while technological advances have brought down the cost of video hardware and made it affordable to the worldwide viewing public.

All this means a larger audience than ever before. The U.S., however, is still the most lucrative market. This year alone the networks are spending \$1.5 billion on programming, but that's only part of the picture. There are now 11 television services available in America: broadcast TV, basic cable, pay cable, videodisks, videotex, teletext, videocassettes, STV, MDS, LPTV and DBS. The number of commercial stations is still increasing and basic cable is now reaching 40% of all American homes. By the end of 1984 an estimated 17% of these homes will include a videocassette machine. All these television technologies create an increasing demand for new programming, and foreign investors want to get involved.

Series like *Benny Hill* and *Masterpiece Theater* have been successful on American television for years now. Admittedly, these were the early exceptions, but in the past there were formidable obstacles to overcome



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before foreign programs could make it in the U.S. There were pacing problems, cultural differences, dubbing and subtitle complications. Unlike American television, foreign commercials are combined into blocks of time before or after a program, or at the end of a broadcast day. American and foreign television producers have had to meet halfway in a creative compromise in order to do business with each other.

Today, the cost of production can reach as high as \$2 million per hour, so foreign co-productions make excellent sense. The financial benefits outweigh the international complications. Foreign investors can help share rising production costs and create channels for worldwide distribution. In such arrangements the nonAmerican theatrical and television license rights are retained by the nonAmerican companies. Lately, more

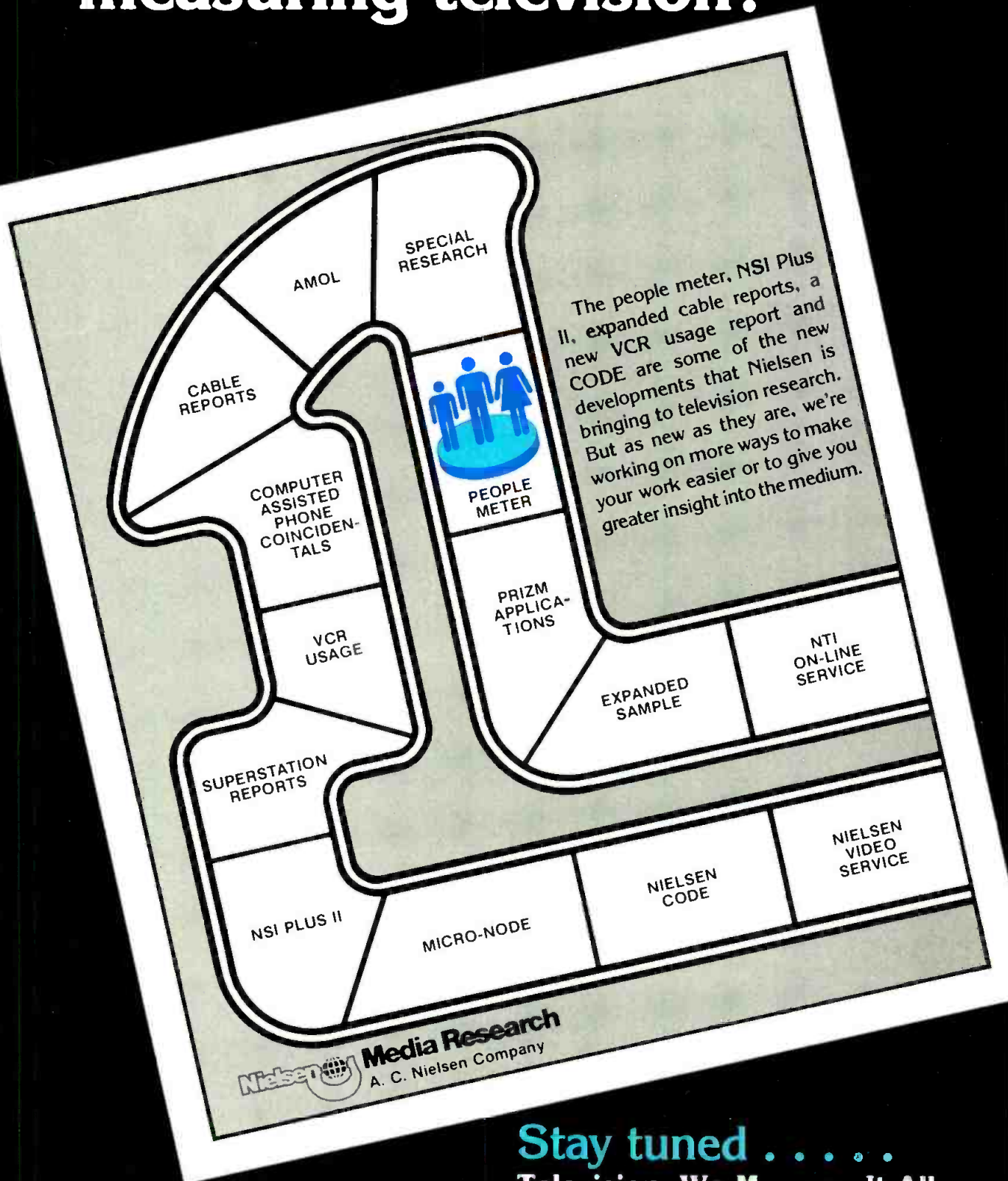
Americans are getting involved in foreign co-productions because they can now maintain some creative control within the projects. In many cases joint decisions are made on casting, staffs and scripts. Many new nonAmerican co-productions are now shot in two versions, with the same scene completed in the original language and in English. These new partnerships are solving the pacing, cultural and dubbing problems that once kept foreign and domestic producers apart.

Let's look at some of the results. The Emmy award-winning program, *A Woman Called Golda*, was partially funded by Israeli sources and produced by Paramount Television. This Operation Prime Time mini-series aired in the U.S. on 120 stations in May of 1982. For the future, Operation Prime Time has scheduled *A Girl Named Trieta*, starring Sophia Loren and produced by Gaumont RAI-TV, and the *Key to Rebecca*, produced by Lorimar. In both instances American production firms, the stations and nonAmerican producers are funding the programs. But OPT is only one of many cooperative ventures. MGM/UA has contracted seven co-production arrangements in the UK, France, Australia and Japan. Private sponsors are also dealing directly with foreign production companies themselves. The *Mobil Showcase Network* acquires most of its productions from abroad. Procter & Gamble joined with RAI of Italy and Dentsu of Japan to produce the *Marco Polo* mini-series.

Programming partnerships like these are becoming very common. They follow years of meetings to encourage the exchange of international programming and technology. NATPE has a large foreign participation, as does the American Film Market. In Cannes, France, American attendance at MIP has grown steadily since it began in 1964, and now AMIP brings foreign programming to an increasing number of American buyers in Miami each year.

In 1984, American television will spend more than \$4 billion on programming. The international marketplace is the logical next step for the U.S. television industry, and foreign co-productions are playing a larger role than ever before. This worldwide exchange is a billion-dollar enrichment process. It is the future of American television. And that's very exciting. ■

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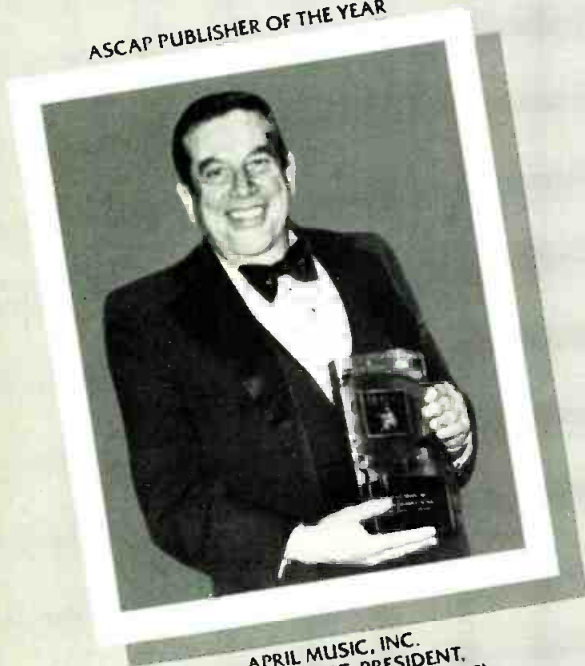
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# Broadcasting May 28

Vol. 106 No. 22

TOP OF THE WEEK

## Prime time upfront buying poised for blast-off

### First-quarter scatter seen helping market; network and agency executives expect 10%-12% price increases

Upfront buying for the 1984-85 prime time season is expected to commence this week, and both network and advertising executives predict it will be boosted by the momentum from first-quarter scatter market sales.

It's difficult to pinpoint exactly what price increases might be in store for advertisers entering the market, with agencies pushing for no more than single-digit increases and the networks anticipating somewhat healthier gains. One agency source speculated that the compromise will likely fall in the 10% range. A network executive countered that the 12% range may be more realistic.

Should the prime time upfront market break this week as expected, it will do so just as the daytime upfront market comes to a close. Upfront news sales were completed about two weeks ago. The networks had strong gains in both categories, with estimates for daytime price increases ranging between 15% and 20%, while news spot prices also achieved double-digit gains, perhaps in the 11% to 12% range. The total upfront daytime market was said to have increased by 30% to 35%, in large part due to the added demand of some advertisers who bought scatter daytime last season, in anticipation of lower rates, although prices in that market actually rose appreciably. The upfront daytime market, it's estimated, will grow from last year's approximate \$750 million to about \$1 billion, with the total daytime market (including scatter) reaching perhaps \$1.4 billion. The total news market will reach more than \$1 billion this year.

Last year's prime time upfront market totaled more than \$1.8 billion and this year it's expected to reach \$1.9 billion, and possibly \$2 billion. If the buying does start this week, it will arrive about five weeks earlier than it did last year, although that would be more in line with traditional upfront buying patterns, with the last two prime time upfront seasons having occurred later than usual. Early movement this year, or a move back to the usual pattern, say network and agency officials, would be simply a continuation of the surge in network buying that began in the fourth quarter.

What shape this year's upfront prime time market will take is still a matter of debate. H. Weller (Jake) Keever, vice president in charge of network sales for ABC, says he believes many advertisers have bigger budgets this year and that this year's upfront

season "will move very quickly."

However, Richard Busciglio, senior vice president, director, broadcast media, for McCann-Erickson, said many advertisers have not determined what their budgets will be yet, and that activity will start "very slowly this week." And while the upfront market may start somewhat earlier than last year's, Busciglio asserted there may be some softness in it (implying that advertisers may have a little more leverage at the bargaining table), which is typical of seasons following the Olympics and presidential election campaigns. "Traditionally," he said, "the post-Olympics season is softer, although the healthier economy could offset that softness to some degree."

Robert (Buck) Buchanan, executive vice president, U.S. media director, J. Walter Thompson/USA, said advertisers are "emotionally resistant to prime time cost increases more than anything else." Those costs, he said, have risen "far beyond inflationary costs," at a time when advertisers them-

selves are making every effort to reduce costs. "It may be a long [upfront] season," he said. "We won't move fast." Jerome Dominus, vice president in charge of network sales at CBS, countered that the prime time cost increase "is not an arbitrary figure. The market [advertiser demand] dictates pricing."

Busciglio said the barter-syndication market is more active now than it was a year ago. In fact, he said, "it is booming." Last year, that market accounted for about \$300 million in sales, according to Robert Blackmore, vice president in charge of network sales for NBC. Busciglio said he is recommending that all of his clients reserve between 5% and 10% of their advertising budgets for the syndication market, where, he said, spots are often "25% to 30% cheaper. And there are a number of programs [such as *Solid Gold*, *Entertainment Tonight* and *Love Connection*] with clearances comparable to the networks." However, Dominus at CBS cautioned that advertisers are "kidding



### Fifth Estate award honoree

ABC *Nightline* anchor Ted Koppel (l) was presented the first annual Sol Taishoff Award by *Milwaukee Journal* newsman Frank Aukofer at a dinner in the Sheraton Washington hotel last Wednesday (May 23). The new honor, for excellence in broadcast journalism, is presented by the National Press Foundation, of which Aukofer is chairman; it is named for the late founder and editor-in-chief of BROADCASTING magazine. The evening's program included remarks by fellow journalists from the three major networks: ABC's Steve Bell, CBS's Lesley Stahl and NBC's Marvin Kalb. Also honored by the NPF: Theodore A. Burtis of Sun Oil Co., for his support of the foundation's activities.

themselves" if they think the quality of syndicated product, in terms of spot loads, ratings, the integrity of the clearances (for example, not always knowing in what time period a given program will air) is on par with network television. Nevertheless, there does appear to be a niche for the syndication business and the networks feel the impact. As NBC's Blackmore stated, "It's a logical thing to be in," especially to get the frequency and exposure necessary for a new product. Indeed, noted Blackmore, as prime time becomes more costly, more and more advertisers are looking at alternative dayparts as well as other vehicles. "They are more willing to cross the dayparts," he said. □

## FCC authorizes trans-Atlantic fiber optic cable; adds still more radio deregulation

**Cable will allow digital communication between U.S. and England and France and possibly be competition to Intelsat; commission eases coverage-area power requirements for AM stations**

The FCC, by unanimous vote last Thursday (May 24), authorized an international consortium to lay a high-capacity, fiber optic cable beneath the Atlantic Ocean to provide

a complete range of digital telecommunications services beginning in 1988.

The cable, which will cost \$335.4 million, will transmit data and digitized voice and video between the United States and England and France, posing a competitive challenge to Intelsat, whose satellites have been the sole carrier of data and video across the Atlantic. (Seven other undersea coaxial cables now carry much of the analog voice traffic across the ocean.)

In other actions at the open meeting, the FCC lightened the regulatory burden on AM broadcasters and would-be AM broadcasters, eliminating the requirement that they broadcast a stronger signal in the main business and industrial centers of their communities than they do in the rest of their coverage area ("Closed Circuit," May 21), and approved the purchase of two Florida radio stations by Metroplex Communications of Florida.

■ The ownership and cost of the cable, which will be known as TAT-8, are being evenly split between nine North American companies and CEPT, a consortium of the postal and telecommunications administrations of 26 European countries. The North Americans companies are led by AT&T, which will be putting up 36.7% of the entire cost of the venture and 73% of the North American share (\$162.6 million).

Aside from AT&T, the North American companies involved in the project include FTC Communications Inc., Hawaiian Telephone Co., ITT World Communications Inc., RCA Global Communications, The Western Union Telegraph Co., Western Union International Inc., TRT Telecommunications Corp., and Telelobe Canada.

In urging the commissioners to authorize the project at the meeting, FCC staffer Colleen Boothby said TAT-8 would provide better and more economical service than coaxial cables and help the U.S. maintain its lead in telecommunications technology.

TAT-8 will have the digital equivalent of 37,800 analog voice circuits, or almost four times the capacity of TAT-7, the coaxial cable that went into service last summer, Boothby said. What's more, she said, each half-circuit on TAT-8 will cost just \$5,000 as compared to \$23,000 on TAT-7.

Although the project won unanimous approval of the FCC, Commissioners James Quello and Mimi Weyforth Dawson questioned whether there was sufficient marketplace demand to justify the enormous cost of the project, much of which will have to be absorbed by AT&T's long-distance customers.

Willard Demory, assistant bureau chief/international, Common Carrier Bureau, who backed up Boothby, conceded that TAT-8's capacity would probably not be needed prior to 1992, but said the new services and economies made possible through the combination of digital and fiber optics technologies justify the expense. TAT-8, he noted, will be "very competitive" with communications satellites handling trans-Atlantic traffic.

FCC Chairman Mark Fowler, who enthusiastically endorsed the project, said he was "confident" that the new services would stimulate demand. Because cable employs new technologies, he said, it "may give rise to all kinds of new services that we can't envision or predict." He also said the digital trans-Atlantic link would "encourage the development of nascent digital networks" on both sides of the ocean.

According to AT&T spokesman Rick Brayall, construction of the cable will begin in 1986 and should be finished by the summer of 1988. The half-inch cable, which includes six transparent fiber optic strands, will be stretched approximately 3,100 miles from Tuckerton, N.J., to the Bay of Biscay off the coast of France, he said. At that point, he said, the cable will be divided into two branches—one going 280 miles north to Widemouth, England, and the other continuing 168 miles east to Penmarch, France.

According to an FCC press release, the TAT-8 co-owners have selected AT&T to build the 3,100-mile deep-sea cable; Britain's Standard Telephones and Cables, the Widemouth branch, and France's Cables de Lyon/CIT Alcatel of France, the Penmarch leg.

to broadcast matters and took another step in the deregulation of radio. It deleted the rule requiring AM stations to broadcast a signal with a field strength of 25 millivolts per meter (mv/m) over the main business and industrial areas within their communities. Under the revised rules, AM broadcasters will still have to maintain a 5 mv/m contour throughout their communities, but they will have the ability to put additional power where the market dictates, not where the FCC dictates.

Tom Keller, senior vice president, science and technology, at the National Association of

### Freshman orientation

The National Association of Broadcasters executive committee meeting tomorrow and Wednesday (May 29-30) is attracting more than its usual cast of attendees. The committee has invited NAB's 22 newly elected board members to Washington for an orientation session. Board members elected in March and in a special election two weeks ago (BROADCASTING, May 21) begin their terms at the regular board meetings in Washington, June 18-22.

In addition to a legislative and regulatory update to be provided by NAB's senior staff, the new directors will hear from the candidates vying for seats on the executive committee. Last June, NAB's newly elected board members suggested they be given a chance to meet the candidates before voting in June.

Every June the board elects a joint board chairman and a chairman and vice chairman each for the radio and TV boards. The contests for those seats appear to be limited this year. Joint Board Chairman Gert Schmidt of Harte-Hanks Communications, Jacksonville, Fla., appears to be unchallenged in his bid for re-election. (Last year Schmidt ran against former TV board member Kitty Broman for the post.)

Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., present vice chairman of the radio board, is running unopposed for the chairmanship. Snider, if elected, will succeed Martin Beck of Beck-Ross Communications, Rockville Centre, N.Y. The radio board vice chairmanship is the only post to draw a contest. Two radio directors have announced their candidacies: Edward Giller, WFBG-AM-FM Altoona, Pa., and Clyde Price, WACT-AM-FM Tuscaloosa, Ala.

Other incumbents seeking re-election include TV Board Chairman Jerry Holley, Stauffer Communications, Topeka, Kan., and TV Board Vice Chairman Bill Turner, KCAU-TV Sioux City, Iowa.

NAB is hosting a dinner Tuesday evening for its new directors at the International Club in Washington and has invited its two chief House allies, Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). On Wednesday, key senior staff members will brief the directors on leading issues including broadcasting deregulation and FCC matters.



Broadcasters, said deletion of the rule will allow an AM broadcaster to shape coverage to reach the maximum number of people and, as a result, attract the maximum number of advertisers. "It's a good thing for AM'ers," he said. "It gives them a better chance to compete." He noted that the 5 mv/m is "still a heck of a good signal."

■ Most station sales are approved by the FCC staff, but the commission had to step in to approve Metroplex's latest buys because of trouble the group broadcaster has been having at another of its stations.

On March 1, the FCC designated for hearing the license renewal of Metroplex's WHYI(FM) Fort Lauderdale, Fla., after a female former employe charged the station with discrimination. Although the FCC said at the time that the action would have no effect on Metroplex's ability to renew licenses or to sell stations, according to FCC Mass Media Bureau Chief James McKinney at a press briefing following the meeting, it neglected to say it would not affect the broadcaster's ability to buy stations. So before Metroplex could buy WORL(AM) Eatonville, Fla., and WJYO-FM Mount Dora, Fla., from Sudbrink Broadcasting and CKK Broadcasting, respectively, he said, the FCC had to give its blessing. □

## Media bat one for two at Supreme Court

**Ruling bars newspaper from printing information gathered during pretrial proceedings in libel suit in which paper is involved; other case opens courts at request of defendants**

A newspaper that obtains information as the result of a pretrial order in a libel case may be barred from publishing it. The Supreme Court, last week, in a unanimous decision, ruled that the First Amendment does not give the newspaper the right to publish material obtained under a court order for the purpose of trying a suit. In another unanimous decision in a case involving the press, the high court held that only rarely may judges close pretrial hearings in criminal proceedings when the defendant asks that they be open.

The first case involved a libel suit the founder of a religious group, the Aquarian Foundation, had brought against two Washington state newspapers—the *Seattle Times* and the *Walla Walla Union-Bulletin*. The founder, Keith Milton Rhinehart, claims that over a period of seven years in the 1970's the newspapers published a series of articles that, he said, portrayed the church as a "bizarre Seattle cult." Among other things, the articles described seances conducted by Rhinehart in which he was paid to put people in touch with deceased relatives and friends. Others said Rhinehart had magical "stones" that had been "expelled" from the body.

The newspapers, in preparing their de-

fense, sought and obtained from the trial judge an order requiring Rhinehart to turn over information on the foundation's finances. But state judge Jack Schofield, at Rhinehart's request, also issued a protective order barring the newspapers from publishing the material provided in response to the disclosure order. The Washington supreme court affirmed both orders. And the newspapers, contending they were being "muzzled," took their case to the Supreme Court.

The newspapers argued that the First Amendment imposes strict limits on the availability of a judicial order that has the effect of restricting expression. They said that civil discovery—the procedure under which the newspapers obtained the court order—is no different from other sources of information. As a result, they said, the information is "protected speech" for First Amendment purposes.

But the Supreme Court, in an opinion written by Justice Lewis F. Powell, disagreed. Powell wrote that the processes under which litigants are able to obtain information through court orders are "a matter of legislative grace"—that is, they were provided by the state legislature. As a result, he said, "a litigant has no First Amendment right of access to information made available only for purposes of trying his suit." Furthermore, Powell said an order prohibiting dissemination of discovered information before trial "is not the kind of classic prior restraint that requires exacting First Amendment scrutiny." He noted that while the protective order bars publication of the material obtained under it, the newspapers may publish the same

## Comsat concern

After pondering for weeks the FCC's actions on what has been called "international day," on March 30, Comsat officials last week indicated they felt the commission had produced a mixed bag for the company that is the U.S. representative to Intelsat. Joel Alper, president of Comsat's World Systems Division, said the commission did "the right thing" in rejecting the proposal to permit companies other than Comsat to access Intelsat directly. Of all the items affecting Comsat, he said, that was the "most critical." On opening the door to competition in the ownership of earth stations, Alper said, Comsat recognizes the need for change in the present system under which Comsat and the international carriers share ownership of seven gateway earth stations. But he said the commission is moving "more quickly" than Comsat believes wise. The commission issued a notice of proposed rulemaking aimed at permitting carriers to own their own earth stations. Alper said Comsat on May 29 will open talks with its partners in the earth stations on providing for a new distribution of ownership. Comsat now owns 50% of the consortium that owns the facilities. He said a wide range of options is under consideration.

Comsat, however, is troubled by one of the commission decisions, and not one that appears major in terms of the dollars involved. Alper said Comsat and the commission "are far apart" on allocating costs, one of the matters decided by the commission in dealing with Comsat's corporate structure. And "the biggest potential impact," he said, is on the research and development program. At present, the rate payers in effect pay the largest amount of the \$12 million-\$13 million spent on pure research. (The total spent on R&D is much larger, but those costs are borne by Intelsat and other divisions of the corporations requesting the service provided.) The commission believes at least half of that cost should be shifted to other parts of the corporation. But Comsat is concerned that that would lead to more R&D being fashioned to meet specific needs, and diverted from the effort to advance pure knowledge of communications satellite technology.

Comsat has until June 4 to decide whether to seek reconsideration by the commission.

information if they obtain it by other means.

Justice William Brennan wrote a concurring opinion, in which Justice Thurgood Marshall joined, stressing the court's acknowledgment that, before issuing the kind of protective order involved in the case, they must consider whether the practice furthers "an important or substantial governmental interest unrelated to the suppression of expression and whether the limitation of First Amendment freedom [is] no greater than is necessary or essential to the protection of particular governmental interest involved." And Brennan said he agrees the foundation's interests in privacy and religious freedom are "sufficient to justify this protective order and to overcome the protections afforded free expression by the First Amendment."

Still, the decision left some First Amendment lawyers uneasy. Richard Schmidt, counsel for the American Society of Newspaper Editors, said: "It's a form of prior restraint. The irony is that if you can obtain the information other than through the discovery process, you can print it—but not otherwise. That's a double standard."

In the other decision—in a case involving the order of a trial judge in Georgia to bar press and public from a pretrial hearing on whether to suppress wiretap evidence obtained in a police investigation of an illegal lottery operation—the court took another step in the expansion of the right of the public and the media to attend pretrial hearings. But the decision, also written by Powell, cited the Sixth Amendment guarantee of a fair trial, rather than the First Amendment.

The trial judge had closed the hearing

over the objection of the defendants and at the request of the state. The state had contended that publication of the information obtained under the wiretaps would render the information inadmissible as evidence, and that it would involve the privacy of persons who were indicted but not then on trial as well as some who were not then indicted.

But Powell, in his opinion for the court, said that a defendant's interest in a public pretrial hearing can be as great as in a public trial. He said that "suppression hearings often are as important as the trial itself." Indeed, he noted that in many cases, a suppression hearing may be "the *only* trial," because they lead to guilty pleas pursuant to plea bargaining. He also said the public has "a strong interest in exposing substantial allegations of police misconduct to the salutary effects of public scrutiny."

Accordingly, he said, the closure of a suppression hearing over the objections of the accused must meet tests the court prescribed in a January decision regarding the closing of jury selection proceedings. And the state failed to meet that test, Powell said. He said the trial court's findings were broad and general, and did not consider alternatives to closing the entire hearing. Powell noted that the playing of the tapes occupied only two and a half hours of the seven-day proceedings.

Five years ago, in a case involving Gannett Co., the court had held that press and public could be barred from pretrial proceedings if the defendant agreed. But a year later, it severely restricted the ground on which a judge could close a trial—a standard it applied this year to jury selection proceedings. □

## FCC grants 'Donahue' Section 315 exemption

**Commission rules interview program can feature political candidates without having to grant equal opportunities**

The daily syndicated *Donahue* program, in which members of the studio audience as well as Phil Donahue put questions to invited guests—has joined *Meet the Press* and other more conventional news interview programs exempt from the equal opportunities provision of the Communications Act. The FCC granted the exemption last week in a unanimous ruling that reversed a commission decision made four years ago, and clears the way for *Donahue* to feature political candidates as guests in the weeks ahead, during this presidential election year.

Four years ago, the commission, in rejecting the request of Multimedia Inc., owner of the program, for a Section 315 exemption for *Donahue*, said a review of the program's guest list indicated the guests and topics only occasionally were selected for their news-

worthiness. It also was persuaded that the format of the program—particularly Donahue's interaction with the studio audience—did not insure the necessary licensee control.

After four years, the commission has decided the definition of news is too elusive for it to pin down. "As exhaustive review of the legislative history does not explain how Congress would define news," the commission



Donahue

said in its order. But it cited the assurance given by Multimedia that "a significant number of guests are in or are seeking public office and are selected because they are involved in newsworthy issues or because their public positions make their comments upon newsworthy issues especially meaningful." And that assurance, the commission said, "appears consistent" with what it views as the congressional intent in exempting regularly scheduled news interview programs from the equal opportunities provision. The fact that some *Donahue* segments contain discussions having nothing to do with politics or current events, the commission added, "would appear immaterial."

The issue as to whether the program's format satisfied the criteria for a news interview program centered largely on the question of control. Multimedia contended that, even though members of the audience participate in the questioning of the guests, procedures are employed to prevent anyone from using the program for partisan purposes. For instance, tickets are distributed months in advance of any particular program. And the commission—in a reversal of the position it took on the question in 1980—accepted Multimedia's assertion that Donahue would be able to control the program and thus carry out the licensee's news judgment throughout any interview.

The commission's conclusion was that it would be "unsound" to rule that a program with "a unique or innovative approach" to interviewing guests lacks sufficient licensee control of such traditional news interview programs as *Meet the Press* or *Face the Nation* "when the licensee has implemented reasonable techniques to insure control." That, the commission added, would discourage innovative programming by signaling to broadcasters that, "to be exempt, an interview program should adhere only to the format of certain programs mentioned by Congress 25 years ago"—those specifically

mentioned in the Communications Act amendment exempting regularly scheduled news interview programs from the equal opportunities provision.

Donahue, in commenting on the ruling, said it was an important one that, "for the first time, grants relief to a program that doesn't look like *Face the Nation* or that is not on a network." He noted that the earlier lack of an exemption had prevented him in election years from presenting political candidates. He said he had told the commission the show presents "more news more often than any other daily syndicated show and that while it presents fashion shows, I hope you don't penalize us for those fashion shows." □

## CBS asks for dismissal of Westmoreland suit

CBS, through its counsel, asked a court last week to dismiss of the \$120-million libel suit filed against the network by former U.S. Army Chief of Staff General William Westmoreland. The memorandum, filed in U.S. District Court in New York, maintains that the CBS documentary in question was true, that it served an important public service and that Westmoreland's suit could be dismissed on any of several legal points.

General Westmoreland's year-and-a-half-old suit claims that a CBS documentary, "The Uncounted Enemy: A Vietnam Deception," originally aired in January 1982, libeled him by making the assertion that Westmoreland, while commander of U.S. military forces in Vietnam, had participated in a "conspiracy" to underestimate enemy troop strength.

In response to Westmoreland's suit, the 378-page brief filed last Wednesday without oral argument said that, "Defendant argues that there is no genuine dispute of material fact as to the truth of the broadcast, that there is no evidence of actual malice, that the statements about which plaintiff complains are protected expressions of opinion both at common law and under the First Amendment and that the reporting of charges concerning the conduct of a war cannot be the basis of a libel suit by the American commander in that war." It asserted that the judge need only find one of the defense arguments to be true to dismiss the Westmoreland suit. Victor A. Kovner, a partner in Lankenau, Kovner & Bickford and part of the CBS defense counsel team, said that if the judge grants summary judgment and dismisses the suit, the more defense arguments the judge supports, the better the chance the decision can withstand appeal.

Since the suit was filed, counsel for the two sides have taken depositions and skirmished over the venue of the court (won by CBS), the availability of internal CBS documents (won by General Westmoreland) and other procedural questions.

Last week's action by CBS counsel was not unexpected. At a press conference earli-

er this year David Boies, attorney at Cravath, Swaine & Moore, and head of the CBS defense team, had said he expected the suit would be dismissed on a summary judgment order ("Top of the Week," Jan. 2). Floyd Abrams, partner with Cahill, Gordon & Reindel, who is a specialist in First Amendment litigation and has been retained by CBS to comment on the brief, said, "This is a motion which is commonly made at the end of discovery or toward the end of discovery... their inquiries of each other prior to trial. CBS takes the position that there are no relevant triable issues of fact, that there is nothing worth impaneling a jury for because, as a matter of law, it should prevail. And that's what the judge has to decide."

Henry Kaufman, general counsel for the Libel Defense Resource Center, a New York-based organization funded by media organizations, including the National Association of Broadcasters and all three networks, said that the prominence CBS gave in the memorandum to maintaining the truth of its broadcast was unusual.

"In many cases truth is an actively litigated issue at the trial level, but being often so contentious as a factual matter, is relatively infrequently asserted at the summary judgment stage. I'm impressed by the fact that CBS has chosen... to make the strongest possible defense of its broadcast and assert what is a relatively unusual defense at the summary judgment stage... It is quite rare."

Kaufman said that motions for summary judgments have in recent libel cases been granted with "great frequency" and that a recent Supreme Court decision in the case of *Bose vs. Consumer Union* (BROADCASTING May 7) may help CBS's case. "We found that three out of the four of 110 summary judgment motions, in recent libel cases that we studied, were granted. And that is far higher than in other kinds of civil cases. And in part it is because of these terribly demanding legal requirements (such as proof of 'actual malice') and in part it's because of the same idea that the Supreme Court reaffirmed in *Bose*: When the First Amendment is involved, a judge has to take a serious look at the facts, whereas in just a run-of-the-mill negligence case or automobile accident case, the jury is normally considered the sacred repository of all the standard fact finding."

The case will likely continue until at least August. Westmoreland's counsel, the Capital Legal Foundation, is allowed 55 days to respond to last week's filing and CBS is given 22 days after that for a reply response, before Judge Pierre Leval will rule on the request for summary judgment.

Kovner said he did not think Leval has ruled in any previous libel cases. He said some discovery in the case will continue, "most likely into June," but he expects no surprising depositions. Oral arguments are not required before a summary judgement ruling is made, although the judge or counsel for either side could request them. He added that if the motion is denied, the trial should begin in October and "would run the balance of the year." □

## Appeals court upholds FCC preference granted to minorities

**Judges rule that commission's giving extra consideration due to applicant's race is consistent with Constitution**

The FCC's policy of granting a minority preference in comparative hearings—even where the community involved does not have a large minority population—was affirmed by a unanimous panel of the U.S. Court of Appeals in Washington last week. The panel held that the "substantial enhancement" given an applicant because it is owned by a woman who is black was consistent with administrative and statutory law, as well as with the constitutional principles of equal protection of the law.

The case involved what has been a close contest between West Michigan Broadcasting Co. and Waters Broadcasting Corp. for an FM frequency in Hart, Mich., which has few blacks. Waters was favored by the administrative law judge and West Michigan by the review board, after its review. But the commission favored Waters, with the minority ownership factor an important one in its decision.

West Michigan, in appealing to the court, argued that the purpose of the commission policy of giving a preference to minorities in comparative hearings is based on a determination to give a voice to minorities in the communities involved. West Michigan also contended that the action in the Hart case is inconsistent with past commission actions, with the commission's statutory authority and with the Constitution.

The court, in an opinion written by Judge

J. Skelly Wright, disagreed on all counts. The theme that ran through his opinion was that the minority preference policy is based on a determination to remedy past discrimination against minorities, a discrimination that was a factor in the underrepresentation of minorities among the ranks of broadcast owners. Thus, providing a voice for minorities in a community was not the reason for giving minority preference.

And in dealing with the constitutional argument, Wright cited two factors in the court's analysis he regarded as particularly important: First, the commission's award of a preference does not involve a grant of any given number of permits to minorities or "a denial to qualified nonminorities of the ability freely to compete for permits." Instead, minority ownership is "one factor" among many to be considered in a system "designed to obtain a diverse mix of broadcasters." And second, he said, the commission's action in the Waters matter followed closely a congressional action—authorizing the development of a lottery system to replace the comparative evaluation process—that he said "showed clear recognition of the extreme underrepresentation of minorities and their perspectives in the broadcast mass media." Congress explicitly required the incorporation of significant preferences for minority applicants, to give them an advantage over otherwise similar nonminority applicants, in any random selection scheme.

Wright also cited as additional support for the commission's decision the individual opinions of five Supreme Court justices in the *Bakke* case. Four of them, he said, held that the government can legitimately pursue race-conscious programs to remedy a situation of "substantial and chronic" minority underrepresentation resulting from "past societal discrimination." The fifth justice, Lewis F. Powell Jr., approved of educational institutions' use of race as one factor among many in efforts to attain diverse student bodies—and that, Wright said, would clearly validate the commission's policy. □

## What NAB tax return tells

Former National Association of Broadcasters President Vince Wasilewski received a salary of \$69,000 during the first half of the NAB's 1982 fiscal year, which ended March 31, 1983, while current President Edward O. Fritts, was paid \$75,000 for the second half of the year, according to NAB's fiscal 1982 tax return. The return seems to confirm earlier reports that Fritts's starting annual salary at the association was \$150,000.

The return (Form 990 for non-profit organizations) also showed NAB had revenues of \$11,742,041, up 9.4% from \$10,732,256 in fiscal 1981, and expenses of \$11,316,884, up 7.5% from \$10,526,407 in the previous year.

According to the return, the bulk of NAB's revenues continues to come from dues. They amounted to \$7,766,975 in 1982, up 10.4% from \$7,029,548 in 1981. And the other big revenue producers, the return reported, continue to be the annual convention and the Radio Programming Conference. The two events generated \$3,141,722 in revenues 1982, up 12.5% from \$2,792,247. (The return also indicated that the events are big moneymakers. The NAB spent just \$1,422,790 on the annual convention and "other meetings" in 1982, it said.)

The rest of NAB's 1982 revenue came from "publications and miscellaneous" (\$238,122), interest on savings and "temporary cash investments" (\$291,383) and rental income from its headquarters building in Washington (\$303,839).

# NCTA's 'consumer's choice' emphasizes fundamentals

**33d convention set for next week in Las Vegas; cable deregulation, multichannel sound among hot topics**

The National Cable Television Association's back-to-basics movement will form the philosophical foundation of its 33d annual convention, which opens a four-day run at the Las Vegas Convention Center on June 3.

The association will drill its membership on the A B C's of management, customer service, marketing and programming during a succession of general and "break-out" panel sessions.

The convention probably will not be the biggest in the association's history. With preregistration running ahead of last year, total attendance is expected to top last year's 15,627, but may fall short of 1982's 16,545. The number of exhibiting companies is expected to be down for the second year in a row.

As of last Tuesday, NCTA President Tom Wheeler said at a press briefing, 329 companies had signed up to exhibit goods or services at the convention, but, according to NCTA's May 18 computer printout of exhibiting companies, which was distributed to the press, only 302 companies were signed up. And, based on the printout, there will be even fewer actual exhibits. Programming services and subsidiaries of the same companies, listed separately on the printout, will be sharing a single exhibit. For instance, Rainbow Programming Services, Bravo, Prism, Playboy Channel, Sportschannel-New England, Sportschannel-New York and Sportsvision are all assigned to booth 528.

According to Wheeler, companies are continuing to sign up for exhibit space and what the final count will be on June 3 is unknown. But it's unlikely it will match last year's total of 376. Wheeler seemed unconcerned by the falloff in exhibiting companies, attributing it to "consolidations and some diminution of services." This year's exhibition, he said, represents "a solid bedrock" of companies that support cable television.

One reason for Wheeler's apparent unconcern may be that NCTA's revenue from the exhibition will probably not experience a commensurate decline. Revenue derives from the sublease of floor space in the convention hall and, according to Wheeler, NCTA is closing in on last year's total square footage of 200,000, with 183,000 square feet already subleased. Ed Dooley, vice

president, public affairs, also noted the price of a foot was increased slightly this year—from \$7 to \$7.50 for members and from \$14 to \$15 for nonmembers.

The NCTA is trying to squeeze some additional revenue out of the convention this year by providing a new service—closed-circuit television at major hotels. NCTA has acquired an MATV channel at the Hilton, MGM Grand and Riviera hotels and has



been selling time (in 15-, 30- and 60-minute segments) for the promotion of goods or services. Wheeler would not say how sales were going, but said time was still available.

The NCTA should boost the morale of its membership with the results of two studies it commissioned. Wheeler would not discuss details of either in advance of the convention, but he suggested both bore good news for the industry.

The first, conducted by Opinion Research Corp., explores how different types of cable systems would fare in competition with direct broadcast satellite and multichannel MDS systems. A clue to Opinion Research's conclusion, he said, is the convention's theme: "Cable: The Consumers' Choice." For the second study, International Communications Research surveyed cable subscribers across the nation to assess how they feel about cable service. Some will be surprised by the "high level of consumer satisfaction" that IRC found, he said.

According to Wendell Bailey, NCTA's vice president, science and technology, several companies on the exhibit floor will be offering solutions to the cable industry's multichannel sound problem.

The MSC system that broadcasters and receiver manufacturers have chosen to broadcast stereo sound and/or a separate foreign-language soundtrack, the Zenith/dbx system, is incompatible with many existing cable systems.

In comments with the FCC, the NCTA has said it would cost the industry hundreds of millions of dollars to upgrade or replace headend and home equipment to retransmit the Zenith/dbx signals. NCTA asked the FCC for freedom to strip the broadcasters' MCS signals and replace them with something comparable, but compatible. That

"something" is what Bailey and many cable engineers expect to find at the convention.

James W. Wonn, manager, project and equipment engineering, Group W Cable Inc., according to an NCTA convention press release, is scheduled to present at a technical session one scheme for getting stereo sound to the home that is compatible with most cable equipment.

The transmission equipment marketplace, Bailey said, should be enlivened by a proliferation of feedforward technology. Feedforward amplifiers permit the transmission of better quality signals over longer cascades, he said. But, he said, they need more power and they cost more than older amplifiers.

With the FCC already committed to reducing the spacing between communications satellites from four degrees to three degrees and later to two degrees, Bailey said, interest among engineers in earth stations capable of downlinking from closely spaced satellites should also be high. Most cable systems receive most of their non-broadcast programming off the satellites.

After three years of trying to make it a stand-alone convention, the National Cable Programming Conference has been folded into the national convention and has been reduced to two general sessions and four breakout sessions.

Two of cable's closest and most powerful friends on Capitol Hill, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), will be the convention's luncheon speakers on Monday and Tuesday, respectively.

Including Wirth and Goldwater, 28 representatives and five senators are scheduled to appear on panel sessions to discuss the federal legislation affecting cable.

The NCTA has been working hard to pass H.R. 4103, a bill that would limit the power of cities to regulate cable and bring order to the cable franchising process. H.R. 4103 now sits in the House Energy and Commerce Committee and, not coincidentally, 22 of the 42 members of the committee are headed for the convention next week. (Committee Chairman John Dingell [D-Mich.], who is blocking action on the bill until NCTA can work out a compromise on some of the bill's provisions with cities that oppose the bill, turned down NCTA's invitation, said Moonen.)

The NCTA has also had a hand in the



Wheeler



Wirth



Kastenmeier



Goldwater

drafting of legislation that would lessen the cable operators' copyright burden. Eight of the 14 members of the House Judiciary Subcommittee, including Chairman Robert Kastenmeier (D-Wis.), which is handling the legislation, are expected to attend.

Many of the representatives and senators at the convention will receive honoraria and reimbursement for their travel and lodging expenses from NCTA. Wheeler and Mooney would not reveal how much the congressmen are being paid or to what extent they are being reimbursed. That information should come from the lawmakers themselves, they said. (For speeches or panel appearances at last year's convention, according to Senate records, NCTA paid honoraria of \$1,000,

\$1,500 or \$2,000 to several senators.)

The convention will be covered extensively by C-SPAN. The nonprofit network will provide its cable audience with live coverage of some of the panel sessions and interviews and call-in shows featuring some of the reporters and congressmen at the convention. C-SPAN will also have taped coverage of some of the events, including Goldwater's speech.

Some of the more familiar names in the industry will be arriving in Las Vegas a day early for the annual formal dinner of the Cable TV Pioneers at the Desert Inn Country Club and Spa. This year's dinner will be a "roast and toast" to Bill Daniels, chairman, Daniels & Associates, a founding member

of the Pioneers. The roasters: Monroe Rifkin, Rifkin & Associates; John Saeman, vice chairman and chief executive officer, Daniels & Associates; Ted Turner, president of Turner Broadcasting System; Tom Wheeler, of the National Cable Television Association; Marc Nathanson, president, Falcon Communications; Alan Harmon, Harmon & Associates, and Richard Loftus, Trident Communications Group Inc.

According to Pioneers Executive Secretary Sanford Randolph, who has been retired from the industry as long as Wheeler and Turner have been in it, the Pioneers also plan to provide a lounge on Sunday afternoon for any of its some 230 members seeking refuge from the crowds. □

## NCTA's daily diet in Las Vegas

### Monday, June 4

**Opening general session.** 9:30-11 a.m. Hilton Pavilion. *Cable: The Consumers' Choice.* Speakers: Gustave Hauser, NCTA vice chairman and chairman and chief executive officer, Hauser Communications; Monroe Rifkin, NCTA chairman and president, Rifkin & Associates; Thomas Wheeler, NCTA president, and James Mooney, NCTA president-elect.

**Luncheon.** Noon-1:30 p.m. Hilton ballroom. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee.

**Two concurrent technical sessions.** 2-3:30 p.m. *Commercial Insertion: No Pain, No Gain.* Room B. Moderator: Scott Tipton, HBO. Speakers: Paul Olivier, ATC; Ned Mountain, Wegener Communications; Roger Strawbridge, Adams-Russell Telecommunications; Ernest Tunmann, Tele-Engineering Corp.; Vern Bertrand, Channelmatic.

**Test and Measurements.** Room D. Moderator: Thomas Polis, Communications Construction Group. Speakers: Bradford Kellar, Raychem Corp.; Kenneth Crandall, Zeta Laboratories; Warren Braun, ComSonics; Donald Groff and David Kelma, General Instrument.

**Six concurrent breakout sessions.** 2-3:30 p.m. *Foreign Intrigue: Cable Growth Around the World.* Room A4. Moderator: George Moreau, Alliance Internationale de la Distribution Par Fil. Speakers: John Bird, Mackintosh International; Neil McHugh, Viacom World Wide; Terry McGuirk, Turner Broadcasting System; Dr. H. Allen Ecker, Scientific-Atlanta. Reactor: Thomas Southwick, Multichannel News.

**Packaging: Making It the Ace Up Your Sleeve.** Room A5. Moderator: Tom Schmitt, Group W Cable. Speakers: Nimrod Kovacs, United Cable Television; Ajit Dalvi, Cox Cable; Jack Heim, Showtime/The Movie Channel; John Billock, HBO. Reactor: Ellis Simon, *Cable Marketing*.

**Positioning the Cable Industry in 1984.** Room A6. Moderator: John Saeman, Daniels & Associates. Speakers: Douglas Dittrick, Tribune Cable Communications; Robert Lewis, Jones Intercable; Trygve Myhren, ATC. Reactor: Dennis Leibowitz, Donaldson, Lufkin & Jenrette.

**The Level Playing Field: Promoting Competition Through Legislation.** Room E3. Moderator: Ralph Baruch, Viacom. Speakers: Senators James Exon (D-Neb.) and Larry Pressler (R-S.D.), and Representatives Mickey Leland (D-Tex.), Michael Oxley (R-Ohio), Matthew Rinaldo (R-N.J.), Richard Shelby (D-Ala.). Reactor: Don West, *BROADCASTING Magazine*.

**Copyright: Where Do We Go from Here.** Room G1. Moderator: Bob Miron, Newhouse Broadcasting. Speakers: Senator Patrick Leahy (D-Vt.) and Representatives Henry Hyde (R-Ill.), Robert Kastenmeier (D-Wis.), Harold Sawyer (R-Mich.), Mike Synar (D-Okla.). Reactor: John Mansell, *Cable TV Security*.

**Cable Deregulation: Impact on Consumers.** Room G2. Moderator: James Hirshfield, Summit Communications. Speakers: Representatives Dan Coats (R-Ind.), Cardiss Collins (D-Ill.), Edward Madigan (R-Ill.), Don Ritter

(R-Pa.), Ron Wyden (D-Ore.). Reactor: Steve Tuttle, *Television Digest*.

**Three concurrent sessions.** 3:45-5:15 p.m. *Cable and Telephone: The "Data" Issue.* Room E1. Moderator: Edward Allen, Western Communications. Speakers: Representatives Jim Bates (D-Calif.), Thomas Bliley Jr. (R-Va.), Norman Lent (R-N.Y.), Thomas Tauke (R-Iowa), Billy Tauzin (D-La.). Reactor: Howard Fields, *Cable Age*.

**The Federal Pole Attachment Law: Are States Subverting the Will of Congress?** Room E2. Moderator: Jerry Lindauer, Prime Cable Communications. Speakers: Representatives Wayne Dowdy (D-Miss.), Thomas Luken (D-Ohio), Carlos Moorhead (R-Calif.), Howard Nielson (R-Utah), Bill Richardson (D-N.M.).

**Cable and the First Amendment.** Room E3. Moderator: Brian Conboy, Time Inc. Speakers: Senators Patrick Leahy (D-Vt.) and Ted Stevens (R-Alaska), and Representatives Howard Berman (D-Calif.), Michael DeWine (R-Ohio), Thomas Kindness (R-Ohio), Henry Waxman (D-Calif.). Reactor: Jonathan Banner, *View*.

### Tuesday, June 5

**Six concurrent sessions.** 8:30-9:30 a.m. *Padlocks & Watchdogs: Preventing Theft of Service.* Room A4. Moderator: Dan Gold, Comcast Cable. Speakers: Sam Towne, Gill Cable; William (Skip) Arbuckle, Pennsylvania deputy attorney general; Robert McRann, Cox Cable; David Shreff, Showtime/The Movie Channel.

**Washington Insiders on Cable Deregulation and You.** Room E1. Moderator: Edward Merlis, NCTA. Speakers: Ralph Everett, Gerald Kovach and Ward White, Senate Commerce Committee, and Rodney Joyce, Tom Ryan, Howard Symons and Tom Rogers, House Telecommunications Subcommittee.

**Cable Guides: Innovations With or Without Expense.** Room E2. Moderator: Alex Papagan, Colony Communications. Speakers: Kent Rice, ATC; Scott Wecker, TCI; Cindy Dennis, Cox Cable.

**The Impact of Public Relations on Cable's Bottom Line.** Room E3. Moderator: Ed Dooley, NCTA. Speakers: Richard Holcomb, ATC; Roger Turner, Colony Communications; William Duke, Atlantic Richfield Co.; Edward Stanton, Manning, Selvage & Lee.

**The Inside Track: Accounting's Critical Contribution to Effective Operations.** Room G1. Moderator: James Cavanaugh, Tribune Cable Communications. Speakers: Gary Bracken, TCI; Ed Gillis, Coopers & Lybrand;

**Las Vegas connection.** BROADCASTING will be based at booth 101-103 at the Las Vegas convention center. Editorial and advertising staff members will be staying at the Las Vegas Hilton next door. On hand will be: John Andre, Gene Edwards, Tim Thometz, Geoff Foisie, Steve McClellan, Mark Miller, Harry Jessell, Don West, Len Zeidenberg.

William Kingery, Daniels & Associates.

*Rivals for Attention: Staying One Step Ahead of Cable Competition.* Room G2. Moderator: John Woodbury, NCTA. Speakers: Larry Kaufman, Opinion Research Corp.; William James, Capital Cities Cable; Barbara Russell, Prudential-Bache Securities.

**Breakfast session.** 8:30-10 a.m. *'Breakfast With...' The FCC.* Hilton Ballroom. Host: Brenda Fox, NCTA. FCC staffers at individual tables: Lauren (Pete) Belvin, Ralph Haller, Thomas Hervitz, William Johnson, John Kamp, Edward Minkel, Randy Nichols, Stephen Ross, William Russell, Diane Silberstein, Roy Stewart and John Wong. Special Guest: Dennis Patrick, FCC commissioner.

**Two concurrent technical sessions.** 9-10 a.m. *Cable Revolutionaries: Scanning the New Blue Skies.* Room B. Moderator: Wendell Bailey Jr., NCTA. Speakers: Georg Luettgenau, TRW Electronic Component Group; Gary Arlen, Arlen Communications; Israel (Sruki) Switzer, Cable Television Engineering; Frank Marlowe, RCA Laboratories.

*Advances in Signal Relay Via Satellite & Microwave.* Room D. Moderator: Jeffrey Krauss, M/A-COM Development. Speakers: Dom Stasi, Warner Amex Satellite Entertainment Co.; Thomas Straus and Jamal Saraff, Hughes Aircraft Co.; Jerrold Heller, M/A-COM Linkabit.

**General session.** 10:30-noon. Hilton Pavilion. *Keeping the Customer Satisfied: Components of Cable Service.* Moderator: Char Beales, NCTA. Speakers: Christopher Lovelock, Harvard Business School; Kenneth Scott, American Express Co.; Robert Clasen, Rogers Cablesystems, and Dean Kilpatrick, Jeri Baker, Rulf Wulfsberg, International Communications Research.

**Two concurrent technical sessions.** 10:30-noon. *Audio: The New Playing Field.* Room B. Moderator: Alex Best, Scientific-Atlanta. Speakers: Dennis Waters, Waters & Co.; Michael Hightower, Oak Communications; Yuichi Kojima, Sony Corp.; James Wonn, Group W Cable; Craig Todd, Dolby Laboratories.

*Rebuilding Tomorrows for Cable.* Room D. Moderator: F. Ray McDevitt, Warner Amex Cable Communications. Speakers: Joseph Preschutti, C-COR Electronics; Paul Brooks, General Electric Cablevision; Neil Neubert, Warner Amex Cable; Norman Slater, Cablesystems Engineering.

**Luncheon.** 12:30-2 p.m. Hilton ballroom. Introduction: NCTA President-elect James Mooney. Speaker: Senator Barry Goldwater (R-Ariz.), chairman, Communications Subcommittee.

**Seven concurrent sessions.** 3:30-5 p.m. *New Cable Pioneers: Building Companies Through Creative Financing.* Moderator: Bob Rosencrans, United Artists Cablesystems. Speakers: Robert Rogers, TCA Cable TV; Steven Simmons, Simmons Communications; Steven Dodge, American Cablesystems Corp. Reactor: J. Patrick Michaels, Communications Equity Associates.

*Running the Show: Tips on Managing a Mature Cable System.* Moderator: June Travis, ATC. Speakers: Doug Wenger, Storer Communications; Fred Vierra, United Cable TV; Burton Staniar, Group W Cable; John Fowler, Warner Amex Cable.

*Service with a Smile: A New Look at Customer Service.* Room A6. Moderator: Gary Weik, Harte-Hanks Cable Communications. Speakers: Dale Parker, Heritage Communications; James Cottingham, ATC; Barry Elson, Cox Cable; Joseph Van Loan, Viacom Cablevision. Reactor: Judy Rudrud, *Cable Television Business.*

*Federalism and the National Communications Marketplace: Who Should Regulate Whom?* Room E1. Moderator: Raymond Strassburger, Times Mirror. Speakers: David Markey, NTIA; Jim McKinney and Jack Smith, FCC; Carter Hunt, city of Scottsdale, Ariz. Reactor: Norman Black, Associated Press.

*Playing the Political Game: Participation That Works For You.* Room E2. Moderator: William Bresnan, Group W Cable. Speakers: California State Senator Joseph Montoya; Richard Alteri, New York State Cable TV Association; Orlando Brillante, ATC; Dan Shields, United Cable TV Corp. Reactor: Victor Livingston, Titsch Communications.

*Cable/Telco's Developing Relationship: Friends or Foes.* Room E3. Moderator: John Goddard, Viacom Cablevision. Speakers: Representative Al Swift (D-Wash.); Joel Swerdlow, author; Brian Thompson, MCI Communications; Marc Nathanson, Falcon Communications. Reactor: Ron Wolf,

*Philadelphia Inquirer.*

*The Advertising Advantage: Capturing Viewers and Revenues.* Room G1. Moderator: Jack Clifford, Colony Communications. Speakers: Robert Alter, CAB; Thomas McKinney, Group W Cable; Gerry Hogan, Turner Broadcasting System; Bill Wiener, BBDO. Reactor: Maurine Christopher, *Advertising Age.*

**Two concurrent technical sessions.** 3:30-5 p.m. *Data Communications.* Room B. Moderator: Geoffrey Gates, Cox Cable. Speakers: Ernest Tunmann, Tele-Engineering Corp.; Bill Doyle, E.F. Hutton & Co.; John Lee Hughes, NABU Network; Leo Shane, General Instrument; James Mollenauer, Codex Corp.

*Distribution System Concepts.* Room D. Moderator: Joseph Preschutti, C-COR Electronics. Speakers: Robert Dickinson, E-COM Laboratories; Thomas Hunter Jr., Data Transmission Devices; Robert Hoss, Warner Amex Cable Communications; Harry Reichert Jr., General Instrument; Thomas Saylor III, Caltec Cablevision. Associated Publication: Steven Grossman, C-COR Electronics.

**Five concurrent sessions.** 8:30-9:30 a.m. *Computers: Taking the Btyle Out of Customer Service.* Room E1. Moderator: John Evans, Arlington Cable Partners. Speakers: Gerald Bennington, TCI; Kent Higgins, Magnicom; Jim Dovey, United Cable.

*Videotext and Teletext: A Realistic Look at New Horizons.* Room E2. Moderator: Dr. Terrence McGarty, Telmarc Group. Speakers: Selman Kremer, Satellite Syndicated Systems; Arthur Esch Jr., NABU Network; William Thomas, Zenith Radio Corp.; Gary Arlen, Arlen Communications.

*Marketing Magic: Segmentations Research One Year Later.* Room A4. Moderator: Frederick Livingston, Continental Cablevision. Speakers: Mark Greenberg, Prime Cable Corp.; Alexandra Oncken, Viacom Cablevision; Dan Churchill, Cablesystems Pacific.

*A Taxing Situation: Cable Systems and Tax Policy.* Room A4. Moderator: H.W. (Buzz) Goodall, Continental Cablevision. Speakers: Jim Clark, United Cable TV; Theodore Morrison Jr., Virginia state delegate; Sat Matusmoto, Viacom Cablevision.

*Advertising: Harnessing A New Revenue Stream Without Building a Dam.* Room A4. Moderator: Mel Gilbert, Snyder Community Antenna Television. Speakers: Joe Gans, Cable TV Co.; H. Lewis Parsons, VideoDisc Broadcasting; Ron Fischmann, CAB; Jack Roundtree, Satellite Channel Media.

**Two concurrent technical sessions.** 9-10 a.m. *Radiation Measurement and Prevention.* Room B. Moderator: William Petty, Cablecom General. Speakers: Ted Hartson, Capital Cities Cable; Sandy Livermore, Magnavox CATV Systems; Jody Shields, United Artists Cablesystems Cablevision; Gregg Nydegger, Cardinal Communications.

*The Final Link: Today's Home Terminals.* Room D. Moderator: Stan Guif, Oak Communications. Speakers: James Farmer, Scientific-Atlanta; John Schilling, General Instrument; Mircho Davidov, Oak Communications; Del Heller, Viacom Cablevision.

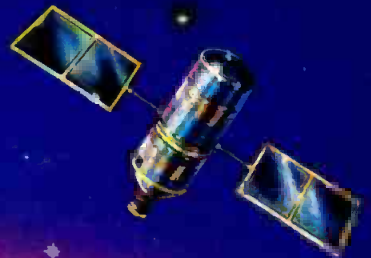
## Wednesday, June 8

### National Cable Programming Conference

**Opening session.** 10-11:30 a.m. *Satellite Showdown.* Hilton ballroom. Operator team: John Sie, TCI; William Strange, Sammons Communications; John Charlton, Warner Amex Cable. Basic programmers team: Ted Turner, Turner Broadcasting System; Kay Koplovitz, USA Network; John Wynne, Landmark Communications. Pay programmers team: Peter Chernin, Showtime/The Movie Channel; Christie Hefner, Playboy Enterprises; Winston Cox, HBO. Studios: Charles Engel, MCA Pay Television; Michael Brandman, Lorimar Productions; John Pike, Paramount Video.

**General session.** 1-2 p.m. *The Newsmakers: Programming Leaders Meet the Press.* Hilton ballroom. Moderator: Brian Lamb, C-SPAN. Industry: N.J. Nicholas Jr., Time Inc.; Terrence Elkes, Viacom International. Press: David Crook, *Los Angeles Times*; Merrill Brown, *Washington Post*; Ron Alldridge, *Electronic Media.*

**Four concurrent breakout sessions.** 2:15-3:45 p.m. *The Pay-Per Chase: The Challenge of Home Video.* Moderator: Edward Bennett, Via-



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com Cable. Speakers: Ed Bleier, Warner Brothers Television; Austin Furst, Vestron Video; Phil Lind, Rogers U.S. Cablesystems; David Meister, HBO.

**Back to Basics: The Bottom Line of Programing Costs.** Ballroom E. Moderator: Jim Cownie, Heritage Communications. Reactors: Donald Sbarra, Multimedia Cablevision; Larry Wangberg, Times Mirror Cable Television. Basic networks: Robert Wussler, Turner Broadcasting System; Nicholas Davatzes, Arts & Entertainment; R.B. Smith, Satellite Program Network; John Schneider, WASEC; Bill Grimes, ESPN.

**Everyone Into the Resource Pool: Funding Co-Productions.** Ballroom F. Moderator: Robert Crestani, William Morris Agency. Speakers: Greg Nathanson, Golden West Television; Peggy Christianson, Disney Channel; Stephen Greenberg, Astral Film Enterprises; Regina Dantas, Metromedia Producers Corp.

**The Sound of Cable: New Frontiers in Audio Programing.** Ballroom G. Moderator: Gene Linder, ATC. Speakers: Gerard Maglio, Daniels & Associ-

ates; Steve Olsen, The Music Group; Ed Taylor, Southern Satellite Systems; Richard Maul, Western Communications.

**Two concurrent technical sessions.** 3:30-5 p.m. **Addressability: Coming of Age.** Room B. Moderator: Joseph Van Loan, Viacom Cablevision. Speakers: Robert Rast, ATC; J. Curt Hockemeier, Cox Cable; Mike Burgess and Steve Lafferty, Wegener Communications; Graham Stubbs, Oak Communications.

**Cable Distribution Plant.** Room D. Moderator: Robert Luff, United Artists Cablesystems. Speakers: Richard Citta, Zenith Radio Corp.; Ronald Hranac, Jones Intercable; F. Ray McDevitt and Roy Thompson, Warner Amex Cable Communications.

**Gala dinner dance/annual awards presentation.** 7:30 p.m. Hilton Pavilion. Entertainment: Paul Anka.

## Where the wares are

The following is a list of exhibitors at the Las Vegas Convention Center. An asterisk denotes a product new to the market.

**Acorn Insurance Agency** 1630  
300 Union Blvd., Suite 100, Lakewood, Colo. 80228

**ACTS Satellite Network** 750  
6350 West Freeway, Fort Worth 76150  
Cable programing service.

**ACTV Inc.** 1829-31  
1287 Lawrence Station Rd., Sunnyvale, Calif. 94089

**Adrian Steel** 1656-58  
906 James St., Adrian, Mich. 49221  
Service van interior equipment, ladder racks, safety/security partitions. **Staff:** Earl Maag.

**Alamar Electronics** 1473  
478 W. Hamilton Ave., Suite 207, Campbell, Calif. 95008

**Allied Steel & Tractor** 1432  
5800 Harper Rd., Solon, Ohio 44139  
Underground piercing tool—Hole-Hog. **Staff:** Greg Smith, Tom Murphy, Allen Springer, Paul Scully.

**Alpha Technologies** 1249-50  
1305 Fraser St., D-5, Bellingham, Wash. 98226  
AP750CG computer-grade fast-transfer power supply, standby power supplies and remote status monitoring systems. **Staff:** Bob Bridge, Fred Kaiser, Johan Dooyeweerd, Bob O'Hara, Grace Borsari, Les Forwood, Don May, Steve Miller, Randy Pattison, Lynda Black, Al Laughlin.

**AM Cable TV Industries** 313  
Box 505, Quakertown, Pa. 18951  
Full turnkey construction services, off-premise addressability service featuring the tier guard tap. **Staff:** John Dieckman, Dennis Anelli, Tom Burka, Bill Stone, Leo Borin, Mac Qurashi, Bob Dickinson, Lee Zernick, Bill Ross, Ben Benefield, Joe Cadile.

**American Spliceo** 1756  
Box 3367, Morehead City, N.C. 28557  
Cable construction services.

**Amperex Electronic Corp.** 1252-53  
Providence Pike, Slatersville, R.I. 02876  
Power doubler hybrid modules\*, CATV hybrid modules, linear wideband amplifiers, low noise wideband transistors. **Staff:** Howard Hench, Jan Ramaekers, Frans Timmer-

mans, Pieter Lok, Cor Hack, Jan Hanse, Bob Allen, Tom Perry, Jack Cagle.

**Andersen Laboratories** 1131B  
1280 Blue Hills Ave., Bloomfield, Conn. 06002  
Consumer SAW filters for CATV and data communications. **Staff:** Ernie Hodur, Don Lowcavage, Steve Gentilozzi, Judy Ainty.

**Andrew Corp.** 1832  
10500 W. 153d St., Orland Park, Ill. 60462

**Anixter Communications** 620  
4711 Golf Rd., Skokie, Ill. 60076

**Antenna Technology Corp.** 1237-39  
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Multiple satellite beam earth station. **Staff:** Joe Stever, Scott Grone, Gary Hatch, Gary Hester, Eric Schechter, Jerry Nelson, Peter Nelson, Bob Birchler, Jay Rader, Doug Simonson, Chris Augustin, David Hay, Jim Immer, Art Nehf, Tim Stump.

**Armex Cable TV Hardware** 1226  
2700 E. Nine Mile Rd., Warren, Mich. 48091  
Coaxial cable connectors, F connectors. **Staff:** William Orley, Leslie Day, Paul Platinga, Tom Drew, Terry Thomas, Frank Day.

**Army & Air National Guard** 1035A  
Box 1776, Edgewood, Md. 21040

**Arts & Entertainment** 758  
555 Fifth Ave., New York 10017

**ASI Market Research** 1465  
7655 Sunset Blvd., Los Angeles 90046

**Associated Plastics** 1219-20  
2626 Kansas Ave., Riverside, Calif. 92507

**Associated Press** 110-11  
1825 K St., NW, Washington 20006  
AP NewsCable.

**AT&T Communications** 1047  
Routes 202 & 206, Bedminster, N.J. 09721

**AT&T Information Systems** 1118  
One Exchange Pl., New York 10006  
One Speedwell Ave., Morristown, N.J. 07960  
**Staff:** Alan Adler, Gary Tarantino, Joe McKeown, Ed Chapman, Peggy Danlel, Ginger Forehand, Henry Danser, Jim Holcombe, Robert Hoffman, Robert Lutz, Teresa Mintz, Susan Littell.

**Audicom/Am. Cable Marketing** 1673  
164 Daniel Low Terrace, New York 10301

**Augat CATV Group** 351  
Box 111, Horseheads, N.Y. 14845  
Amplifiers, placement components, repair service, connectors, descrambler/traps, RF leakage detectors, pay TV security traps.

**Belden** 647  
2000 S. Batavia Ave., Geneva, Ill. 60134

Fiber optic cable, broadcast cable, coaxial cable. **Staff:** George Benton, Stu Cudworth, John Duffin, R. Webbek, R. Sharp, D. Billish.

**Bell & Howell** 104-06  
6800 McCormick Rd., Chicago 60645

Microaddressing products and mail inserter systems. **Staff:** Fred Barnes, Brad Baggary, Larry Olson, Dan Smith, Dave Willard, Ed Warnol, Lee Harris.

**Matthew Bender** 1459  
235 E. 45th St., New York 10017

Cable television law guide. **Staff:** Kathi Rafferty, Lou Lucarelli, Ben Percival, Bob Kehn, Fred Grant, Michael Cook, Roy Bleiweiss, George Bearese, Lee Bongiolatti.

**Biddle Instruments** 1259  
510 Township Line Rd., Blue Bell, Pa. 19422  
Cable test sets.

**Black Entertainment Television** 730  
1050 31st St., NW, Washington 20007

BET programing. **Staff:** Robert Johnson, Edward Maddox, Carol Coody, Paulette Johnson, Alexis Piper, Tim Thompson, Retha Wilson.

**Blonder-Tongue Laboratories** 724  
One Jake Brown Rd., Old Bridge, N.J. 08857  
Custom CATV headend products, including modulators, signal processors, preamplifiers and antennas, guardsman premium program delivery systems, mark VI pay-per-view system. **Staff:** Isaac Blonder, Martin Siskel, James Fitzpatrick, Glenn Stawicki, George Bahue, Dwight Staehler, Chuck Fitzer.

**Brad Cable Electronics** 1125  
1023 State St., Box 739, Schenectady, N.Y. 12301

Tek-line 7-channel block converter\*, sweep generator controller, new, used and rebuilt converter sales, converter repurchasing, repair services, service contracts, parts inventory, research and development services, line amplifier and power supply repair. **Staff:** Ben Price, Robert Price, Donald Sloan, Wayne Lupe, Bill Browning, Skip Addudell.

**Bravo (see Rainbow)**

**BROADCASTING Magazine** 101-03  
1735 DeSales St., NW, Washington 20036  
BROADCASTING Magazine, Yearbook.

**Budco** 160  
4910 E. Admiral Pl., Tulsa, Okla. 74115  
Taplocks, single digit tags, panel tags,



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- HARTFORD-WETG
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- PITTSBURGH-WPTT
- D.C. WDCB
- COLUMBUS-WTTE
- CHICAGO-WPWR
- SALINAS/MONTEREY-KMST
- CLEVELAND-WUAB

- TAMPA-WTOG
- SPOKANE-KAYU
- JACKSONVILLE-WNFT
- NASHVILLE-WFYZ
- SACRAMENTO-KRBK
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security marking devices. **Staff:** Nick Allen, David Allen, Barbara Allen.

**Business Systems 940**  
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system with addressable converter interfacing, inventory management and automated pay-per-view capability. **Staff:** Larry Edwards, Jack Sunderman, Jann Ratts, Don Strobeck, Lee Maynard.

**BYTEX Corp. 860**  
1011 S. Myrtle Ave., Monrovia, Calif. 91016

**C-COR Electronics 909**  
60 Decibel Rd., State College, Pa. 16801

Failsafe bypass for trunk housings\*, frequency translator\*, SCAT off-premises addressable converter, feedforward distribution amplifiers, status monitoring system, main line passives, split-band amplifiers, LNA amplifiers, RF data modems, headend power supplies, standby power supplies. **Staff:** J. Palmer, J. Preschutti, J. Hastings, D. Pisarcik, C. Schrock, R. Covell, J. Dowdell, F. Kummer, B. Brammer, S. Davidson, I. Saldi, M. Dineson, R. Schulin, E. Harmon.

**Caballero Control Corp. 125**  
7920 Alabama Ave., Canoga Park, Calif. 91304

**Cable Call Corp. 1530-32**  
10324 S. Dolfield Rd., Owings Mills, Md. 21117

**Cable Communications Media 1228-9**  
203 E. Broad St., Bethlehem, Pa. 18018

**Staff:** Carl Kehler, David Levin, Russ Funkhouser, Kate Benzing.

**Cable Graphic Sciences 1152-53A**  
2939 Larkin Ave., Clovis, Calif. 93612

**Cable Product News 1398**  
Box 2772, Palm Springs, Calif. 92263

**Cable Retrievers 1057A**  
Box 60141, Fort Worth 76115

**Cable Security Systems 1929-31**  
621 Stage Rd., Box 2066, Auburn, Ala. 36831

**Cable Services 1116**  
2113 Marydale Ave., Williamsport, Pa. 17701

**Cable Spinning Equipment 1214**  
Box 777, Hector, Minn. 55342

**Cable TV Supply Co. 805**  
5933 Bowcroft St., Los Angeles 90016

**CableAge 1203**  
1270 Avenue of the Americas, New York 10020

**CableBus Systems 946**  
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Technology for interactive communications over two-way RF cable plant, supervised monitoring systems and addressable terminals. **Staff:** Pat Robison, Dave Green, George Green, Charles Sleeper, Karl Hoffmann.

**CableData 334**  
11020 Sun Center Dr., Rancho Cordova, Calif. 95670

On-site, inline subscriber information systems for billing, instant access and update, addressable interfaces, automatic trouble call tracking, pay-per-set billing, general ledger, inventory control and complete, flexible reporting. **Staff:** Bob Mathews, Jon Woolley, Ray Matteson, Susie Mathews, Stephanie Dia-

mond.

**Cablefacts 324**  
Box 11908, Lexington, Ky. 40578

**Cableshop 1032**  
1370 Main St., Waltham, Mass. 02154

24-hour programming service featuring long-form advertising messages. **Staff:** Garth Hallberg, Trevor Lambert, Susan Robinson, Gilbert Moreira, Roger Bumstead, Victoria de la Plant, Jennifer Wood.

**Cableview Publications 1217-18**  
111 8th Ave., New York 10011

**Cadco 1154-55A**  
2706 National Cr., Garland, Tex. 75041

**Cajun Cable Co. 1138**  
Box 39576, Phoenix 85069

**Cardiff Publishing 1555**  
6530 S. Yosemite St., Englewood, Colo. 80111

**Casat Technology 1054-55A**  
6 Northern Blvd., Amherst, N.H. 03031

**J.I. Case 433**  
700 State St., Racine, Wis. 53404

Maxi-Sneaker, 30+4, TL100, chutes and blades display. **Staff:** Marge Cheyka, John Harris, Bob Wren.

**Catel/Tomco Communications 1012**  
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

RCA active computer-controlled CTM20\*, TM-1400 TV modulator, off-air processing, local origination products, cable FM services for satellite delivered signals, fiber optics multiplexing and transmission equipment. **Staff:** Frank Genochio, Tom Olson, Dick Old, John Petter, Al Johnson, Dan Lusky, Barry Lar Rieu, Jim McLane.

**Catholic Telecommunications 1831**  
95 Madison Ave., Suite 804, New York 10016

**CATV Services 922**  
3270 Seidon Ct., Fremont, Calif. 94538

TRS 80 model 100 computer, Wavetek test equipment, Pacific Western conduit. **Staff:** Richard Richmond, Denis Sette, Tom Heiser, Rick Tuttle, Kathy DeCausemaker, Barbara Haynes, Sheri Busko, Molly Richmond.

**CATV Subscribers Services 1233-34**  
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services. **Staff:** Raymond Galtelli, Josephine Galtelli, Jerry Haisman, Fred Robertson, Penny Martin.

**CBN Cable Network 411**  
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programming. **Staff:** Tim Robertson, Tom Rogeberg, Tom Hohman, John Roos, Bill Miller, Clay Boudreaux, Howard Williams, Craig Sherwood, Shirley Hill, Mark Solow, Dan Clark, Doug Greenlaw, Wendy Paschen, Kim Cooper.

**Channel Commercial Corp. 810**  
620 W. Foothill Blvd., Glendora, Calif. 91740

**Channel Master Satellite Systems 318**  
Industry Dr., Oxford, N.C. 27565

Micro-Beam, 52-channel CARS band microwave transmitting system, 60-channel

converters, satellite reception equipment\*. **Staff:** Richard Derrenbacher, Jim Pflaum, Marshall Turner, Steve Dozier, Randy Karr, George Jusaites.

**Channelmatic 1101**  
821 Tavern Rd., Alpine, Calif. 92001

Automatic 15 videocassette changer system\*, single VCR commercial insert system\*, computer-controlled random-access within tape/multiple VCR commercial insert system using on-line Zenith Z-1000 computer and terminal, self-contained and modular or local control audio/video switching and distribution equipment. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Dave Mayer, Al Taylor, Tim Lange.

**Chapman Associates 1230**  
1835 Savoy Dr., Suite 206, Atlanta 30341

Brokerage, appraisals and financing of CATV systems.

**Chicago Lock Co. 1131**  
4311 W. Belmont Ave., Chicago 60641

Ace II tubular type locks for enclosures. **Staff:** Bill Shinn, Dale Padjen, Bob Kain.

**Chrysler Corp. 1154-55A**  
Box 1057, Detroit 48288

**Cinemax 512**  
Time & Life Bldg., New York 10020

Pay programming service.

**Coaxial Analysts 453**  
333 Logan St., Denver 80203

Advanced computer graphics systems for mapping, design and construction management, plus engineering, marketing, financial, brokerage and management services. **Staff:** Terry Hulseberg, Ross McPherson, Bob Fanch, Jeff Gutfreund, Andy Eiseman, Steve Gower, Jim MacKenzie, Ed Cook, Ellen Keralla, Steve Fante, Lou Edmondson.

**College Sports Network 1240**  
13626 Perkins Rd., Baton Rouge, La. 70810

**Comex Systems 1757**  
Mill Cottage, Mendham, N.J. 07945

**Communications Equity Associates 844**

5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

**Staff:** J. Patrick Michaels Jr., Harold Ewen, Don Russell, Tom MacCroy, Jay Dugan, Ed Frazier, John Long, Brian Sweeney, Pep Shappee, Beverly Lofley, Don Bosson, Mark Sena, Gene Gawthrop, Beverly Harms.

**Communications Systems 1214**  
Box 777, Hector, Minn. 55342

Cable spinning equipment featuring the model R cable lasher. **Staff:** Wendell Dietrich, John Innes, Greg Peterson.

**Compucon 1052A-53A**  
Box 401229, Dallas 75240

Broadcast, cable, satellite and terrestrial microwave engineering services, communications market research, field services, on-going frequency protection, time sharing services. **Staff:** Becky Shipman, Gary Lopez, Roger Baxter, Sara Pegues, Muriel Carter, Scott Goldman, Donna Savino, Vince Dainotto, Al Bridegam.

**Comsearch 158**  
11503 Sunrise Valley Dr., Reston, Va. 22091

Engineering, scientific analysis and test services, and system design and engineering of satellite-earth stations, point-to-point microwave: common carrier private, auxiliary broadcast, CARS band and LPTV systems including site acquisition, frequency engineering, coordination and protection, FCC applications and FAA notification form preparation, radio and facilities engineering, project management. **Staff:** Kurt Oliver, Jim Fitzgerald, Mike Morin.

**ComSonics 1580**

1350 Port Republic Rd., Harrisonburg, Va. 22801

CATV equipment repair, testing equipment, strand mapping/system design, FCC testing, on-site technical services (including terrestrial interference testing\*), spectrum analyzer (Sniffer II RF leakage detection system\*). **Staff:** Carl Hensley, Carey Rolston, Wayne Bruffy, Scott McDonald, Dennis Zimmerman, Glen Shomo, Warren Braun, Charles Trice, Pat Trice.

**Comtech Data 942**

350 N. Hayden Rd., Scottsdale, Ariz. 85257

**Jerry Conn Associates 112-3**

Box 444, Chambersburg, Pa. 17201

Nexus I, commercial insertion equipment, CATV, SMATV distribution products. **Staff:** Tom Carbaugh, Sonya Weaver, Dave Showalter, Bob Sollenberger, Diana Riley, Don Rice, Doug Kepler.

**Control Technology 1846**

1881 State St., Garland, Tex. 75042

**Country Music Television 1770**

30 East 40th, New York 10016

**Creative Data Systems 159**

7373 W. 107th St., Overland Park, Kan. 66212

**Creative Management Systems 1318**

Box 10, Toms River, N.J. 08754

**Credit Protection Association 930**

Box 802068, Dallas 75380

**CTAM 1870**

219 Perimeter Center Pkwy., Suite 480, Atlanta 30346

**CWY Electronics 1215-16**

405 N. Earl Ave., Box 4519, Lafayette, Ind. 47903

Omni rack system for enclosure organization, pedestal and apartment box enclosures\*, TDR for cable industry\*. **Staff:** William Whiteley, Terry French, Patty French, Wendell Whitaker, Thursa Whitaker.

**Daniels & Associates 207**

2930 E. Third Ave., Box 6008, Denver 80206

Merger, acquisition and investment services. **Staff:** Bill Daniels, John Saeman, Jerry Maglio, Hugh McCulloh, Bob Holman, Gerry Zimmerman, John Muraglia, Ted Taylor, Pat O'Brien, Lana Ritzel, Jay Busch, Tim David, Bruce Dickinson, Cynthia Baker, Brian Deevy, Dayton Chapin, Ron Cotten, Bruce Godfrey, David Greenberg, Linda Hinshaw, Phil Hogue, Ben Hooks, Mark Kennedy, Bill Kingery, Buzz Mitchell, Jayne Mitchell, Bob Nagel, Wendell Owen, Bob Russo, Erika Schafer, Brim Sherman, Neil Tinggaard, Tony Acone, Bill Fogarty, Steve Halsted.

**Datum 1731**

1363 S. State College Blvd., Anaheim, Calif. 92806

**Delcom Corp. 1638**

6019 S. 66th East Ave., Tulsa, Okla. 74145

Television system design, computerized layout and wiring formats, standard and custom production consoles, control room furnishings. **Staff:** Sam Pate, Chris Miller, John Vavroch, Ken Clayton, Gerald Whitworth, Tom Roberts, Jerry Koerner, Marty Brown, Cherridah Pate, Patrick Quinn.

**Deloitte Haskins & Sells 360-62**

28 State St., Boston 02109

Financial forecasting and planning model for CATV operators, cable financing services.

**DEL Compu-Cable Systems 1951**

1736 Quebec Ave., Saskatoon, Saskatchewan S7K 1V9

**Delta Benco Cascade 460**

124 Belfield Rd., Rexdale, Ont. M9W 1G1

Line extenders, trunk amplifiers, apartment amplifiers, intelligent taps, cable products.

**Di-Tech 122-23**

48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, audio/video pulse distributor amplifiers, video detectors and equalizers, audio monitor amplifiers, tone controlled systems. **Staff:** George Petrilak, Bob Johnson, Joe Perullo, Tony Bolletino.

**Disney Channel 644**

4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service.

**Ditch Witch 355**

Box 66, Perry, Okla. 73077

**Dow Jones & Co. 217**

Box 300, Princeton, N.J. 08540

Dow Jones Cable News, News/Retrieval. **Staff:** Allen Grossman, Dick Stickney, Frank Nini, John Austin, Doris Runyon, Bob Hollis, Yvonne Valenti, Joe Guilfoyle, Art Pickens, Tom Pace, Carl Valenti, Charles Brady, Hal Frock, Dale Lindquist, Frank Panella.

**Drop Shop 855**

Box 284, Roselle, N.J. 07203

Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers, block converters, quad-shield products and tools, indoor/outdoor wire molding, grounding materials.

**Durnell Engineering 363-65**

Hwy. 4, South, Emmetsburg, Iowa 50536

**Eagle Comtronics 640**

Box 2457, Syracuse, N.Y. 13220

Converters, programable and addressable descramblers, super traps, decoding filters, taps and passives. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Kent Lewis, Jack Davis, Dave Headley, Tom Malson, Bob Dupre, Charlie Shaw, Tom Quirk, Pete Swanson, John Teakach, Cliff Webster, John Mammosser.

**Eagle Creek Enterprises 1475**

771 Corporate Dr., Box 12365, Lexington, Ky. 40503

**Eastern Cable Show 1876**

5780 Peachtree, Suite 460, Atlanta 30342

**Eastern Microwave 744**

Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

WOR-TV superstation. **Staff:** Art Perkins, Gil Korta, Ann Marie Russell, Sam Morse, Diane Yankulovich, Laurie Prouty, Linda Balestra, Tracy Snell.

**Electrohome Ltd. 2221-22**

809 Wellington St., Kitchener, Ont. N2G 4J6

**Elephant Industries 1246**

Box 3626, N. Fort Myers, Fla. 33903

Underground hydraulic boring equipment. **Staff:** William Schosek, Neil Schosek, Etsell Emde.

**EMCEE Broadcast Products 1257**

Box 68, White Haven, Pa. 18661

Transmitters.

**English Enterprises 847**

Box 6494, Orlando, Fla. 32853

**ESPN 477**

ESPN Pt., Bristol, Conn. 06010

Sports programming network.

**Eternal Word Television Network 736**

5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable network. **Staff:** Mother Angelica, Ginny Dominick, Matt Scalici, Chris Harrington, Tracee Crew, Dick Stephen, Jim Farren, Debra Windham.

**Federal Telecom 156-57**

114 Cass St., Woodstock, Ill. 60098

CATV closures, pedestals, cabinets and associated hardware. **Staff:** John Middlebrook, Dave Schweyher, Joe Martin, Bill DeFord, Bud Campbell.

**Financial News Network 1766**

600 Madison Ave., New York 10022

**First Data Resources 256**

7301 Pacific St., Omaha 68114

Billing and management system.

**Fort Worth Tower 824**

Box 8597, 1901 E. Loop 820 S., Fort Worth 76112

Towers, earth stations and prefabricated equipment buildings.

**Galavision 818**

460 W. 42d St., New York 10036

Spanish pay television channel. **Staff:** Fred Landman, Starrett Berry, John Figueroa, Eddy Dominguez, Carmen Rodriguez, Juliet Giamartino.

**Gamco Industries 457**

19 Walnut Ave., Clark, N.J. 07066

Traps, parental guidance traps, amplifiers, drop material, passives, featuring hotel/motel unit. **Staff:** Sheila O'Sullivan, Fred Whiting, Carmine Amatucci, Marion Carver, George Baureis.

**Games Network 905**

4401 Wilshire Blvd., Los Angeles 90010

Video game pay programming in educational and entertainment formats.

**General Cable CATV 901**

Box 700, One Woodbridge Center, Woodbridge, N.J. 07095

**General Electric 541**

One College Blvd., Portsmouth, Va. 23705

Comband computer technology. **Staff:** R. Polomsky, T. Tucker, R. Hess, H. Willard, F. Scricco, P. Dodge, R. Boule, P. Luck.

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Murray Schwartz  
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Sources: \*February '84 NSI reports, 9AM-Midnight, Sunday-Saturday (Young Women - W18-49 & W25-54.)

\*\*February NSI's, '83 vs. '84, 9AM-Midnight, Sunday-Saturday DMA Cumes.

**General Instrument/Jerrold 501**

2200 Byberry Rd., Hatboro, Pa. 19040

Addressable and baseband terminals, signal security, off-premises equipment, home security, 550 mhz amplifiers, data products, headend, converters, feedforward amplifiers, videoconferencing demonstration, digital video and audio display, earth stations, connectors, taps, passives. **Staff:** Frank Hickey, Morris Chang, Fred Shuh, James Fielder, Hal Krisbergh, Ken Coleman, Jack Forde, George Fletcher, Dan Hoy, James Bailey, Charles Cooper, Ed Breen, Terry Jenkinson, Steve Wagner, Skip Litz.

**General Machine Products 361**

3111 Old Lincoln Hwy., Trevoze, Pa. 19047

**Gilbert Engineering 1201-02**

Box 23189, Phoenix 85063

Coaxial connectors, grounding blocks and jumper cables.

**Gill Management Services 211**

2050 Bering Dr., San Jose, Calif. 95131

**Group W Satellite 401**

Box 10210, 41 Harbor Pl., Stamford, Conn. 06904

Nashville Network, Home Theater Network, Home Team Sports, Group W Satellite Communications. **Staff:** Harlan Rosenzweig, Lloyd Werner, Larry Rebich, Roy Mehlman, Craig Chambers, Tom Hawley, David Hall, John Schramm, Jerry Smith, Bill Aber, Roger Seltzer, Peter Newman, Peter Weisbard, Kathy Peterson, Mary Healy.

**GTE Spacenet Corp. 1488**

1700 Old Meadow Rd., McLean, Va. 22102

**Frank B. Hall & Co. 124**

9401 Indian Creek Pkwy., Suite 600, Overland Park, N.J. 66210

**Hamlin USA 321**

13610 First Ave., South, Seattle 98168

Baseband (Cipher-link) and RF addressable scrambling/descrambling systems\*, remote control converters with A/B switch and built-in descrambler options\*, set-top and wired remote converters with A/B switch and built-in descrambler options, multilevel programable scrambler/descrambler, cross pulse monitor. **Staff:** Jim Forgey, Don Kirk, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Victor Moore, Gaylord Hart, Bill Kirk, Dave Nelson, Eiko Kondo.

**Home Box Office/Cinemax 512**

Time &amp; Life Bldg., New York 10020

Variety programming services. **Staff:** Frank Biondi, Michael Fuchs, Tony Cox, Peter Frame, William Hooks, Stan Thomas.

**Home Theater Network 401**

465 Congress St., Portland, Me. 04101

Family programming service. **Staff:** Peter Kendrick, Kathy Peterson, John Schramm, Jerry Smith.

**Ben Hughes Co. 1057B**

304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Hex crimp tools, dielectric coring tools, stripping/coring tools, accessory items. **Staff:** Vincent Mangano, Deborah Morrow.

**Hughes Aircraft Co. 1105**

Box 2999, Torrance, Calif. 90509

Abe Sonnenschein, Gene Stanley, Doug Rasmussen, Bill Margiotti, Irv Rabowski, Jim Taglia, Jim Rushing, Norman Woods, Dalton Couig, Bob Stanton, Art Heiny, Lorri Kaufman, Eric Pastell, Ken Grabowski, Marilyn Talley.

**Hughes Communications 1687**

Box 92424, Worldway Postal Center, Los Angeles 90009

**IBM 1332, 1431**

1133 Westchester Ave., White Plains, N.Y. 10604

On-line customer service systems, personal computers.

**Intercept Corp. 259**

Box 1116, 220 Entin Rd., Clifton, N.J. 07014

Tier traps, parental control traps, band reject filters, pedestals, converters, multi-taps and passive equipment. **Staff:** Peter Ramsden, Dominic D'Alfonso, George Abdelmessieh.

**Jackson Enterprises 1205-06**

Box 6, Jacks Ln., Clayton, Ohio 45315

Aerial cable construction and installation tools, double one-inch bender\*, 10 cable positioner\*, setups\*, corner blocks\*, single roller\* and wire raising tools\*, mapping services and new/rebuild construction services. **Staff:** Richard Jackson, John Jackson, Charlie Castilano.

**JVC 424**

41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

**Kanematsu-Gosho 1009**

One World Trade Center, New York 10048

Converters.

**Katek 1370**

458 Valley St., Orange, N.J. 07050

**Kavco 1211-12**

3931 Image Dr., Dayton, Ohio 45414

Video cart system\*. **Staff:** Russell Johnson, Ralph Johnson, Brooke McCarter, Don Wurst, Harold Thompson.

**Kavouras 1032A**

6301 34th Ave., South, Minneapolis 55450

**Kerrcraft 861**

5955 Firestone Blvd., South Gate, Calif. 90280

**KMP Computer Services 127-28**

135 Longview Dr., Los Alamos, N.M. 87544

Computerized billing and management system. **Staff:** Eldon Pequette, Randy Provan, Richard Provan, Lisa Evans.

**Lance Industries 1245**

13001 Bradley Ave., Sylmar, Calif. 91342

**Staff:** M. Mann, R. Mann, R. Mann, L. Mann, J. Updyke, J. Barris, S. Barris.

**Leaming Industries 1256**

180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors for cable programming services, studio-line FM stereo transmission system\*. **Staff:** Frank McClatchie, Susan McClatchie, Stan Serafin, Jim Leaming, Rob Leaming.

**Learning Channel 1018**

1200 New Hampshire Ave., NW, Suite 240, Washington 20036

**Lectro Products 1040**

420 Athena Dr., Athens, Ga. 30601

Standby and regular power supplies,

coax cables. **Staff:** Gary Campbell, Grant Childress, Bob Featherstone, Jim Forbes, Steve Fudge, Bob Heinrich, Bill Howerdel, Chuck Trautner, Tom Yawit, Jerry Schultz, Gary Batson, Jack Arbothnot, Kevin Lynch, Mason Hamilton.

**Leitch Video of America 1470**

825K Greenbrier Cr., Chesapeake, Va. 23320

Digital television scrambler/descrambler with multi-audio, vertical interval processor and vertical interval inserter, audio video switcher, television sync and test signal generators, video processing and distribution amplifiers, frame store synchronizer. **Staff:** John Walter, Gary Becknell, Stan Moote.

**Lemco Tool Corp. 1132B**

Box 330A, R.D. #2, Cogan Station, Pa. 17728

Aerial and underground maintenance tools. **Staff:** Glenn Miller, Bob Brantlinger.

**Lifetime 346**

1211 Avenue of the Americas, New York 10036

Basic cable programming service. **Staff:** Thomas Burchill, Don Andersson, Mary Alice Dwyer-Dobbin, Al Husted, Dave Moore, Seymour Kaplan, William Padelino, Lynn Woodard, Brenda Gregory, Emily Burch, Peter Krieger, Bonnie Kuper, Sydney McQuoid, Kay Thompson, Janet Saville.

**Lindsay America 1730-32**

1202B W. 19th St., Panama City, Fla. 32405

Apartment amplifiers, actives, passives, multi-taps, connectors, CATV antennas. **Staff:** Ben Rhodes, David Atman, John Thomas, Frank Egenstafer, Dan Kolis, Fred Gibson, June Clark.

**Lode Data Corp. 1850-52**

6450 E. Hampton Ave., Denver 80222

**Staff:** Trygve Lode, Alan Grandbois.

**Louisville Ladder 1476**

1163 Algonquin Pkwy., Louisville, Ky. 40208

**Lynx Inc. 1380**

Box 813, Acton, Mass. 01720

**3M 1356**

3M Center, 225-3S-05, St. Paul 55144

**M/A-COM (Linkabit), (MVS), (Prodelin) 517**

Box 1729, Hickory, N.C. 28603

(Comm/Scope Coaxial Cable)—P-III and Quantum Reach trunk and distribution cable, Paramedrop drop wire and headend cable. **Staff:** Frank Drendel, E.S. (Bill) Barbour, Frank Logan, Gene Swithenbank, Jearld Leonhardt. (Prodelin Satellite Antenna Systems) Compression-molded fiberglass satellite antennas, from six- to 12-foot, reflectors, mounts, feeds, satellite receivers, LNAs, LNB's actuators, polarizers. **Staff:** Larry Nelson, Phil Cox, Dale Sherrill, Harry Matthews, Randy Raybon.

**MacCable1374-78**

1120 Empire Central Pl., Dallas 75247

**Magnavox CATV Systems 801**

100 Fairgrounds Dr., Manlius, N.Y. 13104

Amplifiers, trunk and line extenders, passives, connectors, converters, converters/descramblers, headend equipment, series taps, addressable converters, status monitoring.

**Magnicom Systems 815**

1177 High Ridge Rd., Stamford, Conn. 06905



**Mai Communications 258**

141 Shreve Ave., Barrington, N.J. 08007

Converter repair, engineering, auditing, installs, consulting, rebuilds, new builds, upgrades, modification of Jerrold line equip, potting, prom programming, assembly work. **Staff:** Robert Mai Sr., P.J. Otten, Marty Greenburg, Thomas Girard, John Fowler.

**Malarkey-Taylor Associates 421**

1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, C.C. Wagner II, Judith Bean, Sidney Epstein, Steven Porter, Barry Culman, Roseanne Penedo, Rebecca Sims, Colin Robertson, Ceci Hiramoto, Dr. Howard Prosser, James Cuddihy, Katherine Wise, Jim Wilson, Jonathan Ingram.

**Manufacturers Hanover Trust 1629**

270 Park Ave., New York 10017

**Mardex 1676**

150 Fifth Ave., New York 10011

**Masterack 833**

905 Memorial Dr., SE, Atlanta 30316

**MATCO 1776**

427 Perymont Ave., San Jose, Calif. 95125

**MCI Telecommunications 1565**

1133 19th St., Washington 20036

**MCNT 465**

624 S. Michigan Ave., Suite 616A, Chicago 60605

Minorities in Cable and New Technologies.

**Metrotech 1755**

670 National Ave., Mountain View, Calif. 94039

Cable and cable fault locating instruments, model 850 underground cable tracer with electronic guidance system and digital depth readout\*, high resistance cable fault locator\*. **Staff:** Dan Housh, Ed North, Phil Webber.

**Microdyne 1001, 650**

Box 7213, 491 Oak Rd., Ocala, Fla. 32672

1100 BDC-12, 1100DCR-12 Ku band block converter and downconverter receiver\*, 1100LPR C band receiver\*, 3, 3.66, 5 and 7 meter antennas, fixed and tuneable modulators. **Staff:** Earl Currier, John Gelfer, Tom MacAllister, Margaret Kinsler.

**Microtime 1031**

1280 Blue Hills Ave., Bloomfield, Conn. 06002

Time base correctors, frame synchronizers, VTR machine controller/commercial inserter, A/B effects system. **Staff:** Daniel Sofie, Raymond Bouchard, David Everett, Jerry Rankin, Robert Wickland, Norman Pinette, Gary Armour.

**Midwest Corp. 1480**

One Sperti Dr., Edgewood, Ky. 41017

Transportable TVRO system, cable hardware and electronic equipment. **Staff:** Roy Williams, Joe Mack, Dewey Blankenship, Paul Nickless, John Loughmiller, Pete Rightmire.

**Minorities in Cable 1874**

Box 1691, New York 10185

**Miralite Corp. 1829**

4050 Chandler, Santa Ana, Calif. 92704

**Modern Satellite Network 1669-71**

5000 Park St., North, St. Petersburg, Fla. 33709

BizNet News Today, MSN specials, Home Shopping Show. **Staff:** George Umberto, Bob Finehout, Curt Hensley.

**Motorola Semiconductor 1856**

725 S. Madison Dr., Tempe, Ariz. 85281

**The Movie Channel 635**

1633 Broadway, New York 10019

Pay movie service.

**Mycro-Tek 914**

Box 47068, Wichita, Kan. 67201

Video display information systems including single- and dual-channel character generators and off-line editing terminals; Mycro-Vision Max character generator\*, text and graphics fonts, wire service feeds, weather station interface, Mycro-Vision SupraSystem of character generators and off-line editing terminals. **Staff:** Jake Sorg, Dave Walker, Mike Burton, Herb Lacey, Don Paustian, Bob Reilitz, Paula Horne, Fred Godwin, Steve Dunwoody, John Bonner, Beverly McGill, Steve Briggs, Doug Cash, Doug Rupe.

**Nabu Network 753**

1199 N. Fairfax St., Suite 300, Alexandria, Va. 22314

Home computer programming software. **Staff:** John Kelly, Arthur Esch Jr., Vivian Goodier, Barbara Ruger, John Hughes.

**National Guard (Air and Army) 1035**

Box 1776, Edgewood, Md. 21040

Public service announcements. **Staff:** Mike Haller, Ron Owens, Alexis Seifert.

**National Cable Rep 1769-71**

27801 Euclid Ave., Cleveland 44132

**Neptune Water Meter Co. 107-09**

904 Gilmer Ave., Tallahassee, Ala. 36078

**Network Prod. Music Library 1556**

4429 Morena Blvd., San Diego 92117

Network sound effects library\*, music production library. **Staff:** Kathy Anderson, Laurie Anderson, Michael Anderson, Dale Crandall, Cathy Collins, Tom DiNoto, Jarjet Griffin, Sherry Harrison, Larry Kessler, Susan Kessler, Brian McManamon, Dalia Perez, Robert Skomer, John Slowiczek, Lee Wiegand.

**Nielsen HomeVideo Index 1038**

1290 Avenue of the Americas, New York 10104

Nielsen code cable on-line data exchange, VCR usage study, local cable system viewing studies, other research for the home video market. **Staff:** Susan Whiting, Dave Harkness, Kip Vanderbilt, Paul Lindstrom, Frank Henson, Barry Kresch, Daniel Fischer.

**Northern CATV Sales 367**

Box 6729, Syracuse, N.Y. 13217

Pay TV security devices, Arcorn traps and decoding filters, EEG parental locks, Norcom taps and passives, Videotek monitors and Microcom block converters. **Staff:** Andrew Tresness, Darcie Elmer, Ken Siegel, John Jung.

**Oak Industries 627**

16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Converters, converter/decoders, addressable pay TV system, satellite signal encryption system, off-premise Mini-Hub II star switched network system\*, Oak Sigma Sys-

tem advanced baseband addressable cable control system\*. **Staff:** Chuck Radloff, Ed Joseph, Mike Shaughnessy, Doug Howe, Lou Roels, Loris Thacker, O.J. Hanas, Dave Beeching, Rj Smith, Paul Devermann, Tom Munn, Dick Strabel, Tony Wechselberger, Karen Whattley.

**Octagon-Scientific 436K**

476 E. Brighton Ave., Syracuse, N.Y. 13210

Baseband down-loadable converters\*, addressable headend scrambler\*, IBM PC addressable control system, 450 mhz addressable converter line, headend equipment including scramblers, nonvolatile intelligent data controller and LOCAL system. **Staff:** Peter Warburton, Martin Zelenz, Teresa Costello-Murphy, Stephanie D'Agostino, Joseph Boone, Michael Goldsmith, Dennis McCarthy, Jon Salvati, Greg Lauth, Matthew Hart.

**Oem Enterprises 1134A**

8230 Haskell Ave., Van Nuys, Calif. 91406

CATV amplifiers, passives and connectors. **Staff:** Danny O'Connell, Michael Holland.

**On Cable Magazine 1113**

25 Van Zant St., Norwalk, Conn. 06856

**Opinion Research Corp. 1260**

Box 183, Princeton, N.J. 08542

Marketing research consultants. **Staff:** Andrew Brown, James Fink, Howard Horowitz, Larry Kaufman, Harvey Morrow.

**Pandult Corp. 1209**

17301 Ridgeland Ave., Tinley Park, Ill. 60477

Cable ties, mounting and retaining devices, aerial support ties, plastic wiring duct, cable markers and safety signs. **Staff:** Charlie Miller, Bill White, Roy Bentley, Tom Orton.

**Parallex 1021**

437 Goldfloss St., Box 12339, Winston-Salem, N.C. 27107

Computerized billing, accounting and management information services. **Staff:** R. Lloyd Payton, Bruce Odell, Lee Mixson, Scott Randall, Pat Moseley.

**Payview Ltd. 1235-36**

1050 Connecticut Ave., NW, Washington 20036

Addressable, baseband decoding systems and modular components. **Staff:** George Ho, Jack Thompson, C.J. Hunting, William S.H. Cheung, H.C. Shek, Y.W. Chan.

**Phasecom Corp. 747**

6365 Arizona Cr., Los Angeles 90045

550 mhz summaband modulators\*, model 4800 fixed message generator\*, frequency agile modulator, satellite receiver, scrambler optimized modulators, multibay communications command and control console. **Staff:** Bert Rosenblum, Arie Zimmerman, Gene Stewart, Harry Linden, Jack Beverly, Charlie Quick, Dr. Joe Garodnick, Frank Imondi, Dave Binns.

**Pico Products 1109**

103 Commerce Blvd., Liverpool, N.Y. 13088

Security pay products and earth stations. **Staff:** Bud Hitchcock, George Knapp, Irene Burke, William Pearson, L. James Milne, James Mead, James Quigley, Debra Bulken, Peter Petrus, Jame McDade, David Crawford, Bill Hanscomb, Cullen Davis, Ray St. Louis, Mike Holland, Robert Greiner, Daniel O'Connell, James Lewis.

**Pioneer Communications 547**

2200 Dividend Dr., Columbus, Ohio 43228

Converters, one- and two-way addressable terminals and systems, interactive systems and premium audio converters. **Staff:** Bob Matsumoto, Tom Calabro, John Lanpher, Ed Kopakowski, Shellie Rosser, Bob Adler, Alice Soltysiak, Irv Faye, Michael Hayashi, Linda Arnold, Lorri Tremer, LaWonne Thorn, Larry Brown, Kathy Hindman, Larry Shredl.

**Playboy Channel (see Rainbow)**

**Poleline Corp.** 114-17  
20 Antin Pl., Bronx 10462

Prestige series construction hardware, Tuff Box prewire apartment house boxes and security enclosures, combination coring and stripping tool, heat shrink tubing, installation materials, security equipment, aerial construction equipment and hardware, underground construction equipment, ladders, tools, test and metering equipment, cable and accessories. **Staff:** Matt Lysek, Michael Solomon, Larry Poepfelmeier, Jeffrey Frey.

**Portac** 1632  
108 Aero Camino, Goleta, Calif. 93117

Video display message generators.

**Precise Mfg.** 455  
2143 E. Fifth St., Tempe, Ariz. 85280

**Premium Channels Publishing** 733  
1265 Sunrise Hwy., Bayshore, N.Y. 11706

Monthly premium service guides. **Staff:** Richard Wilen, Frank Safran, Steve Goldmintz, Judi Gold, Robert Holtzman, John Diaz, Denise Durante.

**Prism** 528  
100 Crossways Park West, Woodbury, N.Y. 11797

**Production Products Corp.** 1225  
133 W. Seneca St., Manlius, N.Y. 13104

Integral right angle connectors for trunk and distribution cables, other connectors, four-pole traps. **Staff:** Daniel Mezzalingua, Andrew Szegda, David Hayes, Steven Miller, Randy Pattison, Ray Davies, J. Randolph, Ronald Smith, T. Johnson, R. Hughes.

**Professional Education Network** 1227  
311 W. Superior, Suite 301, Chicago 60610

Continuing professional educational cable programming service for lawyers, accountants, CPAs and other professionals. **Staff:** Bob Levy, Karie Storm, Catha Johnson.

**Proped** 1134  
Box 154, Sicklerville, N.J. 08081

Security enclosures, pedestals.

**PTL** 1680  
Charlotte, N.C. 28279

**PTS Corp.** 1455  
Box 272, Bloomington, Ind. 47402

Converter repair services. **Staff:** Jim Church, Jeff Hamilton, Gary Wilson.

**Pyramid Industries** 1392-94  
Box 23169, Phoenix 85063

**Staff:** Paul Rhodes, Earl Gilbert, W.E. Pequignot, Larry Focazio, Lanny Gilbert.

**Quante Corp.** 1243-44  
3350 Scott Blvd., Santa Clara, Calif. 95051

Digital fiber optics supertrunk equipment\*. **Staff:** Joseph Hawkins, Gilles Vignaud, Andre Gaytan, Albert Yan, Chris Hawkins, John Morrissey, Richard Lawrence, Fred Halle, Derek Henry, Vladimir Liska, Marc Phillips, m Holgate, Doody Ungson.

**Rainbow Programing Services** 528  
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo, Playboy Channel, SportsChannel Network (New England, New York and Chicago). **Staff:** Art Baer, Que Spaulding, Earl Spencer, Bruce Sellers, Jack Ansaldi, Carole Shander, Debra Lieberman, Chip James, Katie McEnroe, Sally Jacoby.

**RCA Americom** 201  
400 College Rd. East, Princeton, N.J. 08540

Satellite distribution. **Staff:** Harold Rice, William Berman, Donald Reinert, Lou Donato, Dave Cornell, Bruce Lazarus, Gerry Kaplan, John Williamson.

**Regency Cable Products** 436  
Box 379, Bernhards Bay, N.Y. 13028

**Rekee Corp.** 1529  
8530 Wilshire Blvd., Suite 309, Beverly Hills, Calif. 90211

**Reliable Electric** 950  
11333 Addison St., Franklin Park, Ill. 60131

Security enclosures, pedestals, enclosures, poleline hardware, standby power supplies. **Staff:** John Muutean, Rick Siemdas, Doug Frassrand, Lee Keating, Roy Clingman.

**Reuters** 461-63  
1212 Avenue of the Americas, New York 10036

**RF Monolithics** 1388-90  
4441 Sigma Rd., Dallas 75234

**Rhoades National Corp.** 1631  
Box 1316, Columbia, Tenn. 38402

**Ripley Co.** 1131A  
46 Nooks Hill Rd., Cromwell, Conn. 06416

Cable preparation tools including jacket strippers, coax cable strippers, coring tools, combination core strip tools, hex crimp tools, conductor cleaners and accessories. **Staff:** R.S. Clark, H.F. Thayer.

**Riser Enterprises** 1382-84  
Bentley Rd., Hightstown, N.J. 08520

**Riverside Manufacturing** 224  
Box 460, Moultrie, Ga. 31768

Business uniforms and career apparel. **Staff:** Tom Morrell, John Mathews, Ralph Deems.

**RMS Electronics** 214  
50 Antin Pl., Bronx, N.Y. 10462

Scrambler/descrambler with 16 tiers of unlimited channels\*, standby and inverter power supplies, 450 mhz line splitters and directional couplers, 450 mhz multitaps, matching transformers, nonpower passing hybrid splitters and directional couplers, wall plates and taps, house amplifiers, attenuators, antenna/cable switches, Superfit connectors, hardware and tools. **Staff:** Arthur Fink, Donald Edeiman, Kerwin McMahon, Ray Perez, Gunther Diefes, Lee Heller, Soloman Rayzman.

**Rockwell International** 222  
Box 10462, Dallas 75207

**Roscor Corp.**  
6160 W. Oakton St., Morton Grove, Ill. 60053

**Staff:** Steve Detch, Paul Roston, Phil Roston, Lee Ruber, Howard Ellman, Steve Kozola, Steve Robinson, Jerry Garber, Jim Pianowski, Andy Turner, Bennett Grossman, Rosemary Root, Craig Kohler.

**RT Cable** 1370-72  
458 Valley St., Orange, N.J. 07050

Turnkey installation, construction and repair

services. **Staff:** Robert Bilodeau, Roy Tagaglia, Richard Thomas, Ron Katz, George Fenwick, Clifford Paul, Larry Anderson, James MacGeorge, Matthew Schultz, Jeff Caridad, Lee Stump, Bob Munroe, Tom Rowse.

**Sadelco** 1207-08  
75 W. Forest Ave., Englewood, N.J. 07631

**S.A.L. Cable Communications** 1622  
5 Hub Dr., Melville, N.Y. 11747

Pole line hardware, drop material, headend equipment, vehical leasing. **Staff:** Alan Scheinman, Marvin Eisner, Marty Chipkin, Jon Schwartz, Dennis Hibdon, Jeff Gardner, Nick Ferlito, Donald Bos, Vivian Leykamm, Alan Brooks.

**Sandoval Productions** 1054  
3142 Dona Sofia Dr., Studio City, Calif. 91604

**Sante Fe Communications** 1574-76  
3833 Ebony St., Ontario, Calif. 91761

**SAT-Guide Magazine** 1054  
Box 1048, 418 N. River, Hailey, Idaho 83333

**SatServ** 1134B  
1660 L St., NW, Suite 906, Washington 20036

**Staff:** Lee Lindbloom.

**Satellite Program Network** 925  
Box 470684, Tulsa, Okla. 74147

Satellite Program Network. **Staff:** Dick Smith, Ray Klinge, Sue McPartland, Ray Beindorf, Thelma Smith.

**Satellite Syndicated Systems** 925  
Box 45684, Tulsa, Okla. 74145

WTBS Atlanta, Keyfax, Satellite Cable Audio Network, In-touch Network\*, CableText/Program Information Network. **Staff:** Ed Taylor, Selman Kremer, Phyllis Vettes, Terri Johnson, Altus Wilder, Clay Moore.

**SaTV Entertainment Corp.** 260  
16130 Stagg St., Van Nuys, Calif. 91409

**Scientific-Atlanta** 301  
Box 105027, Atlanta 30348

Headend electronics and earth station antennas, coaxial cable, set-top converters, data modems, distribution products, studio products, encryption products, mini-cable and security products, feed-forward amplifiers, encryption demo, 9530 receiver for mini-cable applications, model 6402 high-speed data modem, headend stereo. **Staff:** Jay Levergood, Jim Hart, Jerry Copeland, Larry Bradner, Dudley Johnson, Tom Smith, Solomon Webb, Patricia Rooney, Mike Green, Ronnie Moore, Steve Necessary, Patrick Miller, Ken McLaurin, John Lowry, Joe Gerkes.

**SDX of Dallas** 1396  
11408 Audelia Rd., Suite 2462, Dallas 75243

**SelectTV** 1132  
4755 Alla Rd., Marina del Rey, Calif. 90291

Movie and entertainment programming service, adult tier, addressable scrambling system.

**Showtime/The Movie Channel** 635  
1633 Broadway, New York 10019

Pay satellite-delivered programming services. **Staff:** Mike Weinblatt, Ron Bernard, Joanne Black, Peter Chernin, Jack Heim Sr., Kenneth Kaufman, Jim Miller, Fred Schneier, Stephan Wm. Schulte, Bruce Braun, Howard Brykes, John Burns, Julia Chasman, Anne Plunkett, Tom Furr, Stu

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**Signal Vision** 933  
22732-B Granite Way, Laguna Hills, Calif. 92653

Cable hardware, underground vaults and pedestals, passives and drop materials, apartment security boxes. **Staff:** Neil Phillips, Brian Dickey, Kent Songer, Rich Nensel.

**SIN Television Network** 818  
250 Park Ave., New York 10177

Spanish-language programming. **Staff:** Bill Stiles, Andrew Goldman, Susan Catapano.

**Sony Corp. of America** 727  
1 Sony Dr., Park Ridge, N.J. 07656

Software creative package with graphics capability.

**Soundtrack Music** 1469-71  
77 N. Washington St., Boston 02114

**Sports Time Cable Network** 1665  
900 Walnut, Suite 340, St. Louis 63102

Regional sports network. **Staff:** Larry Albus, Tom Smith, Tim Browne, Rex Lardner, Bill Baker, Rod Clark, Susan Widham, Jan Devine, John Isbell, Jerry Lovelace.

**Sportsvision (see Rainbow)** 528

**SPRUCER** 1009  
1 World Trade Center, Suite 4811, New York 10048

**Standard Communications** 364-66  
Box 92151, Los Angeles 90009

**Standard Components** 1848  
2201 Landmeier Rd., Elk Grove, Ill. 60007

RF tuner for cable converters\*, other tuners and converters. **Staff:** James Marx, Carl Sannwald, Edward Novakowski, Edward Midgley, Dean Ritchie, Sarah Marx.

**Studioline Corp.** 853  
3800 N. Fairfax Dr., Arlington, Va. 22203

Studioline cable stereo system. **Staff:** John Humphreys, Jason Taylor, Dave Rubenstein, Norma Young, Bryant Halsey.

**Synchronous Communications** 830  
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

**Tamaqua Cable Products** 126  
Box 347, Schuylkill Haven, Pa. 17961

Coaxial cables pre-installed in flexible conduit. **Staff:** Bill Combs, Terry French, Larry Webb, Gary Zuk, Bruce Rawlings, Dick Babcock, Norm Hanson, Dale Ford, George Combs, Andy Pavlick.

**TCS Cable** 1935  
12496 Delleire Rd., Suite 136, Houston 77072

**Tele-Engineering** 850  
2 Central St., Framingham, Mass. 01701

**Telecrafter Corp.** 1477-83  
Box 30635, Billings, Mont. 59107

Manufacturer and marketer of cable markers\*, audit control home box\* and tele-theft control lock and seal system. **Staff:** A. Clinton Ober, Gary Sbragia, Mark Franco, Jack Klinge, Don Blohowiak, Dorit Herman, Tim Reilly, Guy Larson, Jim Koen.

**Telegraphics Inc.** 1204  
3333 S. 900 East, Suite 220, Salt Lake City 84106

Commercial ad insertion equipment, tele-text/videotext decoders, graphic systems and data display systems with weather. **Staff:** Keith Barlow, John Dyke, Boyd Hales, Steve McNeill, Bill Steele, Edward Walden.

**Television Digest** 957  
1836 Jefferson Pl., NW, Washington 20036

Television Digest, Television Factbook, Communications Daily, Satellite Week, Video Week, other publications. **Staff:** Albert Warren, Steve Tuttle, Seth Goldstein, Barbara Pratt, Chery Grund, Michael Taliaferro, Lynn Levine, Barbara Van Gorder, Julie Talen.

**Tele-Wire Supply Corp.** 827  
7 Michael Ave., East Farmingdale, N.Y. 11735

**Telpar** 1135B  
4132 Bill Mitchell Rd., Addison, Tex. 75001

Character text generators.

**Texscan Corp.** 612  
3102 N. 29th Ave., Phoenix 85061

Distribution equipment, cable test equipment, character generators, stand-by power supplies, remote addressable converters, set-top converters, distribution lines, headend equipment. **Staff:** Carl Pehlke, Jim Luksch, Raleigh Stelle, Tom Holder, Bob Freedlund, Dick Taylor, Bob Shannon, Gerry Goldman, Charlie Auer, Lynn Harrison, Dennis Gourley, Randy Wegner, Gail Bondurant, Ann Newman, Jan Pappas.

**Texscan Corp.**  
3855 S. 500 West, Suite S, Salt Lake City 84115

**Staff:** Dennis Gourley, Bill Morton, Ken Lawson, Randy Wegner, Cory Worsencroft.

**Time Manufacturing** 1015  
7601 Imperial Dr., Waco, Tex. 76710

**Times Fiber Communications** 340  
Box 384, Wallingford, Conn. 06492

**Titsch Communications** 1044  
Box 5400, 2500 Curtis St., Denver 80217

Cablevision Magazine, CED. **Staff:** Michael McCready, Dean Kilpatrick, Victor Livingston, Eric Taub, Donna Briggs, Frank Hogan, Gary Kim, Pam Berke, Cathy Wilson, Marcia Larson, Jeri Baker, Pippa Groves, Brian Finch, Bill Pochuluk, Rolf Wolfsburg.

**Tocom** 839  
Box 47066, Dallas 75247

**Staff:** John Campbell, Mike Corboy, John Nolen, Dick Kolarik, Carl Weidman, Bonnie Bratby, Sid Prothro, Sandra Rogers, John Cummings, Wayne Burress, Matt Aden, Dan Olson, Art Johnson, Bob Beeman, Larry Neblett.

**Toner Cable Equipment** 451  
969 Horsham Rd., Horsham, Pa. 19044

Headends, standby power supplies, distribution equipment, multi-taps, antennas, earth stations, apartment house security cabinets, in-house computer system. **Staff:** Bob Toner, Steve Deasey, Michael Greninger, B.J. Toner, Jim Diver, Shawn Toner, Ray Raymer, Joe Carmichael, Jim Wigglesworth, Rich Andersen, Karen Toner, Gordon Arnold.

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Tulsa, OK 74145  
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**Tonna Electronique** 1474  
1350 Avenue of the Americas, New York 10019

**Toshiba America** 821  
2900 MacArthur Blvd., Northbrook, Ill. 60062

Off-premise CATV converter\*, digital cable audio terminal\*, tuners\*, home security systems\* and other peripherals. **Staff:** S. Makino, K. Minemura, I. Asakawa, T. Takato, T. Kiriyaama.

**Trident Communications Group** 1937  
61 Central Ave., Needham, Mass. 02192

**Trinity Broadcasting Network** 836  
Box A. Santa Ana, Calif. 92711

Christian programming network. **Staff:** Stan Hollon, Frank Prainito, Terry Hickey, Roseann Smathers.

**Triple Crown Electronics** 120-21  
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, TV signal processors, TV channel modulators, emergency override system, distribution amplifiers, apartment amplifiers.

**TRW Electronic Components** 129-30  
2525 E. El Segundo Blvd., El Segundo, Calif. 90245

**Turner Cable Sales** 307  
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation wrbs. **Staff:** Ted Turner, Robert Wussler, Terry McGuirk, Nory LeBrun, Doug McGinnis, Susan Grant, Andy Harrison, Bud Sutherland, Steve Chamberlain, Mark Henderson, Julia Bedner, Cathy Burrell, Don Lachowski, Arthur Sando, Gerry Hogan.

**TV Cableguide** 1135  
304 N. Kings Hwy., St. Charles, Mo. 63301

**TV Guide** 1128  
4 Radnor Corporate Ct., Radnor, Pa. 19088

**Staff:** Eric Larson, Herb Zucker, Larry Moore, Debra Disch, Kathleen Clow, William Hammack, Vicki Williams.

**TV Host** 1034  
Box 1665, Harrisburg, Pa. 17105

**Staff:** David Stefanic, Frank Dillahey, Terry Harman.

**TV Watch** 523  
1819 Peachtree St., Suite 707, Atlanta 30309

Stationmaster ad system—ad insertion and verification equipment, cable ad sales turnkey program, totally automated electronic program guide. **Staff:** Hal Butts Jr., Dennis Campo, Dan Bostwick, Richard Eidson, John Brady, Bill Goodwyn, Marc Goldstein, Rick Jubeck, Mel Van Tine, Bill Bernard.

**TVSM** 740  
201 Gibraltar Rd., Horsham, Pa. 19044

Publishers of Cable Today and The Cable Guide. **Staff:** Neil Heller, Allen Turner, Marci Levine, Irv Kalick.

**UEC Manufacturing Co.** 1121  
Box 54979, Oklahoma City 73154

Aerial lift equipment. **Staff:** Bill Barrett, Ron Rowland.

**U-TEL CATV Products** 1223-24  
2900 E. LaJolla Rd., Anaheim, Calif. 92806

**Uni-Set Corp.** 1236  
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system. **Staff:** R.

Kniffen, J. Simpson, E. Ingerick, M. Lesczinski.

**United Video** 537  
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN and WMT Chicago, WPix New York and KTVT Dallas and electronic program guide. **Staff:** Roy Bliss, Morgan Lambert-Bliss, Bob Price, Jeff Treeman, Virgle Smith, Anne Tarbel, Chris Bourne, Terri Sontag, Leanne Knowles, Jamie Witmer, Ashley Flournoy, Joan Rickett, Reuben Gant, Tom Keenze, John Roberts, Bill Johnson.

**Unitog Co.** 1844  
101 W. 11th St., Kansas City, Mo. 64105

**UNR Rohn** 1241-42  
Box 2000, Peoria, Ill. 61656

**Staff:** Gene Francis, Larry Grimes, Al Repsummer, R.A. Kleine.

**USA Cable Network** 406  
1230 Avenue of the Americas, New York 10020

Advertiser-supported entertainment cable network. **Staff:** Kay Koplovitz, Gil Faccio, Barry Kluger, Andy Besch, Dave Kenin, Dan Lawlor, Monia Joblin, Jamie Padnos, Martha Urscheler, Linda Mausekopf, Diane Weingart, Steve Brenner.

**U.S. Air Force** 1457  
6440 N. Central Expwy., S. 319, Dallas 75206

**U.S. Army** 1254  
HQ, Dept. of Army, office chief Army Reserve, Washington 20310

Public service announcements. **Staff:** Peter Shugert.

**Vermeer Manufacturing** 1247-48  
Box 200, New Sharon Rd., Pella, Iowa 50219

Trencher, rock cutter/concrete cutter vibratory plow. **Staff:** George Wassenaar, Bob Qualls, Dave Parra, Jay DeVries, Frank Lambert.

**Vibra King** 1531  
Box 247, Mankato, Minn. 56001

**Video Data Systems** 1461-63  
205 Oser Ave., Hauppauge, N.Y. 11787

**Videodisc Broadcasting Co.** 1052-53  
1425 Greenway Dr., Suite 210, Irving, Tex. 75062

**Staff:** H. Lewis Parsons, Bill Keith, Rolf Rasmussen, Tom Croft, Amy Morris, Chris Blackman, Sharie Parsons.

**Viewsonics** 229  
170 Eileen Way, Syosset, N.Y. 11791

Passive devices, drop and grounding materials, pole line hardware, tool and safety equipment, security devices, meter and instrument cases, MTV stereo adapter kit, apartment boxes, digital multimeters.

**Viewstar** 1570-72  
55 Milner Ave., Scarborough, Ont. M1S 3P6

Digital CATV converters, baseband descrambler, DBS satellite receiver. **Staff:** Paul Hrivnak, Nuno Romao, Peter Makowchik, Al Sopol, Zygmunt Zara.

**Warner Amex Satellite Entertainment Co.** 601  
75 Rockefeller Pl., New York 10019

Music Television, Nickelodeon. **Staff:** John Schneider, Robert Pittman, David Hilton, Andrew Setos, John Reardon, Mark Booth, Rodney Allen, E.A. Hassett,

Ruth Otte, Melody Oxarart, Mark Rosenthal, Leslye Schaefer, John Shaker.

**Wavetek** 1836  
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters.

**Weather Channel** 328  
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Janas, Doug Holladay, Mike Ban, Dave Gunn, Steve Gunn, Steve Severn, Cj Sartor, Dawn McCall, Kathleen Smith, Dan Mohler, Tammy Zinn, Bahns Stanley, Susan Storey, Kathy Lane, Marilyn Manely.

**Wegener Communications** 1221-22  
150 Technology Park, Norcross, Ga. 30092

Stereo processors, synthesizers and other cable FM equipment, audio security equipment, data and teletext transmission equipment for satellite and microwave. **Staff:** Bob Placek, Heinz Wegener, Peggy Placek, Ned Mountain, Jon Thrasher, Susan Copeland.

**Wesco CATV Supply** 1430  
6770 Old Collamer Rd., East Syracuse, N.Y. 13057

**Western CATV Distributors** 919  
3430 Fujita Ave., Torrance, Calif. 90505

Cable MATV, TVRO cable products, engineering support services and equipment repair. **Staff:** William Ewing, Allen Lipp, Bob Vallerand, Tom Robinson, Chris Ewing, Robert Hansen, Phil Glade, Eric Patterson, Edward Cooper, William Schweizer, Sonny Vale, Chuck Swehla, William Moylan, William Schiller, Jerry Huckaday.

**Wilk Power & Video** 1864-66, 1963-65  
16255 Ventura Blvd., Suite 1001, Encino, Calif. 91436

Character generator, standby power supply, AV switching equipment.

**Winegard Co.** 533  
Box 329, Montgomeryville, Pa. 18936

Trunk and distribution equipment, mini trunk, modular passives, subscriber taps and AC power supplies. **Staff:** Joseph Dolinski, Peter Hasse, Lynne Hood, Chuck Moore, Robert Fleming, Gil Cunningham.

**Women in Cable** 1872  
2033 M St., NW, Suite 703, Washington 20036

**World Video Library** 1422  
2747 Airport Greeway, Fort Worth 76111

**Yearbook Associates** 1670  
Box 2161, Cleveland, Tenn. 37311

**Zenith Radio Corp.** 417  
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC addressable converter/decoder system, Z-VIEW two-way cable system, Z-TEXT teletext decoders. **Staff:** Jim Faust, Charles Eissler, Vito Brugliera, George Green, Gordon Kelly, Bob Hansen, Pamela Standley, Bill Thomas, Dick Collie.

**Zeta Laboratories** 1031A  
3265 Scott Blvd., Santa Clara, Calif. 95051

Broadband and frequency agile RF modems for data communications. **Staff:** Chuck Frank, Ken Crandall, Ron Reak, Mike Law, Vince DeLellis.

# Stock Index

Closing Closing  
Wed Wed  
May 23 May 16  
Net Percent P/E  
Change change Ratio (000,000)  
Market  
Capital-  
ization  
(000,000)

## BROADCASTING

N ABC	56 3/4	57 5/8	-	7/8	-	1.52	10	1,665
N Capital Cities	146	148 1/2	- 2	1/2	-	1.68	17	1,957
N CBS	70 3/8	73 3/4	- 3	3/8	-	4.58	11	2,088
N Cox	47 1/8	48 1/2	- 1	3/8	-	2.84	17	1,334
A Gross Telecast	69 3/4	69 1/2	-	1/4	-	.36	16	56
O Gulf Broadcasting	7 1/2	7 3/4	-	1/4	-	3.23		
O LIN	20 5/8	21	-	5/8	-	1.79	19	432
O Malrite Commun.	8	9	- 1		-	11.11	7	68
N Metromedia	37 3/8	37 1/8	-	1/4	-	.67	32	1,045
O OrionBroadcast	1/32	1/32	-		-			1,681
O Price Commun.	6 1/4	6 1/2	-	1/4	-	3.85	20	
O Scripps-Howard	25 1/2	26	-	1/2	-	1.92	15	263
N Storer	34 1/2	35 3/4	- 1	1/4	-	3.50	20	566
O SunGroup Inc.	4 3/4	5	-	1/4	-	5.00	2	3
N Taft	57 1/4	57 7/8	-	5/8	-	1.08	14	521
O United Television	13 7/8	13 7/8	-		-		20	154

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	17 5/8	17 3/4	-	1/8	-	0.70	16	106
A Affiliated Pubs	44 7/8	45 1/8	-	1/4	-	0.55	17	364
N American Family	17	18 3/8	- 1	3/8	-	7.48	9	278
O Assoc. Commun.	9 1/2	10	-	1/2	-	5.00		45
N A.H. Belo	44 3/8	45	-	5/8	-	1.39	14	506
N JohnBlair	30 1/2	32	- 1	1/2	-	4.69	13	241
N Chris-Craft	11 1/4	11	-	1/4	-	2.27	13	71
N Cowles	34 1/4	33 3/8	-	7/8	-	2.62	33	136
N Gannett Co.	38	38 1/4	-	1/4	-	0.65	23	4,561
N General Tire	36 3/4	32 1/2	- 4	1/4	-	13.08	13	789
O Gray Commun.	36 3/4	58	- 21	1/4	-	36.64	8	18
N Harte-Hanks	29 1/4	29 1/2	-	1/4	-	0.85	18	641
N Insilco Corp.	14 3/4	15	-	1/4	-	1.67	7	250
N Jefferson-Pilot	38 1/2	41 1/4	- 2	3/4	-	6.67	9	818
O Josephson Intl.	10 1/8	9 1/2	-	5/8	-	6.58	7	50
N Knight-Ridder	24 1/2	25 1/2	- 1		-	3.92	14	1,602
N Lee Enterprises	22 1/4	24	- 1	3/4	-	7.29	14	299
N Liberty	24	24 1/8	-	1/8	-	0.52	14	240
N McGraw-Hill	38 1/2	35	- 3	1/2	-	10.00	16	1,929
A Media General	53 1/2	54 1/8	-	5/8	-	1.15	10	372
N Meredith	41 3/4	42 3/8	-	5/8	-	1.47	12	393
O Multimedia	37 3/4	39 1/2	- 1	3/4	-	4.43	18	628
A New York Times	27 5/8	28 3/4	- 1	1/8	-	3.91	6	1,078
O Park Commun.	25	24 3/4	-	1/4	-	1.01	21	230
A Post Corp.	61	61 1/2	-	1/2	-	0.81	22	111
N Rollins	18 1/2	19	-	1/2	-	2.63	23	479
N Schering-Plough	36	37 1/8	- 1	1/8	-	3.03	11	1,818
T Selkirk	13 3/4	14 1/4	-	1/2	-	3.51	30	112
O Stauffer Commun.	51	52	- 1		-	1.92	13	51
A Tech Operations	38 1/8	38 7/8	-	3/4	-	1.93	16	35
N Times Mirror	36 1/2	38	- 1	1/2	-	3.95	14	5,013
N Tribune	26 3/4	27 1/2	-	3/4	-	2.73	12	1,096
O Turner Bcstg.	24 1/4	23 3/4	-	1/2	-	2.11	69	494
A Washington Post	74 1/4	76 1/4	- 2		-	2.62	17	1,052

## SERVICE

O BBDO Inc.	37 1/4	39 1/4	- 2		-	5.10	13	239
O Compact Video	4 1/2	4 5/8	-	1/8	-	2.70	20	18
N Comsat	23 1/2	24 1/4	-	3/4	-	3.09	8	423
O Doyle Dane B.	18 1/4	16 1/2	- 1	3/4	-	10.61	15	111
N Foote Cone & B.	48 1/2	48	-	1/2	-	1.04	13	141
O Grey Advertising	110	110	-		-		9	652
N Interpublic Group	28 1/2	29 1/2	- 1		-	3.39	6	304
N JWT Group	35	34 3/4	-	1/4	-	0.72	13	207
A MovieLab	4 5/8	4 5/8	-		-		4	8
O A.C. Nielsen	42 5/8	42	-	5/8	-	1.46	19	961
O Ogilvy & Mather	49 1/2	49 3/4	-	1/4	-	0.50	15	222
O Sat. Syn. Syst.	8 1/4	9	-	3/4	-	8.33	18	47
O Telemation	5 1/2	5 1/2	-		-		5	6
O TPC Commun.	3/4	11/16	-		-	8.33	1	2
A Unitel Video	7 3/8	7 7/8	-	1/2	-	6.35	11	16
N Western Union	24 1/4	24 3/4	-	1/2	-	2.02	11	59

Closing Closing  
Wed Wed  
May 23 May 16  
Net Percent P/E  
Change change Ratio (000,000)  
Market  
Capital-  
ization  
(000,000)

## PROGRAMING

O Barris Indus	4 1/2	5 1/8	-	5/8	-	12.20	24	26
N Coca-Cola	55 3/4	56 5/8	-	7/8	-	1.55	13	7,590
N Disney	66 1/4	63 1/2	- 2	3/4	-	4.33	25	2,291
N Dow Jones & Co.	37 3/8	38 1/2	- 1	1/8	-	2.92	21	2,395
O Four Star	6 1/2	6 3/4	-	1/4	-	3.70	7	5
N Gulf + Western	31 3/4	33	- 1	1/4	-	3.79	9	2,456
O Robert Halmi	1 1/4	1 3/8	-	1/8	-	9.09	25	21
A Lorimar	25 1/8	25 1/4	-	1/4	-		6	51
N MCA	40	41	- 1		-	2.44	13	1,928
N MGM/UA	13 7/8	15 3/8	- 1	1/2	-	9.76	24	690
N Orion	12 1/4	13 3/8	- 1	1/8	-	8.41	13	114
O Reeves Commun.	6 3/4	7 3/4	- 1		-	12.90	11	84
O Telepictures	14 3/8	15 1/4	-	7/8	-	5.74	24	94
O Video Corp.	12 7/8	13 1/4	-	3/8	-	2.83	23	21
N Warner	22 7/8	21 1/2	- 1	3/8	-	6.40	3	1,496
A Wrather	38 1/2	40 1/4	- 1	3/4	-	4.35	42	86

## CABLE

A Acton Corp.	6	7 1/4	- 1	1/4	-	17.24	21	33
O AEL	26 1/2	26 1/2	-		-		20	54
O AM Cable TV	3 3/8	3 5/8	-	1/4	-	6.90	17	12
N American Express	29	31 1/2	- 2	1/2	-	7.94	11	6,173
N Anixter Brothers	18 1/2	19	-	1/2	-	2.63	26	336
O Burnup & Sims	5 3/4	6	-	1/4	-	4.17	6	51
O Cardiff Commun.	7/8	7/8	-		-		88	4
O Comcast	20 1/4	20 1/2	-	1/4	-	1.22	19	166
N Gen. Instrument	21 7/8	23 1/8	- 1	1/4	-	5.41	16	689
N Heritage Commun.	15 7/8	16 1/2	-	5/8	-	3.79	32	118
T Maclean Hunter X	17 1/4	17 5/8	-	3/8	-	2.13	24	636
A Pico Products	7 7/8	8 7/8	- 1		-	11.27	25	22
O Rogers	6 1/8	6 1/2	-	3/8	-	5.77	7	135
O TCA Cable TV	12 1/2	12 3/4	-	1/4	-	1.96	26	83
O Tele-Commun.	16 5/8	17 1/4	-	5/8	-	3.62	17	715
N Time Inc.	37 5/8	39 5/8	- 2		-	5.05	14	2,209
O Tocom	2 3/8	2 7/8	-	1/2	-	17.39	2	18
N United Cable TV	22 3/4	23 5/8	-	7/8	-	3.70	15	251
N Viacom	26 1/4	29	- 2	3/4	-	9.48	16	336

## ELECTRONICS/MANUFACTURING

N Arvin Industries	22 1/8	23	-	7/8	-	3.80	9	167
O C-Cor Electronics	8 1/4	8 3/4	-	1/2	-	5.71	8	29
O Cable TV Indus.	3 1/8	3 1/8	-		-		16	9
A Cetec	7 1/2	8 3/8	-	7/8	-	10.45	14	16
O Chyron	15 1/2	15	-	1/2	-	3.33	22	95
A Cohu	8 1/8	8 5/8	-	1/2	-	5.80	18	14
N Conrac	14 3/4	14 5/8	-	1/8	-	0.85	12	90
N Eastman Kodak	65	66	- 1		-	1.52	16	10,762
O Elec Mis & Comm.	9 3/4	9 3/4	-		-		30	26
N General Electric	52 1/2	54 1/4	- 1	3/4	-	3.23	12	23,846
O Geotel-Telemet	1 3/4	1 3/4	-		-		25	5
N Harris Corp.	27 3/4	30 5/8	- 2	7/8	-	9.39	16	1,095
N M/A Com. Inc.	16 5/8	16 5/8	-		-		55	717
O Microdyne	8 1/4	8 3/8	-	1/8	-	1.49	27	38
N 3M	74	75 5/8	- 1	5/8	-	2.15	13	8,685
N Motorola	106 5/8	117 1/2	- 10	7/8	-	9.26	17	4,187
N N.A. Phillips	31	33 3/4	- 2	3/4	-	8.15	5	445
N Oak Industries	3 1/2	3 3/4	-	1/4	-	6.67	1	57
A Orrox Corp.	2 3/4	2 7/8	-	1/8	-	4.35	3	8
N RCA	33 1/2	35 3/4	- 2	1/4	-	6.29	16	2,736
N Rockwell Intl.	24 3/8	26 1/4	- 1	7/8	-	7.14	10	3,766
N Sci-Atlanta	9 7/8	10 1/8	-	1/4	-	2.47	49	4,236
N Signal Co.s	27 3/8	29 3/4	- 2	3/8	-	7.98	27	240
N Sony Corp.	14 1/2	15	-	1/2	-	3.33	26	3,348
N Tektronix	57 1/2	59 3/4	- 2	1/4	-	3.77	22	1,102
A Texscan	11 7/8	13 1/8	- 1	1/4	-	9.52	13	75
N Varian Assoc.	38 1/4	42 1/2	- 4	1/4	-	10.00	19	819
N Westinghouse	40 1/4	44 1/2	- 4	1/4	-	9.55	8	3,524
N Zenith	24 1/2	27 5/8	- 3	1/8	-	11.31	10	536
Standard & Poor's 400	173.88	179.25	-		-	5.37	-	3.00

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

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

## Copyright draft faces major problems

**Too few legislative days on calendar and too much distance between interested parties leave bill's fate in jeopardy**

A draft of an omnibus copyright bill now pending before the House Copyright Subcommittee may not get far this year, but it has laid the groundwork for further discussion in the next session of Congress. The draft, offered by the subcommittee's chairman, Wisconsin Democrat Robert Kastenmeier, has pitted the cable industry, which supports the measure, against Hollywood producers, broadcasters, video retailers and the consumer electronics industry, all of whom, for a variety of reasons, oppose the draft.

Furthermore, members of the subcommittee and its parent Judiciary Committee seem hesitant to bring up the measure which has generated such broad opposition.

The draft bill addresses a host of issues including cable copyright, home taping, audio and video "first sale" and reform legislation affecting the Copyright Royalty Tribunal. It incorporates a number of provisions from pending legislation, H.R. 1027 and H.R. 1029, which modifies the first sale doctrine; H.R. 175, which would exempt home taping from copyright liability; H.R. 2902, which would permit some cable systems to import additional distant broadcast signals without having to pay significantly higher compulsory license fees for them, and H.R. 3419, which would reduce the Copyright Royalty Tribunal from five commissioners to three and authorize the tribunal to hire a general counsel and chief economist.

The draft was presented to the subcommittee members last month for discussion and has not been officially introduced (BROADCASTING, April 30). "We're fine tuning it and working it politically," said subcommittee counsel Michael Remington. Some observers, however, feel it has stalled and don't foresee much movement this year.

Although the draft's cable copyright provisions stirred up opposition, the debate over repealing the video first-sale doctrine is viewed as the "major sticking point," said Steve Effros, executive director, Community Antenna Television Association.

Both the National Cable Television Association and CATA back the bill, which would "give something to everybody," Effros said. Video retailers, however, have impeded the bill's progress, he said. They launched such an effective lobbying effort that support for repealing the video first-sale doctrine has "evaporated." Consequently, Effros said, "when one piece of the compromise is put into jeopardy it makes the compromise difficult to pull off."

Kastenmeier's draft, like H.R. 1027 and

H.R. 1029 introduced by Representatives Don Edwards (D-Calif.) and Carlos Moorhead (R-Calif.), would amend the first-sale doctrine of copyright law to give Hollywood and the record industry control over the subsequent sale or rental of recorded audio and visual works. (The control would not extend to nonprofit rental or lending by a nonprofit library or educational institution.) The present doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale is completed.

Effros, like others, believes the bill will resurface next year if it fails to move now. "Everyone realizes time is running out," said Charles Ferris, former FCC chairman and spokesman for the Home Recording Rights Coalition. The coalition, which also includes video retailers and the Electronic Industries Association, opposes Kastenmeier's bill. The bill would exempt both audio and video home taping from copyright liability, a proposal the coalition has pushed for two years, but the coalition opposes any modification of the first-sale doctrine. The Supreme Court, Ferris said, has already "put the home taping issue to rest."

The coalition, however, is not resting on its laurels. It expects the Motion Picture Association, which is pushing for repeal of the first-sale doctrine, to be "back in force at the beginning of the 99th Congress," said an EIA spokesman.

MPAA opposes the Kastenmeier measure for a number of reasons. "Some interpretations of the cable provisions," an MPAA spokesman said, "would wipe out a very large part of the statutory rate obligation and would allow cable systems to manipulate gross receipts." It's the cable sections, however, that have drawn the most fire from Hollywood.

Kastenmeier's draft would limit the impact of the 1982 CRT decision that cable systems must pay 3.75% of their gross revenues each six months for each distant signal they have added after the FCC dropped its restrictions on importing signals. It permits all cable systems to carry three distant signals without paying the 3.75% rate unless there is a local independent station in the market, in which case the system could carry two distant signals without paying the rate.

The Kastenmeier proposal also includes several suggestions offered by the cable industry during previous hearings on the subject. The draft calls for the establishment of specific standards to be considered in royalty adjustments introduced since the FCC dropped its distant-signal rule, including the declining marginal value of additional distant television signals, the extent to which TV stations compensate copyright owners for programming sold to superstations, and the impact on the availability and cost of pro-

gramming to subscribers.

Furthermore it would permit cable systems to carry, without any copyright liability, the signals of all TV stations licensed to the Area of Dominant Influence (ADI) in which the cable system is located. This provision, which has been characterized as a "may-carry rule," was espoused by the Association of Independent Television Stations during earlier subcommittee hearings. The INTV, however, is not supporting the omnibus bill. "The bill is not balanced," said Bill Hedlund, INTV vice president for government relations. □

## Turf scuffle to get Hill hearing in June

**House subcommittee sets two days of testimony for State-Commerce differences and look at Comsat**

The conflict between the Commerce and State Departments over their respective roles in international telecommunications policy matters—a conflict that is believed to have delayed the articulation of administration policy on new communications satellite systems competing with Intelsat—will be aired on Capitol Hill. The House Telecommunications Subcommittee plans two days of hearings—June 12 and 13—on that and related issues. The main burden, it seems, will be on State. The subcommittee's parent committee, Commerce, last week issued a report declaring that, under the executive order creating the National Telecommunications and Information Administration as a part of the Commerce Department, "it is clear that the secretary of Commerce has the primary telecommunications responsibility." And the report appears to criticize State for failure to cooperate with Commerce in discharging its duties in that area.

The subcommittee has invited Secretary of Commerce Malcolm Baldrige and Secretary of State George Shultz to testify. But whether they will appear or send representatives was not clear last week. FCC Chairman Mark S. Fowler has also been asked to testify. An aide said the subcommittee does not want to focus on the "turf" fight between Commerce and State, as such. But he acknowledged the subject would be difficult to avoid if an effort is made to distinguish the responsibilities of each department, as well as to explore the reasons for the delay in developing policy on establishment of non-Intelsat systems.

The Commerce-State issue is only one that will come under scrutiny at the hearing. The subcommittee also wants to examine the increasingly complex role of the Communications Satellite Corp., which, besides serv-



ing as the U.S. representative to the International Telecommunications Satellite Corp., now finds itself competing with other companies in the communications satellite hardware business, as well as in direct broadcast satellite service and the ownership and operation of earth stations.

In that connection, the process by which the government instructs Comsat in its role as U.S. representative will also be examined. So will provisions of the bill (H.R. 4464) introduced by Representative Edward Markey (D-Mass.) that would break up Comsat because of those conflicting roles. Comsat, its manufacturing subsidiary, Comsat General's Telesystems, and actual and potential competitors of both will testify.

The House Commerce Committee report accompanies a bill (H.R. 5497) that would authorize \$16 million for NTIA for 1985 and \$16.8 million for 1986. It also echoes the concern of the Senate Commerce Committee, in its report, regarding the apparent confusion over the apportionment of responsibilities in international telecommunications policy—as well as siding with Commerce in its dispute with State (BROADCASTING, May 14). The funding proposed by the House committee compares with the \$15 million in each of the next two years provided in the Senate bill and \$14 million requested by the administration for NTIA in 1985. But even that amount would represent an increase over the \$12.8 million on which the agency—whose funding has been cut repeatedly under the Reagan administration—is operating. And the committee indicated it expects some of the increase to be spent on “increasing NTIA’s analytical capabilities for domestic and international telecommunications and information issues. The committee recognizes that in many ways domestic issues are inseparable from international issues; thus NTIA should increase its staff across the board.”

In discussing the conflict over international telecommunications policy, the committee said: “Historically, NTIA has provided the expertise for international telecommunications issues; State has provided both a foreign policy perspective and the infrastructure necessary to conduct international discussions.” And the committee supports Commerce’s view that authority for its claim to primacy is contained in Executive Order 12046, by which President Carter created NTIA in 1978. It says that the secretary of Commerce “shall develop and set forth, in coordination with the secretary of State and other interested agencies, plans, policies and programs which relate to international telecommunications issues, conferences and negotiations.”

But the committee also notes that the order contains language which “can be construed to dilute these authorities.” At one point, it says, “With respect to telecommunications, the secretary of State shall exercise primary authority for the conduct of foreign policy, including the determination of the United States’ positions and the conduct of the United States’ participation in negotiations with foreign governments and international bodies.”

To the committee, “blurred lines of authority undermine the effective implemen-

**Alaska action.** The U.S. Court of Appeals in Washington has affirmed an FCC decision renewing without a hearing the 1977 license renewal applications of Northern Television Inc.’s five radio and television stations in Alaska. Alaskans for Better Media had petitioned the commission to deny the renewals of KTVA(TV), KBYR(AM) and KNIK(FM), all Anchorage, and KTVF(TV) and KCBF(AM) (formerly KFAB), both Fairbanks. ABM had contended the commission should have held a hearing on a number of issues—particularly the licensee’s logging of public service announcements, its alleged “clipping” of network programming and its deficient equal employment opportunity record. The commission maintained that ABM had failed to present a “substantial and material question of fact” which required a hearing. And the court, in a seven-page, unsigned memorandum, agreed.

tration of U.S. telecommunications policy.” And it cites as an example the submission to the White House of two basically similar versions of a policy recommendation regarding the establishment of communications satellite systems that would compete with Intelsat. One was filed by the State Department as a product of a Senior Interagency Group that was chaired by State—and which included NTIA—and the other, by Commerce. Although the papers were submitted almost two months ago (BROADCASTING, April 2)—and a final decision by the President was expected within days—there was no indication last week when the matter would be resolved.


“The submission of competing policy recommendations—which are not materially different—can only cause confusion and delay, and impose needless costs on the private sector,” the committee said. Then it indicated it blamed State for the confusion. It urged “all affected departments and agencies to cooperate with the secretary of Commerce in the discharge of his duties pursuant to Executive Order 12046 and avoid similar situations in the future.” □

## Postcard renewal case taken to Supreme Court

**Use of five-question form FCC approved three years ago is appealed by citizen groups**


Citizen groups opposed to the FCC decision to reduce the broadcast renewal application to a postcard containing five questions requiring only yes or no answers have taken their case to the Supreme Court. The groups, seeking review of an appeals court decision affirming the commission’s action, contend that the agency has exceeded its authority in discarding “a long history of requiring all broadcast licensees to furnish information concerning their performance at renewal time.”

They call the action a case of regulatory *hara kiri*. Not so, say the Department of Justice, representing the commission, and four broadcast industry groups in urging the




**Answer:**

**LIQUID EGGS,  
BEING TRANSPORTED TO A  
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court to deny review. They say the commission's decision was within its authority and consistent with its traditional enforcement techniques.

The decision at issue, adopted on March 26, 1981, constituted a major shift in the commission's renewal procedures. The old renewal form included detailed questions regarding past performance of the licensee. The new form asks such questions as whether the required equal employment and ownership reports are on file with the commission and whether the applicant has the required information in its public file maintained at the station. The commission said it will rely instead on public complaints to indicate applicants who are not providing adequate public service, as well as a random 5% sampling of full renewal applications of television and noncommercial radio stations. (Deregulation has deleted program percentage guidelines and commercial matter guidelines for commercial radio.)

The citizen groups—Black Citizens for a Fair Media, Chinese for Affirmative Action, the National Council of La Raza and the National Association for the Advancement of Colored People—and Henry Geller, a former general counsel of the FCC and head of the National Telecommunications and Information Administration in the Carter administration, say, "There is nothing in the legislative history of the Communications Act, or its interpretation by any court, to justify the commission's 'dramatic shift.'"

Rather, they say past court decisions have stressed that renewal applicants "run on their record." "The commission has now simply refused to obtain from the licensee the information on his past record necessary to make the required public interest finding, in almost total reliance upon its own presumption that, in the absence of a complaint from a member of the public, a licensee has a broadcast record warranting renewal," the petitioners say, adding: "The real question in this case is whether the commission is to be permitted through regulatory *hara kiri* to disable itself from administering the congressionally mandated public interest standard of the Communications Act."

The Department of Justice, in its opposition to review the appeals court decision, contends that the Supreme Court has consistently held that Congress granted the commission broad discretion in determining how best to achieve the goal of the Communications Act. And that discretion, Justice adds, "includes not only the power to define what the public interest requires, but also to determine the procedures for achieving those public interest goals."

The industry groups supporting Justice—ABC, CBS, the National Association of Broadcasters and the National Radio Broadcasters Association—make the same point. They say the commission's discretion is broad and that nothing in the record indicates that the decision "falls outside the bounds of deference to which the commission is entitled." And contrary to the petitioners' contentions, the broadcasters say, "the commission's revised renewal process is consistent with traditional commission enforcement techniques."

The opposing briefs say the commission

has never relied exclusively on renewal application as the sole source of information needed for its licensing function. They note that broadcasters are subject to a number of requirements, such as the fairness doctrine, that the commission did not enforce through its renewal form—but only on complaint of members of the public. And as for the role the commission expects the public to play in the renewal process, Justice says, "The commission's regulatory experience supports its policy of viewing an absence of public complaints about a station's performance as an indication that license renewal is appropriate." □

## ABC employe claims sexual harassment

**Director of network's committee on voter education, Cecily Coleman, says she was fired after complaining of sexual advances by superiors**

Cecily Coleman, a former ABC staff member, filed suit against the network and three of its executives last Tuesday (May 22), charging that she was fired unjustly from ABC after reporting instances of alleged sexual harassment.

The suit asked for \$1 million in punitive damages and charged ABC and its vice president for corporate affairs, James Abernathy, with "sexual harassment, retaliation, intentional infliction of emotional distress and defamation." Filed in the U.S. District Court in Washington, the suit also names Senior General Attorney Jeffrey Rosen and vice president and Washington bureau chief, Edward Fouhy, for their involvement in her discharge.

Coleman, a former aid to Senator Edward Kennedy (D-Mass.), was employed by ABC on March 28, 1983, as the staff director of the Harvard/ABC Symposium on American Voter Participation, based in Washington. Following that event's conclusion, Coleman was rehired by ABC for \$60,000 (a \$20,000 increase) as the executive director of the Advisory Committee on Voter Education.

According to the suit, Abernathy—Coleman's supervisor—subjected her to "repeat-

ed unlawful acts of sexual harassment," which included "sexual advances" and touching her in a "sexual fashion." The suit also alleges that Abernathy demanded that Coleman remain in his hotel suite and have sexual relations after a business meeting called by him, that Abernathy demanded Coleman admit him to her hotel room and that he summoned her to his office and then closed the door and physically barred her exit while he made sexual advances.

Coleman said she disclosed the alleged sexual harassment "on a confidential basis," to Carol Ornes, ABC's Washington personnel manager, to "find out her options" for recourse. According to one of Coleman's attorneys, Mark Lane, Ornes then "reported up the corporate ladder," and informed Rosen, who in turn, notified "other high [ABC] corporate officials." Rosen, Lane said, made repeated assurances that Coleman's job was "absolutely safe" and asked her to submit a written proposal for a resolution of the matter to Coleman's satisfaction. Subsequently, the suit says that Coleman was discharged "without notice" on May 1. After her discharge, Lane said, ABC offered Coleman about \$50,000 or the remainder of her contract until January 1985, "if she would refrain from publicly seeking redress for the wrongs she had suffered..." Coleman said she refused to sign the "secrecy agreement or accept a fabricated press release that would cover up the facts" leading to her dismissal.

According to the suit, Rosen "directed a program of retaliation" against Coleman. Fouhy, the suit said, authorized a "program of intimidation and retaliation," which included "the ransacking" of her Washington office while she was representing ABC at the National Association of Broadcasters convention in Las Vegas May 1.

A brief statement from an ABC spokesman in New York said that "Ms. Coleman's claims have been fully reviewed and we have concluded that there is no merit to them." Abernathy said that there was "absolutely no basis in any of [Coleman's] allegations," and that he "would not speculate" on why she would make them.

Fouhy, through a spokeswoman, denied any knowledge of the alleged sexual harassment or of the "ransacking" of Coleman's office, prior to Coleman's discharge. □



**Going public.** Cecily Coleman (at podium) announced her reasons for bringing suit against ABC and three of its executives at a press conference in Washington last Tuesday. With her were (l-r): her husband, James Prior, and her attorneys, Linda Huber and Mark Lane.

## Expounding on election projections

### Network TV practice of predicting election results is criticized by Swift, defended by Salant and Abrams

Men and women who are in the eye of the storm of controversy over exit polling and the projection of election results heard four individuals with special interest in the subject go at it—and one another—from their special points of view last week, at the annual meeting of the American Association for Public Opinion Research, in Delavan, Wis. There was a member of Congress who has taken the leading role on Capitol Hill in attempting to persuade the networks to abandon projections and exit polling; a former president of CBS News who claims to be the “godfather of [election] projections”; a First Amendment lawyer seeking reversal of a Washington state law that effectively bars exit polling there, and a representative of a major polling company.

Representative Al Swift (D-Wash.), who has introduced a resolution calling on the networks “voluntarily” to refrain from projecting election results, made it clear, in his remarks in Delavan and in an interview on his return to Washington that his relations with the networks on the issue are not good. He said, in his remarks as a member of the panel, that he could accept projections of election results based on actual votes counted—except for two factors. One is that he cannot trust the networks not to rely on exit polling—surveys of voters leaving the polling places. The other is that members of the House from Western states say they need the protection against a fall-off in voting they feel a moratorium or ban on the projection of election results would provide.

And Swift, back in his office in Washington, said he planned to strengthen his resolution. Where, in its present form, he noted it is “fuzzy” as to whether or not it calls on the networks to refrain from projections until the polls are closed in all the states, he said, “the resolution we bring to the floor will refer to polls closed throughout the country.” What’s more, he said it will be further revised “to get into the business of ‘characterization,’ ” the term the network news departments have used during the Democratic primaries beginning in New Hampshire to indicate the likely winner without making a “call” until the polls had closed. “The networks,” said Swift, “seem to have said, ‘OK, no projections,’ but they go crazy on ‘characterization,’ especially NBC.”

Indeed, Swift, in the interview, said that what he considers the networks’ failure in 1982 to keep a commitment to refrain from projecting election results before the polls closed is deterring him from introducing legislation to provide for uniform poll closing throughout the country—the networks’ preferred legislative solution to the problem of

projecting winners before all polls are closed. “If I could be persuaded that the networks wouldn’t engage in exit polling for projections,” he said, “I would introduce [the] legislation.”

Such a law, he noted, would constitute “a major change in how we collect votes.” But it would “place a greater pressure on the networks to use exit polling. And while the networks say their policy is not to do it, they broke that policy in the past. We don’t know how we get a guarantee on that.”

Swift also called on the AAPOR members—the pollsters—to participate in the debate on the issue. He said they should create machinery for analyzing “the ethical question” involved in the use of exit polling as a basis for the projection of election results. “I don’t know how you’ll come down on the issue,” he said. “But I don’t see how you can avoid taking a position.” He noted they are in the middle of the controversy over the issue. He predicted that if there is a repetition of the “abuse” of 1980, when the networks “called” a Ronald Reagan victory in the presidential contest hours before the polls closed on the West Coast, there would be a major campaign on the part of private sector forces to urge voters not to cooperate with pollsters conducting exit polls.

Richard Salant, former president of CBS News, said he had set in motion machinery that produced the means to project election results 23 years ago, after reading the galley proofs of Theodore White’s “The Making of the President, 1960.” It revealed that Kennedy aides had a more sophisticated technique for anticipating election results based on ear-

ly returns than did the networks. The Vote Profile Analysis, based on returns from key precincts chosen as a microcosm of the state in which they are located, was developed in time to permit projections of winners in the 1962 elections. The 1964 Johnson-Goldwater contest was the first presidential election in which VPA and projections were employed—and criticism of the practice, Salant said, has been growing ever since.

Salant last week defended his godchild—but not the use of exit polling as a basis for those projections. He said he supports election projections based on votes actually cast and counted, and would call a projected presidential winner “before all polls are closed everywhere.” He said the candidates, journalists and other insiders know the winner before all polls are closed; the voters should know, too. And he disputed the argument that projections adversely affect voter turnout. The evidence, if any, is weak, he said. Besides, he said, “a very large fuss” is being made over “a very few people.” Salant said that only 13% of those who have registered to vote fail to do so. And “only a tiny fraction of that 13% can possibly be affected by projections.”

As for “calls” based on exit polling, that is another question. No matter what their track record so far, he said, “they can be skewed or manipulated, or both.” So he does not trust them for “calls.” He said he would hate to “jeopardize” the important values of exit polling in providing answers as to who voted for whom and why by basing “calls” on them.

Floyd Abrams, who is representing the



**Frederick honors.** “In my day, there were women—but no women in communications except telephone operators!” That’s how veteran journalist Pauline Frederick described her early days as a reporter to a crowded 75th anniversary dinner of Women in Communications Inc. in Washington last week. Frederick, who made her first network radio broadcast from Washington in 1939, was NBC’s United Nations correspondent for 21 years and in 1976, became the first woman to moderate a Presidential debate. Frederick spoke of her setbacks while breaking into broadcasting (being warned repeatedly to “stay out of the newsroom”), as well as the many historical events she witnessed firsthand.

three major networks, the *New York Times* and the *Everett* (Wash.) *Herald* in a suit seeking to have the Washington supreme court declare unconstitutional a state law barring exit polling within 300 feet of a polling place—and thus effectively barring the practice—defended exit polling as well as the projections based on it. He said polling is a useful and valid tool for broadcasters to use in projecting results. He also declared that any attempt by Congress or a state legislature to ban projections would violate the First Amendment. He also contended that efforts to achieve the ban by other means—like Washington's restriction on where exit polling can be conducted—is equally unconstitutional. He called it a form of content control growing out of the legislature's dislike of exit polling and the projection of election results based on it.

The pollster on the panel, Burns Roper, of the Roper Organization, said his studies indicate that projections of election results do not affect the results of either national or local elections—that even if people were turned into no-shows, the fall-off would affect all candidates proportionately. But he said he does not understand why the networks, in the face of a public already hostile to them, continue a practice that is controversial. He does not think it “worth it” for what he said were the limited gains they provide.

To Abrams, however, that was not a compelling argument. He said broadcasters should consider a number of factors in deciding whether to project results—but not whether it would harm them in a public relations sense. “If broadcasters felt the practice did no harm and produced results sooner than otherwise possible,” he said, the concerns expressed by Roper should not persuade them otherwise. Salant offered a similar comment: “Journalism isn't holding up your finger to see which way the popular wind is blowing.” □

## Republicans to provide news feed within convention

**Coverage of floor activities is designed for small broadcaster, cable operator; cost to pick up footage estimated at \$250**

Broadcasters and cable television systems lacking the resources to provide live coverage of the Republican national convention in Dallas in August—or wishing to supplement the service they will offer—will have an ally in the Republican National Committee. It will sponsor an “RNC Network” that will provide live feeds of activity on the podium and elsewhere in the hall at virtually no charge to any accredited domestic television or cable organization requesting it.

The “network”—plans for which were announced by RNC Chairman Frank J. Fahrenkopf Jr. at a news conference in Washington—will consist of six cameras that will

cover the convention gavel to gavel, feeding pictures into a control room. No commentary or reports will accompany the pictures—the news organizations taking the feeds will provide those—but the selection of the pictures will be based on sound: If someone is speaking at the podium or from the floor, that will be covered. Demonstrations will also be covered. An audio feed will come from the same source as the video.

“We'll cover this as objectively as possible,” said Mark Goode, assistant convention manager for program planning.

Goode said the number ultimately taking the service could be substantial; Goode said the RNC has received “a record number of applications for accreditation from electronic news organizations—more than 500.” And many television news organizations—including stations and small networks—find the cost of tapping into the regular network pool very expensive.

Subscribers to the pools are charged according to a formula that, among other things, takes audience size into consideration. The budget for the pool NBC will operate in San Francisco is estimated at \$1.5 million; the one for the pool CBS will run in the Dallas Convention Center, which presents fewer technical problems, at between \$500,000 and \$1 million.

The prospect of tapping into a feed provided by the party, however, may give some news organizations pause. Brian Lamb, president of C-SPAN, said, “We want to control our destiny. If something goes on that the RNC does not want to show, we want to be able to cover it.” He said C-SPAN may use some of the material the RNC will provide, “but we have to be able to control our own shots.”

The cost of taking the network pool feed has led C-SPAN to forego the network pool at both conventions. It will rely on its own cameras and—in Dallas—possibly on the services of the RNC. And it may also provide a service to other organizations concerned about the network pool charges. Mike Michaelson, C-SPAN vice president, said a number of companies have expressed an interest in taking a feed from C-SPAN. “We will provide a feed at a small fee,” he said. But he said the service is not soliciting the business. Neither has it signed a contract to provide a feed.

Goode, a former consultant to the White House on communications matters, said the “network” will constitute an expansion of a service the RNC has provided in previous conventions, one of showing films and slides on a large screen in the convention hall. In the Dallas Convention Center, the pictures picked up by the cameras will be shown on eight screens scattered about the hall, along with the tapes and slides.

And the cameras will be located in a manner designed to cover all activities in the hall. One camera will be located on the main camera platform, and will focus on the podium. Three will be in baskets slung from the ceiling and will cover the delegates' sections.

The only charge to those taking the feed from the RNC will be about \$250. Those taking the feed will arrange their own means of distributing the signal out of the hall. □

## E.W. Scripps head outlines virtues of televising trials

**Estlow quotes studies that cameras don't jeopardize fair trial**

Cameras in the courtroom can lead to more accurate trial reporting, according to Edward W. Estlow, president of the E.W. Scripps Co., principle stockholder in Scripps-Howard Broadcasting Co. Speaking May 18 at the Judicial Conference of the Sixth U.S. Circuit Court in Cincinnati, Estlow contended: “A trial committed to videotape is a trial more accurately reported, because cameras create a record that both newspaper and broadcast representatives can then consult in order to verify their reportage.”

The Scripps president admitted that “sins of the press” in covering the Bruno Richard Hauptmann kidnapping-murder trial 50 years ago produced the [American Bar Association] ban on camera coverage, a prohibition that was affirmed in 1962 by the “carnival” atmosphere that resulted from the trial of financier Billie Sol Estes.

However, Estlow declared, there likewise is a “growing need for better public understanding of the judicial process, and cameras offer that opportunity.”

To buttress his contention, he cited a just-completed study at Indiana University by Dalton Lancaster that was underwritten indirectly and in part by the Scripps-Howard Foundation. In it, Professor Lancaster compared two trials for the same crimes in Indianapolis involving a \$6-million robbery and murder. Pointing out that the trial of one defendant was held with cameras in the courtroom and the other without cameras, Estlow said Lancaster found the public claimed to have learned more about the trials when cameras were allowed, the public seemed to remember TV coverage of the trials longer and the public claimed to have become more knowledgeable about the workings of the criminal justice system when the trial was televised.

Estlow also said that Lancaster found a majority of the public felt that allowing cameras in court does not jeopardize the defendant's right to a fair trial.

The Indiana study, Estlow declared, “tends to confirm the seat-of-the-pants judgments being reached in many of the 42 states (where some form of camera coverage of the court system is either allowed today or will soon be allowed) that cameras in the newsroom offer a good deal for both the judiciary and the press.”

Another positive reaction to access, according to Estlow, came from a January meeting of an ad hoc committee of a judicial conference in Atlanta, where a petition to permit camera coverage of federal proceedings is being considered. The committee, meeting with journalists and judges to gain a better understanding of the issue, was impressed that the camera “did not bite, did not intrude on the dignity of the court and could be operated without being seen by the major actors in the courtroom drama,” he said. □

## ACTV unveils interactive television

**Company plans to market service to cable industry; technology could be used for video games, educational programs**

A new, computer driven, one-way, interactive television system designed for the cable industry was demonstrated last week in Port Washington, N.Y. The company behind the system is ACTV Inc., headed by Perry Odak, chairman and chief executive officer, and former head of Atari's home video game and computer division. Second in command is Lionel Schaeen, president and chief operating officer, and former president of SelecTV, the subscription television service.

The system was developed by Michael J. Freeman, who has a PhD in behavioral sciences and computer methodology. He said the system works by embedding certain digital codes in the video signal. The codes are read by a microprocessor contained in a unit attached to the cable subscriber's converter box. The subscriber is also supplied with an "activator" unit that enables the viewer to

respond by pressing one of four buttons. The microprocessing technology used in the subscriber boxes, he said, costs about \$25. He also said the company hopes to license the technology to cable converter manufacturers. General Instrument Corp. has expressed interest, he said, in incorporating the technology into its Starcom V line of cable converters.

The system requires much bandwidth—24 mhz or four full video channels. That factor alone requires ACTV to pursue cable as its primary market, although Schaeen noted that DBS was a possible secondary market. Because of the required bandwidth, two transponders will be required to transmit the up to four video signals used at any one time, Freeman said. In the transmission mode, signals are multiplexed and then demultiplexed as they are received by the cable system and separated again into four channels so they can be read by the subscriber's microprocessor.

Program applications, as seen at the demonstration, include interactive game shows, video games, educational programs, news programs where the subscriber formats the program to his own liking (editing those segments he does not care to see), and video music or sports programming, where the view-

er could, at the press of a button, switch camera angles.

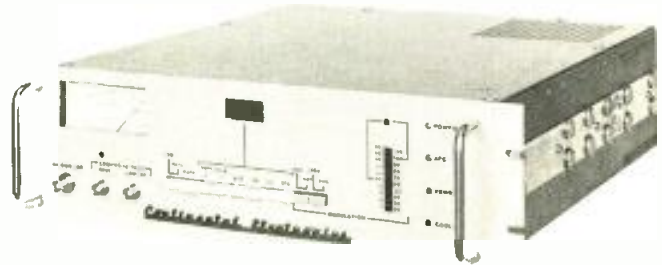
ACTV has shown its system to a number of major MSO's and basic and pay programmers, said Schaeen. The company itself does not intend to be in the program business, but it hopes to license the technology to one or more major cable programmers who would develop some interactive shows for their schedules.

But the response from both groups so far has been positive, he said. Schaeen indicated that a small field test with a cable operator may be launched in September, with a larger test, encompassing several hundred homes, to follow in January.

The ACTV interactive service would be marketed as an enhanced basic service, which company officials envision costing the subscriber no more than \$10. The one-time installation fee would be under \$50, said Arnold Huberman, senior vice president, programming/marketing, ACTV (formerly with the now defunct Entertainment Channel, and before that, HBO).

To date, about \$1.5 million has been invested in the ACTV system. Schaeen said that Prudential-Bache is assembling a proposed private placement offering designed to raise another \$3.5 million. □

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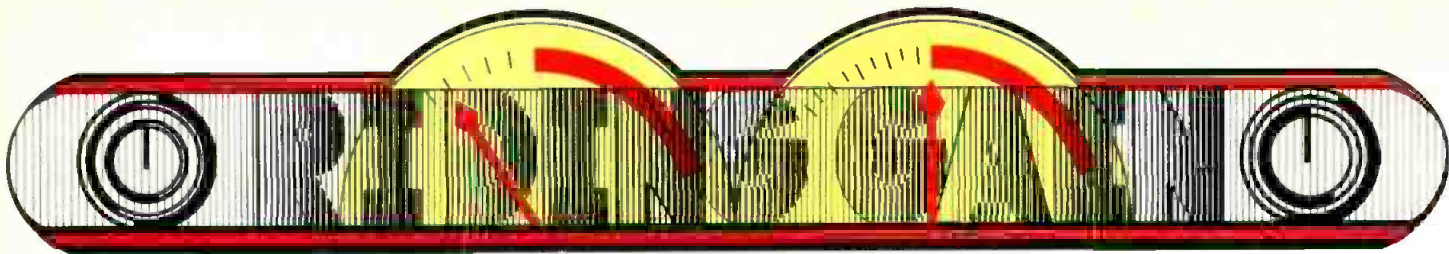
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## Positive vibrations

Over 60% of media directors and senior planners at major ad agencies increased their radio spending in the past six months. So says a new study commissioned by McGavren-Guild Radio and conducted by Hiber & Associates from a field of 50 executives in seven markets. Other findings showed that spot radio was highest rated in advertising effectiveness and impact and that nonwired 'rep' networks are perceived by many as a more flexible buy than the traditional wired networks. Additionally, six weeks seemed to be the average lead time between planning the buy and the actual start of the schedule. However, more than half of the respondents (59%) believe that lead times will get shorter. The majority of those surveyed also pointed to adult contemporary as the best format for commercial presentation. Hiber presented the full study last Tuesday (May 22) at McGavren-Guild's National Radio Symposium in Newport, R.I. ("Riding Gain, May 21").

## Katz nixed

The FCC has dismissed Katz Radio's complaint asking that "the representation and the selling of multi-noncommonly owned stations within the same market as offered under a total combination rate and single contract be prohibited in the context of non-wired 'rep' network transactions." (The complaint specifically cited McGavren-Guild Radio, a large user of nonwired networks.) Katz maintained that agency buyers, not station licensees, control commercial purchases by national advertisers and that reps act as agents of individual stations with "considerable leeway to compromise rates" in nonwired buys. But that argument did not persuade the FCC. "The purchase of commercial time in the national spot market is a matter of negotiations between agents; advertising agency buyers, as agents for national advertisers and reps, as agents for stations. . . Negotiations ensue with each agent seeking to obtain the most advantageous deal for its principle," said Charles Kelley, chief of the enforcement division for the FCC's Mass Media Bureau in a letter to Jason Shrinky of Weitzman & Eisen, attorney for Katz.

## Board book

The board of National Public Radio has approved a proposed budget for fiscal 1985 of \$21.7 million. NPR hopes for a budget surplus of approximately \$1.5 million, which would be used to retire the scheduled loan principal payment for fiscal 1985.

The board also approved proposals related to national fund-raising activities, including the formulation of a support committee of nationally known citizens; implementation of preliminary fundraising strategy until a full-scale national campaign

is publicly inaugurated, and the use of national direct mail and advertising campaigns.

## RAB restructuring

A major restructuring of the Radio Advertising Bureau staff with an emphasis on upgrading member services along with national sales and marketing efforts will soon take place as a result of the association's new three-year "strategic" business plan, which was approved by RAB's 37-member board of directors at the organization's spring meeting in Palm Beach, Fla., May 16-18.

Under the plan, departments that serve members and solicit new ones will be consolidated into a single member services division under RAB Executive Vice President Wayne Cornils. The major change: The country will be divided into eight regions, each with an account executive responsible for the area's membership. In addition, RAB will create a national sales and marketing division, which, under Ben Scrimizzi, RAB senior vice president, will oversee all region-

al directors and vice presidents of sales in the Chicago, Los Angeles, San Francisco, Dallas, Atlanta and New York offices. "Overall, these major changes group like functions together, streamline reporting and administrative tasks and assign maximum manpower to marketing radio and servicing members," noted Bill Stakelin, RAB president and chief executive officer.

In other actions, the board approved a proposal by ABC Radio president and RAB national sales chairman, Ben Hoberman, calling for the creation of a president's council—a group composed of radio industry leaders who would participate in sales presentations promoting radio as a primary ad medium. The RAB staff is expected to present a plan of action within 60 days, according to a spokesman. "For the first time in a long time, the radio industry has a solid, well researched plan of attack to market our medium," said Dick Chapin, Stuart Broadcasting president and RAB board chairman.

At the end of the three-day meeting, Chapin appointed two task forces, one to examine RAB's dues and assessment structure, the other to explore advertising of alcoholic beverages on the aural medium.

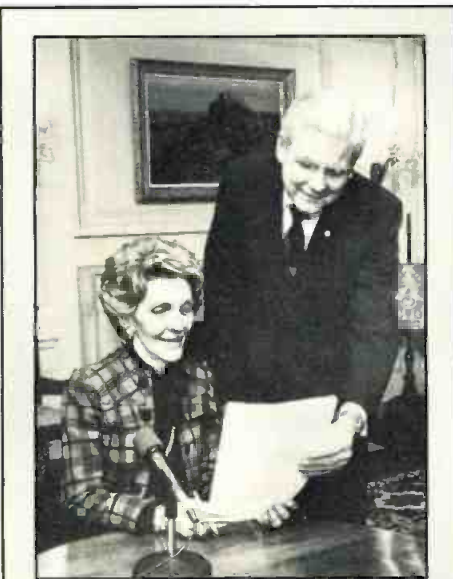
## AM survey

The results of a National Radio Broadcasters Association nationwide survey of AM stations showed that 10.4% of the AM broadcasters who responded are broadcasting in stereo, 2% have their equipment on order and the remaining 87.6% are broadcasting in mono. Of those already broadcasting in stereo, Motorola is the first choice, NRBA said, with 40.5%, followed by Harris with 29.8%, Kahn with 23.7% and Magnavox with 6.1%. The survey was sent in mid-April to all 1,255 AM stations in the U.S. NRBA said 26.4% responded.

## Power expansion

Finishing touches have been put on a joint project enabling eight New York City radio stations to increase their power by nearly 50%, according to John Lyons, chief engineer at WRKS-FM New York. That project, over three years in the works, was the rebuilding of Alford Manufacturing's master FM antenna (the original was installed in 1965) on top of the Empire State Building—over a quarter of a mile above ground level—as well as the installation of a new transmission system. Each station purchased at least one Harris FM-25K transmitter as part of the massive program, collectively spending more than \$1 million, said Lyons, the project's chairman.

The eight stations: WHTZ-FM, WKTU(FM), WLTW-FM, WNCN(FM), WNEW-FM, WOXR-AM-FM, WRFM(FM) and WRKS-FM. The stations are operating at 50,000 watts effective radiated power under temporary authorizations from the FCC while they await permanent licenses, said Lyons.



**First lady's fight.** Nancy Reagan will anchor a 14-week series of two-minute programs on drug abuse to be transmitted from the nation's capital by Washington Broadcast News Inc. (WBN), a supplier of actualities and news-oriented programming to radio stations. WBN will offer the series, *Nancy Reagan Battles Drug Abuse*, to approximately 3,400 stations through satellite facilities it leases from Mutual Broadcasting, AP and UPI. Broadcasts will be fed each Friday beginning June 1 and continuing through Aug. 31. The program is underwritten by Kiwanis International. Pictured are the First Lady, reviewing scripts for her new series, along with Kiwanis International President Aubrey E. Irby.

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On the broadcast side, Potomac Instruments has chosen to build studio monitor receivers for C-Quam.

And C-Quam is already established as the choice of the Delco Division of GM and the choice of Chrysler, too.

These major manufacturers as well as many broadcasters all seem to agree with Jack Doyle, president of Pioneer. Announcing Pioneer's decision, he said Motorola seemed the clear choice because of a combination of technical and marketing factors.

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## Financial managers have their horizons widened

**BFM meeting brings them up to date on topics as diverse as computers and the status of deregulation**

Broadcast financial managers, if not a new breed, have to be an adaptive breed, adjusting to a competitive and computerized environment. That was the message repeated in panel sessions and speeches and by exhibitors last week at the 24th annual conference of the Broadcast Financial Management Association in New York.

Part of that adaptation includes becoming familiar with topics normally considered outside the realm of controllers, business

managers or vice presidents of finance and administration. The conference sessions began last Monday with a day-long industry overview titled, "Broadcasting—1984 and Beyond," focusing on deregulation, program supply and sales. Hugh Del Regno, conference chairman and BFM president-elect, said the overview was designed to help keep the business side of broadcasting aware of what is going to be happening in other areas. Del Regno, who is controller, CBS Inc.-CBS Entertainment Division, said that 10 years ago, such an opening session would probably not have taken place. "Now," he said, "financial managers have

become a more integral part of the management."

Among those speaking at the opening panel on regulation and deregulation were Thomas Schattenfield, partner in Arent, Fox, Kintner, Plotkin & Kahn, and general counsel for the National Radio Broadcasters Association; Edward O'Neill, partner at Bryan, Cave, McPheeters & McRoberts and president of the Federal Communications Bar Association, and Erwin Krasnow, former National Association of Broadcasters general counsel and now a partner with Verner, Liipfert, Bernhard, McPherson & Alexander.

Schattenfield reminded his listeners that the law today is the same as it was at the time of the Charles Ferris FCC. "I don't think broadcasters should have to depend on the character of the commissioner in charge," he said, adding that the best hope for changing the law at this time is a radio-only bill in Congress. The NRBA general counsel added, "That's not divisive... if you get radio deregulation, TV deregulation will not be far behind." He said that getting Congress to pass legislation would entail educating and compromising, although he said he would never support a spectrum fee. "To get deregulation you have to give... Now is the time to act before the pendulum of the era of good feeling swings the other way," he concluded.

O'Neill also suggested that deregulation for TV did not seem in the cards, saying it was too "high profile," and added that the, "masochistic and perhaps counterproductive three-ring circus" now taking place in the House of Representatives "should be abandoned." He saw current commission activity producing results in four areas: programing, logging requirements, ascertainment and commercial standards. O'Neill noted that although the current programing guidelines may be done away with entirely, they may be replaced with, "some more specific description of standards to which TV would be held." In lieu of the logging requirement he foresaw a "rather demanding requirement that stations place in their public inspection files an 'issues and problems' list." O'Neill said the industry spent more than \$2 million dollars meeting the ascertainment requirements and thought the commission would either do away with them entirely or retain a relaxed requirement for TV. He foresaw the same fate for the commercial guidelines.

Krasnow called Fowler "an outstanding chairman," but added that the commission is "in danger of being viewed as a group of marketplace hedonists." Holding up a partially filled glass of water the former NAB general counsel said, "The optimist views the glass as half full, while the pessimist sees the glass as half empty. Woody Allen says that the realist sees the glass as twice the size needed to fulfill its function.

"The same is true for deregulation," he



**Failure fallacies.** "A company, any company, is in business to fill a need... then make a profit," said Gene F. Jankowski, CBS/Broadcast Group president, in his speech accepting the Avatar award from the Broadcast Financial Management Association. Jankowski used that theme as the premise in a discussion of why some prognosticators have been wrong in predicting the demise of the television networks in the wake of new technologies.

Jankowski said the predictions have proved incorrect because those making them failed to correctly understand the two needs of the viewing audience. "One has to do with shared interests... in information... in entertainment," he said. "Each of us also has a need for information and entertainment that we think of as defining our individuality."

The prognosticators, he said, assumed the networks enjoyed an audience because of a "monopolistic position" and that the failure of network programs to appeal to shared interests was "put down to deficient creative skills." Jankowski said the truth is that, "Virtually no books, records, plays, movies, television programs—it doesn't matter which—actually reach 50% or more of their publics. In fact, those that reach one in five potential customers are extraordinary."

The other "mistake" the prognosticators made was "to believe that the shared interests and the specialized interests were mutually exclusive," leading to the idea that every new channel was automatically subtractive from the networks. In fact, Jankowski said, the networks' major share loss has come from "commercial program fare on independent stations and theatrical films on pay cable," both of which existed long before the new technologies.

Jankowski concluded by saying new technologies instead represent "potential opportunities." How to deploy these new assets and "the current emphasis throughout the industry on cost control," he said, calls for "down-the-line interaction between finance and all levels of management. It means devising entirely new systems to work with so that we know the precise effects of financial decisions early, rather than the gross effects late." He concluded, "All of this adds up to opportunity for the financial executive."



continued. "There are those who are in love with the concept and see it as the answer to all of society's problems; there are those who see gloom and doom lurking behind every deregulatory action, and there are those who see it as a concept whose utility depends on its application."

Allying himself with the last point of view, Krasnow said the commission should, among other actions, maintain technical standards "to preserve the integrity of spectrum usage," and establish clear comparative renewal standards.

He disagreed with Schattenfield on the possibility of a return to extensive FCC regulation, saying he thought the "days of greater regulation, detailed paperwork are gone," adding that even with a new administration, he didn't think they would return. In response to a question on what system the commission would use to handle the applications for new FM's created by the 80-90 rule-making, Krasnow said a lottery was a possibility but a more likely solution would be a "streamlined comparative renewal system" using a point system.

While the news from Washington was mixed, those at the conference received mostly positive news in other Monday sessions. The deregulation panel, moderated by Edwin James, BROADCASTING's senior editorial consultant, was followed by a panel on the future of broadcasting "as perceived by the investors and lenders." That panel, which included securities analysts and investment bankers, was uniformly positive about the broadcasting industry. There was

**Latest on music licensing.** Negotiations between the American Society of Composers, Authors and Publishers and the All-Industry Radio Music License Committee for a new music licensing agreement should conclude within the next two months, said Carl Munson, attorney with Weil, Gotshal & Manges, the New York law firm that represents the committee. Munson shared the news last week with station executives at a panel session on radio music licensing during the Broadcast Financial Management Conference. (The radio industry has been operating through interim contracts with ASCAP since Dec. 31, 1982, when the old agreement expired).

Munson said that both parties have tentatively agreed to simplify the blanket license as much as possible. Among new provisions being discussed: Noncash revenues such as trade and barter income would no longer be reportable and the current sustaining fee would be eliminated. Munson added that both the negotiating committee and ASCAP also agreed to amend the per-program license which will reduce music use reporting requirements. Overall, he indicated, license fees should neither increase nor decrease.

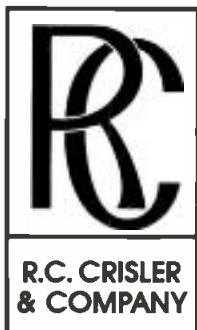
The update on negotiations with Broadcast Music Inc., which have been going on for about six months was not as positive. (The industry contract with BMI expired Dec. 31.) The committee made the same proposals to BMI as it did to ASCAP, but the organization came back with a new formula for the blanket license that would increase fees by 25% or more, reported Munson. He said that BMI was unwilling to exclude all noncash revenues and suggested that barter income remain reportable. In addition, said Munson, BMI proposed elimination of most deductions currently allowed under its blanket license. This would lead to "serious inequities" among stations' fees, he said. According to Munson, BMI's justification for its demands is that its music is played more on radio than songs licensed by ASCAP. "This reason is unacceptable. . . We will continue to negotiate, but we will not accept a rate increase," said Munson.

general agreement that the rate of inflation would be outpaced by advertising expenditures. Also predicted was that television advertising would continue to outpace advertising in general.

At Monday's luncheon, Ray Brady, business and economics correspondent for CBS News, spoke to a large audience telling them that despite a possible slowdown in the

economy, broadcasters could be encouraged by another economic development. "The U.S. is producing more and more products that have to be sold, but that people don't really need." Those producers have to go to broadcasting for help in selling their products, he said.

The first afternoon panel discussed marketing. Roger Rice, president of the Televi-



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sion Bureau of Advertising, noted that 76% of spot, and 78% of national advertising came from package goods, which he said made television "recession proof." He also said that the deregulation of the banking industry will lead to a battle among banks that "will be fought on TV." Jerry Dominus, vice president, sales, CBS-TV, said manufacturers of software are also expected to become a "hot category." He said both domestic and foreign automobile manufacturers would increase their advertising should the Japanese end their voluntary import quotas. A potentially "monster category" would be prescription drugs, if the prohibition against advertising them is ended.

#### A Plethora Of Computers

Predominant among exhibitors at the BFM convention were sellers of computerized management information systems and software. The roughly \$75-million-a-year industry still only serves about one-third of all broadcast stations, with most radio stations and some television stations manually performing such chores as traffic logging, billing, sales analysis and program inventory.

Television and radio stations shopping at the convention for information systems were choosing not only among purveyors, but among different types of systems. There were several companies selling mini-computer-based systems, one company that connects stations around the country to a mainframe computer at its home office and some

recently developed software for use on personal computers.

According to several participants at the conference, it is the development of computerized systems, that has changed the role of financial managers by eliminating some previously burdensome and time consuming tasks. Bill Hankins, business manager, KHSB-TV Kansas City, Mo., said that the computerized systems "generate better information," thereby helping him to identify the station's performance and problems.

#### Back To Basics

Tuesday and Wednesday's panel sessions dealt with some of the nuts-and-bolts questions that financial managers face. Sessions including "Internal Audit," or "Personnel—A Review of TEFRA," were well attended, often to capacity. According to those attending, the panel sessions brought them up-to-date with recent accounting and governmental standards and, in addition, provided good basic training for middle managers who had come to broadcasting only recently from unrelated industries.

Those attending a session on radio music licensing heard news that a permanent agreement with ASCAP, absent since Dec. 31, 1982, should be hammered out within the next 60 days (see page 73). They also were told of how switching from a blanket fee license to a per-program license—in which a station's license fee is based upon revenue derived from program periods in which music is played—would lead to considerable

savings if the station programs very little music. According to Al Russo, controller, WOR(AM)-WRKS-FM New York, such a station could, in some cases, save as much as 50% in fees through this move. But only about 160 stations nationwide currently have a per-program license, he noted.

A Tuesday morning panel session, "The Complete Financial Manager," gave the message that the days of the green eye shade accountant were gone forever. Ronald Townsend, station manager at WDVN-TV Washington, said that the financial manager is "more responsible than anyone else for minimizing surprises." He pointed out that the financial manager is in contact with more people at the station than anyone else, except for the general manager, and consequently has to be communicating with those people and knowing what is going on with talent contracts, sales strategies, the selection of new equipment and other areas. He suggested they read trade publications and take an active part in the community, a point emphasized by the other panelists.

At a panel session on the accounting of cable TV franchises, the conflict between cable operators, who don't want to amortize the franchise beyond its duration, and the IRS, which considers renewal as a given and wants the franchise amortized over a longer period, was explored. At issue, according to Jim Bond, vice president of Frazier, Gross & Kadlec, is \$950 million on the balance sheets of MSO's. Leonard J. Baxt, an attorney with Dow Lohnes & Albertson, noted that there have been two judicial decisions rendered on the subject, one against a cable operator, and a more recent decision which went against the IRS, which has ignored it. He urged cable operators to think about tax consequences when arranging a purchase. He gave as an example the difficulty a system owner would have convincing the IRS that the franchise might not be renewed after six years if that same owner had taken out an eight-year loan to purchase the system. Baxt alerted those listening to "two big cases" pending in courts. He said, "We understand the IRS is considering some settlement," and concluded that the "factual pattern" of recent franchise renewal problems would make it more difficult for the IRS to maintain its point of view.

Speaking at lunch on Wednesday, John Stossel, consumer reporter for ABC's *20/20*, reviewed the consumer affairs beat and the times it has brought him into conflict with those advertising on the stations that employed him. Stossel said that Sterling Drugs recently pulled a \$585,000 advertising contract after a report he did for *Good Morning America* on the drug, Panedol. While complementing both ABC and CBS, where he worked previously, for the "very sharp" division between the sales and news departments, he said "part of it is that the networks can afford it." Stossel said that he thought local stations could afford it as well but gave as an example a Detroit general manager who had "killed a consumer affairs beat," after a report aired on the station about used car dealers. Stossel said, "we spend so much time covering politicians... it is important that science, business and social trends are covered also." □

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5/28/84

## AWRT offers 'challenge of creativity'

Group convenes in Chicago for 33d annual convention; speakers include PBS's Woodruff, CBS's Joyce and FCC's Dawson

Hoping to get the creative juices flowing, American Women in Radio and Television has designed an agenda and chosen a lineup of speakers for its annual convention this week to inspire its members.

"The Challenge of Creativity," the theme of this year's meeting, to be held at the Palmer House hotel in Chicago, will be addressed throughout the four-day meeting, May 29-June 1. "Creativity is not restricted to people in the artistic end of the business. That's the challenge: to bring creativity to whatever you do, to be creative in whatever kind of job you have," explained Phyllis Tritsch, executive vice president of AWRT.

Bringing that message to the members (approximately 350 are expected, up from 200 attending last year's convention in Toronto) will be, among others, Mimi Weyforth Dawson, FCC commissioner, opening session speaker on Wednesday; Edward Joyce, president of CBS News, Wednesday's luncheon speaker; Maureen Reagan, daughter of President Reagan, and special consultant to Republican National Committee Chairman Frank Tahrenkopf Jr., will speak during Wednesday evening's opening banquet; Judy Woodruff, correspondent for *MacNeill/Lehrer News Hour* and anchor of PBS's *Frontline*, general session speaker on Thursday, and Barbara Procter, owner of a Chicago advertising agency specializing in marketing to the black consumer, who was featured on *60 Minutes* last January, luncheon speaker on Friday.

Ted Turner, chairman of Turner Broadcasting System, will also speak, when he receives AWRT's Silver Satellite Award, given each year to an individual who has made "outstanding contributions to the broadcast industry." According to AWRT, Turner was chosen because of his "innovative concepts" such as the superstation and all-news cable channel, which have made a "lasting impact" on the communications industry.

Former AWRT president, Martha Pell Stanville, vice president, affiliate promotion services, NBC-TV, Los Angeles, will receive AWRT's Achievement Award. It is given annually to a member who has "earned the respect of peers, strengthened the role of women in the industry and contributed to the betterment of the community."

Missing from this year's convention will be the annual Commendation Awards ceremony, which was held as a separate fund raiser last March in New York, at the Waldorf-Astoria. But there will be video ex-

cerpts from the winning programs, chosen for their depictions of women in a realistic and positive light.

There will also be workshops and group discussions covering FCC issues, marketing, financial planning, programing and promotion.

On Friday, the last day of the convention,

the new president of AWRT, Jean Anwyll, will take over from outgoing president, Jeri Warrick-Crisman, president of WNJR(AM) Newark, N.J. Anwyll, president of McKinney/Midatlantic, a Philadelphia-based public relations firm, will make her inaugural speech, and the new board will be introduced. □

## Changing Hands

PROPOSED

**WPAD(AM)-WDDJ(FM) Paducah, Ky.** □ Sold by Paducah Broadcasters Inc. to Radio Paducah Inc. for \$1.5 million, comprising \$1.3 million cash, and remainder in note. **Seller** is owned by Edward B. Fritts (96%) and his son, Edward O. Fritts (4%), president of National Association of Broadcasters. Younger Fritts, with other family members also owns WNLA-AM-FM Indianola, Miss., and KMAR-AM-FM Winsboro, La. **Buyer** is owned by William H. Bereman, who also owns WGAQ(FM) Franklin, Ind. WPAD is on 1560 khz with 10 kw daytime and 1 kw night. WDDJ is on 96.9 mhz with 31 kw and antenna 600 feet above average terrain. **Broker:** Milton Q. Ford & Associates.

**WHAL(AM) and WYCQ-FM Shelbyville, Tenn.**

□ Sold by Shelbyville Broadcasting Corp. to A. Thomas Joyner, (80%), David Weil, (10%), and Gregg P. Skall (10%) for \$945,000, comprising \$300,000 cash and remainder note. **Seller** is owned by Tom Strawn who has no other broadcast interests. **Buyers** Joyner and Weil recently sold WISP(AM)-WQDW-FM Kinston, N.C. ("Changing Hands," March 19), and are buying WLOE(AM)-WRSQ-FM Eden, N.C. ("Changing Hands," April 9). Skall is Washington communications attorney. WHAL is on 1400 khz with 1 kw daytime and 250 w night. WYCQ is on 102.9 mhz with 100 kw and antenna 510 feet above average terrain. **Broker:** Blackburn & Co.

**KNYN-FM Sante Fe, N.M.** □ Sold by Radio Sante Fe Inc. to Fiesta Communications for

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\$900,000, comprising \$10,000 cash and remainder note. Seller is owned by James R. Curtis, who also owns 30% of KRFO-AM Longview, Tex. Buyer is owned by Alfredo Sena (90%) and Robert J. Werner (10%). It also owns KVSE(AM) Sante Fe, N.M. KNYN is on 95.5 mhz with 29.5 kw and antenna 130 feet above average terrain.

**WXCW(FM) Homasassa Springs, Fla.** □ 57.33% sold by Westwind Broadcasting Inc. to WXCW Broadcasting Co. for \$573,300, comprising \$36,000 cash and remainder note. Sellers are Howard H. Weston and his wife, Patricia (21.33%), Thad Lowery (32%) and Matthew Johns (4%). Buyer is owned, one-third each, by Steve Manuel and his wife, Barbara, who already own 21.33%; Bruce Snow and his wife, Cynthia, who already own 21.33%, and James H. Kimbrough. Snow, Manuel and Weston also own WWJB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. WXCW is on 95.3 mhz with 3 kw and antenna height 250 feet above average terrain. Broker: Chapman & Associates

**KQTI(AM) Edna, Tex.** □ Sold by Vic-Jax Broadcasting Co. to Manuel Velasquez for \$540,000, comprising \$25,000 cash, \$27,500 assumption of note, and remainder in note. Seller is owned by Benito Gaguine (45%) and his wife, Frances (5%), and Peter Shuebruk (45%) and his wife, Eileen (5%). Frances Gaguine is director of KBJR(TV) Superior, Wis., and owns 12.5% of WNUV(TV) Baltimore. Shuebruk and Benito Gaguine are partners in Washington communications

**Loan guidance.** New reference book, *1984 Broadcast Financial/Legal Guide*, is being offered by Broadcast Investment Analysts, 3973 Wilcoxson Drive, Fairfax, Va. 22031. Price: \$75. Included is information on lending policies and broadcast activities of leading banking and insurance institutions and other investors surveyed by BIA. Guide also provides profiles of broadcast brokers and law firms practicing at FCC.

law firm of Fly, Shuebruk, Gaguine, Boros, Schielkind & Braun. Buyer is trustee for L.J.M. Velasquez family trust and has no other broadcast interests. He will change the station to Spanish format. KQTI is daytimer on 113 khz with 2.5 kw.

**WMPA(AM)-WHAY(FM) Aberdeen, Miss.** □ Sixty percent sold by J.W. Furr to Superior Communications Corp. for \$450,000, comprising \$60,000 cash, \$390,000 note. Seller also owns 87.6% of WFOR(AM)-WHER(FM) Hattiesburg, Miss., and 51% of WMB(AM)-WJWF(FM) Columbus, Miss. Buyer is owned by J.D. Buffington (65%), who already owns other 40% of stations and is their manager, and Jack D. Home, local furniture retailer (35%). WMPA is daytimer on 1240 khz with 1 kw. WHAY is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

**WATP-AM-FM Marion, S.C.** □ Sold by Swamp Fox Broadcasting Corp. to Winfas of South Carolina for \$340,000, comprising \$50,000 cash, \$33,000 assumption of note, \$192,000 note and \$65,000 noncompete agreement. Seller is owned by Richard T. Laughridge (50%) and Charles S. Morris (50%). They also control WGTN(AM)-WAZX(FM) Georgetown, S.C. Morris is vice president of South Carolina Educational Television Commis-

sion, licensee of 11 TV's and six FM's in state. Buyer is wholly owned subsidiary of Winfas Inc., owned by W.S. Foster (39.86%), Larry Nichols (29.90%), Robert P. Ashely (9.76%), Roger R. Ingram (8.31%), Andrew T. Walker (8.31%) and Ronald S. Brown (3.66%). It also owns WJNC(AM)-WRCM(FM) Belhaven, N.C. Principals, with Foster's son, W.S. Foster III, also own, in different percentages, WAMV(AM)-WCNV(FM) Amherst, Va., and WKJA(FM) Belhaven, N.C. WATP is daytimer on 1430 khz with 1 kw. WATP-FM is on 94.3 mhz with 3 kw and antenna 190 feet above average terrain.

**WNYN(AM) Canton, Ohio** □ Sold by North Shore Communications Inc. to Westerville Broadcasting of Canton Inc. for \$222,750 cash. Seller is owned by Raymond N. Malcom and Donald Keyes, who also own WTAL(AM) Tallahassee, Fla. Buyer is principally owned by Paul C. Major, GM at WTMP(AM) Tampa, and by George E. Cole, G. Rand Smith and Robert W. Harrison (12% each). Buyer also owns WTMP(AM) Tampa, Fla. WNYN is on 900 khz with 500 w full time.

**WMKM(AM)-WRTM(FM) Blountstown, Fla.** □ Sold by Southeast Radio Corp. to O'Quinn and Stone Enterprises Corp. for \$205,000, comprising \$30,000 cash and remainder in note. Seller is owned by John J. Henry (60%), who has no other broadcast interests, and H. Stewart Corbett (40%), who also owns 45% of WFMR(FM) Menominee Falls, Wis. Buyer is owned by Darnell Stone (50%), owner of a retail store, and Barmie O'Quinn Jr. (50%), tobacco warehouse. Neither has other broadcast interests. WMKM is daytimer on 1000 khz with 1 kw. WRTM is on 102.3 mhz with 3 kw and antenna 185 feet above average terrain.

#### CABLE

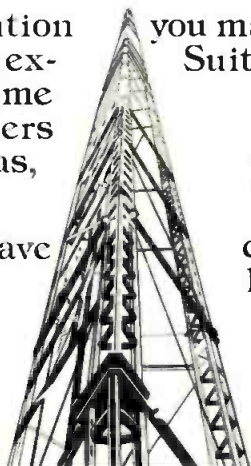
**Cable system serving Prince George's County, Md.** □ Sold by Storer Cable Communications of Maryland to investment group headed by Winfield M. Kelly Jr. for approximately \$49 million. Included in sale are systems serving Leesburg and Fort Belvoir, Va. Seller is subsidiary of Storer Communications, Miami-based, publicly traded cable MSO and station group owner, headed by Peter Storer, chairman and chief executive officer. It owns seven TV's and cable systems serving 1.4 million subscribers. Buyer is headed by Kelly, former Prince George's County chief executive and vice president of Storer. He will resign from Storer after sale is approved by the various municipalities. Storer agreed to sell systems at actual cost to date in order to reduce corporate debt and curtail future spending needs, said Peter Storer. Prince George's systems pass 130,000 homes with planned 800 miles of plant and 25,000 basic subscribers.

(For other proposed and approved sales see "For the Record" page 86.)

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# Westinghouse's McGannon dies at 63

**Former Group W executive led fight for PTAR, aided minority training, held firm position on broadcast ad standards**

Donald H. McGannon, 63, who for more than three decades combined the roles of dedicated public servant and successful broadcaster, died last Wednesday (May 23) at a convalescence home in Connecticut. Suffering from Alzheimer's disease, he had been in failing health since his retirement in 1981 as chairman of Group W (Westinghouse Broadcasting & Cable).

In his 30 years in the Fifth Estate, McGannon became widely known for his strong stands on a variety of industry issues. His lobbying efforts were a major factor in the FCC's creation of the prime-time access rule (PTAR) that required the commercial TV networks to return a half-hour of early evening programming to local stations.

In still another foray against the networks, he was a leader of the resistance to the expansion of early evening network news into local time periods, contending that local stations have a primary obligation to provide news of community interest and importance. And when ABC-TV in the 1960's proposed to add commercials to the then popular *Batman*, McGannon spearheaded the affiliates' opposition.

There were other targets for McGannon. When the National Association of Broadcasters modified its TV code to accept advertising from Preparation H, the hemorrhoid salve, Westinghouse fought the action and rejected the commercials. Later the group resigned from the code after the code board accepted advertising for a vaginal deodorant spray. However, the company remained as a member of the NAB without diminishing its role in the association. Another concern of McGannon's was cigarette advertising, which he banned on Westinghouse stations before it was required by law.

Also, it was under McGannon that Westinghouse stations successfully implemented the all-news radio format, starting at WINS-AM New York in 1965.

Born Sept. 9, 1920, in New York, Donald Henry McGannon was educated in city schools before entering Fordham University, where he received a bachelor of arts degree in 1940. He served in the Army in World War II.

After getting his law degree from Fordham in 1947, he practiced law independently in New York and Norwalk, Conn. McGannon said that "a casual conversation" in October 1951 prompted him to join Chris Witting at the then existing DuMont Network, where McGannon became assistant director of broadcasting and general manager of DuMont's owned TV stations. After 1952-55 service at DuMont, McGannon joined Westinghouse in January 1955 as vice president and general executive of that company's radio and television subsidiary. In November 1955, he moved to the presidency of Westinghouse Broadcasting Co., and subse-



McGannon

quently added duties of chairman. He relinquished the presidency in 1978 and retired from the chairmanship Dec. 1, 1981, continuing as a board member and consultant.

In March 1972, McGannon was elected chairman of The Advertising Council, the only broadcaster so selected, and in later years served as the council's honorary chairman.

Active in broadcasting and community affairs, McGannon was recipient of many awards from within and outside the Fifth Estate. The honors included the Distinguished Service Award of the National Association of Broadcasters in 1964, an Emmy from the National Academy of Television Arts and Sciences, the Distinguished Ser-

vice Award of the National Catholic Office for Radio and Television, the Frederick Douglass Award of the New York Urban League, and the National Urban League Award. In 1979, he was accorded the Missouri Medal for Distinguished Service in Journalism by the Missouri School of Journalism. Last year, he was selected for a George Foster Peabody Award in recognition of his lifetime of service to the broadcast industry.

McGannon was founder of the Broadcast Skills Bank (later renamed the Employment Clearing House under the direction of the NAB), a national effort to train, employ and upgrade minority-group manpower in the broadcast industry.

"No individual contributed more to broadcasting during the decades Don was playing an active leadership role," Group W Chairman Daniel L. Ritchie commented last week. "His accomplishments within the industry, and beyond it, in service to his fellow man, mark Don McGannon as among the truly distinguished people of our time."

McGannon is survived by his wife of nearly 42 years, the former Patricia Burke, and 13 children.

Funeral services were scheduled to be held last Saturday at St. Joseph's Church in Chester, Conn. The McGannon family requested that, in lieu of flowers, contributions be made to the Alzheimer's Disease and Related Disorders Association, 360 North Michigan Avenue, Chicago 60601, c/o Thomas Ennis, executive director of ADRDA. □

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## NBC: quietly determined to improve

**Better programming, new news chief, satellite distribution among topics at network's annual affiliate meeting at Century Plaza hotel in Los Angeles**

It was, remarked a slightly puzzled NBC affiliate, one of the quietest NBC affiliate conventions he ever attended. There were no loud boasts about how the network was going to come in first place next season, unless you count entertainer Lynda Carter's (co-star in an upcoming NBC series) exhortation at Wednesday evening's closing gala: "I believe NBC's going to be number one this fall!" She didn't shout it; she sang it.

But being number one was not the highest priority of the affiliates gathered at the Century Plaza hotel in Century City last week for the annual affiliates convention. Most just wanted next season to be better, and as the numbers NBC pulled out and the programming it previewed suggested, that's exactly what happened last season, and—it's hoped—what will happen again this coming season.

"We have a total dialogue with our affilia-

tes," commented Pierson Mapes, president of the NBC Television Network, after the convention began winding down. "No other network shares more with its affiliates than we share with ours."

And getting better seemed to be the unofficial theme of the convention—getting better in the ratings (especially when the World Series and Super Bowl games on the other networks are excluded). Getting better in choices for prime time programming (no more orangutans with 200 IQ's on this fall's schedule). Better in daytime (an expensive new daytime serial scheduled to make its debut in the middle of the Olympics). And better in the affiliate-network "partnership" (affiliates got the network to pick up a little more of the shared costs of the satellite distribution system).

There was grumbling, to be sure. One affiliate, who didn't want to be identified, said he was under the impression that there was going to be a housecleaning with management at NBC News, but that the slightly reshuffled department looked pretty much the same to him. But supporters were more

prevalent, and the man whom many affiliates wanted to meet and get to know—Larry Grossman, the new president of NBC News—seemed to be inspiring awe in many. "I'm not of the school that believes you need to have a journalist to run the news department," said Harold Crump, president of Houston-based H&C Broadcasting Group, licensee of KPRC-TV Houston. Instead, Crump said, what NBC did—and it was OK with him—was it "went out and bought the brain power."

And that's not all, Crump added. Next season, KPRC-TV will "clear 100%" of the network's prime time schedule. "If we don't support the network we don't have any reason to throw stones at them," he said.

What affiliates seemed most interested in—and NBC executives were equally obliging in promoting—was the new satellite delivery system that all affiliates are expected to be hooked up to by early January. Twenty-two have installed dishes to pull down the signal so far. Fred Paxton, outgoing chairman of the affiliates board and president of WPSD-TV Paducah, Ky., reported

that the affiliates board and NBC have settled on a withholding rate from the network's monthly compensation check of 217% for a period between 1985-94 to help share the costs of satellite delivery. But because the agreement goes into effect July 1, and not this past Jan. 1, as originally planned, the withholding rate will be 225% for the first six months—until Dec. 31, 1984.

Under the old system, Paxton said, affiliates have been charged a withholding rate of 168%. But in case the new agreement on the withholding rate seems high, Paxton points out that the two satellite dishes each NBC affiliate will need (one is a backup) will be donated by NBC—which, in turn, is leasing from Comsat—and the network will also be footing approximately half the installation bill. In some markets that could run to \$70,000 or more.

Also, Paxton said, through negotiations the affiliate board was able to cut the cost charged to affiliate members for running the system by \$2.3 million.

In the closed-door meetings between affiliates and NBC management, satellites were also a topic. What are the chances of a blackout? asked an affiliate. Very, very remote, was the answer—mathematics, according to NBC engineers, shows blackouts

might total 53 minutes over the full year, fewer than occur now with landlines. Will the satellite system mean the networks will be doing more regional advertising sales? No, was the reply. At present only about 2% of NBC's sales are done on a regional basis, and there are no plans to increase that.

Will NBC bid for the 1988 summer Olympic games in Seoul, South Korea? NBC is involved in "prudent exploration" and "continuing to monitor the situation," replied Arthur Watson, president of NBC Sports.

How about evening drama series, one affiliate asked NBC Entertainment President Brandon Tartikoff. Tartikoff replied that it was important and that NBC programming executives are looking at it. One possibility: *The Barmingers*, a drama about the people involved with a major New York department store, which was also a pilot ordered by NBC this past spring. Tartikoff said the series might make a possible midseason replacement.

And is there any way to cut the length of credits for the evening news? Tom Pettit, NBC News vice president, acknowledged news credits were as long as some entertainment shows' and said he would look into what could be done about it so that affiliates could switch over to prime access earlier. □

male, one female—who don't mind bending the rules a little in getting their suspects behind bars. At 10-11 p.m., *Miami Vice* portrays two other undercover officers in a series Tartikoff labeled "the next step beyond *Hill Street Blues*." The NBC executive said the series will make extensive use of music elements and may be taped for broadcast in stereo in the near future.

Saturday night includes completely new NBC product at 9-11 p.m. The successful situation comedies, *Diffrent Strokes* and *Gimme A Break*, are positioned at 8 and 8:30, respectively. Tartikoff predicted that actions/adventures on ABC and CBS "will cancel each other out," leaving NBC in a dominant position.

Loni Anderson and Lynda Carter are paired to co-star in *Partners in Crime*, a new one-hour "light comedy/mystery" about two female detectives working together who used to be married to the same man. The series, referred to by Tartikoff as NBC's "second trump card" after *V*, is set and shot in San Francisco.

From the creator of *V* and *The Incredible Hulk* comes *Hot Pursuit*, slated for 10-11, which tells the story of a couple "on the run" to avoid false imprisonment and find a murderer. It is labeled a "human adventure/drama."

On Saturday, Tartikoff hopes for "improved performance," candidly admitting that last year's lineup "needed fixing."

On Sunday, Tartikoff is hopeful that strong lead-ins between 7 and 8 will give the network momentum to bolster *Knight Rider* and *NBC Sunday Night at the Movies*, held over from last year. *Silver Spoons* has been shifted to 7 p.m., and Pearl Bailey joins the cast as a "mother figure" for the orphan character played by Joel Higgins. Following at 7:30 is *Punky Brewster*, about an abandoned 7-year-old girl befriended by a "grouchy" bachelor.

"We want your clearances back," Tartikoff told the affiliates, a reference to dissatisfaction with the canceled *First Camera* news magazine previously seen in that time slot. The period's youth-oriented programming could yield "a whole new ballgame for NBC," he said.

The network's Monday nights should benefit from NBC's expanded commitment to made-for-television movies and mini-series—up about 50% over last year. Theatricals, he stressed, will be downplayed, espe-

## NBC bravely optimistic about fall

**Tartikoff runs through network's prime time lineup and strategy; sees shows well positioned to capture young, upscale demographic**

"Once and for all it's our turn, and we're finally going to get out of third place," NBC Entertainment President Brandon Tartikoff predicted before last Tuesday's presentation of the fall prime time network line-up to NBC affiliates. Tartikoff, introduced (on videotape) by his mother, touted NBC's "young, vibrant, sensible, commercial schedule" as its most competitive in years, and declared: "We will not be denied [first place] any more."

The affiliate representatives warmly applauded Tartikoff's remarks and several clips from new programs screened following the executive's introductions. "You deserve better," Tartikoff conceded, in a reference to last season's performance, "and this year you're going to get better." He insisted that NBC has learned from its mistakes and incorporated that knowledge into its fall scheduling.

NBC's prime time reconstruction has been extensive and costly. The entertainment division's budget has increased to more than \$1 billion, covering an increase in made-for-television movies and mini-series; the addition of such major series stars as Michael Landon, Bill Cosby, Loni Anderson, and Lynda Carter, and seven-and-one-half hours per week of new prime time shows.

The new slate was described as "a contemporary schedule for young, adult, upscale audiences" by Tartikoff, representing a shift away from NBC's "all things to all people" approach last year. He said the network has paid particular attention to Friday and Saturday nights, while striving for stability

Sunday through Thursday. Tartikoff underscored NBC's reliance on "star" personalities and comedies in its new product, arguing that these elements would strengthen its appeal to younger audiences.

"We make better comedies than the competition," Tartikoff stated. Although NBC is introducing only three new comedies next fall, its total comedy lineup will include 10 half-hours, compared to CBS's six and ABC's four. Noting the high-profile demographics of NBC's comedy audience, Tartikoff called the genre "the key to our success."

During his day-by-day description of NBC's fall strategy, Tartikoff virtually duplicated his presentation to advertising agency executives two weeks ago (BROADCASTING, May 14).

A complete revamp of Friday night begins with NBC playing its "trump card" of the one-hour series *V*, a spin-off of its successful mini-series of the same name. In the public's mind, Tartikoff contended, *V* is a returning, established show that could turn Friday night around for NBC in the same manner that *The A-Team* revitalized Tuesdays. Twelve members of the original cast return for the *V* series, he explained, adding that the weekly program will have elements of human drama as well as science fiction. Tartikoff said he is hopeful that *V* will help capture the "young, urban, and loaded with upside" audience unsatisfied with older-skewing programming on CBS and the comedy/drama combination on ABC. "The operative phrase on this night is, 'If it's broke, fix it,'" he said.

Two action/adventure series aimed at the younger viewer follow *V* on Fridays. *Hunter*, from *A-Team* producer Stephen J. Cannell, is about two undercover cops—one



Tartikoff

cially during sweeps periods.

Tartikoff also gave a glimpse of mini-series development beyond the 1984-85 season. Upcoming projects include a new version of Jules Verne's "Around the World in 80 Days," shot in exotic locations, and *Peter the Great*, a biography of the Russian leader. The latter, described as one of television's most expensive productions, is to include shooting in the Soviet Union.

Two new shows are being introduced on Wednesdays: *Highway to Heaven*, starring Michael Landon as a compassionate drifter teamed with a cynical sidekick, and *It's Your Move*, starring Jason Bateman as a teen-ager determined to intervene in his divorced mother's love life. The Landon vehicle airs at 8-9 p.m. Tartikoff sees *It's Your Move*, at 9:30-10, filling the void of a teen-age boy idol on television. At 10 p.m., Tarti-

koff believes *St. Elsewhere* will continue to improve, especially if, as reported, ABC moves *Hotel* from the slot opposite the hospital drama.

Tartikoff acknowledges the network made scheduling errors on Thursday night last season, but predicted improvements based on the shift of the midseason entry, *Night Court*, to 9:30-10 and premiere of the *Bill Cosby Show* at 8-8:30. Tartikoff termed the latter "an honest family comedy," which will be followed by *Family Ties*. Tartikoff added that *Night Court* should provide the missing piece to NBC's Thursday night programing puzzle.

In summing up, Tartikoff said he is hopeful that the phrase "cautious optimism," used to describe NBC's attitude toward the new fall schedule, will pay off in actual ratings performance next year. □

is "exploring the possibility" of using *Summer Sunday U.S.A.* to test some of the ideas he put forward in a closed-circuit feed to NBC News bureaus earlier this month (BROADCASTING, May 7). Among those ideas are a "voice-of-the-people" segment, in which NBC affiliated stations would give viewers in their markets a "chance to say what's on their minds." Grossman spoke also of "news game segment" in the show, "perhaps pitting three of our own top correspondents answering questions about the news of the week against three U.S. senators or three congressmen, three governors or three mayors." Grossman joked that such segments might be called *Washington Squares* or *Beat the Press*.

Grossman also stressed that he would beef up NBC News's promotion, a function familiar to him. He was a promotion executive during his first tour with NBC. Grossman said that Steve Sohmer, senior vice president, NBC Entertainment, and Bud Ruker, executive vice president, public information, would be involved in "reorganizing our news advertising and promotion effort, bringing it closer to New York."

And as other presidents of other network news divisions are doing these days, Grossman clarified and defended the use of voter projections in primary coverage by the network.

Grossman said that he believes "that the hostility to voter projections has more to do with the style in which they have been presented in the past, than with the substance of whether they actually do affect voter turnout and election results." Grossman said that there is no evidence that projections affect election results, although he acknowledged "it certainly seems possible that they could."

But that won't prevent NBC News from covering the elections in the most sophisticated manner possible, Grossman insisted. This year, he reported, NBC News is not projecting a primary's winner "until after the state's polls are closed, although we are reporting trends as we get them and analyzing voter turnout as it becomes timely and significant news."

Grossman spelled out his list of three top priorities for NBC News:

(1) To "develop our existing programs to the point where they are providing the clearest, most interesting, most useful and most timely reporting on television." As he told the news bureaus a few weeks ago NBC News "expects to mount an aggressive, competitive, winning news effort on all major breaking stories."

(2) To "focus even more intensely" on news services to the stations. NBC News correspondent Rebecca Sobel has been promoted to general manager of the A-News service and "we are going to do everything we possibly can to insure that we give your news efforts our full support."

(3) "To pursue an aggressive course in the development of new programs." He reiterated his conviction that NBC News should have a new series ready to launch in any of the network's vulnerable time periods as well as pilots and full treatments at the ready "so that we can compete with the Entertainment Division for air time." □

## Grossman going after number one

**New head of news tells affiliates his plans for department; one goal: to get enough new projects in the works to compete with entertainment division for air time**

The man many NBC-TV affiliates are most curious about—Larry Grossman, the new president of NBC News—vowed that his aim is to make NBC the first in all of its regularly scheduled newscasts—"no ifs, ands or buts."

And it was left to Grossman, back at NBC after 18 years of other Fifth Estate activities ("I've come home," he told the affiliates), to set the record straight about the hiring of Frank Magid Associates as consultant to NBC News's *Today Show*. Magid was hired before Grossman arrived to head NBC News, and Grossman said that he's even had questions from the NBC News staff about the consultant's role. "Concerns are understandable," he said, "but my own conviction is that we ought to take help from anyone whose experience, judgment and insights might be of use."

But Grossman stressed that "responsibility for the direction of NBC News... rests entirely with the management of NBC News." And, finally, "the responsibility for news programing decisions is ours and remains ours alone."

Grossman said that Magid's research re-



Grossman

sults are due in June, but that he has already met with him "a number of times."

Grossman also announced to the affiliates that NBC News would introduce a new 11-part series, *Summer Sunday U.S.A.*, on Sunday, July 1, at 7 p.m.—the old *First Camera* period—in competition with *60 Minutes*. It will be a live, one-hour show that will include regular reports from NBC News's four political convention floor reporters—Ken Bode, Connie Chung, Don Oliver and Chris Wallace. Grossman described *Summer Sunday U.S.A.* as a "lively lead-up" to NBC's coverage of the political conventions. NBC News correspondent Roger Mudd will also use the Sunday 7-8 hour to do post-convention analysis, Grossman said.

Grossman also indicated that NBC News

**Frank appreciation.** Some of the loudest and longest applause from the NBC-TV affiliates came on the first day of the affiliates convention when Reuven Frank, NBC News editorial adviser and former (twice) president of NBC News, walked up to the podium. He is, in NBC News President Larry Grossman's words, "the man who invented television news." Although Frank has had a 34-year career at NBC News, he spent but a few minutes at the podium recalling it, noting simply with obvious satisfaction: "What a way to make a living." He recalled that when a friend asked him to apply for a job as a writer for television news (Frank was working on a New Jersey newspaper at the time), he wasn't sure how secure the future of that business was, so he kept his newspaper job—working nights on the paper and days at NBC. He recalled that NBC had to go outside to get recruits for television because many of the radio newspeople thought television news was never going to amount to anything. (That recollection drew a large laugh from the audience.) Frank said he counted himself as "very lucky," because "I've never had a boring job, and I've had 10 jobs without ever changing companies." And Frank, often credited with being the "soul" and "conscience" of NBC News for three decades, observed: "News defines networks; otherwise, it's just another distribution system."



# Tinker sees NBC in the driver's seat

**He's optimistic over network's fall schedule; says it can attract large audiences while providing an opportunity for breakthrough shows**

NBC Chairman Grant Tinker made it plain: This year, he told a luncheon audience of affiliates, is "the first time I've been able to get up here with real optimism." Addressing affiliates for the third time since he became chairman, Tinker explained that his optimism stemmed "primarily" from the 1984-85 schedule "because it is in tune with the times from an audience standpoint."

For Tinker, optimism has not always been warranted, not even in the pep-rally atmosphere of an affiliates convention. "There were times not so long ago," Tinker recalled, "that NBC seemed equally unable to keep programs on the air and executives in their jobs." But today, Tinker said, "both trends have been reversed, and we are a far stronger company because of it."

Furthermore, he assured, NBC programming executives have learned a hard lesson. "It has admittedly taken time to right the boat after our dismal program choices last fall," Tinker recited. "Just when we were gathering speed through last spring and summer, we ran smack into a wall—a wall of our own making." And on top of setbacks, Tinker pointed out, there is the current problem in television programming that "succeeding takes longer than it used to." By that, Tinker meant it takes longer today for a television program to become a hit—*A-Team* being the exception to the rule.

Tinker sees the improvement over last year's ratings for almost all of NBC's returning series as giving next season's new shows "a chance to breathe" and to become a success.

As the times have changed, so have the people who watch television, observed Tinker. In fact, Tinker said he was spurred by an advertisement for Gannett's *USA Today* that stated: "Today, in this country, 70% of the people cannot remember life before television. That's about 158 million people." In other words, Tinker said, two-thirds of television's potential audience do not "share the wonder" that television is really radio that somehow is "magically and marvelously" accompanied by a picture. For those masses, he said, a television receiver is just another household item. "Those 158 million people are the mule," Tinker related. "The pro-

grams we offer obviously have to be the two-by-four without which we will not get their attention."

Tinker, who has a reputation as a seeker of quality programs, acknowledged that finding such programs—and putting them on the network—occasionally falls short. Nowhere is the contrast more evident, he said, than between his former place of employment—MTM—and his present. MTM was a small shop that attracted people of similar tastes who "had the luxury of doing only a few series each year." But size makes a difference. "Instead of running a boutique which attracts only people with the same taste as ours," Tinker said, "we're running a giant department store that has everyone in the country as a potential customer."

But that doesn't mean, Tinker stipulated, that NBC "should be providing the 'lowest common denominator' programming." Instead, he found a middle ground. "It is entirely consistent," Tinker said, "to try and

provide an opportunity for breakthrough programming, while at the same time recognizing that good writing and production can also be present in more familiar forms."

The aim, Tinker said, is "to get all America into our tent, and we're going to do that with programs that have great popular appeal." And Tinker said people will come into NBC's tent because that's where quality programs will be next season, albeit not so high that viewers will mistake NBC for the BBC. Tinker, however, ducked describing what exactly he meant by "quality," except to borrow a remark made by Supreme Court Justice Potter Stewart about the definition of pornography: "I know it when I see it." But the former president of a television production company said the "yardstick" he often uses to determine quality is to ask: "How well did the producers hit the target they were aiming at?"

As for more immediate concerns—such as NBC's upcoming new season—Tinker confided: "I have difficulty maintaining a demeanor of calm and detachment." Why? "That's because for the first time we have the horses." □

## NBC affiliates told to 'Be There'

**Sohmer unveils network's fall promotion plans; he urges greater participation of co-op tie-ins**

NBC-TV's fall season promotional campaign will use last year's "Be There" theme as its centerpiece, updated with new promo spots and program tie-ins, the affiliated stations learned last Tuesday in Los Angeles. NBC Entertainment Senior Vice President Steve Sohmer said the "Let's All Be There" theme for the 1984-85 season will incorporate "a new look, a new style" and emphasize key relationships among characters in NBC programs.

Sohmer got the promo campaign off to an early—and unorthodox—start by using his audience of at least 500 in several wide-angle shots later inserted in a 30-second network promotional spot airing during that evening's *The A-Team* episode. Sohmer had audience members feigning reactions to *The A-Team* and its competition on other networks while wearing paper masks of cast members. The finished spot was played on a huge video screen at the session's end, much to the amusement of the participants.

There was also positive audience reaction to NBC's "Where's the News?" promotional spot, featuring personalities from the Wendy's restaurant chain advertisement that coined the catch-phrase, "Where's the Beef?" The promo is intended to be used before and during the summer Olympics, when ABC affiliates will be cutting their late news programs back to between two and five minutes. Sohmer called the ABC situation a "golden opportunity" for local NBC affiliates to make inroads in late-night news. The small news window was a major concern expressed by ABC affiliates during their convention in Los Angeles three weeks ago (BROADCASTING, May 14).

Delivery of the "Let's All Be There" campaign materials has already begun, with the



Sohmer

network's own on-air campaign set to begin Sunday, June 10. Music and graphics were delivered via closed circuit on May 11 and a second promo feed was scheduled for last Friday, May 25. News promotion is a major priority for NBC this summer, Sohmer said, with a shared news co-op package to be delivered beginning June 4. Two 20-second segments in prime time will be made available for the local/national promo tie-ins. The first custom station promo package will be delivered June 8, Sohmer said, encouraging more affiliates to take part in the various tie-ins being offered by the network. The participation last year reached 115 affiliates, which is the largest number ever reported by the network. By early last week, 30 affiliates had already made a commitment for co-op promotional tie-ins.

"People come together in the moments that they share" is the key lyric in the fall NBC campaign, emphasizing the theme that individuals who are far apart geographically may feel a closeness from the shared experience of watching the same television program. That closeness, said Sohmer, will also be underscored by promos focusing on relationships within the NBC shows.

A closed circuit for the fall sales campaign will be fed June 22, and a print portfolio will be shipped to NBC affiliates on Aug. 9. □



Tinker

# Sohmer outlines network's 83-84 high points

Frons and Vinson join him in detailing Saturday morning, daytime plans

The "P.T. Barnum of the promotion business"—NBC Entertainment's senior vice president, Steve Sohmer—prefaced his report to the affiliates with a pointed "I hope they can hear me across the street." His reference was to the ABC Entertainment Center, which houses the executive offices of that network's entertainment division, across the street from the Century Plaza hotel. And Sohmer, with a theatrical touch, made his voice heard.

He began by listing some recent achievements. Saturday morning: first place every week of the season, second year in a row. Prime time specials: NBC had 15 of the top 30 variety specials last season. Daytime: up from an average 3 rating/14 share last year to 5/19 this year.

It was for Sohmer and his team—Brian Frons, vice president, daytime programing, and Phyllis Tucker Vinson, vice president, children's programing—that NBC affiliates reserved their loudest applause on the first day of the convention.

How did NBC make headway into daytime? "Intensive management," answered Sohmer. And money, for example. "We got deep pockets and sharp pencils," he boasted. Then there were the demands made to the producers to give NBC their best shot. Take *Days of Our Lives*, Sohmer said. Two weeks ago it hit a 26 share, he said, beating *All My Children* on ABC for the first time in 29 years.

"We've invested in our winners—increasing prize budgets, production budgets, digging up dough for production shoots that take our soaps out of the studio and out of the ordinary. But we've also been tough. We've demanded production value for the money and our producers have delivered brilliantly. Every one of our soaps pulses with new energy, more scenes, extra stunting, fabulous costuming and driving narrative."

Sohmer did not forget to attach those superlatives to the new NBC daytime series drama to begin July 30, *Santa Barbara*. It has been in development for more than a year, he said, and the storylines are being kept under heavy guard lest they leak and appear on the competition's shows "a month before *Santa Barbara* debuts."

Sohmer raised the curtain, however, on some promotion spots for *Santa Barbara*. The spots showed a pregnant woman at home on maternity leave, making note that she didn't always pick the first choice offered her—not in her law school acceptance, not in her first job offer, and not in her first marriage proposal. She then relates how maternity leave has given her the opportunity to reacquaint herself with her favorite soaps—mostly NBC's.

Another new spot showed Los Angeles Dodgers manager Tommy Lasorda sitting in a chair making a pitch for his favorite soap,

*Days of Our Lives*. Other spots for NBC soaps showed a man and woman wrapped under bed sheets. As the man slowly nibbles at the woman's ear she breaks into a smile.

NBC will debut *Santa Barbara* in the middle of the summer Olympics coverage on ABC, when that network will be pre-empting much of its daytime schedule to broadcast the games. Sohmer said he hopes that NBC will be able to draw some of ABC's loyal soap viewers who are not interested in watching the Olympics. Location shooting for *Santa Barbara* is to begin June 17, followed by studio production on July 7. "It's directed at women, 18-49, and is going to be very hot," Sohmer predicted.

According to NBC executives at the affiliates meeting, daytime is building momentum. Daytime programing vice president Brian Frons told the affiliates that daytime ratings and shares had reached their highest level in the first quarter of 1984 in four years. And since 1982, he added, NBC has increased its second-quarter rating by 38%: "This is a long-term growth trend for us." NBC has crept up two share points each year since 1982, he continued, from a 15 share to a 19.

"It's a fact," Frons concluded, "that if we had the same clearances as ABC, we'd be ahead of them."

Children's programing vice president Vinson also outlined changes in the Saturday morning schedule. Despite two consecutive years of being in the number one position in this daypart, Vinson said some changes will be made "to take advantage of our strengths and build for the future."

The first change in the Saturday morning schedule will be the introduction of a new half-hour, titled *Snorks* (8-8:30 a.m.), about "tiny little creatures who live under the ocean." It is being produced by Hanna-Barbera in association with European-based Sepp, which also produces *Smurfs*. *Snorks* will be followed by the new *Pink Panther and Sons* (8:30-9), which will be the lead-in to 90 minutes of *Smurfs* (9-10:30). *Alvin and the Chipmunks* will return at 10:30-11, and the new *Kidd Video* will follow it (11-11:30).

According to Vinson, *Kidd Video* was "the half-hour show that had advertisers jumping in New York" during the recent up-front selling season (BROADCASTING, May 21). *Kidd Video* will be followed by the return of *Mr. T* (11:30-noon), which in turn will be the lead-in for another new show. *Going Bananas* (noon-12:30 p.m.). Saturday morning will conclude with *Spider-Man and His Amazing Friends* (12:30-1).

**'Live' lives.** Brandon Tartikoff, NBC Entertainment president, announced to the affiliates that NBC was renewing *Saturday Night Live* for 1984-85, that show's 10th season. The executive producer will continue to be Dick Ebersol, and Tartikoff said "the same creative team will be back," including director Dave Wilson and producer Bob Tischler. However, Eddie Murphy will not be returning, although Tartikoff said "we'd love to have him back as sweeps guest host." About reports that Joe Piscopo may move on, Tartikoff said, "We're talking; we're hopeful" he'll stay. Tartikoff said there would be "continued innovation," with about 40% of each show incorporating "comedy videos, i.e., more funny film pieces." Between four and five new cast members will join about the same number returning, Tartikoff said.

According to ratings supplied by NBC, *Saturday Night Live* improved slightly last season—up 1% to an average rating of 7.4 in 1983-84 compared to 7.3 in 1982-83. Among adults 18-34, the improvement was better. The average adult 18-34 audience per show was 4,340,000 according to NBC, up 3% from 4,210,000 in 1982-83.

# Money and ratings

NBC affiliates hear Timothy outline expenditures he says show network's commitment while Mapes goes over ratings by dayparts and offers strategy

It cost NBC \$11 million to build its new production studio in Burbank, and Ray Timothy, group executive vice president at NBC, offered that to affiliates as tangible proof of the network's (and its parent, RCA's) commitment "to keep our partnership vital, profitable and exciting to the end of this century and beyond."

For Timothy, money is a powerful force in showing what kind of commitment he is talking about. The network's entertainment programing budget, he said, has been boosted above \$1 billion. The investment helps bring stars like Michael Landon, Loni Anderson, Lynda Carter and Bill Cosby back to series television, Timothy explained, as well as going toward the 44 made-for-television movies NBC plans to air next season along with the 12 mini-series currently in various stages of development or production.

And the money has also gone for hardware—for example, millions of dollars worth of computer graphics equipment to enhance the visuals at NBC News. Then there are the sports contracts—at present \$1 billion for the rights to broadcast professional baseball and football games.

If Timothy was prepared to speak of dollar commitments in round terms only, Pierson Mapes, president of the NBC Television Network, delivered some encouraging news about the network's ratings performance this past season. Ratings, Mapes said, "are positively impacting sales." And in network sales, Mapes continued, "our major success ingredient has been upscale young demographics." Although NBC still is third in terms of total household delivery, Mapes said, "we have quickly closed the gap in young, upscale adults and are now totally competitive with both other networks in these key sales demos."

For example, Mapes said the average rating for returning series on NBC is 17.4, compared to an average 18.2 for ABC and an 18.9 for CBS. But when it came to adults 18-34, 18-49, and 25-54, in each category NBC's returning series averaged higher ratings than did CBS's, although its didn't match ABC's average for returning series.

In full season prime time rating averages,

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- ⑤ — **Eligible media**  
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- ⑧ — **Timing**  
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5% of net purchases.
- ⑩ — **Participation**  
100%  
Lowest earned rate.  
May include: agency fees; production charges; talent fees.
- ⑪ — **Advertising specifications**  
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All of manufacturer's products may be advertised.  
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Manufacturer's products must be clearly separated from other products.  
Products must be illustrated.  
Trademark name must be prominent.  
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Store name and address.
- ⑫ — **Media requirements**  
All media: Manufacturer's agreement/commitment form or contract must be completed before advertising is scheduled; prior approval required.  
Radio: FCC license.  
TV: FCC license.  
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- ⑬ — **Advertising aids**  
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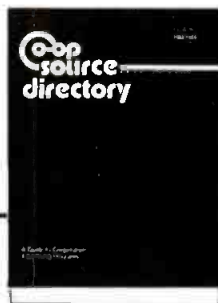
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Mapes reported that both NBC and CBS were off 1% compared to the 1982-83 season, while ABC was off 3%. However, those percentages incorporated World Series and Super Bowl figures—games which NBC carried in 1982-83 but which CBS and ABC divided in 1983-84. Excluding the World Series and Super Bowl, Mapes said, NBC rose 2%, from an average 14.6 prime time rating in 1982-83 to an average 14.9 in 1983-84, while CBS's prime time average dropped 2% from 18.3 in 1982-83 to an 18.0 in 1983-84), and ABC slipped 3% (from 17.7 to 17.1).

As for second-quarter scatter and spot sales, "the network and most stations are enjoying double digit increases," Mapes declared. He also credited NBC's mini-series, *V* and *The First Olympics*, as helping many



Timothy

affiliates achieve "all-time record revenue in May." In addition, Mapes reported that third-quarter network scatter is "virtually sold out" and the upfront market is already under way in news, daytime and sports.

Mapes said that NBC has already put plans into effect to beef up marketing services for the affiliates. "Our goal is to improve your competitive edge locally and in all national buying centers," Mapes explained. To that end, Mapes said NBC is planning to create an "informational" Sales Advisory Council of Affiliates, which would also include input from national representatives.

As to network clearance levels, Mapes said that NBC still lags behind ABC and CBS. In the 1983-84 prime time season, Mapes reported that NBC clearances averaged 97%, compared to 98% for both ABC and CBS. "Our goal for next year is at least parity," Mapes asserted. He didn't forget to note that a "greatly improved performance on Friday and Saturday will help this effort."

In late night network programming, Mapes said the *Tonight* show has "100% national clearance." He neglected to add, however, that in a few markets *Tonight* is carried by stations other than NBC affiliates. "*Tonight* is the only network late-fringe program that has the ability to reach every household in the country," Mapes said. He also reported that the *Nightly News* and *Today* show are cleared by 99% of the affiliates. And the evening news's Saturday edition is up from an 87% clearance in 1982-83 to 91% for the season just ended. In daytime, Mapes said,

NBC's clearance level was 89% for the 1983-84 season—flat compared to its level the preceding season. Mapes labeled NBC's 1983-84 daytime clearance "a handicap" (ABC and CBS, he said, ranged between 94% and 95%).

Mapes also noted that the 3-4 p.m. period, which is currently programed with the *Match Game/Hollywood Squares* hour, is being cleared so that it only receives 66% coverage. But he noted that *Santa Barbara*, the new daytime serial drama that is set to debut July 30, has already been given the green light from 17 other stations representing 12.5% additional coverage points. Mapes said he's still waiting to hear from 23 more affiliates representing another 14 coverage points, and a "substantial improvement here could take us to 90% for the overall daytime schedule."

Mapes also reported that NBC's plan to get the full network up on the Ku-band satellite is "on schedule." The network went on the system last Jan. 10, he said, and 22 affiliates are now on line. By the time the system is finished by January 1985—it will include 44 affiliates with roof-mounted dishes. Only three affiliates will not have dishes co-located at the station site, Mapes said. □

## NBC will air 50% more made-fors

**Tartikoff tells affiliates network is moving away from theatrical films, especially in sweeps**

Details of NBC's ambitious made-for-television film and mini-series production schedule were disclosed last week during the affiliates' meeting in Los Angeles, representing a 50% increase in made-for-television movie titles over last year and at least five mini-series. In making the announcements, NBC Entertainment President Brandon Tartikoff emphasized that several other major productions for the upcoming season would be announced later. Tartikoff also noted that the network is shifting away from theatrical films in its movie presentations, particularly during ratings sweep periods, as a result of mixed performance by previously released features.

Mini-series scheduled for broadcast during the 1984-85 season are:

■ *A.D.*—A 12-hour co-production of Procter & Gamble and International Film Productions about conflict among early Christians, Jewish zealots and the Roman Empire in the years 30 to 69 AD, filmed in Tunisia.

■ *The Sun Also Rises*—A four-hour 20th Century Fox Television program based on Ernest Hemingway's novel, filmed in Spain and France.

■ *Lost Hero*—Richard Chamberlain stars in a four-hour, fact-based drama about Swedish diplomat Raoul Wallenberg, who saved thousands of Jews in the last days of World War II. It is a Dick Berg/Stonehenge production in association with Paramount Television.

■ *Evergreen*—Based on Belva Plain's

best-selling romantic novel about a Jewish immigrant who "rises from a household maid at the turn of the century to become a wealthy matriarch torn between the love of two men." The six-hour show is an Edgar J. Scherick Associated production in association with Metromedia.

■ *Fatal Vision*—A four-hour NBC production about convicted murderer and former Green Beret Captain Jeffrey MacDonald, based on the nonfiction best-seller by Joe McGinnis.

Theatrical movies slated for airing during the new season include "The Verdict," "Conan the Barbarian," "The Road Warrior," "Tribute," "Popeye," "The Elephant Man" and "On Golden Pond."

Movies made for television include:

■ *Poison Ivy*—An NBC production starring Michael J. Fox of *Family Ties* as a camp counselor whose duties at an all-male summer camp are disrupted by his attraction to a resident nurse.

■ *I Dream of Jeannie: 15 Years Later*—The magical genie, played in the 1960's television series by Barbara Eden, returns, with Eden playing "a total woman of the 80's, complete with new ideas and ideals and a fresh approach to her whimsical powers." A Can't Sing, Can't Dance/Columbia Pictures Television production.

■ *Aurora*—Sophia Loren and Daniel T. Travanti (of *Hill Street Blues*) co-star in a romantic drama about a woman who plays con games with ex-lovers to raise money to pay for an operation for her blind son. Filmed in Italy as a Peregrine Producers Group/The Ponti Brothers production.

■ *The Burning Bed*—Farrah Fawcett plays a battered wife who murders her husband in a fact-based drama from Tisch/Avnet Productions, based on a book by Faith McNulty.

■ *Shattered Vows*—Fact-based drama about a young nun who leaves her convent after becoming overwhelmed by her love for a priest. Co-starring Valerie Bertinelli and David Morse, the movie is based on the book, "Nun," by Mary Gilligan Wong.

■ *City Killer*—From Sunrise Productions, the story of a young man whose obsession with a woman leads him to blow up major office buildings in densely populated urban centers as a means of gaining her attention.

■ *Trick Eyes*—William Shatner, Cybil Shepherd and Michelle Phillips co-star in a story of a married, upstanding family man "whose compulsive need to patronize prostitutes jeopardizes his career and marriage," an ITC production.

■ *My Life, Your Life*—Peter Fonda makes his television movie debut in a drama about a 14-year-old boy (*Silver Spoons*' Nicky Schroder) who helps his father overcome a series of devastating personal and professional setbacks. The story is a Robert Papazian production.

■ *The Cartier Heist*—*Dynasty*'s Joan Collins and David Hasselhoff of *Knight Rider* star in a comedy about a television celebrity and her male secretary who are trying to recover stolen jewels, from Hill-Mandelke Productions.

■ *Victims for Victims*—Orion Television presents the fact-based story of Theresa Sal

dana, a young actress (playing herself) who survives a near-fatal attack by a crazed admirer and forms a therapy group dedicated to helping victims of violent crimes.

■ *Holiday From Fear*—A fact-based story about how Catholic and Protestant refugee children from Northern Ireland "have their lives and attitudes changed by spending a summer holiday with foster families in the U.S."

NBC is presenting 30 made-for-television movies this season, compared with 20 last year. □

## Poltrack discusses the situation of television comedy

**CBS executive predicts changes in format; says broadcasting, not cable, is turning into narrowcast medium**

The demise of the situation comedy is not 'inevitable' but some transformation of the form is necessary, proclaimed David Poltrack, vice president, research, CBS/Broad-

cast Group, at a National Academy of Television Arts and Sciences (NATAS) luncheon last Wednesday in New York.

Poltrack's discussion centered on the shifting fortunes of situation comedies on network television. He said situation comedies in the 1983-84 prime time season failed to capture any of the top 10 program positions and held only five of the top 20 spots compared to as recent a season as 1978-79 when comedies held nine of the top 10 slots. "Last season 39 situation comedies appeared on the three networks' prime time schedules, but only 14 will return next fall," he noted.

The problem, he said, lies in the concept of a "situation" comedy. To Poltrack, it is a television show in which a situation is made comedic through the use of "exaggerated characters and physical humor." But, said Poltrack, most of the leading comedies in the 1970's such as *All In The Family*, *Taxi* and *M\*A\*S\*H*, were "character" comedies in which the characters and not the situations are the "foundation blocks" upon which the programs are built. "I would argue that the character comedy has a future, but the days of the broader-based physically oriented comedies are numbered," Poltrack told the

audience.

Poltrack said programmers today must realize that the development of a successful character-based comedy requires some degree of identification with the characters by the viewer. What type of characters will work? "Finely drawn, multidimensional, empathetic characters," he said.

Taking his theory a step further, Poltrack said that network television, rather than cable, has been moving toward narrowcasting, with shows targeting a specific segment of the audience sought by advertisers. "This," he said, "allows the programmer developing a situation comedy to refine the characters to appeal to specific segments of the television audience." Poltrack said the two best examples of this comedy are CBS's *Kate & Allie* and NBC's *Cheers*.

The last time situation comedies fell off in ratings, outside of the 1983-84 season, was during the 1970-71 season, he said, when only *Here's Lucy* finished in Nielsen's top 10. "But, four years later we saw the 'golden year' of the situation comedy [1974-75]... Perhaps, the 1983-84 season will also be remembered as a watershed year, one which ushered in the second golden age of the situation comedy," he said. □



## Fancy footwork over KPIX(TV)

The 73d running of America's oldest and largest footrace challenged the energies and ingenuity level of KPIX(TV) San Francisco on May 20, with almost 200 station personnel pressed into service in covering the 7.4 miles long "Examiner Bay to Breakers" race. Among the technological innovations that made it all possible: an electric car that permitted a KPIX camera to follow the race from a position in the pack, using a "Continental mount" to insure steady pictures, and two helicopters, one as a camera position, the other as a relay point for the microwave

systems stationed along the race course. Among the 75,000 participants was KPIX Vice President and General Manager Art Kern. The winner was a Kenyan, Ibrahim Hussein, with a time of 35 minutes, 11 seconds. Ratingswise, KPIX felt it had a winner. A Saturday night (May 19) pre-race show had a 7 rating and 16 share. The race itself, on Sunday morning from 7:30, began with a 4/30 and worked up to a 9/41, and a race highlights program in prime time (after *60 Minutes*) garnered a 11/19.

As compiled by BROADCASTING, May 14 through May 18, and based on filings, authorizations and other FCC actions.

93-1

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

## New stations

### Applications

#### FM's

- Dixons Mills, Ala.—Southwest Alabama Educational Radio Inc. seeks 90.9 mhz; 100 kw; HAAT: 587 ft. Address: P.O. Box 90, Dixons Mills, Ala. 36736. Principal is nonprofit nonstock corporation headed by President Edwin O. Young, pastor, and Robbie Moore, secretary. Moore is news director at WYNI(AM) Monroeville, Ala. Filed May 15.
- Anchorage—Minority Broadcasters of Anchorage seeks 103.1 mhz; 2.28 kw; HAAT: 98 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is owned by Dan Mahoney, broadcast consultant, who has no other broadcast interests. Filed May 11.
- Winslow, Ariz.—B & B Communications seeks 105.1 mhz; 25 kw; HAAT: 300 ft. Address: 126 Brickyard St., Baldwin, Miss. 38824. Principal is owned by William D. Gault, who is also app. for new FM's in Holbrook, Ariz., and Newcastle, Wyo. Filed May 16.
- Russellville, Ark.—Russellville Educational Broadcasting Foundation seeks 91.1 mhz; 36 kw; HAAT: minus 67 ft. Address: Russellville, Ark. Principal is nonprofit nonstock corporation headed by Tom Underhill, pastor. It has no other broadcast interests. Filed May 7.
- Santa Margarita, Calif.—Santa Margarita Wireless Co. seeks chan. 252A. Address: P.O. Box 90486, Pacific Beach, Calif. 92109. Principal is owned by Maria Luisa G. Ramirez (51%) and Jack Hayes (49%). Hayes is app. for new FM in Minden/Gardnerville, Calif., and has minority interest in app. for new FM in Freedom, Calif. He is also president of Jack Hayes & Assoc., radio program consulting firm, and Programming Plus Co., manufacturer of computer software for the broadcast industry. Filed May 17.
- Bonita Springs, Fla.—Mathieson/Fitts/Schimke/Murphy seeks 96.1 mhz; 100 kw; HAAT: 296 ft. Address: 1400 18th St., Parker, Ariz. 85344. Principal is owned by Helen M. Mathieson (25%), Susan M. Fitts (25%), Delores Schimke (25%) and Rick L. Murphy (25%). Mathieson's husband, John, and Murphy own 33.3% each, of KBAS-(AM) Bullhead City, Ariz., and KWAZ(FM) Needles, Calif. Schimke's husband, James, is 10% owner and sales manager of KCMJ-AM-FM Palm Springs, Calif., and has interest in app. for new FM's in Desert Center, Calif., and Quartzsite, Ariz., with Murphy's wife, Janice, who is also 50% owner of app. for new FM in Reno, Nev. Filed May 17.
- Lakeland, Fla.—Haines City Public Radio Inc. seeks 91.9 mhz; 3 kw; HAAT: 157 ft. Address: 1002 W. Lake Marion Rd., Haines City, Fla. 33844. Principal is nonprofit nonstock corporation headed by Jack Moseman, disabled railroad worker on pension. It is also app. for new FM in Haines City, Fla. Filed May 9.
- Springfield, Fla.—VBM Enterprises Inc. seeks 95.9 mhz; 3 kw; HAAT: 300 ft. Address: 1123 North Cove Blvd.,

Panama City, Fla. 32401. Principal is owned by Michael F. Battle (50%) and his brother, V.B. Battle (50%). They are morticians who have no other broadcast interests. Filed May 14.

- Savannah, Ga.—Bible Broadcasting Network Inc. seeks 89.5 mhz; 100 kw; HAAT: 600 ft. Address: 1300 Battlefield Blvd., Chesapeake, Va. 23320. Principal is nonprofit nonstock corporation headed by Lowell L. Davey and Kieth H. Davey, ministers. It also owns six FM's and one AM. It is also app. for new FM's in Wilmington, N.C., and Gainesville, Fla. Filed May 17.
- Hilo, Hawaii—Big Island Broadcasting Co. seeks 100.3 mhz; 100 kw; HAAT: 186.2 ft. Address: 688 Kinooole St., Hilo, Hawaii 96720. Principal is owned by Hugh E. Gordon (68.71%), his mother, Esther (20.80%), and seven others. It also owns KIPA-AM Hilo, Hawaii. Filed May 14.
- \*Quincy, Ill.—Great Commission Broadcasting Corp. seeks 88.5 mhz; 40 kw; HAAT: 449 ft. Address: 505½ Maine St., Quincy, Ill. 62306. Principal is nonprofit nonstock corporation, headed by W. Paul Bockewitz, pharmacist. It has no other broadcast interests. Filed May 17.
- Northampton, Mass.—Cutter Broadcasting Inc. seeks 106.3 mhz; 3 kw; HAAT: 300 ft. Address: 1430 Memorial Dr., Chicopee, Mass. 01020. Principal is owned by Carol Cutting (51%), her husband, Dr. Bruce C. Cutting (20%) and Eric Reid (29%). Reid is principal in app. for new FM in Rotterdam, N.Y., and is manager of WTCC(AM) Springfield, Mass.; noncommercial FM of Springfield Technical College. Filed May 18.
- \*Kosciusko, Miss.—Kosciusko Educational Broadcasting Foundation seeks 91.7 mhz; 383 kw; HAAT: 171 ft. Address: P.O. Box 742, Kosciusko, Miss. 39090. Principal is nonprofit nonstock corporation headed by William G. Suratt, area coordinator for a publishing firm, Arthur L. Suratt, superintendent and David White, principal of private school. It has no other broadcast interests. Filed May 10.
- Armijo, N.M.—John A. Rodriguez seeks 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 5907 Princess Jeanne St., Albuquerque, N.M. 87110. Principal is individual with no other broadcast interests. Filed May 16.
- Carlsbad, N.M.—Family Broadcasting Co. seeks 104.1 mhz; 100 kw; HAAT: 1,111 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery (49%), his wife, Donna (49%), her mother, Betty Harris (1%) and Carla Schmidt (1%). It is also app. for new FM in San Angelo, Tex. Filed May 17.
- Lawton, Okla.—Jackie E. Miller seeks 94.3 mhz; 1.6 kw; HAAT: 400 ft. Address: P.O. Box 11333, Oklahoma City, Okla. 73136. Principal is VP of All American Broadcasting Corp. owner of KAEZ(FM) Oklahoma City, Okla. Filed May 17.
- Whitneyville, Pa.—A & M Broadcasting Co. seeks 107.1 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 16, Thurmont, Md. 21788. Principal is owned by Dean F. Aubol, his wife, Petrina, and Sharon C. McGough (33.3% each). Aubol and his wife, own 11% and 88%, respectively, of WTHU(AM) Thurmont, Md. They also own app. for new FM in Bradford, Pa. Filed May 16.
- Monterey, Tenn.—Jennifer D. Roberson seeks 107.1 mhz; 1.5 kw; HAAT: 400 ft. Address: 417 Bockman Way #1, Sparta, Tenn. 38583. Principal is office manager at a travel agency, and has no other broadcast interests. Filed May 14.
- San Angelo, Tex.—Sanders Dowdy Broadcasting Co. seeks 98.7 mhz; 100 kw; HAAT: 984 ft. Address: 620 3rd St., McComb, Miss. 39648. Principal is owned by Dr. Henry T. Sanders (25%), his wife, Frances (25%), and Susan T. Dowdy (50%). Dowdy is wife of C. Wayne Dowdy, who owns 33.3% of WAKK(AM)-WAKH(FM) McComb, Miss.; 25% of WQZY(FM) Dublin, Ga.; 30% of WKKY(FM) Pascagoula, Miss., and 22.5% of KCWD(FM) Harrison, Ark. Sanders is McComb, Mississippi physician with no other broadcasting interests. Filed May 16.

#### TV's

- Kingman, Ariz.—Contemporary Communications Inc. seeks ch. 6, 100 kw vis.; 10 kw aur; HAAT: 156 ft.; ant. hgt. above grd.: 258 ft. Address: P.O. Box 3976, Jackson, Ga. 30233. Principal is owned by Larry G. Fuss (50%) and

Rebecca R. Barney (50%). Fuss is applicant for new UHF's in Greenville, Miss., and Albany, Ga., and new FM in Marion, Miss. Fuss's mother is applicant for new FM in Chatom, Ala. Filed May 16.

■ Bloomington, Ind.—Haynes Communications Co. seeks ch. 42; 5,000 kw vis.; 500 kw aur; HAAT: 545 ft.; ant. hgt. above grd.: 455 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Jack Hayes who also owns CP's for new stations in Salina, Kan., and Alexandria, La., and app. for new stations in Socorro, N.M.; Duluth, Minn., and Ottumwa, Iowa. Filed May 14.

■ Bloomington, Ind.—Area Christian Television Inc. seeks ch. 42; 3,013 kw vis.; 301 kw aur; HAAT: 954 ft.; ant. hgt. above grd.: 771 ft. Address: 440 E. Main St. Ellettsville, Ind. 47429. Principal is nonprofit nonstock corporation headed by J. Wesley Powell, president. It has no other broadcast interests. Filed May 3.

## Ownership changes

### Applications

- KDEW-AM-FM Dewitt, Ark. (AM: 1470 khz; 500 w-D FM: 96.7 mhz; 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Quadras Inc. from John Green (36% before; none after) and James Moore (34% before; none after) to Lowell S. Jumper and his wife, Sheila, for \$10, plus assumption of debts. Sellers are individuals with no other broadcast interests. Other 30% is owned by Dr. Willie R. Harris. Buyer also own, with Harris, KELC(AM) England, Ark., an KCCL(AM) Paris, Ark. Jumper's also own 49% of KAKA AM-FM Dermott, Ark.; 49% of KFFB(FM) Fairfield Bay Ark., and 51% of new FM in Guerdon, Ark. Filed May 14.
- WKMK(AM)-WRM(FM) Blountstown, Fla. (AM 1000 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 185 ft.)—Seeks assignment of license from Southeast Radio Corp. to O'Quinn and Stone Enterprises Corp. for \$205,000, comprising \$30,000 cash, and remainder in note. Seller is owned by John J. Henry (60%), who has no other broadcast interests, and H. Stewart Corbett (40%), who also owns 45% of WFMR(FM) Menomene Falls, Wis. Buyer is owned by Darnell Stone (50%), owner of retail store, and Barni O'Quinn Jr. (50%), tobacco warehouse. Neither have any other broadcast interests. Filed May 16.
- WLVE(FM) Miami Beach, Fla. (93.9 mhz; 100 kw HAAT: 600 ft.)—Seeks assignment of license from Community Service Broadcasters Inc. to Gilmore Broadcasting Corp. for \$10.5 million cash, including \$250,000 noncontingent agreement. Seller is headed by Alan Margolis, president. It also owns WMBM(AM) Miami Beach. Buyer is owned by James S. Gilmore Jr. (91.82%) and his sister, Gai Gilmore Smith (8.06%). It is Kalamazoo, Mich.-based owner of WSUA(AM)-WPOQ(FM) Harrisonburg, Va.; KODE(AM)-TV Joplin, Mo.; WHET(TV) Evansville, Ill. WREX(TV) Rockford, Ill., and Western Ohio Cablevision Filed May 11.
- WGAY(AM) Silver Spring, Md. (1050 khz; 1 kw-D)—Seeks assignment of license from Greater Media Inc. to Interstate Communications Inc. for \$950,000, comprising \$300,000 cash and remainder in note. Seller is New Jersey based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, and eight cable TV systems, and East Brunswick, New Jersey *Sentinel-Spokesman*. Buyer is owned by Gary L. Portmess (70%) and his wife, Judith (30%). They also own WHAG(AM) WQCM(FM) Halfway, Md., and is applicant for new FM in New York City. Filed May 11.
- WMPA(FM)-WHAY(AM) Aberdeen, Miss. (AM: 124 khz; 1 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Radio Monroe Inc. to Superio Communications Corp. for \$450,000, comprising \$60,000 cash, plus \$390,000 note. Seller is owned by J.W. Fur (60%) and J.D. Buffington (40%). Furr owns 87.6% of WFOR(AM)-WHER(FM) Hattiesburg, Miss., and 51% of WMBC(AM)-WJWF(FM) Columbus, Miss. Buffington is station manager at the Aberdeen, Miss., station. Buyer is owned by Buffington (65%) and Jack D. Horne, local furniture retailer (35%). Filed May 15.
- KNYN-FM Sante Fe, N.M. (95.5 mhz; 29.5 kw; HAAT

130 ft.)—Seeks assignment of license from Radio Sante Fe Inc. to Fiesta Communications for \$900,000, comprising \$10,000 cash and remainder in note. Seller is owned by James R. Curtis, who also owns 30% of KRFO(AM) Longview, Tex. Buyer is owned by Alfredo Sena (90%) and Robert J. Werner (10%). It also owns KVSF(AM) Sante Fe, N.M. Filed May 22.

■ WOZO(AM) Penn Yan, N.Y. (850 khz; 500 w-D)—Seeks assignment of license from Broadcast Facilities Inc. to David T. Smith and Alan H. Andrews for \$190,000, comprising \$25,000 cash and remainder in note. Seller is owned by Robert Raide, who has no other broadcast interests. Buyers are Smith, sales manager (60%), and Andrews, general manager, of WCLI(AM) Corning N.Y. (40%). Neither have any other broadcast interests. Filed May 17.

■ WIUW(TV) High Point, N.C.—Seeks transfer of control of High Point Community Television Inc. from Hope S. Smith (39% before; none after) and Dr. Horace Ward (51% before; none after) to Consolidated Broadcasters Inc. (none before; 90% after) for \$48,000 cash. Sellers are Ward, owner of LPTV in Mobile, Ala., and applicant for new LPTV in Norfolk, Va.; Pueblo, Colo.; Colorado Springs, and Charleston, W. Va., and Smith, employed by LPTV in Phoenix and applicant for new LPTV's in Durham, Wilmington, Charlotte and Winston-Salem, all North Carolina. Buyer is owned by Ward's cousin, Bernadine H. Lague, who owns Phoenix LPTV, and is applicant for new LPTV's in Tucson, Ariz., Denver and Atlanta. WIUW has yet to be built. In Memorandum Opinion and Order FCC 81-278, Oct. 19, 1981, FCC indicated that in interest of more up-to-date information community ascertainment survey did not have to be completed until after application for license had been filed. Filed Feb. 27.

■ WNYN(AM) Canton, Ohio (900 khz; 500 w-U)—Seeks assignment of license from North Shore Communications Inc. to Westerville Broadcasting of Canton Inc. for \$222,750 cash. Seller is owned by Raymond N. Malcom and Donald Keyes, who also own WTAL(AM) Tallahassee, Fla. Buyer is owned by Westerville Broadcasting Co. (52%), Paul C. Major, George E. Cole, G. Rand Smith and Robert W. Harrison (12% each). Westerville Broadcasting Co. is owned by Major, account executive for Taft Broadcasting Co. (58%), Cole (20%), Smith (20%) and Harrison (2%). It also owns WTMP(AM) Tampa, Fla. Filed May 15.

■ WKHJ(AM) Holly Hill, S.C. (1440 khz; 1 kw-D)—Seeks assignment of license from Radio Holly Hill Inc. to Lew Banks and Ted Pacheco for \$125,000, comprising \$94,000 assumption of note and \$31,000 note. Seller is owned by G. Wayne Koonts and Anna R. Koonts who have no other broadcast interests. Buyers are equal partners. Pacheco is station manager and Banks is general manager of WLVA(AM) Luverne, Ala. Filed May 16.

■ WATP-AM-FM Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Swamp Fox Broadcasting Corp. to Winfas of South Carolina for \$340,000, comprising \$50,000 cash, \$33,000 assumption of note, \$192,000 note and \$65,000 noncompetitive agreement. Seller is owned by Richard T. Laughridge (50%) and Charles S. Morris (50%). They also have control of WGTV(AM)-WAZX(FM) Georgetown, S.C. Morris is vice president of South Carolina Educational Television Commission, licensee of 11 TV's and six FM's in S.C. Buyer is wholly owned subsidiary of Winfas Inc., owned by W.S. Foster (39.86%), Larry Nichols (29.90%), Robert P. Ashely (9.76%), Roger R. Ingram (8.31%), Andrew T. Walker (8.31%) and Ronald S. Brown (3.66%). It also owns WJNC(AM)-WRCM(FM) Belhaven, N.C. Principals, with Foster's son, W.S. Foster III, also own, in slightly different percentages, WAMV(AM)-WCNV(FM) Amherst, Va., and WKJA(FM) Belhaven, N.C. Filed May 14.

■ WRKQ(AM) Madisonville, Tenn. (1250 khz; 500 w-D)—Seeks assignment of license from Sunbelt Communications Inc. to Doug Mullins for \$92,500 cash. Seller is owned by Howard Pack (33.3%), Tom Amos (33.3%) and K. Maynard Head (33.3%). They have no other broadcast interests. Buyer also owns WSVQ(AM) Harrogate, Tenn. Filed May 14.

■ KQTI(AM) Edna, Tex. (113 khz; 2.5 kw-D)—Seeks assignment of license from Vic-Jax Broadcasting Co. to Manuel Velasquez for \$540,000, comprising \$25,000 cash, \$27,500 assumption of note, and remainder in note. Seller is owned by Benito Gauquinc (45%) and his wife, Frances (5%), and Peter Shuebruk (45%) and his wife, Eileen (5%). Frances Gauquinc is director of KBJR(TV) Superior, Wis., and owns 12.5% of WNUV(TV) Baltimore. Benito Gauquinc is general counsel of WNUV. Shuebruk and Gauquinc are partners in Washington communications law firm. Buyer is Manuel Velasquez, who owns 49% and is trustee for L.J.M. Velasquez family trust which owns other 51%. Velasquez is individual with no other broadcast interests. He will change station to Spanish format. Filed May 15.

■ KGRI-AM-FM Henderson, Tex. (AM: 1000 khz; 250 w-D, FM: 101.1 mhz; 3 kw; HAAT: 500 ft.)—Seeks assign-

ment of license from KGRI Associates to Dean Broadcasting Inc. for \$575,000 cash, plus 75% of face value of receivables not to exceed \$25,000. Seller is owned by Marsha M. Shields, and her sisters, Connie McComb McNab and Lynda McComb Rubey. It also owns KIPR-AM-FM Diboll, Tex. There is pending action to deny renewal of the Diboll, Tex., stations by the National Black Media Coalition. Buyer is owned by Chad Dean, Henderson, Texas attorney (51%), and his brother Chipper Dean, operations manager at KWRD(AM) Henderson, Tex. (49%). Dean's mother, Helen, owns KWRD(AM) Henderson, Tex. Filed May 21.

■ WRC(AM) Washington (980 khz; 5 kw-U)—Seeks assignment of license from NBC to Greater Media Inc. for \$3.6 million, comprising \$25,000 cash and remainder in note. Seller is national network. Buyer is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, New Jersey *Sentinel-Spokesman*. Filed May 18.

## Facilities changes

### AM applications

#### Tendered

■ KFAY (1250 khz) Fayetteville, Ark.—Seeks CP to increase power to 1 kw. App. May 21.

■ KLLK (1250 khz) Wilits, Calif.—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. May 21.

#### Accepted

■ KTOP (1490 khz) Topeka, Kan.—Seeks CP to increase nighttime RMS non-DA sys. App. May 18.

■ WABG (960 khz) Greenwood, Miss.—Seeks mod. of lic. to change SL. App. May 18.

### FM applications

#### Tendered

■ KRFS (90.7 mhz) Fresno, Calif.—Seeks CP to change ERP to 2.565 kw; change TPO; and make changes in ant. sys. App. May 22.

■ WRUL (97.3 mhz) Carmi, Ill.—Seeks CP to change HAAT to 492.5 ft. App. May 17.

## Summary of broadcasting as of March 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

■ KZOC (92.7 mhz) Osage City, Kan.—Seeks CP to change TL; change HAAT to 246 ft. and make changes in ant. sys. App. May 21.

■ KCFM (97.1 mhz) Florissant, Mo.—Seeks CP to change class of station; change TL; change ERP to 100 kw; change HAAT to 171 meters; and make changes in ant. sys. App. May 18.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks mod. of CP to change TL; change ERP to 31.6 kw; change HAAT to 600 ft. and make changes in ant. sys. App. May 17.

#### Accepted

■ KCIX (105.9 mhz) Boise, Idaho—Seeks mod. of CP to change TL; change ERP to 44.2 kw and change HAAT to 2,665 ft. App. May 22.

■ WTVL-FM (98.3 mhz) Waterville, Me.—Seeks CP to change HAAT to 302 ft.; change ERP to 50 kw and change freq. to 98.5 mhz. App. May 23.

■ KYLS (92.7 mhz) Ironton, Mo.—Seeks CP to change HAAT to 820 ft. App. May 21.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Seeks CP to make changes in ant. sys. App. May 21.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Seeks CP to change ERP to 3 kw. App. May 22.

### TV applications

#### Accepted

■ WJET (ch. 24) Erie, Pa.—Seeks MP to change to ERP vis. 1120 kw; aur. 112 kw; change HAAT to 955 ft.; change TL and make changes in ant. sys. App. May 17.

■ WUAA (ch. 16) Jackson, Tenn.—Seeks MP to change to ERP vis. 215 kw; aur. 21.5 kw; change HAAT to 583.13 ft. and make changes in ant. sys. App. May 17.

■ KTPS (ch. 28) Tacoma, Wash.—Seeks MP to change to ERP vis. 679 kw; aur. 113.18 kw; change HAAT to 759.6 ft. and make changes in ant. sys. App. May 17.

### Actions

#### FM's

■ KWFM (92.9 mhz) Tucson, Ariz.—Granted CP to change TL; change ERP to 100 kw and change HAAT to 2,000 ft. App. May 16.

■ KMLA (103.9 mhz) Ashdown, Ark.—Granted mod. of CP to change ERP to 2.65 kw and change HAAT 355 ft. App. May 16.

■ KNAX (97.9 mhz) Fresno, Calif.—Granted CP to change ERP to 50 kw and change HAAT to 312 ft. App. May 16.

■ KBZT (94.9 mhz) San Diego—Granted CP to change TL; change ERP to 21.8 kw and change HAAT to 701 ft. App. May 11.

■ \*KDKN (90.5 mhz) Carbondale, Colo.—Granted CP to construct new TL; change ERP to .2179 kw and change HAAT to minus 1,129 ft. App. May 17.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Granted mod. of CP to change TL and change HAAT 660 ft. App. May 17.

■ KPOA (93.5 mhz) Lahaina, Hawaii—Granted mod. of CP to change TL; change ERP to .16 kw and change HAAT to 1,307 ft. App. May 15.

■ \*WJMU (89.5 mhz) Decatur, Ill.—Granted CP to change ERP to .165 kw and change HAAT to 84 ft. App. May 17.

■ KEYN-FM (103.7 mhz) Wichita, Kan.—Granted CP to make changes in ant. sys. App. May 17.

■ WJLC (102.3 mhz) Beattyville, Ky.—Granted CP to change TL; change ERP to 1 kw and change HAAT to 520 ft. App. May 16.

■ KTDY (99.9 mhz) Lafayette, La.—Granted CP to change TL; change HAAT to 984 ft. App. May 15.

■ WGTF (96.3 mhz) Nantucket, Mass.—Granted CP to change ERP to 50 kw. App. May 15.

■ WKHQ (105.9 mhz) Charlevoix, Mich.—Granted mod. of CP to make changes in ant. sys. App. May 16.

■ WQWQ-FM (104.5 mhz) Muskegon, Mich.—Granted CP to correct geographic coordinates. App. May 16.

■ WBLE (95.9 mhz) Batesville, Miss.—Granted CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. App. May 16.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Granted mod. of CP to make changes in ant. sys. App. May 16.

■ WSUS (102.3 mhz) Franklin, N.J.—Granted CP to change ERP to .592 ft.

■ WUBE (105.1 mhz) Cincinnati—Granted CP to change

ERP to 13.8 kw. App. May 16.

■ WVCD (97.9 mhz) Hazelton, Pa.—Granted CP to change TL: change ERP to 19.5 kw and change HAAT to 222.2 meters. App. May 15.

■ WKSZ (100.3 mhz) Media, Pa.—Granted CP to make changes in ant. sys. App. May 15.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Granted app. for CP to change TL: change ERP to 13.5 ft. and change HAAT to 950 ft. App. May 16.

■ WELP-FM (103.9 mhz) Easley, S.C.—Granted CP to change TL: change SL; change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. App. May 14.

■ KVEZ (103.9 mhz) Smithfield, Utah—Granted CP to change HAAT to 131 ft. App. May 16.

■ WKEE-FM (100.5 mhz) Huntington, W.Va.—Dismissed app. for CP to change TL: change ERP to 50 kw and change HAAT to 492 ft. App. May 18.

■ WFMR (98.3 mhz) Menominee Falls, Wis.—Granted mod. of CP to change ERP to 3 kw. App. May 16.

### TV's

■ WJLC-TV (ch. 68) Beautyville, Ky.—Granted CP to change to ERP vis. 801.67 kw; aur. 80.16 kw; change TL and make changes in ant. sys. App. May 15.

■ WDKY-TV (ch. 56) Danville, Ky.—Granted MP to change to ERP vis. 3,000 kw; aur. 300 kw and change HAAT to 1,993.5 ft. App. May 15.

■ WNJU-TV (ch. 47) Linden, N.J.—Granted MP to change SL. App. May 13.

## In contest

Commission considered following requests:

■ Denied Sue Gottfried stay of its April 10 action authorizing transfer of control of Metromedia Inc. from John W. Kluge (*de facto* control) to John W. Kluge (*de jure* control). (FCC 84-228). MO&O adopted May 15.

■ Ventura, Calif.—Denied petition by William Shearer and

Arike Logan-Shearer for reconsideration of decision granting app. of Absolutely Great Radio Inc. for new FM at Ventura and denied competing app.'s by Shearers and Ventura Broadcasting Co. (BC 80-366-7, 369). Order adopted March 29.

■ San Antonio, Tex.—Upheld Review Board's grant of CP to Alamo Broadcasting for new UHF TV at San Antonio and upheld its denial of competing app.'s of Las Misiones De Bejar Television Co. and Christian Telecommunications Inc. (BC 81-647-49). Order adopted March 15.

Review Board considered following requests:

■ Arcata, Calif.—Denied Pentreed Ltd.'s motion for appeal of grant of CP by ALJ Fitzpatrick to The Mad River Broadcasting Co. for new commercial TV on ch. 23 at Arcata and that dismissed Pentreed's app. with prejudice. (MM 83-612; 614). MO&O adopted May 11.

■ Pasadena, Calif.—Granted request for continuance of procedural dates in proceeding involving mutually exclusive app.'s of Burbank Broadcasting Co. for renewal of KROQ-FM Pasadena and of San Marco Broadcasting Co. and A.W.A.R.E. Communicators Inc. for new stations. (BC 79-67). Order adopted May 14.

■ Ventura, Calif.—Dismissed Los Angeles County Sheriff's Dept.'s appeal of ALJ Harrison's March 7 ruling that dismissed its request to have any grant made in this proceeding expressly conditioned on outcome of its pending rulemaking petition for UHF ch. 19 or UHF ch. 16. (BC 80-698-99). MO&O adopted May 16.

Chief, Fairness/Political Programing Branch, considered following requests:

■ Atlanta—In response to candidate for Congress Howard L. Stopek of Atlanta, clarified legality of political broadcasting activities. By letter May 14.

■ Reidsville, N.C.—Denied request by Beasley Broadcasting of Reidsville Inc., licensee of WWMO(FM) Reidsville, for declaratory ruling; found that licensees giving bonus programs to nonprofit religious organizations purchasing program-length time will be required to consider such programs when calculating lowest unit charge for purpose of political broadcasting. Staff ruling adopted May 15.

Chief, Policy and Rules Division, considered following requests:

■ Crestview and Fort Walton Beach, Fla.—Gulf Shores

Broadcasting Co. proposed amending FM table by reassigning channel 228A from Fort Walton Beach to Crestview, as its second local FM allocation. Comments due July 9; replies due July 24. (MM 84-464). Adopted May 8.

■ Port St. Joe, Fla.—Edward F. Perry Jr. and William C. Blackmore proposed amending FM table by assigning Channel 228A to Port St. Joe as its second FM allocation. Comments due July 9; replies due July 24. (MM 84-457). Adopted May 8.

■ Albany, Ga.—Effective July 23, amended TV table by assigning ch. 52 to Albany as its fourth TV assignment. (MM 83-1024). R&O adopted May 8.

■ Salina, Kan.—Smoky Hill Broadcasting Co. Inc. proposed amending FM table by assigning Channel 285A to Salina as its third FM allocation. Comments due July 9; replies due July 24. (MM 84-458). Adopted May 8.

■ Houghton, Mich.—Norman C. Koski proposed amending FM table by assigning Channel 272A to Houghton as its third FM allocation. Comments due July 9; replies due July 24. (MM 84-461). Adopted May 8.

## Call letters

### Applications

Call	Sought by
	<b>New FM's</b>
WXRY-FM	Ridgeland Broadcasting Co., Ridgeland, S.C.
KHRN	Freckles Broadcasting Corp., Hearne, Tex.
	<b>New TV's</b>
WHJF	COR Communications Ltd., Brunswick, Ga.
KSAS	Columbia-Kansas TV Ltd., Wichita, Kan.
KXWY-TV	Channel 20 Casper Inc., Casper, Wyo.
	<b>Existing AM</b>
WTRL	WOFN Bradenton, Fla.
	<b>Existing FM's</b>
WORQ	WFAN Stonington, Conn.
KHCM	KORK Bandera, Tex.
	<b>Existing TV</b>
KDFT	KTWS-TV Dallas
	<b>Grants</b>
	<b>Assigned to</b>

	<b>New AM's</b>
KBCD	El Sahuarita Broadcasting Co., Sahuarita, Ariz.
WAIS	Neisonville TV Cable Inc., Buchtel, Ohio
	<b>New FM's</b>
KTJC	Delta Communications Limited Partnership, Rayville, La.
*WGTK	Frostburg State College, Frostburg, Md.
WTAA	Tallahatchie Broadcasting Systems, Charleston, Miss.
WYRY	Monadock Broadcasting Co., Hinsdale, N.H.
KSNM	Sierra Industries Inc., Truth or Consequences, N.M.
*KBBP	Minnesota Public Radio Inc., Sioux Falls, S.D.
	<b>New TV's</b>
WYOV	Norwell Broadcasting Co., Norwell, Mass.
*KTYT	Weber State College, Ogden, Utah
	<b>Existing AM's</b>
KMFY	KKSS Richfield, Minn.
KMUV	KSKS Conroe, Tex.
KRIZ	KSCR Renton, Wash.
	<b>Existing FM's</b>
KLDR-FM	KOTA-FM Delta, Colo.
KKYS	KFFV Bryan, Tex.
KVFM	KMXL Logan, Utah
	<b>Existing TV's</b>
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KVMX-TV	KBTI Fort Stockton, Tex.

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## RADIO

### HELP WANTED MANAGEMENT

**Sales manager** for established and growing AM station in a pleasant community in the Valley of Virginia. Must have successful sales experience. Management experience helpful. Motivator, idea person, team player. EOE. Box R-78.

**Sales-oriented general manager** to build solid AM/FM combo into market leader. Previous GM experience required. Must be able to motivate employees. Promotion skills essential. Solid group owner situation looking for a GM to upgrade station located on Maryland's Eastern Shore. Send resume, salary requirements, and references to: Larry Patrick, President, Patrick Communications Corporation, 2221 Falling Creek Road, Silver Spring, MD 20904.

**Local, retail and co-op expert** to lead local sales staff at KMEL Radio, San Francisco. Money excellent. Only the best need apply. Contact Joe Schwartz, General Sales Manager, 415-391-9400.

**Piedmont NC AM station** seeking general sales manager. Creative, motivated, profit-oriented. Salary open. Send resume and compensation requirements to Box R-101.

**KDKO, Denver**, has immediate opening for a general sales manager. The person filling this position will become general manager no later than March 31, 1985, upon retirement of present GM. Applicants must have an established, successful, broadcast sales record; must be professional, aggressive, creative and capable of increasing the success of an already competent staff of six AEs. KDKO, a 10KW urban contemporary station, has won many awards, and is a unit of the broadcast division of the Sterling Recreation Organization, with eleven sister stations all on the West Coast. Please send complete resume and references to: KDKO General Manager, Rodney V. Loudon, 7880 E. Berry Place, Englewood, CO 80111. KDKO is an EOE.

**Sales oriented manager** can convert Murphysboro/Carbondale, Illinois number one FM into higher sales. Must be interested in high income and recognition. Good people skills and a proven success record as sales or station manager essential. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for high billing essential. You will also handle key local accounts and work with regional and national agencies. Rush resume and salary requirements to Jerome Glassman, President, WTAO, Inc., 811 Broadway, Mt. Vernon, IL 62864. WTAO is part of a growing six-station group. EOE/MF.

### HELP WANTED SALES

**Join us in the land** of great opportunity - Anchorage, Alaska. Experienced sales rep needed. Advance to sales manager, advance to general manager. Call Howard, 907-278-4631. EOE.

**Outstanding sales opportunity** in single station market. The candidate for this position will be selling 100,000 watts of FM stereo rock in six southeast Colorado counties and western Kansas, and be one of two salespeople on staff. You must have proven track record, high goals, and be able to work as a team member. Send resume to Dan Gittings, General Manager, or Bill Arnold, Station Manager, KLMR/KSEC, Box 890, Lamar, CO 81052.

**Do you "refuse to lose"?** Excellent opportunity for a career-minded individual. A successful sales attitude can put you into high earnings and management position in medium market Sunbelt station. Send resume and career goals to P.O. Box 351, Odessa, TX 79760.

**Porter Broadcasting Corporation, WERZ/WMYF**, has an immediate opening for a senior account executive. Join New Hampshire's fastest growing station on the beautiful seacoast of New Hampshire. Enjoy an optimum lifestyle with salary starting in the mid-twenties plus benefits. USA TODAY refers to it as the third fastest growing market in the country, ranked 108. Join us now and make that professional commitment to succeed! Call Jeff Lyon, 603-772-4757. EOE.

**If you've got** a couple of years of sales experience under your belt and would like the challenge of a larger market, we should talk. Group-owned AM/FM is seeking to expand sales department. Send resume to GM, Sentry Broadcasting, Inc., 2830 Sandy Hollow Rd., Rockford, IL 61109.

**Local sales representative.** KAFF/KFLG, Flagstaff, Arizona, has an immediate opening. Seeking goal-oriented person with minimum 2 years' sales experience. Resume and salary requirements to: Jane Johnson, Sales Manager, KAFF/KFLG Radio, P.O. Box 1930, Flagstaff, AZ 86002.

### HELP WANTED ANNOUNCERS

**Bright, creative video jocks** wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

**Love small market atmosphere** with big market approach? Enjoy getting into sales, sports, announcing? Combo position available. Beautiful area. \$12-\$16,000. Tape/resume. One year experience. WSEY-FM, P.O. Box 666, Sauk City, WI 53583.

**Mature pro needed** for opening on upstate New York full service/AC station. Good voice and production abilities a must. Five years preferred. Send tape, resume and salary requirements to: Thom Williams, WGHO, C.P.O. Box 1880, Kingston, NY 12401. No calls. EOE/MF.

**Northern NY station** needs experienced morning person with personality and who's community minded. Call 518-483-1100.

**Staff announcer** for WPTF with ability to create imaginative commercial copy needed. Send resume, copy samples, and tape to Personnel, PO Box 1511, Raleigh, NC 27602. EOE/MF.

**Announcer-salesperson.** Air shift, plus some sales duties. Sales training available. WMJS, Box 547, Prince Frederick, MD 20678.

### HELP WANTED TECHNICAL

**Chief engineer.** Top rated AM/FM station, key Midwestern city. Anchor station in a highly successful chain. Compensation open. For confidential consideration, send resume and salary history to T. W. Textor, 2626 Ruan Center, Des Moines, IA 50309.

**The Snider Corporation** of Little Rock, AR, needs a top flight chief engineer. We have a 100,000 watt state of the art top rated FM, a 5,000 watt news/talk directional AM. A state news network with our own uplink and 56 downlinks throughout Arkansas. The chief must manage the department and direct another engineer. Pay commensurate with experience. Send resume to Snider Corporation, P.O. Box 4189, Little Rock, AR 72214. Don't miss this exciting opportunity to join one of broadcast's most innovative companies.

**Outstanding engineering opportunity,** Midwest. Company car, excellent insurance. Experience required. Resume/references to Box R-102.

**Engineer/programming position.** Unique Christian radio station. FM stereo, 3000 watts, lowa. \$1,000 a month. Contact Manager, 515-424-9301.

**Chief engineer, AM,** strong audio, transmitter, remote setups. Neat and willing to work at varied jobs and become part of a team. Contact GM, WHBU, Anderson, IN, 317-644-7791. EOE.

**Chief engineer/innovator** - major company, great Sunbelt location, excellent salary, benefits for right person. Class C, FM and AM combo. Candidate should be up on newest technology and strong on preventive maintenance. Super growth opportunity for creative chief with a class operation. Send resume and references to Box R-110.

### HELP WANTED NEWS

**Kentucky - PBP person** needed immediately. Sports-minded station, small market. Call 606-248-5842.

**Excellent opportunity** for news director in good community with top radio stations. Experienced person wanted to gather/write/and deliver news. EOE. Send tape, resume, and writing samples to Box 767, Martinsburg, WV 25401.

**News person with sports experience** for SE NY news, sports and information oriented adult contemporary. Tape and resume: GM, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE/M/F.

**If you're that special person** with interest, experience and high level of capability in both news and sports (PBP & talk) and want to settle into a highly professional broadcast operation, act today. Send tape, resume and complete information to WSOY, Box 2250, Decatur, IL 62526. No phone calls. EOE.

**Immediate opening:** news director/announcer. Regional 5,000 watt AM station seeks news director/announcer with professional journalism and broadcasting experience. Successful candidate will have minimum two years experience in news broadcasting. Must demonstrate skill in interviewing, writing and editing, and on-air news delivery. Must be willing to work flexible hours to cover local/state meetings and press conferences. Experience anchoring/reporting election returns desirable. Good pay and benefits. Send tape, resume, and references to: Eric Michaels, Program Manager, WVMT, Box 620, Colchester, VT 05446. Equal opportunity employer.

**News, sports,** morning personality. Heavy on personality, heavy basketball, male voice. Contact GM, WHBU, Anderson, IN. 317-644-7791. EOE.

**State Capital** news leader needs anchor/reporter. T & R, salary requirements to Leigh Allan, WKED, 115 Myrtle Ave., Frankfort, KY 40601. EOE.

**Top-rated station,** major Midwest market, looking for strong news delivery with interview skills to match. Must have good news sense and at least three years professional experience. Send resume to Box R-122.

**Wanted:** bold morning anchor to join established show. News sense, personality. T & R: Curt Miller, WQHK/WMEE, Box 6000, Fort Wayne, IN 46896. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**The commercial is everything!** That's what we believe and that's how we sell. If you want to work with a sales staff that demands and appreciates great copy, and earn above industry standards, send copy samples (produced, if possible) and resume to Richard Pahalek, WORD, P.O. Box 3257, Spartanburg, SC 29304. EOE.

**Operations director** for growing South Carolina 100,000 watt country station. Air shift, background in promotions, research. Top pay and benefits. Tape and resume to Tom Love, VP/GM, WIGL, PO Box 5106, Columbia, SC 29250. EOE.

**Production pro** needed for top rated AM-FM combo. Creative, well organized, great voice. State of the art equipment. Cassette, resume to WGEE-WIXX, 115 S. Jefferson St., Green Bay, WI 54301.

**Music director** for 14,500 watt public radio station. Responsible for all classical music programming, record library, selection of records and syndicated programs, aid in recording local concerts, quarterly program guide material, and air shifts as needed. Qualifications: previous public radio experience, strong classical music background necessary, production experience helpful, BA degree necessary. Send resume, audition tape, and credentials to: General Manager, KSOF, 2100 University Avenue, Wichita, KS 67213. Deadline: June 11.

### SITUATIONS WANTED MANAGEMENT

**Experienced general manager.** Group oriented-take charge person. Ambitious sales oriented person. CRMC. My recent 100,000 watt FM & fulltime AM (combo) produced fantastic sales increases & the ratings shot to the top also! Prefer Southeast. Available now! Reply Box R-38.

**Experienced general manager** wants GM position, with option to buy (part or all of) radio property \$10,000 cash to work with. Prefer NE. Write Box R-20.

**General manager.** Somewhere out there, you need me. Broadcast professional, sales-oriented, highly motivated, 20+ years experience. Presently employed. Prefer medium or small market. Box R-81.

**Money-making manager** - problem solving general manager. 20 yrs. sales, programming. Call Manager, 316-799-2817.

**Street selling general manager.** Proven success in sales. Over 16 years experience. Small to medium markets. Looking for long term association. Available immediately. Box R-93.

**Small market GM:** Selling GM, train air, sales and support staff. Develop programming, news, community involvement. Deliver quality, credibility, and respectability with a profit. Married, late 30's Box R-104.

**You need a manager** to pass the test of handling people, organizing programming and sales, selling, getting involved in the community, getting you or keeping you competitive in your market. I'll pass the test and more. If you're medium market offering above average pay, possibly equity, reply to Box R-106.

**General manager:** sales intensive, self motivated, highly organized, and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Solid professional with effective management skills. Looking for an owner who wants a winner. Box R-108.

**Small or medium market SM or GM position** wanted, experience in all phases, looking for a home, turnarounds ok. Call Ron, 419-238-2245.

**Willing to earn less** for return to native SE sm./med. mkt. Successful sales & promotion oriented GM. Compatibly employed. Most capable. Family man, no negatives. Credentials, references. Box R-114.

**Classical broadcaster** with exceptional background seeks PD position with major fine arts station. 25 years professional experience in radio, TV, music, and drama. Box R-120.

#### SITUATIONS WANTED ANNOUNCERS

**Broadcast graduate seeks** fulltime announcer job. Responsible, dependable, hardworking. Any format acceptable; prefer Midwest. Jeff Allen, 312-389-0882.

**Think of me as** quality blue chip stock, not as a speculative issue. Two years commercial experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749.

**Available now!** Prefer evenings-overnights. Previous part-time experience. Ohio, nearby state, Alaska. Doug, 419-387-7761.

**Over 5 yrs.** experience in rock, country, MOR. Some play-by-play, good production. Seeking solid organization with opportunity to grow. Box P-142.

**A cut above the rest!** Personality-oriented, talented, creative, female announcer with experience in a top 50 market, wants to boost your ratings! Excellent voice. Will relocate. Any market. 516-868-4865.

**Go anywhere.** Broadcasting school graduate, great voice, excellent board work. Jeff, days, 319-355-4212; nights, 319-355-5714.

**5 years experience** - B.S., looking for airwork and managerial training. Call Norm, 309-454-2527, afternoons.

**Talented, creative announcer** with degree and part-time experience, seeking full-time position. Will relocate. T & R available. Call Robby, 615-482-2698.

**Professional voice** and delivery. Excellent reader. Personable, any hours. Can start now. David Semenske, 414-258-6085.

**7 year pro wants** to expand. Experience in PBP, anchoring, sports talk. Would like to work for you this Fall. Box R-90.

**Automation depression.** Looking for full-time DJ position. 5 1/2 yrs. exp., 1 yr. college, broadcast graduate, ex-military-military occupation: field wireman. Fred, 216-755-1847.

**Small market PD** skilled in announcing, production, copywriting, logging remotes, and sales. 3 years experience. Looking for sun. Box R-98.

**Experienced country programmer** with excellent track record and history of stability. Seeking medium market position with long term future. Box R-113.

#### SITUATIONS WANTED NEWS

**Sports enthusiast** has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it is in my blood. Give me my chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

**Sportscaster seeks** medium market PBP position. 11 years of football, basketball, baseball. Award winning sports reporting. Ideal for small college schedule. 815-224-3409.

**A journalist's mind** in a sportscaster's body! Polished PBP announcer informs, entertains, excites. Clever with tape and type. A hustler headed for the top, ready for medium market at least. Barry, 516-692-5188.

**Anchor/reporter.** 2 years experience. BS in journalism. Excellent delivery. Professional writing skills. 2 years football and basketball play-by-play. 216-969-1559.

**Experienced news anchor** seeks Minneapolis - St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328 between 12PM -2PM EDT.

**Attorney,** 6 years radio news experience. Seeks position in broadcast organization as legal affairs reporter or other capacity. 305-851-9520; 6601 Calypso Dr., Orlando, FL 32809.

**Sportscaster,** wearing many hats in small market, division I college PBP, writing and reporting experience; seeks move from small to medium or large market, interested in talk show, major college PBP. Quality, vast knowledge, dedicated. Box R-125.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Programming professional:** 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

**Accomplished radio broadcaster.** 21 years experience, including programming, operations and 7 years as general manager. Operations and/or programming in medium market or group. Joe Jackson, 217-446-8144, collect.

**Copywriter/announcer** with selling ideas. Will relocate. For writing samples and tape, call Brian, 414-282-6373.

**Creative?** You bet. 12 yrs. successful mgmt. is enough. Desire to settle in native SE sm./med. mkt. Write great copy, run money-making audience promotions. Help with personnel, reports, service accts., whatever you need. Stable, employed family man. No negatives. Money not paramount. Have small investment income. Credentials, references. Box R-115.

**Sagging ratings?** Seasoned pro PD with extensive knowledge of broadcasting. Also, will handle air shift and production whiz. I'll give you one heck of a station. Box R-123.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager.** We need a capable, diplomatic general manager with broad experience to manage cable TV and co-located FM station. Must be able to represent company to public, including editorials. MBA or other advanced degree helpful. This is an outstanding opportunity with high autonomy to manage a 23,000 subscriber, 35-channel system with extensive news and other successful local origination, and state of the art, number one FM on booming, tropical Guam. Salary open. Please mail resume in time for us to meet at NCTA. Lee M. Holmes, President, Guam Cable TV, California Office, 92 West Bellevue Dr., Pasadena, CA 91105. 213-697-6775.

**Program director**-top independent station in fast-growing south-Atlantic coastal region needs person with 3-5 years experience in programming and management. EEO/M/F. Send resume to Box P-192.

**Operations director.** Major market independent seeks experienced manager to supervise air operations which includes traffic, film, programming, news, public service, research and FCC compliance. Computer knowledge helpful. Send resume to Box C-25, Needham Heights, MA 02194. An equal opportunity employer, M/F.

#### HELP WANTED SALES

**Sales account executive.** KOVR-TV, group-owned ABC affiliate servicing the 20th market in Sacramento-Stockton. Qualifications must include 2-4 years of television sales experience with proven record of excellence. Send resume with references to R. Blamey, Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE/MF.

**General sales manager** - aggressive Southeastern ABC affiliate seeks an individual with national sales experience. Qualifications must include inventory management, rate experience, budgeting, and strong sales background. Send resume to William D. Webb, General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE, M/F. No calls, please.

**Opportunity.** Small market UHF, Mid-Eastern seaboard, wants broadcast sales executive as local TV sales manager, supervising six-person local sales staff. You'll work with GM and general sales manager. Top sales person type. Send earnings history. Sell us on your capability. Box R-80.

**New Independent,** Dayton, Ohio, is currently seeking aggressive salespeople to fill key positions in its local sales department. One to two years experience in TV or radio sales preferred. Excellent opportunity. EOE-M/F. Reply: WRGT-TV 45, 45 Broadcast Plaza, Dayton, OH 45408.

**National sales manager**- #1 CBS affiliate in Sunbelt seeks experienced professional with strong national and local sales background. Good research and communication skills a must. Send resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

**Sales manager.** Start-up TV, Southeastern market, huge potential. Two years experience required with indy work helpful. Must teach, motivate, and sell. Resume/salary requirements to Box R-92.

**National sales manager**- top 15 market independent seeking aggressive self-motivated person with minimum 2-5 years television sales background. Send resume to: General Sales Manager, WPGH-TV, 750 Ivory Ave., Pgh, PA 15214. EOE, M/F.

**Sales manager**- KOB-TV, Albuquerque, NM. NBC affiliate. Growth market. Need strong local-oriented sales manager. National experience desired, should have knowledge of Bias, automated avail system, experience in sales, and use of sales aids, TVB, vendor programs, etc. Resumes only. Compensation requirements. Dave Herman, KOB-TV, P.O. Box 1351, Albuquerque, NM 87103. AA/EOE.

**Local sales exec.**- SW Sunbelt small market network affiliate is looking for aggressive local acct. exec. with prospect of moving into sales management. Please send resume and compensation requirements to Box R-119. EOE-M/F.

**Salesperson.** Opportunity for experienced TV salesperson to move into the 22nd market. A top producing list is available for a strong, proven professional. If you are that person and have at least 2 1/2 years experience and want to grow with an outstanding company, contact Bruce Lawrence, LSM, WTNH-TV, 8 Elm Street, New Haven CT 06508. 203-784-8888.

#### HELP WANTED TECHNICAL

**Maintenance engineer.** Major Southwestern full service production facility is looking for an additional top notch maintenance engineer. Should be knowledgeable with Sony BVH-1000/BVH-1100 VTR's, CMX340 editor, GV1600 switcher, digital video effects systems, ADO, HL-79D cameras, TR600's, audio & video transmission systems & circuits. Will also function as occasional remote engineer. Applicant must be highly motivated and be able to interface with clients and operators. Salary based on your capabilities. Send resume to Box R-70.

**Asst. chief engineer** - good hands on engineer needed in NBC SW small mkt. Demonstrate success in this mkt., move up within mkt. or top 50 within 2 yrs. Excellent salary and opportunity to grow with multi-operator. Send resume to P.O. Box 1867, Fort Smith, AR 72902. Attn: Jan Pierce.

**Television chief engineer.** Must have 5 years maintenance and transmitter experience with television station. Excellent opportunity to learn from retired chief engineer. Send resume to: Douglas Ferguson, WLIO Television, Box 1689, Lima, OH 45802. Equal opportunity employer.

**F&F Productions**, an industry leader in mobile television production, is looking for a highly experienced maintenance engineer. The applicant should have thorough knowledge of all aspects of television equipment maintenance, preferably in a mobile atmosphere and must possess good client relations ability. Travel and some weekend and holiday work required. Competitive salary, overtime and major company benefits. Call or send resume to Lawrence Nadler, Director of Engineering, 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

**Transmitter engineer** needed for WYCC-TV, channel 20, Chicago's newest instructional PBS television station. Experience required in all facets of maintenance and production including switches, UMAT, UHF transmitter and microwave relay. Experience in studio operations required. First or general class FCC license required. Chicago residency required after six months' employment. Send resume to: Elyne Chaplik, General Manager, WYCC-TV, Channel 20, 30 East Lake Street, Chicago, IL 60601. An equal opportunity employer.

**TV maintenance engineer.** Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. FCC first class or general a must. Salary commensurate with experience. Send resume to Chief Engineer, WYCC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

**Manager, technical operations.** Sony Video Center. The American Film Institute. Los Angeles campus. Technical manager for a video teaching and production facility. Should have experience on industrial and broadcast video systems. Systems designs and broadcast maintenance experience preferred. To start by July 1. Salary open. Full benefits available. EOE. Resumes to: Personnel, The American Film Institute, 2021 N. Western Avenue, Los Angeles, CA 90027.

**Maintenance engineer**- Intermountain region ABC affiliate is seeking an experienced engineer/technician to maintain studio, ENG, mobile production van. Transmitter experience a plus. Small shop, good benefits. Aggressive staffon, heavy in sports. General class license required. Contact Andy Suk, Chief Engineer, KIVI-TV, 1866 E. Chisholm Drive, Nampa, ID 83651. 208-467-3301. EOE.

**Studio maintenance engineer:** Will maintain and repair studio, mobile and microwave equipment. Must be able to work with minimum supervision. General radio-telephone license required; prefer applicant with four years technical experience in TV broadcasting and/or electronic technical training; digital experience helpful. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

**Mtce. Eng.** will repair: LDK-6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor remote control of AM-FM-TV. 16 Ikegami cameras 77-83's, over 70 Sony 3/4 VTR's. 3 frequency agile ENG trucks, 3 rotatable ENG pick up systems, RS422 machine control, RS 232 routing SWR system-FM stereo with digital SCA, AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. First or gen. FCC license mandatory. EOE. Send resume to J. D. Weigand, KFMB-TV-AM&FM, P.O. Box 80888, San Diego, CA 92138.

**Major market UHF** start up looking for chief engineer. Should have administrative as well as technical skills. Staff selection, supervision, budget administration, and construction of facilities will be responsibility of the chief engineer. Send resume and salary requirements to Box R-105.

**Studio engineer/technician**-So. Cal. Sunbelt ABC affiliate is seeking an experienced technician to maintain studio and ENG eqpt. If interested, send resume and salary requirements to Box R-107. EOE-M/F.

**Employment opportunities**-The University of Tennessee is seeking qualified applicants for the following positions: Chief engineer-five years experience in television systems engineering. Responsible for the proper operation of Hitachi FP-60s cameras, JVC KY-2700 and CY 8800 color cameras, Grass Valley 1400 and 1600 production switchers, Ampex VR-1200B, Sony BVH-1100, VO-5850 and other type 5 VTR's, and Dataron Tempo-76 video editing systems. Supervise maintenance and repair of all production equipment. Assistant chief engineer-three years experience in the maintenance, repair and operation of production equipment listed above. Experience in the field production of athletic events preferred. Individual filling this position will be expected to work a flexible schedule including evenings and weekends. Senior broadcasting engineer-experience in the maintenance and repair of Sony VO-5850, VO-5600, VP-5000, VO-2850, VO-2600, BVU-200 and Beta VTR formats. Experience in maintenance of closed-circuit monochrome and color television receivers. Some operations engineering experience in VTR setup, camera setup and shading. Positions will be open until filled. Salary is negotiable, based upon experience and training. Excellent benefits. Send resume to: Raymond Shirley, Asst. Vice President-Media, 232 Communications & UEB, The University of Tennessee, Knoxville, TN 37996-0311. The University of Tennessee is an equal opportunity employer.

**Technical director** for busy independent TV promotions department. Duties include creating generic and episodic promos, post-producing all station promos, operating CDL video switcher, time code editor, and Quantafont character generator. Independent TV experience preferred but not required. Send resume and audition tape to: Barry Stinson, Promotions Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607. EOE/MF.

**Manager of major gifts** and planned giving for friends of WHA-TV, Inc., Madison Wisconsin. Responsible for the development and implementation of a major gifts and planned giving program for WHA Television and radio. Bachelor's degree. Experience in a non-profit fundraising organization preferable. Strong communications and marketing skills essential. Familiarity with major gift solicitation and planned giving programs, and knowledge of public radio and television preferred. Salary \$18,000. For application information, contact Kathy Dickerson, 608-263-2114. Deadline for applications: June 15, 1984. Friends of WHA is an equal opportunity employer.

**Service engineer**- must have thorough knowledge of projection TVs, video systems, audio systems and computers-analog and digital RGB data displays. Ability to interface video systems with computer systems essential. Send resume to NY Video, 717 Lexington Avenue, NY, NY 10022.

**Prominent Chicago film/video production company** is looking for a maintenance operations engineer. Some location shooting will require travel and client contact. Must be experienced in repair of cameras, VTR's, edit systems, etc., with a thorough knowledge of digital electronics. This position requires an energetic, responsible self starter. Send resume with salary requirements and references to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

#### HELP WANTED NEWS

**Tallahassee, FL.** News director/anchor. Help new ownership build a winner. Strong news commitment. Resume/tapes, no calls, to Mark Keown, GM, WECA-TV, P.O. Box 13327, Tallahassee, FL 32317. EOE.

**News director** for aggressive, award-winning, 35-channel, 23,000 subscriber, cable TV system on Guam. Supervise 12-person staff of reporters and videographers utilizing 3/4" ENG, live remotes (as you saw on our April President Reagan pool feed), and daily satellite feeds. We have 6PM, 10PM, and weekend casts, weekly half hour news magazine and room for lots of local origination programming. Starting salary \$25-30K. Please mail resume and audition tape in time for us to meet at NCTA. Lee M. Holmes, President, Guam Cable TV, California Office, 92 W. Bellevue Drive, Pasadena, CA 91105. 213-697-6775.

**General assignment reporter** for top-5 market network affiliate. Must be experienced, knowledgeable, involved reporter. Excellent writing and "live" reporting skills essential. Sell us on yourself in your letter, with resume and writing samples to Box R-69. An EOE.

**Wanted:** experienced, personable anchor. Send tape and resume to Jim Holtzman, News Director, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

**Network affiliate** in 38th market needs experienced professional to run day-to-day operation of news department. Newsroom manager will have minimum three years experience in TV news, and must be able to work with people. Work includes making assignments and supervising production of daily newscasts. Send resumes to: David Allen, News Director, WUHQ-TV, P.O. Box 1616, Battle Creek, MI 49016 EOE/MF.

**WDIV**, the Post-Newsweek station in Detroit, is looking for a top-notch news writer who's able to digest information from a variety of sources and compile them into clear, concise copy. Candidate should have at least two years of television news writing experience. If you're looking for entry into a first-rate news operation and want to move up, we're looking for you. Send resumes and writing samples to Bob Reichblum, Executive Producer, 550 W. Lafayette, Detroit, MI 48231. An EOE.

**Anchor/reporter.** Must have three years experience, be able to produce top notch newscast and must be a strong writer. Send tape and resume to David Allen, WUHQ-TV, P.O. Box 1616, Battle Creek, MI 49016. EOE/MF.

**Sports director** who will emphasize local sports. Produce and host two shows per day, Monday through Friday. Experience required; degree preferred. Send resume only to: Jack West, VP/GM, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Television Station Partners station. EOE.

**KRCR-TV** (Redding, CA) and KOB-TV (Medford, OR) have openings for qualified news reporting and management personnel. Please call 503-779-4400, or send resume to California Oregon Broadcasting, Box 5M, Medford, OR 97501, attn: P. Smulin.

**Primo People, Inc.**, now accepting tapes/resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

**Group-owned stations** in 4 Midwestern markets seeking 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 R-91. EOE, M/F.

**Dominant station** on the Texas Gulf Coast is looking for experienced weekend anchor, reporters and producers. EOE. Send tape and resume to Jacque Minnotte, KIII-TV, Box 6669, Corpus Christi, TX 78411.

**News producer** for top-rated group-owned VHF affiliate. Supervise writing, video graphics for 6:00 and 10:00 news. Job requires crisp writing, prior producing experience, minimum three years of reporting, broadcast journalism degree or equivalent. Contact Grant Price, KWWL, 500 East Fourth Street, Waterloo, IA 50703. 319-291-1200. EOE.

**Sports director/sports reporter/anchor.** Anchor/reporter needed for 2-person sports department. Minimum 1 year experience, salary DOE. Join our 20-person newsroom in an exciting market. Send resume and tape to News Director, KTUU, PO Box 102880, Anchorage, AK 99510.

**Beat reporter:** idea person, strong on organizing and motivation, for eastern North Carolina's news leader. Tapes, references and salary history to: Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE.

**One of the Southeast's** top stations is looking for a sports/journalist. This rare breed stays away from sports cliches like the plague; absolutely refuses to use canned material from the net feed; loves good writing, short readers and believes a good sportscast appeals to all viewers, not just hardcore sports fans. This endangered species could find a home by sending a resume and salary requirements to Box R-118. EOE.

**Sports anchor** - top 50 market looking for experienced person. Should have at least two years on-air reporting. Qualified persons send resumes to Box R-124.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Bright, creative** video jocks wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

**TV producer/director** for university PBS station. Requires Masters degree in TV or related field, fulltime professional TV production experience, including minimum 1 yr. as producer/director. Ability to produce & direct from idea to air. News/public affairs background desirable. Will produce/direct programs, occasional newscast. Teach 1 production course each semester. \$16,000/annually. Resumes & 3 professional references postmarked by 6-8-84 to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

**Production direction/writer** to direct/edit commercials for cable ad insertion. Prefer experience, but will consider recent graduate for this entry level position. Submit resumes/salary requirements to: Tony Booth, Gilcom Corp., P.O. Box 2005, Altoona PA 16603. EOE, M/F.

**Promotion director.** Very competitive market - independent station experience a plus. Able to write, supervise staff, develop budget, work with agency, establish goals, and be creative. Resume to Box R-64.

**C-Span midnight shift master control operator.** Extensive Chyron operation. Salary commensurate with experience. Full and part time positions. Resumes only. Kathy Cahill, C-Span, Suite 155, 400 North Capitol Street, NW, Washington, DC 20001.

**Television personality/co-host.** WPVI-TV, Philadelphia, seeks an experienced, organized, creative, take-charge professional to co-host "AM/Philadelphia", a daily live studio show. Must have flair for fresh ideas, a knowledge of current topics, while providing program input for field features. VT field production experience, VT editing experience and the ability to handle a heavy work load required. If qualified and interested, forward a video tape with resume and salary requirements to Charles R. Bradley, WPVI-TV, 4100 City Line Avenue, Philadelphia 19131. Totally confidential. An equal opportunity employer.

**Technical director** with extensive production background, knowledge in newscast directing and newscast switching mandatory. Must be familiar with latest industry equipment and have supervisory skills. Send resume to Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550. EOE.

**Promotion director:** immediate opening for a promotion director for a Northwest CBS affiliate station. Must have strong creative writing skills. Responsible for the total on-air look of the station including producing and editing of promos. Experience necessary. Send tape and resume to Meg Antonius, Program Director, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE.

**TV production coordinator.** Coordinate the intake, scheduling and completion of instructional television production projects, supervise producers-directors, student assistants, and temporary staff. Execute work control and forecasting procedures. B.A. and 4 years experience or M.A. in TV/radio required. Five additional years as producer/director; 2 years additional supervisory/management of TV projects. Manual communication skills or willingness to learn required. Applicants should prepare a one page description of a TV project they have completed, detailing their role. Finalists will present a videotape and oral presentation. Send resume before June 1, 1984 to: Personnel Office, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

**Studio operations supervisor** for university PBS station. Requires Master's degree in television or related field; full time professional television production experience, including crew positions, lighting, set construction; desire and ability to train college level students. Will administer training program for students working part-time at station, evaluate performance; supervise studio operation, lighting, crew scheduling, set construction; direct some programs. Teach one production course each semester. \$16,000 annually. Resume and three professional references postmarked by June 18, 1984 to: Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

**June graduates-** Florida production company needs cameraperson/editor. Entry level position. Send resume (no tape) to: Video Techniques, Rt. 7, Box 281, Brainerd, MN 56401.

#### SITUATIONS WANTED MANAGEMENT

**Nepotism** can solidify your small market news and traffic management. South or Southwest. Box R-65.

**Top New York O&O producer** seeks PD or GM position. Experience includes ten years in news, programming and management, plus the creation and development of a popular nationally syndicated series. Box R-112.

#### SITUATIONS WANTED TECHNICAL

**CMX playback - videotape operator** in NYC with strong experience & excellent references seeks fulltime position. Call Alan Strachan, 516-599-4335.

#### SITUATIONS WANTED NEWS

**ENG photographer, editor, videotape operator** seeks full-time position. Call Charles Rakestraw, 615-272-4625.

**American University grad** fluent in Russian and Spanish with B.A. in broadcast journalism seeks reporter or writer position. Wrote, reported news for suburban NY and college radio stations and college TV station. Interned at ABC News in Washington, DC. Contact Anthony Riggio, 3 Magnolia Lane, Syosset, NY 11791, or call 516-364-8683.

**Meteorologist:** talented, personable, experienced, seeking on-air position in a small or medium market. Willing to relocate. Can't miss. Call Tim, 914-997-8073.

**Managing editor,** small market, seeks move to larger station. Experienced all news areas. Box R-37.

**Do your warm fronts sag?** Meteorologist, 5 yrs. top 50's, will provide solid support to your weathercasts. 918-496-2948.

**Black male with three years** reporting experience-anchoring morning news inserts. Seeking reporter or reporter/anchor position. Tape available from 60 and 40 size market. Call 205-452-5994, Wendell Johnson.

**Experienced, young, talented,** female news reporter ready to move ahead in broadcasting/communications field. Experience in both print and broadcast journalism. Available now. 301-948-3191, mornings.

**Experienced sports anchor/news reporter.** Can write, edit and shoot. Seeking position with small market station. Tape and resume available. Call 404-422-0303.

**I love sports!** Small market news anchor/reporter wants to return to sports. Very broad knowledge of sports; four years experience in television and radio; BS degree. Call Andy, 405-282-3578.

**Toronto sports freelancer,** radio-TV, will cover Blue Jays, Blizzard, golf, tennis events, etc. 416-465-4435.

**Tornadoes-floods-heat-snow-drought-cold:** all recent news headlines. Broadcast meteorologist with solid on-air and forecasting skills (over 5 years experience, AMS seal) seeks station which would like to be the one to turn to fair weather or foul. Severe weather is my specialty. I also enjoy public relations. Box R-103.

**Anchorman.** Credibility, vitality, voice, appearance. Recently a financial news anchor/interviewer in 5th market. 415-856-6602.

**Experienced broadcast meteorologist** needs a break! Excellent communicator. Well-seasoned forecaster. For details, call Marc Ross, Westbrook, ME. 207-854-2001; 207-856-6097.

**Meteorologist seeking** weekday position in medium or major market, preferably South or East. Experienced small, large markets. Box R-111.

**For nearly three years,** I've been a reporter/weekend anchor in this small market, paying my dues. Now I'm ready to start paying dividends as a general assignment reporter for your top 100 station. Mark Scott, 614-455-3763.

**Meteorologist:** 5 years experience, 2 years radio. Looking for an entry level position in a small to medium market. Degree; AMS, NWA member. Experienced in forecasting, computer graphics and radar. Reply Box R-121.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Mature, energetic** college grad experienced in broadcast quality corporate communication and cable TV production, editing camera, audio, lighting, photography. Also film and multi-media background. Contact Ron Maturo, 36 North Coe Lane, Ansonia, CT 06401, or call 203-965-3548.

**Audio/visual specialist** with broad background in commercial & educational TV seeks new challenge. 8 yrs. experience in all phases of recording & post-production. Call 606-233-3000, or write 2992 Tuscaloosa Ln., Lexington, KY 40502.

**Producer of syndicated** magazine format program seeks new challenge. Production/promotions/on-air talent/and marketing skills are my strongest assets. Seeking interviews. Call Marc, 414-634-6052.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Corporate accounting manager.** Outstanding opportunity to direct corporate accounting department including cash management, overseeing bookkeeping, budgeting, audits and preparation of financial statements. Requires accounting degree and five years progressively responsible experience. Salary commensurate with experience. Excellent benefit package. Midwest location. Reply in confidence to Box R-66. EOE.

### HELP WANTED INSTRUCTION

**Broadcast news:** The Department of Radio-Television at Southern Illinois University at Carbondale seeks a distinguished broadcast news professional and educator for a teaching position beginning August 15, 1984. Responsibilities include teaching courses in broadcast news writing, television news, news performance, and public affairs. Ph. D. in relevant field expected. Master's plus significant professional experience considered. Send letter of application, resume, and the names of three references by June 15 to: Dr. Sam Swan, Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62901.

**Instructor/assistant professor.** Ph.D. preferred, but will accept application from ABD's. Teach courses in video production, broadcast policy and regulation, independent study; and own specialty. Audio production and audience analysis a plus. Send application with three letters of reference to Gerald H. Sanders, Chair, Department of Communication, Miami University, Oxford, OH 45056. Will accept applications until position is filled. Appointment date is August 22. Miami University is an AA/EOE.

**Broadcast production and direction.** Tenure track position. Ph. D. preferred, M.A. required. Experience in television production. Must show potential as successful teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is June 18, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Dept. of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an affirmative action/equal opportunity employer.

**Assistant professor.** Mass communication. Teach basic and advanced broadcasting courses with specialization in broadcast production. One year appointment, possible renewal, beginning August 1984. Send letter, resume, references: Dan Curtis, Chair, Depart. Communication, Central Missouri State University, Warrensburg, MO 64093. Screening begins June 15. Open until filled. AA/EOE.

**Instructor/editor/anchor** for unique broadcast journalism education program. TV facility in network affiliate laboratory newsroom, teaching students reporting and on-air performance skills. Likely will include evening anchor duties. Women encouraged to apply. Seek proven professional with at least three years successful on-air work in TV journalism and ability to instruct young people. Prefer Master's. Send tape/resume to Mackie Morris, Broadcast Chairman, Box 838, University of Missouri School of Journalism, Columbia, MO 65205. AA/EOE.

**Marshall University:** assistant professor tenure track. Executive or upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M.A. required. Ph. D. desirable but outweighed by professional credentials. Teach broadcast management, sales, business communication or other according to experience. Administer internships. Send resume, transcripts and three current reference letters by June 18, to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**Instant cash-highest prices.** We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

**1" C-type videotape** wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

**Need immediately:** used 140-foot type 300 wind-charger tower or 220-foot type 200 wind-charger tower. Contact Victor W. Dawson, 919-864-5222.

**Used type C Sony & other 1 inch VTR's, CG's & other post equipment.** Send all written info to Box R-84.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

**Transmitters-UHF-VHF-FM**—new and used. Call Quality Media, 404-324-1271.

**Studio equipment**—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**AM Harris MW-1A-mint;** also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

**Video recorder.** Sony BVU-50 3/4" portable VTR with Sony CG-110 time code generator. Package includes leatherette case, 2 VTR batteries. \$2500 or best offer. Contact: National Video Industries, 15 West 17 Street, NY, NY 10011. 212-691-1300.

**For lease** (short or long term or lease-purchase) remote truck. Four camera, 1" type-C, full audio, RTS PL and IFB, Tek monitoring. Gear well-maintained in excellent operating condition. Equipment list and details contact Box P-90.

**Fernseh KCP-40 color cameras** with lenses. 3 available. A/R-2 videotape recorder with editor. RCA TKP-45 color camera with 10:1 lens. All items priced to sell. Contact Greg Symanovich, Tel-Fax, 817-860-5048.

**2" Quad videotape,** archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

**Thomson MC501 camera,** excellent condition. with 14x9.5 lens, ENG package, JVC 8500LU VTR, Sony 3800 VTR. Call M. Moser, 202-462-5310.

**2 HL-79DAL Ikegami cameras,** Cannon 13x9 lens, good condition, used by owners. Sachler 7x7 head. 612-338-5022.

**Videocassettes,** 3/4" Sony KCS-20's \$6.99. Perfect for on-location recording. Broadcast quality guaranteed! Low pass tape. Chyron evaluated, recycled, de-labeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

**20 KW FM Collins 831G1 w/z1;** also ITA 5KW FM. MS-15 exciter, under two yrs. old. Call M. Cooper, 215-379-6585.

**TWX machine -** Cal Data Com 300. TWX, Telex, DDD, 8K memory. \$2,000. Contact Sue Bock, 602-792-9933.

**Used broadcast TV equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**MEI Control-3 Satmaster,** all up-dates, used 1 year, like new, \$2750. (3) SMC 350-RS carousels, mono, used 1 year, like new, \$1,800 each. 715-268-2233.

**AM transmitters:** Gates BC-1T, RCA BTA1R1. Continental Communications, 3432 Shenandoah, St. Louis, MO 63104. 314-664-4497.

**Complete 3/4" studio/portable system.** Limited use cablecasting. Pryor Communications, Inc., Fitzgerald, GA. 912-423-9331.

**Cable or over air TV equipment** for sale - virtually new! Package includes JVC camera, studio lighting package, 3 Sony 3/4" VCR's, edit controller, special effects generator, monitors, character generator, computer animated graphics package, emergency power supply unit, mic mixer, cabinets, most everything needed to establish a mini studio. Package buy \$45,000. For information, write or call Carter Roberson, The Fresno Bee, 1626 'E' Street, Fresno, CA 93786. 209-441-6235.

**FM transmitters:** Sintronics 20 KW, ITA 10KW. Continental Communications, 3432 Shenandoah, St. Louis, MO 63104. 314-664-4497.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 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

**Sub-carriers for lease,** 3,000 watt FM. Champaign/Urbana/Rantoul coverage. Contact Jay Shatz, WPGU, 204 E. Peabody, Champaign, IL 61820. 217-333-2016.

**Advertising copywriting** — The Freelancer's Way — learn from a pro. Booklet \$3.50. Little Giant Concepts, P.O. Box 40754, Memphis, TN 38104-0754.

## RADIO

### Help Wanted Sales

#### GEORGIA SALES MANAGER

Major market, Georgia. Modern format. Aggressive 100 KW FM seeks working sales manager. Large station-big responsibilities. Must be self-starter, aggressive, street sales oriented and capable of working with national representative. Good benefits, good money, and great weather. Experienced and eager? Call 703-772-2323.

#### EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

## Help Wanted Sales Continued

#### NORTHEASTERN FIVE MARKET

radio group is looking for experienced street salespeople. Our markets are Springfield, MA, White Plains, NY, Syracuse, NY, Allentown, PA. Our formats are AOR, CHR, country and adult contemporary. If you're selling for a small market station and looking to upgrade yourself to a 50,000 top-rated station and work for a dynamite radio group with a real future, give me a call or drop me a line. Don Wilks, WAQY, 45 Fisher Ave., East Longmeadow, MA 01028. 413-525-4141.

#### EXPERIENCED AE

needed for AM-FM in large South-eastern market. Good list, great income potential. Mail resume to Box R-87. EOE.

## Situations Wanted Management

#### I'M HITTING MY HEAD

on the ceiling! Highly paid, aggressive, bright, educated, innovative, successful professional radio salesman with national sales management experience as well as GM of own company; currently working in major market. Seeks GM/GSM position with progressive broadcast group in large/medium market. Box R-100.

## Situations Wanted Announcers

#### I'LL GO ANYWHERE BUT....

Talented air personality with 5 years experience, and audiences love me. Prefer AOR, adult contemp., or top 40. Have worked country. Will relocate anywhere. (Well, almost anywhere). For tape, resume, and references, contact Hank London, 44 Center Grove Road, C-22, Randolph, NJ 07869. 201-328-0097.

## Situations Wanted Technical

#### DIRECTOR OF ENGINEERING

15+ years experience as CE of major market group-owned AM/FM's. Highly experienced all phases technical management & engineering. Top references. Box R-89.

## Situations Wanted News

#### NEWS DEPARTMENT

Need spark, goals, direction? ND with major market experience and a background that includes all formats, can provide the leadership. Won't settle for being second best. Box R-126.

# For Fast Action Use BROADCASTING'S Classified Advertising

**TELEVISION**  
Help Wanted Programing, Production, Others

**PUBLIC TELEVISION  
PROGRAM DEVELOPMENT OFFICER**

The University of North Carolina Center for Public Television, operating the North Carolina public television network, invites applicants for the new position of program development officer in the office of the director.

The successful candidate will be expected to initiate exceptionally strong ideas, proposals, and budgets, and to process those that come from other sources, for programs designed for statewide broadcast in North Carolina, with potential for wider PTV use. The program development officer will undertake redirection and expansion of program development in generating and monitoring production in an anticipated new center facility in the Chapel Hill area. Candidates must have minimum BA/BS degree in an appropriate field with at least five years relevant experience. Applicants should be creative and have experience in applying innovative concepts and techniques. A broad background in public affairs and cultural fields is necessary. Salary depends on qualifications and experience. University of North Carolina employee benefits apply.

Applications with resume due June 30, 1984; address to John W. Dunlop, Director, UNC Center for Public Television, P.O. Box 3508, Chapel Hill, NC 27514. An equal opportunity/affirmative action employer.

**Help Wanted Technical  
Continued**

**CHIEF  
ENGINEER**

WJAR-TV, Providence, Rhode Island, the market's number one station and NBC affiliate, has an opening for a chief engineer. This executive engineer must be dedicated to excellence in station operations and quality control, must have a strong engineering background and is a proven leader. Administrative, budgeting and advance planning abilities are essential. The plant is a large modern facility with all state of the art equipment. This is an excellent opportunity to join a large, growth-oriented organization with radio and television stations nationwide. We offer an excellent salary, benefit and incentive bonus package. Resumes with professional references to: Gerald T. Plemmons, Vice President-Engineering, Outlet Communications, Inc., 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer.

**Situations Wanted News**

**MAJOR MARKET  
SPORTS DIRECTOR**

Wants to move. Young veteran ready for bigger things. Bringing authority, humor, & that touch of class. Box R-39.

**CABLE**

**Situations Wanted Management**

**SUPPORT...**

...creativity and dependability—that's what I can bring to your broadcast operations team. 4 years experience in interactive cable and 9 years experience in radio. Documented proficiency in production, traffic, promotions, master control, and related managerial affairs. My hands-on abilities have enhanced an assortment of programming ventures varying in size, age and complexity. I offer this guarantee: you too will get results! This self-motivator generates confidence in teamwork potential, so I'm an avowed strategist. My talents are readily available for your consideration in any of the support functions listed above (for cable, radio, or TV). Write Box R-117.

**Radio Programing**

**The MEMORABLE Days  
of Radio**

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
Included in each series  
Program Distributors  
410 South Main  
Jonesboro Arkansas 72401  
501-972-5884



**Help Wanted News  
Continued**

**DOCUMENTARY  
TYPE PRODUCTION**

We are broadcast journalists using our skills and the latest production technology to write and produce communications packages for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Minimum of five years TV news experience required. Send resume, references, and tape to:

**VIDEO, LTD.**  
200 Guaranty Bank Building  
Cedar Rapids, IA 52401  
Equal opportunity employer, M/F

**Help Wanted Technical**

**CHIEF ENGINEER**

**Boston UHF Independent**

Strong RF and VTR maintenance skills needed as well as solid management skills. Salary negotiable. Send resume to General Manager, WXNE-TV 100 2nd Ave., Needham HTS. MA 02194 No phone calls please.

WXNE is an equal opportunity employer.



**NATIONAL OFFICE**

needs a field producer to produce nat'l. magazine segments. Must have strong writing, producing & field directing skills. 2 yrs. major market exp. in video features. Send tape and resume to:

**Debby Messana**  
PM MAGAZINE  
825 Battery Street  
San Francisco, CA 94111

**PROMOTION  
MANAGER**

Current opening for creative person with strong advertising and marketing skills. This department head position supervises four (4) others and is responsible for all phases of promotion, advertising, publicity and PR. If you're looking for a challenge, have experience as a manager and a track record of unique successful ideas, rush your resume, cover letter, and examples of your work to: General Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. EOE.

**Help Wanted News**

**NEWS DIRECTOR  
MAJOR MARKET**

Premier company has challenging growth opportunity for a proven leader who has taken a television news department to the top. If your track record includes that kind of success story and you can do it again, send resume to Director of Personnel, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EOE/AA.

## Consultants

### POTOMAC VIDEO

#### D.C.'s BEST 1-stop production shop

"No pain, no gain!" It works in sports & dance (maybe), but your video projects shouldn't turn into slow dance marathons. Use OUR complete creative services - from pre-production planning to final edit - with all the tricky details in between. Promotionals, industrials, remotes - whatever you need.

- State-of-the-art video equipment
- In-house producer/consultants
- In-house studio
- Satellite uplink capability

CALL 202-783-6464  
400 N. CAPITOL ST., NW  
SUITE 150  
WASHINGTON, DC 20001

FM FREQUENCY SEARCH - \$100  
Also reasonable rates on new FM applications.

#### FM TRANSLATORS

Channel Searches - FCC Applications

CHUCK CRISLER

Box 42, Greenwood, ARK 72936  
(501) 996-2254

Administrative/operational bottom line problems? Put our 35 years of broadcast management/ownership to work for profitable solutions.

#### W. EDWARD McCLENAHAN & ASSOCS., INC.

Broadcast Consultants & Brokers  
Box 15, Ivy, VA 22945  
804-977-4096; 293-9486

## Miscellaneous

### RADIO SURVEYS

100 calls, \$495. Personalized. Customized. We're now accepting reservations for Fall radio surveys. Call Dick Warner, collect, 404-733-0642. Now in our tenth year.

# S-A-M-S

### SCA FOR LEASE

If your business would like the coverage, we can provide - as a 100 KW-class C-FM in the vital Denver market. KOSI-FM 101.1, 10200 E. Gurrard, B-131, Denver, CO 80231. 303-696-1714. Keith Ericson, Eng. Mgr.

## Employment Service

### 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!**

## For Sale Stations

# W. John Grandy

BROADCASTING BROKER  
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

## For Sale Stations Continued

- Beginners' delight. Stand alone AM in 200,000+ market going full time. Priced to sell at \$300,000.
- Beautiful Oklahoma recreation area combo. \$400,000.
- Sunbelt combo in top 100 market. \$1,500,000, great terms.
- Colorado combo in ski country, covering stable market supported by three major industries. Includes full time AM and class C FM. \$800,000.
- Full class C FM, and full time AM in solid Sunbelt market. Valuable real estate included. \$2,750,000.
- Class A FM. Booming Texas market. \$350,000, cash.

**JAMAR-RICE CO.**  
**950 W. LAKE HIGH DR.,**  
**SUITE 103**  
**AUSTIN, TX 78746**  
**512-327-9570**



## CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

### STATION

STATION	CONTACT
MI Medium AM/FM \$2,100K \$630K	Peter Stromquist (319) 359-4768
NC Coastal AM/FM \$1,300K \$100K	Mitt Younts (804) 355-8702
AR Regional AM/FM \$1,250K \$350K	Bill Whitley (214) 680-2807
SC Medium AM/FM \$725K \$125K	Brian Cobb (404) 458-9226
AZ Resort AM/FM \$650K \$130K	David LaFrance (303) 534-3040
NY Small FM \$576K Cash	Ron Hickman (401) 423-1271
TN Metro AM \$375K Terms	Ernie Pearce (615) 373-8315
FL Small AM \$375K \$50K	Randy Jeffery (305) 295-2572
UT Suburban AM \$300K Terms	Greg Merrill (801) 753-8090
TX Small AM \$290K \$50K	Bill Whitley (214) 680-2807

For information on these and our other available stations, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

### PUBLIC AUCTION AM & FM

AM & FM radio stations in Chattanooga area to be sold separately, or as a package, to highest bidder(s) at public auction June 15, 1984, commencing at 10 AM, in Room 404, U.S. Post Office and Courthouse, Chattanooga, Tennessee. FM is class A, antenna height 285 feet above average terrain, 3,000 watts ERP. AM is class III-B, daytime only, 1,000 watts. AM owns real estate. For information, write: P.O. Box 996, Hixson, TN 37343, or contact Thomas E. Ray, Atty., 914 First Tennessee Building, Chattanooga, TN 37402.

### TAMPA/ST. PETE

AM radio station. Excellent opportunity for religious or ethnic broadcaster. \$850,000, terms available. Box R-94.

### CLASS A FM/DAYTIME AM

Growing medium Texas market. Good revenues. Excellent cash flow. \$1,500,000, including real estate, terms available. Box R-95.

## MIDWEST MAJOR METRO

Profitable ethnic AM. \$975,000, cash. Please write Box R-109.

### GOSPEL STATION

located in Southern state—5000 watts, includes real estate. Asking \$525,000, downpayment \$100,000, balance negotiable. 803-585-4638, or write Box M-128.





**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Profitable AM/FM combination full of opportunity located in outstanding living area close to both mountains and lakes with prosperity abounding. \$1.2 million with good terms available.

R. A. Marshall & Company will soon offer direct data transmissions to selected clients with computer communication links

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038

**WALKER MEDIA & MANAGEMENT, INC.**

■ Midwest, growing market. Class A FM. Ideal 1st property. \$310,000, terms.

■ Virginia fulltime AM, gracious living, \$195,000, terms.

Dave Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618-263-3380.

John Hurlbut, Pres., Box 1845, Holmes Beach, FL 33509. 813-778-3617

**TELEVISION—UHF**

—ABC network. Midwest mkt. \$7,000,000-good terms. Contact Chapman Television, E.L. Corky Cartwright, 303-740-2224. Bill Lochman. 816-254-6899.



**MIDWEST AM/FM**

Daytime AM/class A FM. Excellent potential in college/resort/military market. Solid sales growth. Price - \$800,000. Write Box R-52.

**IDEAL OWNER-OPERATOR**

AM-FM in growing SW Missouri market. Low down, good terms to qualified buyer. Galen Gilbert, 214-495-8033.



**Wilkins and Associates**  
Media Brokers

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
NC	AM	\$1,200,000	15%
LA	AM	\$500,000	20%
NJ	AM	\$725,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
GA	AM	\$425,000	30%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MI	FM	\$50,000	downpayment
MO	FM	\$50,000	downpayment

P. O. Box 1714  
Spartanburg, SC 29304 803/585-4638

**H.B. La Rue**

Media Broker

**RADIO-TV-CATV-APPRAISALS**

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

**BOB KIMEL'S NEW ENGLAND MEDIA, INC.**

**WE'VE GOT—**

- AM/FM for as low as \$75K down.
- AM stations for as little as 1.5X sales & 5X cash flow
- New England major market stations.
- AM/class B combo.

If you're looking, chances are we either have a station that should be right for you, or we'll have one listed soon. Give us a call.

8 DRISCOLL DR.  
ST. ALBANS, VT 05478  
802-524-5963

**TEXAS GULF COAST**

Fulltime AM. 1000 watt; 200,000 metro. Competition is another AM. Price: \$975,000; just over 2X gross. Call Jack Riley, 214-788-1630.

RILEY REPRESENTATIVES  
14330 MIDWAY RD.  
DALLAS, TX 75234



- 4 experienced radio people who desire to own and operate their own radio station may buy 12% each of licensee of Chattanooga-area daytimer for \$3,000 down. Each owner will have option to buy additional 13% each in 6 mos. for no money down.
- More than 80 listings in 31 states priced from \$90,000 to \$8,500,000.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 - 24 hours

**PAUL E. REID CO. MEDIA BROKERS**

GA: fulltime AM, metro mkt. Priced at last year's gross. AL: AM/FM, small mkt. TN: FM, small mkt. Buying or selling, contact Paul E. Reid, PO Box 2669, LaGrange, GA 30240. 404-882-1214.

**NORTH IDAHO AM**

Full time, single station market, 1000 watt (IV). Ideal owner/operator, first station. Profitable with growth potential. FM available. \$150,000. Write: M. J. McInerney, Box D, St. Maries, ID 83861.

**GOLDEN OPPORTUNITY IN SE GEORGIA**

Class A FM. Excellent broadcast equipment, automation, remote studio, property and home included. Great growth over past twelve months with even greater growth expected. Cash sale, or terms to highly qualified buyer. Write Box R-99.

**ROCKY MOUNTAIN CLASS C FM**

100,000 watts, only FM in the county. Needs owner-operator to realize full potential. Available as asset sale or with net operating loss carryforward. Priced at 2 1/2 times gross at \$260,000, or best offer. Contact owner directly. 612-935-0263. Written inquiries to P.O. Box 41641, Plymouth, MN 55441.

**For Fast Action Use BROADCASTING'S Classified Advertising**

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, TN 38157

**Dan Hayslett**  
 & associates, inc.  
 *Media Brokers*  
 RADIO, TV, and CATV  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas

**For Sale Stations Continued**

**GROWING  
 EAST TEXAS MARKET**

Class C FM/AM. Priced to sell. \$1.1 million, including real estate. Box R-97.

**SUNBELT CLASS AM FM  
 CHATTANOOGA, TN. METRO**

Superior coverage FM tentatively set for court required auction, June 15, 1984. Hamilton County Court-Chattanooga, Tenn. Call 412-351-1100 for more info.

**UHF CONSTRUCTION PERMIT**

Area of about 80 ADI-800,000 people. Growing area, 7 colleges - diversified industry. Six cities in primary signal. Includes land, tower, line, some equipment, all permits and architectural drawings and leases. \$430,000 for everything on hand. Box R-116.

**OREGON DYNAMIC AM**

One of the best stations in the entire state. \$650,000/terms. Contact: Jerry Dennon, 206-455-4641. The Montcalm Corp., 1800 112th NE, Ste. 210E, Bellevue, WA 98004.

**UHF-TV**

—top 25 market. \$6,500,000-good terms. Contact Chapman Television, E.L. Corky Cartwright, 303-740-2224.

 **CHAPMAN ASSOCIATES**  
 nationwide mergers & acquisitions

**STAN RAYMOND & ASSOCIATES, INC.**

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

**CLASS A FM**

Single market, Texas. Excellent growth potential. \$325,000, terms available. Box R-96.

**THIS PUBLICATION  
 IS AVAILABLE  
 IN MICROFORM**

**University Microfilms  
 International**

300 North Zeeb Road,  
 Dept. PR, Ann Arbor,  
 MI 48106

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Arthur Camiolo**, general manager, WXTU(FM) Philadelphia, joins WHAT(AM)-WWDB(FM) there as general manager, succeeding **Dolly Banks**, who continues as chairman of board and president of parent companies, Independence Broadcasting Co. and Banks Broadcasting Co.

**William Kindler**, VP, human resources, Papa Gino restaurant chain, named president and general manager, WEEH(AM) Boston, succeeding **John Baker**, resigned. WEEI is owned by parent of Papa Gino.

**Paul Draisey**, general manager, WAGE(AM) Leesburg, Va., named VP of parent, Emmet Broadcasting Co.

**Margaret Stigers**, manager, customer service, metro division, Warner Amex Cable Communications, New York, joins Gulfstream Cablevision of Pinellas county, Fla., as VP and general manager.

**Jack Lovelady**, engineering manager, WIS-TV Columbia, S.C., assumes additional responsibilities as assistant general manager.

**John Pascuzzi**, director of development, KCCJ-TV Des Moines, Iowa, named VP, operations.

**Mike Novak**, program director, KYUU(FM) San Francisco, joins KOSO(FM) Patterson, Calif., as operations director.

**Ralph Oakley**, station manager, WSJV(TV) Elkhart, Ind., joins WVVA(TV) Bluefield, W. Va., in same capacity. **Todd Andrick**, producer-director, KGMB-TV Honolulu, joins WVVA as operations manager.

**Curt Hansen**, program director, WEBE(FM) Westport, Conn., named VP, operations.

**Bruce Goodman**, VP and general counsel, Mutual Broadcasting, Arlington, Va., named senior VP, general counsel. **Jim Kozlowski**, director of corporate development, Mutual, named VP, telecommunications marketing.

**Kim Meltzer**, manager, accounting operations, Corinthian Broadcasting, New York, joins Price Communications there as corporate controller.

**Leslie Soule**, cable news account executive, Fisher Broadcasting-produced Pacific Northwest regional report, defunct Satellite News Channel, named director of cable relations, Fisher Broadcasting, Seattle.

**John Berky**, freelance producer, joins Connecticut Public Radio, comprising noncommercial WPKT(FM) Middlefield and noncommercial WNPR(FM) Norwich, as station manager.

## Marketing

Elected VP's, Ogilvy & Mather, New York: **Steven Baer**, senior copywriter; **Jeffrey Ber-**

**trand**, **Mayling Dodgen** and **Frederick Estabrook**, account supervisors; **Pamela Bryant**, copy supervisor; **Susan Chiafullo**, producer, and **Gary Gigot**, management supervisor.



Rosen



Pugliese

**Hy Rosen** and **Anthony Pugliese**, VP's, Grey Advertising, New York, named senior VP's.

Elected VP's, Avery-Knodel Television: **William Azan**, sales manager, NBC/independent team, New York; **Patty Lynch**, sales manager, St. Louis, and **Annette Guerrieri**, ABC sales manager, New York.

**Marcio Moreira**, executive VP, and director, InterNational team, for McCann-Erickson Worldwide, New York, assumes additional responsibilities as international creative director.

Management supervisors named senior VP's, Young & Rubicam USA: **Mitchell Kurz**, **Jerome Shereshevsky** and **Anne Zopfi**.

Appointments, SSC&B: New York: **Catherine Askow**, from Ted Bates, New York, to group research manager; **Thomas Eley**, from Compton Advertising, New York, to account supervisor; **Losang Gyatso** and **Ronald Hartley**, from Wunderman, Ricotta & Kline, New York, to art directors; **Sheryl Fody**, from William Esty Co., New York, to spot buyer, and **Stephen Deschenes**, from Compton, New York, **Lisa O'Connell**, from Landmark Associates, New York, and **Phillip Falzarano**, from Geer DuBois, New York, to account executives.

**Lynne Ginsberg**, from Young & Rubicam, New York, joins Geer, DuBois there as art

director. **Rick Rindel**, from Warwick Advertising, New York, to copywriter, Geer, DuBois.

Appointments, N W Ayer, New York: **James McMenemy**, television producer, and **Jerry Young**, creative supervisor, to VP's; **Aaron Belson**, media supervisor, BBDO, New York, to same capacity; **Constance DeSimone**, media planner, Ted Bates, New York, to same capacity, and **Robert Schwartz**, account executive, Cunningham & Walsh, New York, to same capacity.

Appointments, D'Arcy MacManus Masius, Chicago: **Howard Johnson**, chairman, DMM, Chicago, to corporate executive VP and worldwide director of human resources; **E. Hoy McConnell II**, president, succeeds Johnson; **Gary Horton**, executive VP, director of creative services, succeeds McConnell, and **William Clayton**, senior VP, to executive VP and general manager.

**Peter Stassi**, VP, associate director, local broadcast, BBDO, New York, named director, local broadcast. **William Hansell**, VP, local broadcast supervisor, BBDO, named associate director, local broadcast.

**Mike Aarons**, VP, management supervisor, Foote, Cone & Belding, Chicago, joins Tracy-Locke/BBDO, Dallas, as senior VP, management representative.

Account supervisors named VP's, Dancer Fitzgerald Sample, New York: **Michael Burns**, **Will Eddy**, **Susan Hart** and **Virginia Reilly**.

**Marty Lafferty**, VP, programing, Group W Cable, New York, joins Turner Cable Sales and Marketing, Atlanta, as director of marketing.

**Bruce Goerlich**, media research manager, Jordan, Case & McGrath, New York, joins D'Arcy MacManus Masius, St. Louis, as manager, media information and research services department.

**Michael Camras**, account executive, participating program sales, NBC-TV, New York, named director, participating program sales.

Appointments, Katz Television Continental:

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**Bob Singer**, account executive, Los Angeles, to assistant sales manager; **Pepper Gould**, account executive, Detroit, to sales manager, Houston; **Tim Prichard**, national sales manager, CKLW(AM) Windsor, Ont., succeeds Gould, and **Candice Orem**, sales assistant, Dallas, and **Kelly Kirkpatrick**, from KXAS-TV Fort Worth, to account executives, Dallas.

Appointments, McGavren Guild Radio: **Mary Beth Garber**, account executive, Los Angeles, to VP, sales; **Pam Little**, regional manager, Philadelphia, to VP, regional manager; **Kay White**, account executive, Atlanta, to VP, sales, there; **Tom Dolliff**, manager, Christal Radio, Atlanta, to sales manager, Houston office, succeeding **Mike Blackman**, who joins Atlanta office as member of sales staff, and **Lynn De Caterina**, account executive, Masla Radio, Atlanta, to account executive there.

**John Fierce**, account executive, Selcom, Chicago, named office manager, new Minneapolis office.

**Andrea Goodrich**, from Weiss & Powell, New York, and **Bonnie Goldstein**, senior buyer, Doyle Dane Bernbach, New York, join Blair Radio there as account executives.

Named account executives, MMT Sales, New York: **Frank Polansky**, from Katz, New York; **Mike Vernon**, from Blair, New York; **Jo Paul**, from Storer, New York; **Nancy Aeschbach**, from HRP Sales, New York, and **Andrew Capone**, from MMT's Atlanta office.

**Matthew Walsh**, copywriter, Lewis, Gilman & Kynett, Philadelphia, joins W.B. Doner, Baltimore, as copywriter.

**Linda Lampman**, artist, Quinn & Johnson/BBDO, Boston, named assistant art director.

**Fran Smith**, account executive, MMT, Chicago, joins Harrington, Righter & Parsons there in same capacity.

**Jefferson Ketcham**, general sales manager, WEBE(FM) Westport, Conn., named VP, sales.

**Donald Williams**, account executive, Blair Television, New York, named director, sports sales, market development department.

**Cliff Lucas**, director of marketing, ON TV, Los Angeles, joins Oak Media Corp. there as corporate director of marketing. **Alice Rose**, district affiliate manager, Pacific Northwest, Showtime, Las Vegas and Los Angeles, joins Oak Media, Los Angeles, as marketing services manager.

**Steven Watson**, VP, First Marketing Group, Houston, joins GSD&M there as account supervisor.

**Sue Ellen Jackson**, programing-alarms manager, Rogers Cablesystems of Syracuse, N.Y., named director of marketing, U.S., for Rogers.

**Joe Armao**, sales manager, Group W Radio Sales, Los Angeles, joins KJQY(FM) San Diego as general sales manager.

**Cathy Bosson**, affiliate relations director, Warner Amex Satellite Entertainment, Englewood, Colo., joins Gulfstream Cablevision of Pinellas County, Fla., as marketing manager.

**Cynthia Scheller**, account executive, WJAR-TV Providence, R.I., joins WSTG(TV) there as sales manager.

**Brian Beglane**, promotion manager, Home

Sports Entertainment, Pittsburgh, joins WTHR(TV) Indianapolis as marketing manager.

**Kip Gilbert**, account executive, KIMN(AM)-KYGO(FM) Denver, joins KNUS(AM) there as local sales manager.

**Michael Sonberg**, account executive, KKHR(FM) Los Angeles, named national sales manager.

**Marshall Seese**, from own advertising agency, Seese & Associates, Atlanta, joins KENS-TV San Antonio, Tex., as national sales manager.

**Patricia Liguori**, research director, USA Cable Network, New York, joins WABC-TV there as assistant director of research and sales development.

**Jo Norris**, sales secretary, WWAY(TV) Wilmington, N.C., named commercial manager.

**Joanne Crovets**, from Needham, Harper & Steers, New York, joins WPLJ-FM there as account executive.

**Patrick Walsh**, promotion director, WHAM(AM) Rochester, N.Y., joins American/Peoples Cablevision there as account executive.

**Richard Rogers**, account executive, WPDS-TV Indianapolis, joins WRTV(TV) there in same capacity.

**Edmund Cardona**, account executive, KIQI(AM) San Francisco, joins KGO(AM) there in same capacity.

**Arnold Starr**, account executive, KXYZ(AM) Houston, joins KYST(AM) Texas City, Tex., in same capacity.

**Gregory Janoff**, from WHEB-AM-FM Portsmouth, N.H., joins Kettell-Carter, Boston, as account executive.

**Jim Schuessler**, recent graduate, University of Wisconsin, Platteville, Wis., joins KCBR(TV) Des Moines, Iowa, as account executive.

**Elaine Womack**, VP, radio sales and account executive, Tacher Co., Seattle-based station representative firm, joins KOMO(AM) there as account executive, radio sales.

## Programing

Appointments in new management structure for video group, Time Inc., New York (group comprises Home Box Office and Denver-based American Television and Communications): **Jeff Bewkes**, VP, planning and treasurer, HBO, to senior VP, strategy development; **Glenn Britt**, senior VP, finance, ATC, Denver, to senior VP, finance, New York, and **Philip Lochner Jr.**, corporate associate general counsel, Time Inc., to senior VP, general counsel.



Bewkes



Britt



Lochner



Cooper

**Arthur Cooper**, VP, finance and administration, Lifetime cable service, New York, named senior VP and general manager.

**Joseph Weinflash**, director, advertiser and station program sales, 20th Century Fox, New York, joins Camelot Entertainment Sales there as director of station sales.

Appointments, MGM/UA Home Video: **Brian Segall**, from Orion Pictures, New York, to VP, business affairs, there; **Janet Ehman**, sales representative, to Midwest regional manager, Chicago office, and **Stephen Katz**, from Shank Associates, Los Angeles marketing and sales firm, to Southern regional manager, based in Fort Lauderdale, Fla.

**Orison Marden**, VP, labor relations, Columbia Pictures and Columbia Pictures Television, Los Angeles, named senior VP, labor relations, filmed entertainment.

**Michael Camras**, account executive, participating program sales, NBC-TV New York, named director, participating program sales.

**Sandy McGovern**, VP, field operations, Rainbow Programing Services, Woodbury, N.Y., joins The Weather Channel, Atlanta, as VP, affiliate sales and marketing. **Douglas Holladay**, VP, cable marketing, The Weather Channel, named VP, business affairs.

**Dan Kush**, legislative counsel, U.S. Chamber of Commerce, Washington, joins Chamber's Biznet, The American Business Network there, as congressional correspondent. Biznet is carried on USA Cable Network, Modern Satellite Network and on 29 commercial television stations.

**Ralph Sariego**, production manager, Universal Television, Los Angeles, named VP, production management.

**Gayle Maffeo**, executive in charge of production, Stampede Productions, Los Angeles, joins Telepictures there as VP, in charge of production. **Richard Allen Zimmer**, senior program analyst, Blair Television, joins Telepictures, Los Angeles, as director of research.

**Carl Dietze**, sales manager, LBS Sports, division of Lexington Broadcast Services, New York, named VP, general manager of division.

**Debra Lieberman**, regional director, Rainbow Programing Services, Woodbury, N.Y., joins HiLife Channel, New York, as VP, sales, marketing and affiliate relations. HiLife is satellite-delivered pay cable programing service headed by Paul Klein, former head of Playboy Channel, which is distributed by Rainbow.

**Stephen Humphreys**, associate publisher, *Horizon* magazine, New York, joins Arts & Entertainment Network there as director, corpo-

rate marketing.

**Skip Ward**, associate producer, *Dukes of Hazard*, Warner Bros. Television, Los Angeles, named producer.

**M'Lou Zahner-Ollswang**, independent producer, joins *Business Times*, New York, as producer for radio business program, beginning on American Public Radio May 29.

**Suzanne Lasky**, from WSVN(TV) Miami, joins Greater Miami Jewish Federation Cable Television there as director of broadcast operations-program director.

**Kent Erhardt**, reporter-anchor, KFVS-TV Cape Girardeau, Mo., joins KWWL(TV) Waterloo, Iowa, as co-host, *PM Magazine*, with **Carole Peterson**.

**Dan Miller**, executive producer, *Market to Market*, Iowa Public Television, Des Moines, Iowa, named programing director.

**Gary De Maroney**, interim program director, KOSO(FM) Patterson, Calif., named program director.

**Bob Garrett**, from KHTR(FM) St. Louis, joins KITS(FM) San Francisco as program director.

**Marc Rosenweig**, executive producer, WPLG(TV) Miami, joins WOR-TV Secaucus, N.J., as executive producer.

**Tony Creech**, senior production director, WWAY(TV) Wilmington, N.C., named assistant production manager.

## News and Public Affairs

**Ray Nunn**, Beirut bureau chief, ABC News, named Southern bureau chief, based in Atlanta, responsible for bureaus in Atlanta, Miami and Dallas. **Richard Kaplan**, executive producer, *World News This Morning* and *Good Morning America News*, ABC News, New York, named executive producer, *Nightline*, New York. Correspondents, ABC News, named reporters, Democratic convention: **Sander Vanocur**, podium; **Lynn Sherr**, **Sam Donaldson**, **Richard Threlkeld**, **James Wooten**, floor; **Barry Serafin**, Democratic headquarters, Hilton Tower, San Francisco, and, assigned to candidates: **Kenneth Walker**, **Jesse Jackson**; **Steve Shepard**, **Gary Hart**, and **Brit Hume**, **Fritz Mondale**.

**Bart Tessler**, assistant director, news operations, Mutual Broadcasting, Arlington, Va., named director of news.

**Jonathan Petersen**, news director, noncommercial KTIG-FM Pequot Lakes, Minn., joins United Press International, Washington, as religion news editor.

**Charles Lewis**, investigative reporter, ABC, Washington, joins CBS, New York, as associate producer, *60 Minutes*.

**Michael Moss**, assistant director, news and programing, WEEI(AM) Boston, named director, news and programing.

**Barbara LeGrand**, reporter, WTOQ(AM)-WKPL(FM) Platteville, Wis., named news director.

**Brian Whittemore**, reporter, WGY(AM)-WGFM(FM) Schenectady, N.Y., named news director.

**Carol Herndon**, producer, *Eyewitness 12 News 6 O'Clock Report*, WPEC-TV West Palm Beach,

Fla., named executive producer, *Eyewitness 12 News*.

**Jim Wieder**, *Nightcast* producer, WSAV-TV Savannah, Ga., joins WKFT(TV) Fayetteville, N.C., as news director. **Art Kohn**, from WHSV-TV Harrisonburg, Va., joins WKFT(TV) as reporter.

Appointments, news department, WPLG(TV) Miami: **Philip Metlin**, producer, WPXI(TV) Pittsburgh, to producer; **Janet Alshouse**, associate producer to producer; **Gayle Yamada**, public affairs director, noncommercial WUFT-FM Gainesville, Fla., to associate producer; **Tana Carli**, morning cut-in anchor, assumes additional duties as 12:30 p.m. co-anchor; **Diane Magnum**, 12:30 co-anchor and public affairs reporter-producer, to weekend co-anchor-reporter; **Jon Scott**, Northern bureau chief and reporter, KUSA(TV) Denver, to weekend co-anchor-reporter; **Glenn Kleiman**, reporter, to investigative reporter; **Mark Schaefer**, reporter, Santa Fe Productions, Ann Arbor, Mich., to feature reporter, and **Lucy Unsworth**, desk assistant, to researcher.

**David Meharg**, newscast director, KGET(TV) Bakersfield, Calif., joins KNTV(TV) San Jose, Calif., as weekend newscast director.

**Patrick Curry**, morning assignment editor, WMAQ-TV Chicago, joins WTMJ-TV Milwaukee as assignment editor.

**Carrie Krueger**, news producer, KMTR-TV Eugene, Ore., joins KIRO-TV Seattle in same capacity.

**Norm Ohashi**, associate news producer, KING-TV Seattle, named weekend producer.

**Randell Nordhem**, production coordinator

and public service programing producer, KNBN-TV Dallas, named public affairs director.

**Sandy Lesko**, reporter, WEWS(TV) Cleveland, joins WJKW-TV there in same capacity.

**Alison Gregory**, from KRDO-TV Colorado Springs, and **Steve Oswalt**, reporter, WHO(AM) Des Moines, Iowa, join WHO-TV Des Moines as\*reporters.

**Stephanie Horn**, part-time weekend reporter, WTVQ-TV Lexington, Ky., named reporter.

**Lynn Carthané**, reporter, *Flint (Mich.) Journal*, joins WJRT-TV there as reporter.

**John Hoylman**, reporter, WANE-TV Fort Wayne, Ind., joins WTMJ-TV Milwaukee in same capacity.

## Technology

**George Milne**, VP, entertainment operations, Ford Aerospace Satellite Services, New York, joins Satellite Gateway Communications there as president and chief operating officer. Gateway operates earth station complex in Carteret, N.J., which handles daily feeds for broadcast and cable industry.

Appointments, Comsat, Washington: **William Berman**, senior VP and general counsel, retires. **James Amdur**, associate general counsel, to acting general counsel; **Francois Giorgio**, VP for Intelsat engineering and development, world systems division, to VP and general manager, Intelsat technical services, and **Robert Allnutt**, VP and legal counsel, U.S. Committee for Energy Awareness,

# Broadcasting

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Washington, to VP, government affairs. **Arnold Satterlee**, senior director, spacecraft engineering, world systems division, to VP, satellite programs, and assistant general manager, Intelsat technical services.

**Stephen Martin**, East Coast regional sales manager, JVC Co. of America, Elmwood Park, N.J., named special products manager. **Thomas McCarthy**, district sales manager, JVC, succeeds Martin.

**John Pivrotto**, from noncommercial KPBS-TV San Diego, joins Western Video & Film there as post-production manager. **Lynn Koch**, freelance production assistant, joins Western Video & Film as production coordinator.

**John Detwiler**, from American Teleservices Inc., cellular telephone equipment firm, Washington, joins Nabu Network, Alexandria, Va., as East Coast regional manager. **Charles Self**, project director, Larkin & Co., Washington cable consulting and public relations firm, joins Nabu Network there as manager, affiliate sales and relations. Nabu delivers computer software, via cable system, to home computers.

**Altant Stalker**, manager, operations and technical services, Group W Satellite Communications, Stamford, Conn., named VP, operations and engineering.

**Maureen Nappi**, graphic designer, MTV: Music Television, New York, joins VCA Teletronics there as art director.

## Promotion and PR

**Louise Hallahan**, congressional relations associate, CBS, Washington, named manager, sales development and promotion, CBS/FM National Sales.

**Barry O'Donnell**, senior publicist, Showtime/The Movie Channel, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as manager, corporate communications.

**Richard Ferguson**, administrative assistant to president, Katz Broadcasting Corp., Bridgeport, Conn., named to newly created post of director of corporate communications.

**Cj Sartor**, director of affiliate relations, The Weather Channel, Atlanta, named director of affiliate promotion.

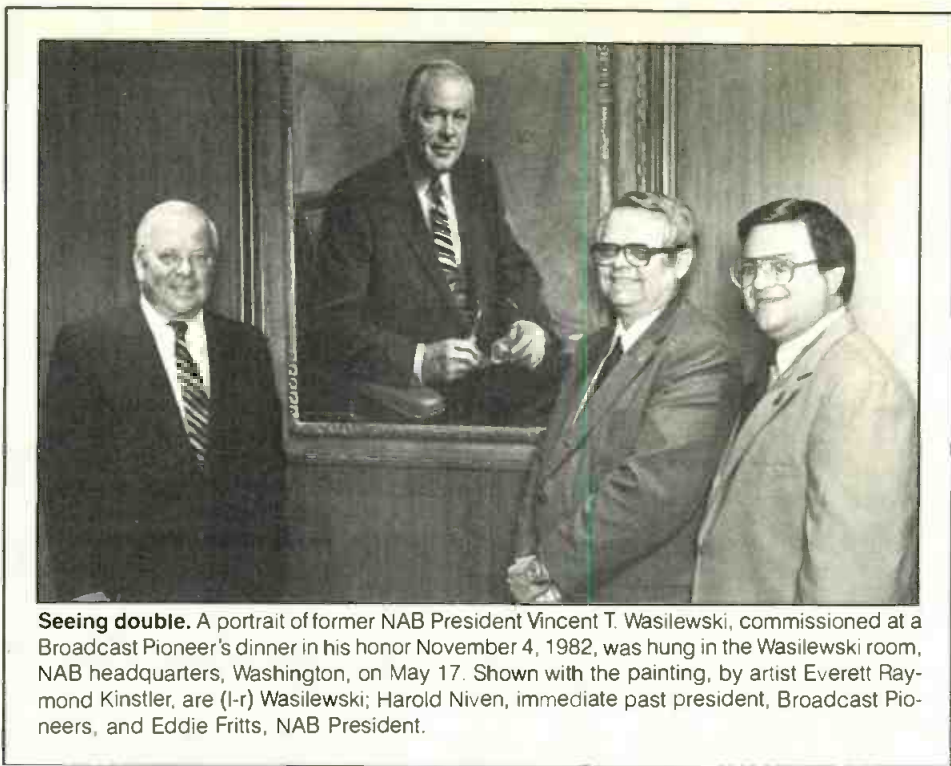
**Billie Brown**, VP, corporate communications, Westinghouse Broadcasting & Cable, New York, forms own public relations firm, Billie Brown Inc. there, with Westinghouse as client. **Jane Hartely**, acting VP, corporate communications, Group W, succeeds Brown.

**Larry Wahl**, publicist, ABC Sports, New York, joins Rainbow Programming Services, Woodbury, N.Y., as publicity manager, SportsChannel.

**Robert Burris**, producer, on-air promotion, KABC-TV Los Angeles, named assistant director, creative services. **John Yamaguchi**, on-air producer, ABC-TV, Los Angeles, named on-air producer, creative services. ABC-owned KABC-TV there.

**Susan Lynn Allen**, from Jefferson-Pilot Broadcasting, Charlotte, N.C., joins KLAS-TV Las Vegas as promotion manager.

**Cris Chavarria**, writer-producer, WTTG(TV)



**Seeing double.** A portrait of former NAB President Vincent T. Wasilewski, commissioned at a Broadcast Pioneer's dinner in his honor November 4, 1982, was hung in the Wasilewski room, NAB headquarters, Washington, on May 17. Shown with the painting, by artist Everett Raymond Kinstler, are (l-r) Wasilewski; Harold Niven, immediate past president, Broadcast Pioneers, and Eddie Fritts, NAB President.

Washington, joins WTSP-TV Tampa-St. Petersburg, Fla., as assistant promotion manager.

## Allied Fields



Wyckoff

**Richard E. Wyckoff**, VP, broadcast liaison, government relations department, National Association of Broadcasters, Washington, joins Pennsylvania Association of Broadcasters, Philadelphia, as executive director, effective July 2.

**Rhody Bosley**, general sales manager for WMMR(FM) Philadelphia, joins Arbitron Ratings, New York, as VP, national sales, radio.

**James Boyle**, director of member relations, Cabletelevision Advertising Bureau, New York, named national sales manager.

**Barry Zorthian**, senior VP, Gray and Co., Washington, and former VP, government affairs, Time Inc., Washington, joins Alcade, Henderson & O'Bannon, government and public affairs counselor, Washington, as partner.

**Jack Clements**, executive VP and general manager, Mutual Broadcasting System, Arlington, Va., named to Mutual's seat on board of directors, Radio Advertising Bureau, replacing **Marty Rubenstein**, former president and chief executive officer, Mutual, resigned.

**Boris Townsend**, recently retired head of information service department, Independent Broadcasting Authority, London, joins John Drew Tucker Associates, broadcast consultant there, as consultant.

**Linda Gavin**, motion picture-television liaison, Broadcast Music Inc., Los Angeles, resigns to form own company, Meridian Music

Management, which will specialize in administration of music copyrights.

**Michele Robinson Sayre**, program director, KLOL(FM) Houston, joins Shane Media Services, Houston-based media consultant, as music director.

Elected officers, Tulsa, Okla., chapter, American Women in Radio and Television: **Marcia Baker**, KTUL-TV, president; **Terri Jones**, KJRH(TV), president-elect; **Caroline Ramsey Avant**, KOKI-TV secretary, and **Ken Maher**, KOKI-TV treasurer.

**Howard Bell**, president, American Advertising Federation, Washington, awarded Honor Medal for Distinguished Service to Journalism from University of Missouri School of Journalism.

## Deaths

**Robert Crennen**, 54, VP, central division, United Press International, Chicago, died of heart attack May 5 at Bay City, Mich., medical center. Crennen, chief manager for UPI in nine-state central division, had suffered heart attack in January 1983, and had undergone bypass surgery at time. Crennen joined United Press as reporter in 1954. He is survived by his wife, Beverly, son and daughter.

**Joseph Klapper**, 67, director, Office of Social Research, CBS/Broadcast Group, New York, died of cardiac arrest May 17 at his home in New York. Klapper was former member of Surgeon General's Scientific Advisory Committee on Television and Social Behavior, and was author of writings on mass communications and survey research. He is survived by his wife, Hope.

**Robert W. (Bud) Howard**, film director and facilities manager, KNTV(TV) San Jose, Calif., died of heart attack May 8 following surgery at University California hospital, San Francisco. He is survived by his wife, JoAnn, and son, Michael.

## Jeri Crisman: promoting AWRT's national image

In a way, outgoing AWRT President Jeri Warrick-Crisman owes her success in broadcasting to that organization. Or rather, the *degree* of her success. Had she not been a member more than a decade ago, she might never have had the chance to buy a piece of a radio station. That opportunity has led to a position—she is president, general manager and part owner of WNJR(AM) Newark, N.J.—held by few women, let alone black women, in the country.

That's not to say Crisman was not already moving along at a pretty fast clip: She had gone from a post as high school guidance counselor in Gary, Ind., to broadcast standards supervisor at NBC-owned WMAQ-TV Chicago and on to New York as policy editor for WNBC-TV.

But then she changed course, just a bit. Moving from TV to radio, Crisman went to WNBC-AM-FM New York as community affairs manager and on to the network level as director of national community affairs for NBC Radio.

Although the move from television to radio is the reverse of the common path, Crisman had an ulterior motive. After she appeared on an AWRT panel, a member of the audience approached her with an offer to join a group of minorities applying for the license of WNJR. She agreed, and soon after joined WNBC to get "hands-on experience" in radio. That was in 1972. It was not until 1981 that the group of investors, Sound Radio Inc., actually took over operation of WNJR, with Crisman at the helm. (None of the 10 other owners work at the station.)

This past year has been an exceptionally busy one for Crisman, juggling the responsibilities of managing a radio station and managing a national organization, with neither at the other's expense.

When she was asked to serve as president of AWRT, Crisman says she consulted with the board of Sound Radio before accepting the position. Realizing it was going to be "a great deal of work, I assured the board I would make the adjustments on the personal side of my life... Obviously the station could not suffer. They were happy and very encouraging because I became the first minority president of AWRT in its 33 years of existence. Also, they saw it as an excellent opportunity for the station to have national visibility and exposure."

And national visibility was exactly what Crisman was after, but not necessarily for WNJR. It was AWRT's image she set out to enhance. "Although each chapter—and we have 62—has its own style, flavor and image, I felt the national image of the organization should be one of which we're very proud... AWRT is a wonderful organization for the exposure it gives its members nation-



JERI ANITA EVERETT WARRICK-CRISMAN—president, general manager and part owner, WNJR(AM) Newark, N.J., and president, American Women in Radio and Television; b. May 22, 1933, Gary, Ind.; BA, Hampton Institute, Hampton, Va., 1952; MA, University of Chicago, 1956; guidance counselor, Froebel High School, Gary, 1956-64; broadcast standards supervisor, WMAQ-TV Chicago, 1964-72; senior policy editor, WNBC-TV New York, 1972-73; manager of community affairs, WNBC-AM-FM New York, 1973-75; corporate director, national community affairs, NBC, 1975-81; WNJR position since 1981; m. Bruce Louis Crisman, May 7, 1974; children (by previous marriage)—Alan, 29; Ingrid-Joy, 26.

ally. It's an opportunity to meet your professional peers around the country."

Toward that end, Crisman cites the seminar AWRT co-sponsored last fall with the FCC: "Women in the Telecommunications Marketplace." That event was significant enough to attract a speaker of national import: President Reagan. He appeared at a reception held at the White House the night before the seminar, and at a luncheon, also at the White House, where Crisman had the opportunity to speak with him about AWRT.

Yet another example of the national scope of Crisman's projects: the AWRT Commendation Awards luncheon, held last March at the Waldorf-Astoria in New York. The awards, honoring radio and television programs that "portray women positively and realistically," were previously handed out during the annual convention, but the organization decided to make it a separate event, sponsored as a national fund raising activity.

Crisman cites the Commendation Awards ceremony as the high point of her year as president of AWRT. "When I looked out on the dais and saw that we had the chief executive officers of the major broadcasting networks and groups—really the top level executives in our industry—to me that showed the kind of clout held by AWRT."

Although Crisman is proud of having been instrumental in bringing about these events, and in doing her part to enhance

AWRT's national image, there are others to whom she gives credit. Phyllis Tritsch, executive vice president of AWRT, "has been a mentor for me... She is really the glue that holds everything together. Phyllis gets a new boss every year [the executive vice president position is permanent] and she never misses a beat as she adjusts from one style of management to another."

Also valuable to AWRT, Crisman said, are many members of the Washington chapter. "We are fortunate to have these women. They are very knowledgeable about what's going on on the Hill and at the FCC, and they keep us aware of the issues."

The issues of particular concern to AWRT: the FCC's use of a lottery system to choose among applicants for stations and its Docket 80-90 proceeding, which would allow new FM stations in 684 locations. In the former, AWRT has filed comments with the FCC asking that women be given preferential treatment in the lotteries, as are minorities. They reason that women should be considered a minority because of their underrepresentation in media ownership. AWRT sees the Docket 80-90 case as "a significant opportunity for increased broadcast station ownership by women," and urges its members to pursue that opportunity.

Crisman says she feels opportunities for women in broadcasting have increased substantially since 1964, when she began her career at WMAQ-TV, but "we still don't have women at the top echelons. I guess the closest we came to that was Jane Cahill Pfeiffer [former chairman of NBC]. Other than that, women have really had a difficult time being able to cut through the male bastion of top decision makers."

"I would like to see a woman as the very top programing decision maker for a network—a vice president of prime time programing—similar to the position held by Brandon Tartikoff of NBC."

Sales positions, she says, would help more women understand the financial end of the business. "We should concern ourselves with the bottom line. Women should make certain they understand what it means to deal with clients and to get out there and bring in the money."

This week, Crisman concludes her year as president of AWRT. She says she expects the annual convention, in Chicago, to be a high point of her presidency, but it will be a special time for Crisman in another way. Her family will use the occasion for a reunion. She and her husband, Bruce, will be joined by her son and daughter by a previous marriage.

Family is important to Crisman. She credits her drive and perseverance in large measure to the strength of a special woman: her mother, a diabetic and double amputee, who remains the touchstone of the family. "They say I'm upbeat," says Crisman, "I guess it's genetic." ■

**White House** last week demonstrated its reluctance to choose between recommendations of **State and Commerce Departments** on national policy regarding establishment of communications satellite systems that would compete with Intelsat. It called in officials of both departments and, in effect, **urged them to try again to resolve differences** between them that, for most part, are procedural. Some progress was reported on Wednesday, but, despite note of urgency said to have been sounded by White House, there was no indication last week of when process would be completed—or whether it could be without direct intervention of cabinet secretaries involved.

**Alleged "substantial discrepancies" between reporting of Los Angeles television audience ratings by Arbitron and Nielsen** has prompted one independent there, **KTLA(TV), to threaten cancellation of its contract with Nielsen**, and there are indications at least one network-owned station may follow suit. In response, Nielsen has acknowledged some variance in its audience sampling and claims it is making a "concerted effort" to address problem. "We have serious doubts as to the validity of Nielsen's reporting of the Los Angeles ratings," wrote Michael Eigner, vice president and station manager, KTLA(TV), in letter of complaint to Nielsen last April. Eigner presented station research he felt documented "extremely large" differences between Nielsen and Arbitron in overnight ratings, which station feels are result of Nielsen's underrepresentation of Spanish-speaking households and households with children under 18. Eigner said KTLA intends to cancel its agreement with Nielsen "unless the serious discrepancies are resolved." He said differences had become "even more pronounced" since April 1, when Nielsen began implementing new sampling methods it claims should alleviate problem. "We recognize your concern... and have developed a plan to bring the [Los Angeles] sample closer to the universe estimates," Nielsen Vice President Thomas J. Hargreaves wrote KTLA Research Director Jane Collins in April 12 letter responding to the station's complaints. Hargreaves acknowledged that, as of Jan. 22, 1984, approximately 17.9% of Los Angeles sample universe was composed of Spanish-surnamed households, but only 12.8% of Nielsen's meters are in such households. In addition, 36.7% of Nielsen meters were in homes with children under age 18, compared with 39.6% of Los Angeles homes estimated to have children in that category. Other independents, which traditionally rely more heavily than affiliates on younger audience, are said to be considering actions similar to KTLA's unless situation improves. **Kabc-TV**, owned and operated by ABC

**Comsat initiative.** Efforts on Capitol Hill to reorganize Comsat, the U.S. representative to Intelsat and the International Maritime Satellite Organization (Inmarsat), continued to mount. Last week, Representative James T. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee, introduced a bill (H.R. 5724) that would require Comsat to establish a subsidiary in which it would carry out all its non-Intelsat business. Broyhill's bill, unlike an earlier measure (H.R. 4464) offered by Edward Markey (D-Mass.), would not require Comsat to divest itself of all of its competitive activities. Broyhill said his bill, intended to "bring about competitive equality," takes a more "balanced approach" than the Markey measure.

Broyhill's measure also authorizes the President and the FCC to instruct Comsat on how to vote on certain issues within Intelsat. Furthermore, H.R. 5724 permits the President to appoint a U.S. representative to monitor Comsat's participation in Intelsat. Broyhill noted that the Comsat subsidiary would have its own board of directors, its own staff, and a substantially separate staff. His measure, like the Markey bill, would also require Comsat to publicly disclose information it receives from Intelsat. "The bill constitutes a modest attempt to bring about competitive equality by reducing Comsat's unfair advantages and by minimizing its incentives to engage in predatory behavior," Broyhill said. The bill is expected to be discussed during House Telecommunications Subcommittee hearings June 12 and 13 on international communications issues.

Inc., has also complained of Nielsen ratings discrepancy and reportedly threatening to cancel its contract with Nielsen unless there is change in sampling. Other sources confirmed that, although Nielsen has 535 monitors "installed" in Los Angeles market, only average of 445 of these are operating during May sweep period. This compares with average of 504 meters operating during May 1983. Both figures are above Nielsen guarantee of 200 meters operating during rating periods. KTLA and other station have also complained to Nielsen about turnover rate among metered households.

**Ally & Gargano**, New York, was 1984's big winner of Clio awards for TV, capturing six statuettes. A&G was honored for best regional campaign for Dunkin' Donuts; best ID and transportation/cargo spot for Federal Express; best insurance spot for Travelers' Insurance Co.; best utilities spot for MCI Telecommunications, an best copywriting spot for Keller Geister. In U.S. radio competition 31 Clios were awarded, with top honors going to **Bert, Barz & Kirby**, Los Angeles. That company won three Clios, with spot for Dos Equis beer picking up two awards and another for Ford Electrical and Electronics Division snaring third Clio.

**CBS won 18th consecutive week in daytime ratings**, averaging 6.4/25 for week ending May 20, compared to 5.5/21 for ABC and 4.7/19 for NBC, according to CBS estimates. Top five rated daytime shows were *Price is Right* (CBS, 8.2/37); *Young and Restless* (CBS, 7.9/31); *General Hospital* (ABC, 7.8/27); *Guiding Light* (CBS, 7.4/26), and *All My Children* (ABC, 7.4/26).

**Trintex.** That's name for new videotex joint venture announced in February by **CBS, IBM and Sears Roebuck & Co.** Venture will be headquartered in White Plains, N.Y. Theodore C. Papas Jr., president and chief executive officer of Trintex, announced last week other newly named officers: IBM's James Hewitt, named VP-systems development; Sears's Hyde Pearce, named VP-finance and planning; CBS's George Perry, named VP-general manager; Ger Ryzewicz (Sears), named VP-marketing, and CBS's Harry Smit named VP-videotex publishing.

**Local Program Network**, satellite news delivery service sponsored by consortium of 24 TV stations across country, went on location last week to Rutherford, N.J., to interview U.S. Olympic Committee Chairman William E. Simon in connection with its special series of *One on One Exclusives*. And for first time, LPN utilize device developed by Midwest Communications engineer, which LPN Project Director Jim Hayden described as **transmission operations center**, to deliver live Simon interview to six participating stations (about dozen others taped segment for later use). "**What we've developed here,"** said Hayden, "**is a television station you can fit in two suitcases,"** and take just about anywhere to cover live event. Two footlockers is more precise, and it's not television station, but rather, as name implies, transmission device. Basically, it's unit that serves LPN's needs perfectly, in that it enables ENG crew to fly anywhere on moment's notice, cover event or do interview and with use of custom phone coupler contained within unit, hook up maximum of 99 stations (two at any one time) which could then communicate with crew or interview subject at remote location. Unit itself is not uplink facility, but easily connects to any C-band uplink, either by cable or microwave. In addition to phone coupler unit's main components, according to Dave Lunder, Midwest Communications field engineer who developed it, are Sony 3/4 inch BVU 800 tape deck, U-matic digital time base corrector, two Sony monitors, color bar generators, video switcher, wave form monitor, audio amplifier and compressor and two audio mixers. Simon's six consecutive interviews appeared to go without flaw from transmitting end, although couple of participating stations had minor delays of one sort or another. Lunder said it took about two hours to set unit up for that first interview, but that once routine is down, it should only take about 15 minutes. Interviews were done at Meadowlands Communications in Rutherford, which provided both uplink (at \$150 per hour) and transponder time. Company leases transponder 9U aboard Telstar 301, an subleased time to LPN for \$450 per hour.



High-ranking **official of United Nations** told reporter in Washington last week that **U.S. has "overdone" its concern regarding press issues in connection with its proposal to leave UNESCO** at end of this year unless changes it felt necessary were made. U.S. critics have generally associated UNESCO with New World Information Order, under which Third World countries have advocated licensing of journalists, government code of conduct for journalists and other measures U.S. feels run counter to free press traditions. But **Yasushi Akashi**, who last month was named under secretary general of United Nations Department of Public Information, in luncheon meeting with reporters in Washington, said: "There is no evidence the [UNESCO] secretariat favors New World Information Order proposals." He said those have been advanced only by individuals in reports and speeches but not by UNESCO secretariat. Meanwhile, in Paris, director of U.S.-based Freedom House who is harsh critic of UNESCO, said organization needs some attention but should not be abandoned. Leonard Sussman, in remarks to 37th session of International Association of Newspaper Publishers, said UNESCO does not need repair, "just constant attention from those who created the organization and then allowed it to drift into exploitive hands." But he took no position on whether U.S., one of founding members, should remain in UNESCO. Organization's board of 51 nation members is meeting in Paris to debate reforms in effort to prevent U.S. withdrawal. United Kingdom has also indicated it might withdraw if reforms are not made.

**(TXH(TV) Dallas-Fort Worth and KTXH(TV) Houston**, two independent JHF's that Outlet Broadcasting thought it had bought for **\$125 million** ("Closed Circuit," May 7), were **sold** last week by parent TXH Inc. to **Gulf Broadcast Group** for same price ("Closed Circuit," May 21). Gulf is owned by Gulf Broadcasting Co., Alan Henry resident. Principals of KTXH Inc. include Sidney Shlenker, chairman, and Milton Grant, president and chief executive officer. Grant retains title and will run two stations as part of separate Gulf division. Gulf owns three TV and six radio stations.

**Jonahue** show on Friday (May 25) booked guests on upcoming show whom it could not have invited before FCC ruling that show is **exempt from equal opportunities provision** of Communications Act (see page 42). Guests, who will participate in program on U.S. military aid policy in Central America, are **Representatives Newt Gingrich** (R-Ga.) and **Barney Frank** (D-Mass.), both of whom are candidates for re-election. Program will be broadcast live on WBBM-TV on Tuesday, before going into syndication.

**CC Mass Media Bureau and Field Operations Bureau** agreed last week to policy statement that permits **FOB to issue notices of apparent liability** and notices of fines to radio and TV licensees violating commission's technical rules. Previously only Mass Media Bureau had authority to issue fines.

**Arbitration is set to go forward** concerning **proposed cable rate increases for Cincinnati** and at least 26 suburban communities franchised to Warner Amex Cable. Both city and Warner have selected their arbitrators. WA's Richard Berman, executive VP/general counsel, will represent company on three-person arbitration panel. City has tapped Nicholas P. Miller, attorney with Washington law firm, Preston, Thorgrimsom, Ellis and Holman. Those two will elect third. Warner wants to impose fee of \$11.95 for expanded basic tier and \$13.95 for Qube-level service. City will recommend lower set of rates after third arbitrator is selected. Panel will decide between two sets of rates by June 25.

**Two Cuban Americans** who fled Cuba after Fidel Castro came to power have been **named to senior positions** in Voice of America's **radio Marti** program, broadcast service to Cuba that was authorized by Congress last year. **Humberto D. Medrano**, editor of Cuban newspaper, *Prensa Libre*, until 1960, will be deputy director in charge of news and programs. In Miami, he was VP and news commentator for WOCN(AM) and columnist for *Diario Las Americas*. **Ernesto F. Betancourt**, who has served in variety of capacities with Organization of American States and as institutional development consultant for World Bank, will be Marti programs director of re-

search and policy. Director's job remains to be filled. Another Cuban American, **Emilio Milian**, had been serving as consultant to Marti program and had been expected to be named to top job ("Closed Circuit," April 23), but he has decided to sever relations with Marti program and return to Miami. Two other appointments announced in connection with Marti program are those of **David Bartlett** and **Richard H. Araujo**. Bartlett, VOA's director of news and English broadcasting, will serve as chairman of Marti program's task force. Araujo, now senior program adviser in VOA's American Republics Division, will serve as Marti's acting chief of programs for maximum of nine months. Both Bartlett and Araujo retain their VOA positions and will return to them when their tours with Marti program are completed. New program service is expected to go on air before end of summer.

**National Association of Broadcasters** and **National Radio Broadcasters Association** announced last week two Los Angeles hotels have been selected for its joint **Radio Convention and Programing Conference**, scheduled for Sept. 16 to 19. They are Bonaventure hotel, which will be "official" radio convention hotel, and Biltmore, which will be programmers' hotel. Sessions are scheduled at both places.

Amendment for \$70 million in **supplemental funds for Corporation for Public Broadcasting** (FY84-86) was **dropped** from FY84 supplemental appropriations bill, H.J. Res. 492, by House and Senate Appropriations Committee members during conference. Representative William Natcher (D-Ky.), who chairs House subcommittee with jurisdiction over CPB, refused to discuss amendment during conference but agreed to consider it for next major supplemental bill in June.

**Bonneville Broadcasting System**, major syndicator of easy listening music, will soon **move headquarters** from Tenafly, N.J., to Palatine, Ill., **suburb of Chicago**, where firm established production center nearly two years ago when it purchased Darrel Peters' FM-100 Plan easy listening format. Target date for move is July 1. That is also date Bonneville plans to **launch** its new broad-based "**Ultra**" format, designed to offer stations same music playlist flexibility available in its satellite-delivered easy listening service, which is being discontinued ("In Brief," March 5).

**Harriscop Broadcasting Corp.**, Los Angeles-based group owner with two AM's, one FM and six TV's, is **rejoining National Association of Broadcasters** as of July 1. Harriscop failed to renew its membership in 1982 as sign of protest over handling of election of NAB President Eddie Fritts.

Senate Commerce Committee is scheduled to hold **confirmation hearing** June 7 on nomination of **FCC Commissioner James Quello** to serve another seven-year term at FCC.

**Karl Eller**, Phoenix businessman, has **resigned from Corporation for Public Broadcasting's** board of directors. In letter to CPB Chairman Sharon Percy Rockefeller, dated May 21, Eller said his resignation was due to extensive business commitments. He did not indicate date of resignation.

**Robert Biernacki**, vice president and general manager, **WOR(AM) New York**, **resigned** last week after serving two years in post. Successor is expected to be named shortly.

*On the lighter side. Organizers of June 15 dinner in Washington celebrating 50th anniversary of Communications Act have announced that comedian Mark Russell will headline entertainment section of program. Large cast of past and present regulators—and regulated—will attend \$100-a-plate function at Washington Hilton. Sponsors: Federal Communications Bar Association and Broadcast Pioneers. Requests for reservations may be mailed to 50th Anniversary Celebration, P.O. Box 27378, Washington, D.C. 20038.*

# Editorials

## For the record

The debate over the use of exit polls to forecast or, as the networks prefer to say, "characterize" the outcome of elections is widening. At the annual gatherings of television affiliates of CBS and NBC in the past two weeks, the news chiefs of both networks found it necessary to defend the practice in response to affiliate mutterings against it. At the CBS conference, criticism of the use of exit polls came from an unexpected source—Bob Packwood, chairman of the Senate Commerce Committee and foremost advocate of First Amendment rights for broadcasters.

Last week, Representative Al Swift, foremost advocate of restraints on exit polls, was threatening to intensify his legislative efforts to turn the networks off. Even Dick Salant, the former president of CBS News who pioneered in the projections based on tabulations of the voting in selected precincts, raised questions about projections based on exit polls. He doesn't trust that kind of information to "call" elections. "The trumpet is just too uncertain, the risk too great," he said (see page 67).

History suggests that exit polling is not the monster that is being made of it.

As Salant recalled last week, the first significant use of voting analysis to call results occurred in the congressional elections of 1962 when CBS, assisted by the pollster, Louis Harris, developed a computerized system of massaging returns against former voting in sample precincts to forecast results. By the presidential election of 1964, all three television networks were doing it.

At 6:48 p.m., Eastern time, on election day, 1964, before the closing hour for polls anywhere and four hours and 12 minutes before some polls closed in California, NBC projected President Lyndon Johnson to defeat Barry Goldwater with 60-70% of the vote. ABC reported at 7:49 p.m., Eastern time, that Johnson appeared to be building up a landslide victory and at 9:21 called the election. CBS said Johnson was the "indicated" winner at 8:37 p.m. and the predicted winner at 9:04. All of those projections were based on tabulated votes. (NBC's was the more remarkable for being calculated without the use of the array of computers that RCA, then in the computer business, had assembled in the election coverage studio to dazzle potential customers whom it had encouraged to watch NBC. The computers suffered almost total failure, but NBC had a secret resource on the premises, Richard Scammon, then director of the United States Census Bureau, who, moonlighting for NBC, had helped to plan a backup system of analysis in case the computers failed.) Exit polling had no role whatever in those first projections of a presidential outcome.

By the 1980 presidential election, another landslide but one that buried the incumbent instead of the challenger, exit polling was the order of the day. In general the networks were later with their calls of a Ronald Reagan victory and Jimmy Carter defeat than they had been in calling the election of 16 years before. It all became academic when Carter himself conceded while westerners were still going to their polls.

The point here is that landslide election outcomes have been forecast early for the past 20 years, with and without the use of exit polls, and nobody yet has submitted evidence beyond subjective judgment that any election has been distorted by reports of early returns or voting trends.

No doubt the debate will widen farther after broadcasting covers next week's primaries, but radio and television cannot suppress the news of voting trends without compromising their claims to journalistic freedom.

## Donald Henry McGannon

The retirement of Don McGannon as president and chairman of Westinghouse Broadcasting in November 1981 was noted on this page with the observation: "It was fitting that the parent company was in electricity. Its broadcasting boss for a lot of years was a human dynamo."

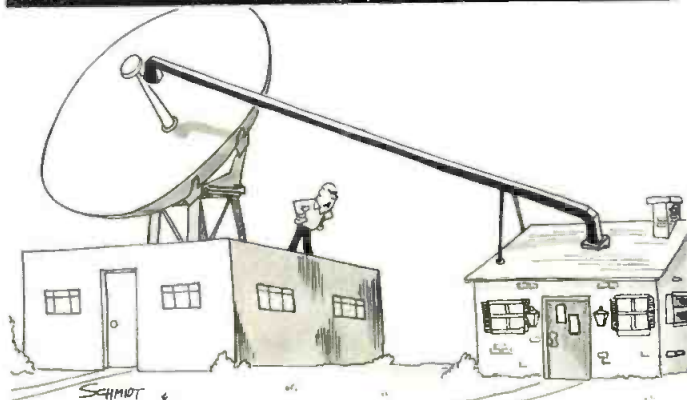
At that time it was generally unknown that McGannon was condemned to slow destruction by Alzheimer's disease, a cruelly inappropriate fate that finally claimed him last week. Until he was stricken, McGannon was indeed a dynamo, tirelessly traveling among the Group W properties, maintaining a home life that included a devoted wife and 13 children, participating in numberless causes connected with the Roman Catholic church. He ran a radio and television group that was as commercial as any in the business, but with a flare that made it the darling of regulators who thought other commercial broadcasters were money-grubbing hacks.

McGannon slipped in and out of the broadcasting establishment according to his moods and purposes. His television stations were, without exception, network affiliates, but his conflicts with networks were incessant. When he was still new on the job at Westinghouse, at the age of 35, he masterminded the retrieval of KYW-AM-TV Philadelphia from NBC, which was found by the FCC to have coerced Westinghouse into swapping those properties for NBC's facilities in the smaller market of Cleveland. He led the movement that resulted in the FCC adoption of the prime-time access rule that reduced television network schedules and opened valuable periods to such syndicated products as Westinghouse's *PM Magazine*. He was influential in the resistance to the lengthening of the television networks' evening news and increases in the networks' commercial inventory.

McGannon was often at odds with fellow station operators. He vigorously but unsuccessfully opposed the television code's acceptance of advertising for Preparation H, a hemorrhoid remedy. When the code board later admitted commercials for a vaginal deodorant spray, he dumped a code that he said was below Westinghouse's standards. To the end, he favored the fairness doctrine, which most broadcasters want to overthrow.

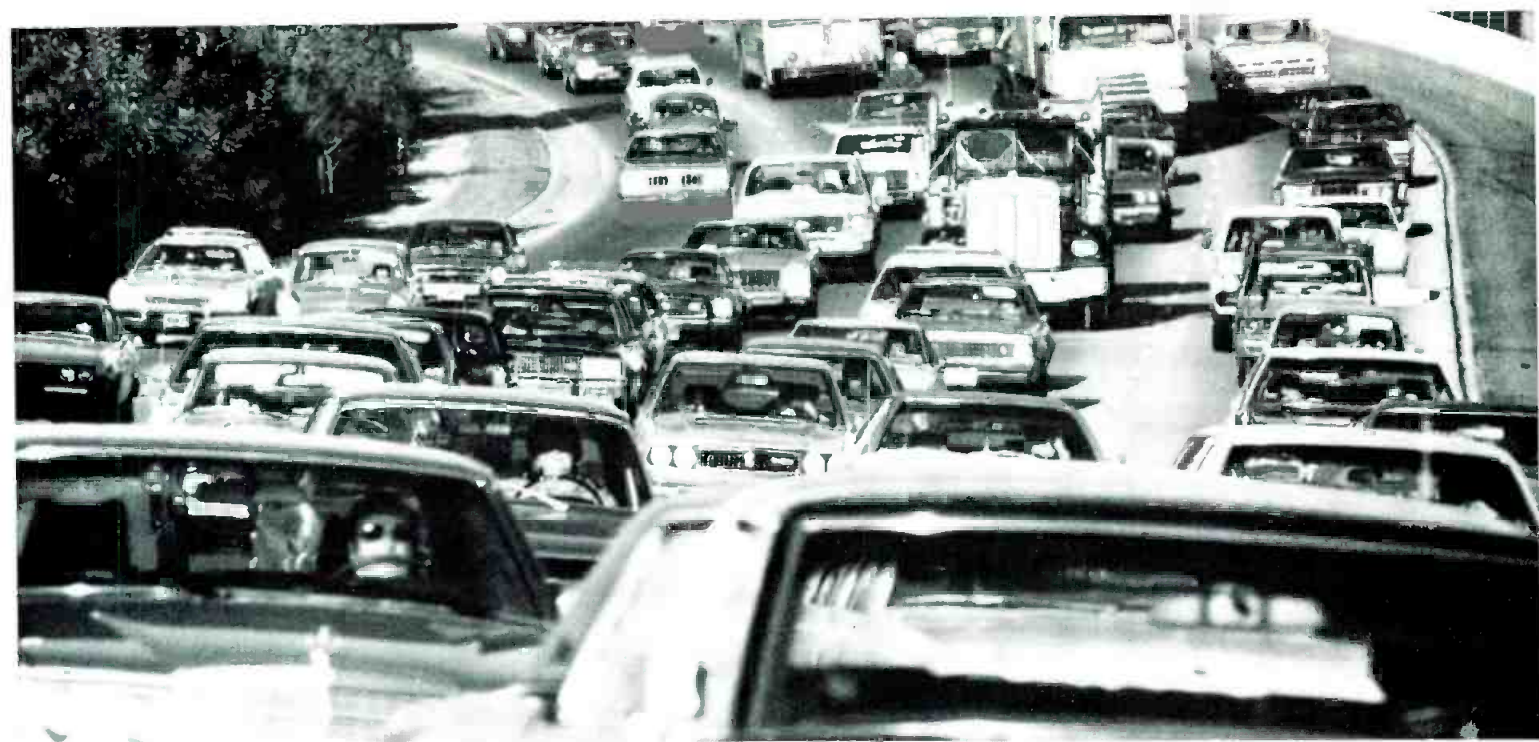
Still, he earned the respect of those with whom he disagreed. In 1964 the National Association of Broadcasters gave him its Distinguished Service Award, the establishment's highest honor for one of its own.

An original.



Drawn for BROADCASTING by Jack Schmidt

"Hey."



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Want some examples?

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

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

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

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

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



# At Long Last, Josephson Radio Reluctantly Reveals Its Closely-Guarded Secret Of Successful Radio:

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Loretta Akers  
Jennyfer Alberger  
Alan Almond  
Mike Arlo  
Ceil Ashton  
Mike Barr  
Josh Barry  
Ron Bates  
Skip Bednarczyk  
Mary Bennett  
Felecia Berger  
Kirk Bishop  
Jodi Bittker  
Laurie-Robin Bodner  
William Bommarito  
Keith Boyt  
Mike Bradley  
Christine Bradshaw  
James Brooker  
Bill Brooks  
Dick Buller  
Laine Callahan  
Donna Callender  
Cynthia Canty  
Dave Carew  
Melissa Carter  
Edward Christian  
Tracey C. Christopher  
Christopher Conn  
Ron Cox  
Steve Courtney  
Johnathan Crawford  
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Rhonda Dawson  
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Bernadette Donaldson  
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Dave Lockhart  
Joan Lucas-Ries  
Dave Luczak  
Vince Lukas  
Bobbie Lundberg  
Harry Lyles  
Martha Macurak  
Grant Mara

John Marocchi  
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Gail Martino  
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