

# Broadcasting Aug 13



## IN THE EYE OF THE STORM. KPRC-TV.

When the devastating forces of Hurricane Alicia took a turn for Houston, KPRC-TV was ready. With complete weather radar and microwave mobile tracking units that provided continuous storm coverage. The only Houston television station that never once lost its signal.

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## KPRC-TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

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US AIR FORCE  
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SERIAL ACQ SECTION  
MONITORING AL 35112  
\*\*\*

53rd Year 1984  
Hard times for Rule of 12's  
"At Large"  
with Dan Rittchie



Lydia Morgan  
University of Hawaii



Brian Wood  
University of Arkansas



Bradley Snook  
University of Missouri



Michael Spears  
Baylor University



Courtney Brenn  
University of Nevada



Thomas Lowery  
Brigham Young University



Amy Hudson  
Oklahoma State University



Laurene Weidner  
California State University



Kenneth Row  
Oklahoma State University



Lisa Baker  
University of Texas

# Announcing the 1984 Donald W. Reynolds Scholars . . .

**Because it takes smart people to make  
new technologies pay off.**

In today's rapidly advancing, competitive communications industry there are those who believe with each new technological investment, better services will automatically result.

Granted, new technologies provide the means for better service, but the old adages, however phrased, are true. It still requires people to communicate effectively.

Again this year, The Donald W. Reynolds Foundation, Inc., is continuing the nation's largest scholarship program. \$100,000 in college scholarships are going to 10 talented men and women from across the country.

Scholarships don't ensure success any more than improved technology ensures better ratings or higher circulation. But if we in the communications industry fail to combine the best people with the best tools, we will have only ourselves to blame if our technology doesn't make up for a lack of capable personnel.

The 1984 Donald W. Reynolds Scholars represent some of the communications industry's best hopes. We wish them the very best.

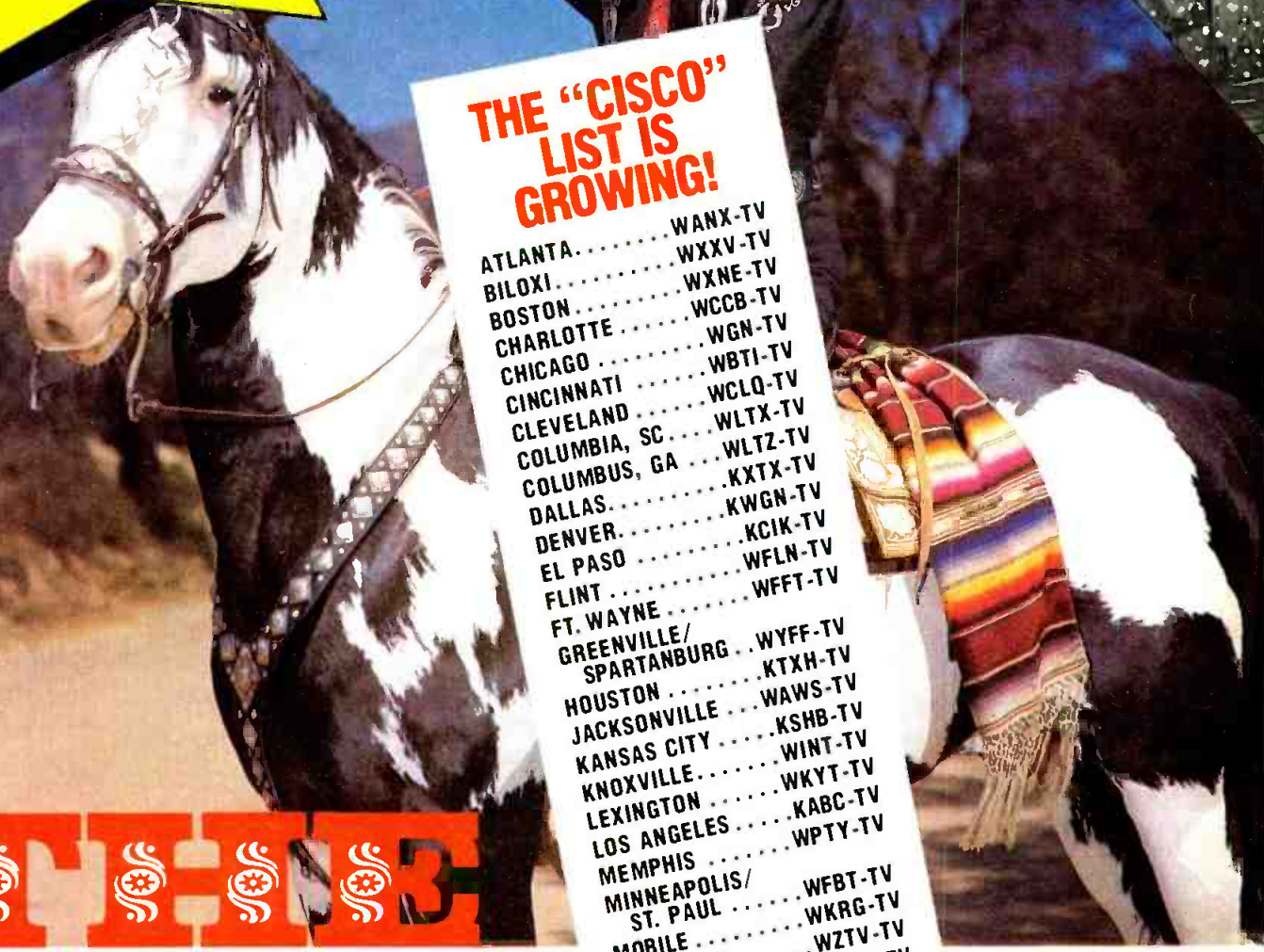


The Donald W. Reynolds Foundation, Inc. is supported by contributions from the profits of Donrey Media Group companies.

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



**JUST SOLD!**  
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WCLQ-TV  
**MEMPHIS**  
WPTY-TV  
**SACRAMENTO**  
KTXL-TV



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LIST IS  
GROWING!**

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- BOSTON.....WXNE-TV
- CHARLOTTE.....WCCB-TV
- CHICAGO.....WGN-TV
- CINCINNATI.....WBTI-TV
- CLEVELAND.....WCLQ-TV
- COLUMBIA, SC.....WLTX-TV
- COLUMBUS, GA.....WLTZ-TV
- DALLAS.....KXTX-TV
- DENVER.....KWGN-TV
- EL PASO.....KCIK-TV
- FLINT.....WFLN-TV
- FT. WAYNE.....WFFT-TV
- GREENVILLE/  
SPARTANBURG.....WYFF-TV
- HOUSTON.....KTXH-TV
- JACKSONVILLE.....WAWS-TV
- KANSAS CITY.....KSHB-TV
- KNOXVILLE.....WINT-TV
- LEXINGTON.....WKYT-TV
- LOS ANGELES.....KABC-TV
- MEMPHIS.....WPTY-TV
- MINNEAPOLIS/  
ST. PAUL.....WFBT-TV
- MOBILE.....WKRQ-TV
- NASHVILLE.....WZTV-TV
- NEW ORLEANS.....WGNO-TV
- NORFOLK.....WYAH-TV
- OKLAHOMA CITY.....KGMC-TV
- ORLANDO.....WOFI-TV
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- SAN DIEGO.....KTTY-TV
- SANTA FE.....KSAF-TV
- SAVANNAH.....WJCL-TV
- SEATTLE.....KTZZ-TV
- SPRINGFIELD, IL.....WRSP-TV
- SYRACUSE.....WKAF-TV
- TAMPA.....WTOG-TV
- TUCSON.....KDTU-TV
- WEST PALM BEACH.....WPTV-TV

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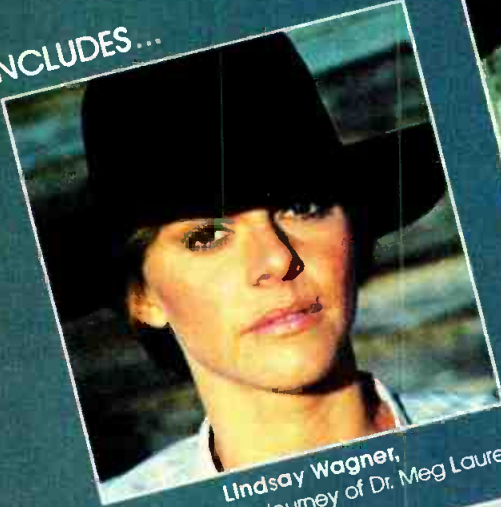
"Action and comedy to please audiences of boys and girls."



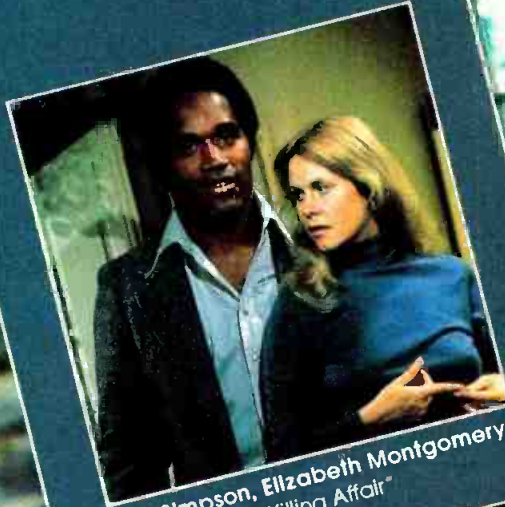
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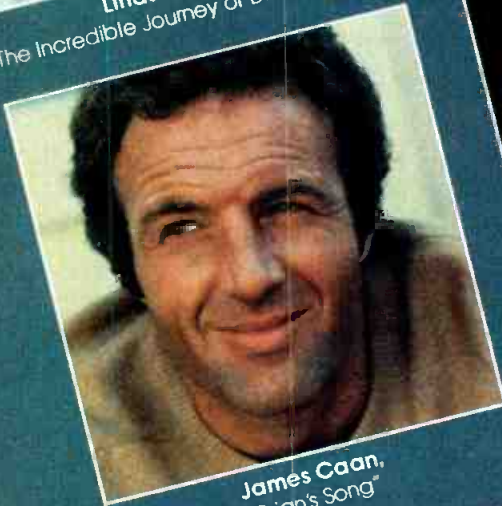
**Lindsay Wagner,**  
"The Incredible Journey of Dr. Meg Laurel"



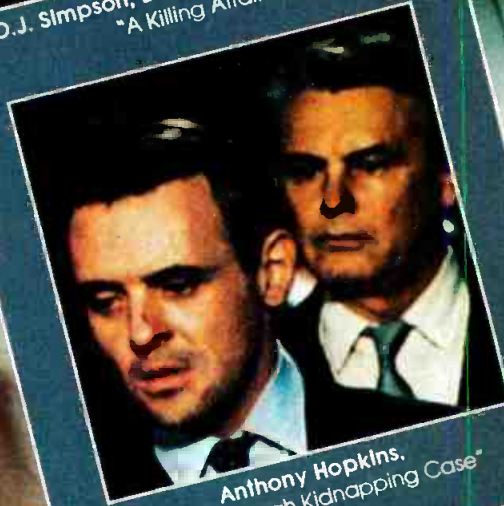
**O.J. Simpson, Elizabeth Montgomery,**  
"A Killing Affair"



**Frank Sinatra,**  
"Contract on Cherry Street"



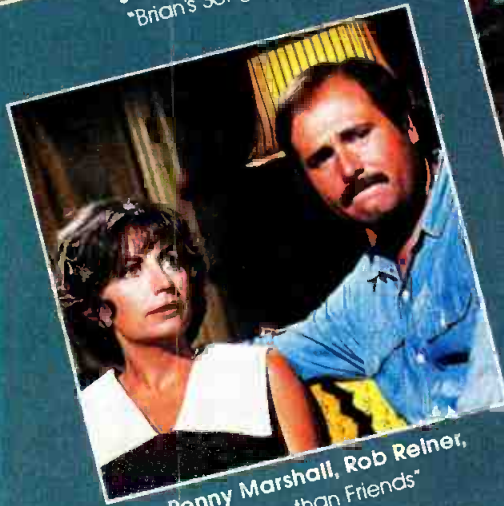
**James Caan,**  
"Brian's Song"



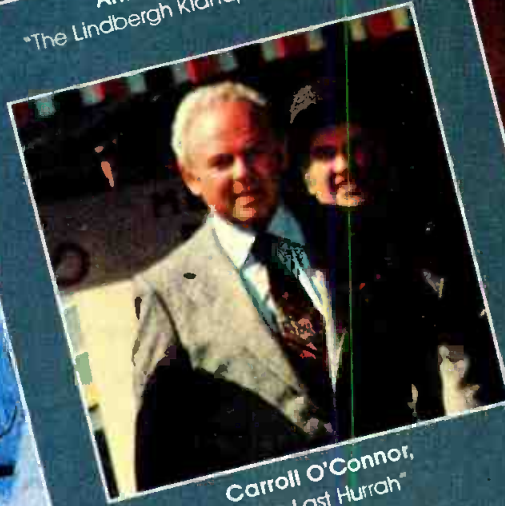
**Anthony Hopkins,**  
"The Lindbergh Kidnapping Case"



**Fred Astaire,**  
"A Family Upside Down"



**Penny Marshall, Rob Reiner,**  
"More than Friends"



**Carroll O'Connor,**  
"The Last Hurrah"



**Alan Alda,**  
"Kill Me If You Can"

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AND THE  
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# Broadcasting **Aug 13**

## FCC stays TV portion of Rule of 12's order Radio industry, BMI reach music licensing accord Encore for broadcast deregulation

**QUICK CHANGE** □ FCC stays television portion of multiple-ownership order. Congressional conference passes television moratorium anyway. Groups will be able to buy up to radio station limit on Sept. 8. **PAGE 35.**

**BIG TWO** □ FCC's Fowler and MPAA's Valenti give their perspectives on the commission's philosophy behind Rule of 12's. **PAGES 36-37.**

**DEREG BILL RETURNS** □ Broadcast deregulation bill re-emerges in House Telecommunications Subcommittee. **PAGE 41.**

**ALL BUT GONE** □ Cable bill looks to be on last legs, as cities refuse to renegotiate and want to push for bill's passage. NCTA has withdrawn its support. **PAGE 42.**

**DIFFERENT DRUMMER** □ Dan Ritchie, head of Westinghouse Broadcasting & Cable, has often found himself in opposition to his colleagues in the broadcasting industry. In this "At Large" interview with BROADCASTING editors, he discusses the philosophy under which Group W operates. **PAGE 44.**

**PROGRAMING RECOVERY** □ ABC is charged with pro-American excesses in summer Olympics coverage; makes changes that satisfy complaints. **PAGE 52.**

**CHANGING VALUES** □ Proliferation of leveraged buyouts and companies going private have made it difficult to establish true value of some Fifth Estate stocks. **PAGE 58.**

**SOUNDING GOOD** □ WTTW(TV) Chicago becomes first television station in country to begin regular

transmissions of stereo. **PAGE 60.**

**GEARING UP AGAIN** □ Nation's broadcasters and news services readying for round two of political convention coverage: the Republicans in Dallas next week. **PAGE 62.**

**HOUSTON SHOWDOWN** □ Full panel of appeals court rules that division of city by mayor for cable franchises was illegal; Gulf Coast ordered to pay \$6.3 million. **PAGE 66.**

**CHILDREN'S BILL** □ New Jersey Senator Frank Lautenberg introduces bill calling for television station's to air one hour per day of children's programing, Monday through Friday. **PAGE 67.**

**MEETING HALF WAY** □ Government to enlist industry expertise in formulating plans for 1985 Space WARC. **PAGE 67.**

**OPENING IN NEW YORK** □ Cable Television Administration and Marketing Society hopes for over 1,000 to attend annual conference. Theme of convention is critical success factors. **PAGE 70.**

**PUBLIC CAMPAIGN** □ Vitt Media releases findings on survey of politicians' attitudes toward political ads. **PAGE 70.**

**COMING TO AGREEMENT** □ Daytime Broadcasters Association and Association of Broadcast Engineering Standards resolve differences on FCC daytimers policy. Agreement paves way for merger between NAB and DBA. **PAGE 73.**

**FIELD GENERAL** □ Robert Ross of Turner Broadcasting has helped lead that company's fight for parity with broadcast networks. **PAGE 95.**

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# RADIORADIO

CBS

**THE HOTTEST  
GROWTH STORY  
AROUND  
UP 41%**

CBS RADIORADIO has topped the latest RADAR report with the largest percentage increase of any network measured among:  
YOUNG ADULTS 18-34...UP 41%

This impressive growth has also spread to other key demographics, including:

<b>ADULTS 25-34</b> .....	<b>UP 46%</b>
<b>ADULTS 18-49</b> .....	<b>UP 40%</b>
<b>TOTAL PERSONS 12-34</b> .....	<b>UP 28%</b>

Source: RADAR 28 Spring/Fall '83 compared with RADAR 27 Fall '82/Spring '83 (Mon-Sun 6 AM-12 Mid. Vol. 2). These data are estimates subject to qualifications which CBS will supply on request.

## A NETWORK WITH A DIFFERENCE

NEWS. Fast-paced, innovative. Commanding the attention of your target audience—aggressive, professional young adults.



IN TOUCH  
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DAILY/WEEKEND FEATURES. "Music Memories," "Entertainment Update" and "Sportsbreak." Bright, upbeat features geared to your active young adult audience.

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THE YOUNG ADULT NETWORK WITH THE CBS DIFFERENCE!



## VCR moving faster

Videocassette recorder sales projections for current year were significantly underestimated by many who make it their business to keep track, including Electronic Industries Association and RCA Consumer Electronics Division. Initial estimates of both pegged sales at about 5.5 million this year, and figures for both have been revised upward to about 7 million. RCA thinks sales of at least 300,000 recorders will be attributable to this summer's political conventions and Olympics coverage on television. Viewers, thinking goes, will have recorded regular programs missed while watching those events and may tape special programming for personal video libraries. (Thought hasn't been wasted on ABC, whose video enterprises division is releasing 90-minute cassette of summer Olympics highlights in September.) VCR penetration now stands at about 13% and is expected to be in 16%-17% range by end of year.

## Another look

A.C. Nielsen is lining up customers for sequel to study of videocassette usage issued last May (BROADCASTING, May 7). Study, expected to be ready before end of year, is forecast to produce "substantially" same results. Three-quarters of recording activity was made from network programming, according to diary responses in first study, in which more than one-third of respondents indicated they "usually" used VCR's to zap commercials.

## Slow takers

Market for cable limited partnership offerings may have limits of its own. Group W initially sold 38% of \$95-million offering to finance two Chicago franchises, largest ever. Broker, Shearson Lehman/American Express, will reportedly make second effort with Group W to pick up what remains. Comcast has had to extend its offering for Baltimore franchise. Explanations given include lack of stock market trading profits in need of shelter and recent uncertainties about effect of tax legislation on limited partnerships; both factors have affected offerings of other industries too. Baltimore and

Chicago offerings may also have been affected by news about franchise problems in other big cities. Not all cable offerings are having problems.

Irony, observers say, is that slow selling pace is in part result of previous success of partnership as financing tool. Dollar volume of offerings, estimated at \$500 million this year compared to less than half that two years ago, makes it more difficult for succeeding offerings. If investment climate persists, reassessment may be in order for other MSO's, such as Warner-Amex, which is getting ready to place offering for Milwaukee franchise and has suggested it will do same to help finance New York build.

## Moving up

Kenneth Tomlinson's resignation last month as director of Voice of America (BROADCASTING, July 16) is not likely to leave VOA leaderless for long. Sources within parent U.S. Information Agency say Gene Pell, one-time NBC Moscow correspondent who is now VOA deputy associate director for broadcasting (programs), will be named to succeed Tomlinson, who is scheduled to leave agency at end of this month. One sign that Pell has been anointed is that he was picked to take Tomlinson's place as head of delegation of VOA staffers now in Peoples Republic of China as part of cultural exchange program. Announcement of Pell's appointment is expected after his return to Washington, on Aug. 18.

## Minglers in Dallas

FCC may have unofficial delegation at Republican convention in Dallas next week. Commissioner Dennis Patrick says he may attend. Bill Russell, director of Office of Public Affairs, is planning to spend entire week there. They both say they'll pick up their own expenses. They also said they're just planning to observe and visit with friends.

## Bird watcher

Most research and development activity at Home Box Office concerns direct broadcast satellites, according to upper level executive there. HBO has said it expects to make public its decision on possible DBS ventures by end of this year.

Source says development of HBO-backed pay cable audio service or services has slowed as result of shift in emphasis, and previously announced interest in text services has virtually disappeared.

## Agribird

Another low-power satellite broadcasting service may soon emerge from America's heartland. Agribusiness Communications Industries (ACI) of Indianapolis plans to broadcast via Westar V or Satcom IV television and data services for farmers and agribusinessmen. It will launch this fall if it can procure necessary financing. ACI is partnership of Richard Hutchinson, producer of hybrid seed corn, and Jim Berry, producer of syndicated farm television show, *Ag-Day*. Television service, featuring six to nine hours a day of agricultural news and information, would be advertiser-supported. But data service, commodity and stock information 24 hours a day, would be scrambled and subscriber-supported. (ACI expects to use Telease MAAST addressable scrambling system.)

In addition to broadcast service, ACI would market home earth stations retailing for between \$1,500 and \$3,000. If ACI ends up on Westar V, it will share bird with two other low-power services, R-rated Pleasure Channel and X-rated Fantasy (BROADCASTING, Aug. 6). ACI also plans radio network for fall, featuring four minutes every hour of up-to-date national and international agricultural news. Satellite-delivered service would be offered to radio stations on barter basis.

## Almost, not quite

A.C. Nielsen Co., television audience measurement company, nearly took on Arbitron in radio ratings business by coming close to purchase of Coral Springs, Fla.-based Birch Radio—aural medium's other ratings service. But, according to Birch Radio chairman, Tom Birch, discussions broke off with "no likelihood" of starting up again. Nielsen, which last explored possibility of getting into radio about two years ago, and Birch have been in discussions for at least two months ("In Brief," June 25). Birch Radio, which began operations six years ago, serves clients in over 250 markets, 95 of which are measured on monthly basis. Nielsen served radio during pre-television years.

## Cable clone

Ted Turner wants to launch a 24-hour-a-day music video service, patterned after the highly successful MTV, at the Western Cable Show this December ("Closed Circuit," Aug. 6). All he needs is 10 million homes.

In a letter sent out to the nation's cable operators last week, Turner said "before we can proceed with this project we must receive commitments to carry our music service from cable operators representing an aggregate minimum of 10 million subscribers."

Cable operators who contribute any part of the 10 million, Turner promised, will receive the service free of charge for five years. He asked the operators to respond to the offer by Aug. 24 and, based on the response, would make the go-no-go decision by Sept. 1.

"Basically Ted is always looking to do something new," said Turner spokesman Arthur Sando. *Night Tracks*, the music video show of Turner's superstation WTBS(TV) Atlanta, "has been successful for us," he said. "Ted feels there is room for two services and feels it can be a moneymaker for us," he said. The start-up costs of such a venture would be about \$10 million, he said. "Beyond that," he said, "we don't have a budget yet."

Turner is trying to do to MTV the same thing ABC and Westinghouse tried to do to Turner's Cable News Network, said one industry analyst, referring to the cable news battle between ABC/Westinghouse's Satellite News Channel and CNN that ended last October with Turner buying out SNC. And Turner will have no more success than SNC, he said. "There is no room for duplicative narrowcasting services," he said. Turner

has even adopted SNC's failed strategy of "paying" for carriage, he said. "He is buying subscribers by levying no subscriber fees," he said.

The news of Turner's music video ambitions apparently affected MTV's public stock offering, which was made last week with hopes of raising \$80 million. The underwriters had expected the issue to come out last Thursday at between \$16 and \$18 a share, but, in the wake of Turner's announcement, they held it up one day and set the initial price at \$15. "We did not ignore the threat," said Robert Minicucci, vice president, Lehman Bros., the offering's lead underwriter. "It was a factor in our pricing."

Turner's Sando said the timing of the news was "totally unrelated" to that of MTV's issue. However, one analyst suggested Turner knew exactly what he was doing in announcing his intentions when he did and was simply trying to keep fresh capital out of the hands of a potential competitor.

If Turner goes forward with his plans, he'll be knocking heads with MTV for cable affiliates, advertising dollars, and the rights to the music videos. "There should be room for two," said Minicucci. "It depends on how they differentiate themselves. You never like to see two people offering the same product."

Bonnie Cook, an analyst with J.C. Bradford & Co. in Nashville who follows Turner's stock, said the \$10 million for start-up costs "is not that big a deal for Turner." Asked about the prospects of a second music video service, she said "Turner must think that the advertisers are going to support this to a significantly greater degree than they do other cable programs. Turner doesn't just

sit around dreaming up ways to lose money."

## Media mix

A half-hour series developed for Oak Media's ON TV subscription television service, *Style '84*, is now being distributed nationally by the Satellite Program Network, a 24-hour basic cable network. The program, which premiered last April, allows viewers to order discounted high-fashion clothing through a toll-free telephone number. It is a coproduction of Oak Media Corp./Twin Arts Productions and Videomakers Inc., hosted by actress Gail Rae Carlson.

The advertiser-supported Prime of Life Network, launched earlier this year as a three-hour daily program service, has announced 38 new cable system affiliations, yielding a total distribution of more than five million cable homes. The Nashville-based network, directed at viewers aged 45 and older, expects to double its program schedule later this year via Satcom F-4, transponder seven.

## Pirate warning

Premier Communications Network, a San Francisco Bay Area multipoint distribution service operator, has sent a letter to thousands of viewers it suspects of pirating Home Box Office signals distributed by the carrier. The letter demands that unauthorized interception be discontinued, antennas be taken down and that those involved pay Premier \$300 or face prosecution in federal court. San Francisco attorney Melvin Belli, who is representing residents fighting a similar case in Sacramento, Calif., labeled the order "extortion" and said it is "utterly and completely illegal." A lawsuit will be filed against alleged offenders by Premier if payments and a signed compliance form are not returned by Wednesday, Aug. 15.

The MDS operator hired TMW Consultants to conduct an electronic and photographic survey of area residences to discover those suspected of pirating the Premiere feed. If residents do not remit \$300, termed in the letter as an "out-of-court settlement," a civil suit will be filed on Aug. 20 in federal court. Belli is appealing an earlier court decision upholding the right of California Satellite Systems, a Sacramento-area MDS operator, to take a similar action. Belli argues the demand amounts to extortion, fraud, and misrepresentation.

## Nabu is off and running

It may not sound like much by pay television standards, but the Nabu Network says its delighted to have achieved 3% penetration of its computer software service among cable subscribers in Alexandria, Va., since beginning its marketing campaign there last May. "It's a good business at 3%," said Barbara Ruger, vice president of consumer marketing and sales, "and it's an excellent business at 5%." Because the system serves just



**On the Sakharov circuit.** HBO has been touring the country with private screenings of its made-for-HBO movie, *Sakharov*, to "maintain public awareness of the plight" of the soviet dissident Andrei Sakharov and to herald the movie's regular run on the network this fall. Donald March (l), senior vice president, HBO Premiere Films, and Alexei Semyonov, Sakharov's step son, met after the screening at the American Film Institute in Los Angeles.

9,000 subscribers, the 3% translates to fewer than 600 subscribers.

Judging by Nabu's marketing experience thus far as related in a press release last week, the service should have no trouble reaching its year-end 5% goal. Nabu has canvassed by telephone or by going door-to-door 5,288 of the 19,000 cable homes. And of those actually contacted through the canvassing, a third have welcomed in-home demonstrations of the service and, of those who received the demonstration, almost two-thirds have bought. "By demonstrating what a computer can mean to a family in the comfort of their home," said Ruger, "we are tapping into that group of consumers who have thought about personal computers but have not yet taken the step to buy."

Nabu's lowest-priced service, which includes its proprietary computer and a "family" software package, is \$19.95 per month. But most subscribers, Nabu said, are opting for the computer and full software package, which sells for \$27.95 per month. Next year, Nabu will make the software packages compatible with the Commodore 64 and other popular makes of personal computers. Consumers who own such computers will be able to subscribe to Nabu and save the cost of leasing the Nabu computer.

### Look out MTV

Bill Siegler, who has made a name for himself producing theatrical specials for pay television services, primarily Showtime and the now-defunct The Entertainment Channel, has formed Silverlake Productions, a partnership that will produce a wide range of programming for cable and broadcast television. His first special, *Glenn Miller: A Moonlight Serenade*, was taped last week and will be aired by the Public Broadcasting Service in December. He now has five other projects in the works, including a series of musical-comedy specials based on Edwin Newman's book, "Strictly Speaking."

### A big bite

According to figures released by the A.C. Nielsen Co., network affiliate audience shares decline drastically in homes receiving Turner Broadcasting System's services. In June, said TBS, broadcast network affiliate shares dropped from 76% in noncable homes to 54% in homes receiving WTBS(TV) Atlanta, 50% in homes receiving Cable News Network and 44% in homes receiving CNN Headline News. TBS Board Chairman and President Ted Turner attributed the figures to an increase in viewing options: While an average noncable household receives 10 television signals, WTBS, CNN and CNN Headline News subscribers receive an average of 17, 19 or 28 programming alternatives, respectively. Said Turner: "Media analysts no longer have to conjecture how cable television will affect the future of the broadcast networks...the future can be seen now."

### 'Lassie' returns

Nickelodeon, the children's cable channel run by MTV Networks Inc., has acquired the rights to *Lassie*, which had an 18-year run on CBS beginning in 1954. Nickelodeon has purchased 200 episodes of the TV classic

about a boy and his collie from the Wrather Corp. The series will premiere on the cable network in October.

### USA deal

As expected, the USA Network has signed a deal with its three parent companies, Time Inc., MCA and Paramount Pictures, for the rights to certain programming to be made available to it between the time it is seen on broadcast network television and the syndication market. The program product for that window will include recent feature films from MCA, music specials from Time's Home Box Office and mini-series from Paramount.

The network has dubbed the package, "USA Premiere Event," which will debut on

Oct. 28 with part 1 of the two-part mini-series from Paramount, *Evita Peron*, starring Faye Dunaway and James Farentino. The first HBO music special to air on USA will be a Neil Young concert program on Oct. 29. MCA's first title to run as a "premiere event" will be "Death Valley," about a psychotic killer on the loose, set to air in April of 1985.

### Rockin' Cinemax

Cinemax and Sony Corp.'s Video Software Division will join forces this Friday (Aug. 17) in a joint promotion of the pay service's first major original concert, featuring the British rock group Duran Duran. The promotion includes sneak previews of the concert earlier in the week at rock clubs in 14 cities and stereo simulcasts on radio stations in 70 cities served by Cinemax. The crosspromo-

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tion will also feature giveaways of Sony videocassette recorders, Sony Video 45's and preview tickets at Sony retailers. Sony and Cinemax parent Home Box Office conducted a similar joint promotion last January. The Duran Duran concert, filmed in Califor-

nia and England earlier this year, will be presented on MTV: Music Television.

### Top videos

MTV: Music Television is sponsoring its first MTV Video Music Awards on Sept. 14,

in New York at Radio City Music Hall. The awards ceremony will be carried live by the network. This year's show will be hosted by actor/comedian Dan Aykroyd and singer Bette Midler. The approximately two-hour telecast starts at 10 p.m. (ET).

## Monday Memo

A music video TV commentary from Mort Nasatir, consultant, Boston

### Music video programing is for all markets

I read Tom Buono's July 23 "Monday Memo" with great interest. He certainly has a right to his opinion that music video just won't work in markets below the top 20. He uses math to indicate lack of revenue, under the assumption that other media budgets are cast in stone. He notes a few of the problems that this exciting new kind of broadcasting faces. And he says, with the fully understandable conservatism of an investment analyst, "*Caveat emptor.*"

But there is another side. As any investor knows, the real question is, "What are the risks versus the rewards?" Upside versus downside. Investing in music video—or any kind of television—is not for everyone. Buono notes that under certain conditions TV operators have failed (lack of conventional programing).

But one thing MTV has done is to demonstrate that a large and significant audience exists for music video. In fact, they have done such a good job that they would now like to be the only game in town. To this end they are offering a \$4.6-million war chest to record companies to obtain exclusive rights on new product. Thus, open programing availability would give way to "pay-for-play" competition—a trend which, if allowed to continue unchecked, could have some nasty consequences for the entire entertainment industry.

Buono concedes economic viability for music video TV in the top 20 markets, and offers supporting math to prove it. So let's turn to his fears about the smaller markets, 21 and below. At the moment there are seven full-power and LPTV music video stations on air, so it is still early to be making judgments. By 1985 the number will grow to several dozen, and by 1986, to hundreds. Current experience indicates that, with respect to Buono's fears of insufficient revenue potential and difficulties in holding down costs, the opposite may well be the case. Advertising interest is growing in the basic 18-34 demographic that music video reaches so well, with motion picture companies, video software, beverages and other demo-oriented advertisers leading the way. Unlike MTV, these stations are highly localized, with local personalities, news, traffic and weather, and they stand to carve out their own niche in local advertising. Of course, this will take some time. Pioneers always pay a price. But pioneering can be worth the



Mort L. Nasatir is an entertainment and communications consultant based in Boston. He is also executive director of the Association of Music Video Broadcasters. His background includes positions as president of MGM/Verve Records, general manager of WLAC-AM-FM Nashville, publisher of *Billboard* magazine and president of the Association for Broadcast Engineering Standards. He has won a Grammy for record production, and is the author of two books on music.

effort.

To understand the medium you have to understand the message. Music videos are nothing less than a new art form, a new way of "looking at music." They are not a fad and they are not going to go away. That is generation gap thinking. Music videos are mini-movies. The shock editing, creative imagery, colorful and choreographic action and pulsing music tracks speak to the post-1946 baby boomers in a new cinematic language. The message is loud and clear. These small-scale musicals appeal to a vast market of men and women—the "into" generation—into computers and every other kind of high-tech; into setting today's tastes and fashions and opinions. Their childhood lullaby was rock music, and they haven't forgotten the tune. Today's record companies will confirm that this is the only music that pays the bills.

Music videos have problem areas. Some are excessively sexist, violent, cryptic and bizarre—even offensive at times. They are emphatically not everyone's cup of tea. A good music video broadcaster easily separates the dross from the gold. That's what the art of programing—any programing—is all about.

Music video TV today has an interesting parallel with FM in the 1960's. I can remember experts asking, with the voice of gloom and doom: Where are you going to find new listeners? Where are you going to find the ad dollars? After all, network and independent AM's had the whole thing sewed up, didn't they? The rest, as they say, is history. Spot revenue came from local radio, newspaper and TV. And as national advertisers discovered that audiences were responding to the qualitative revolution in programing that FM offered, they came along, too. The same road is open to music television stations to day—in both large and small markets.

Many skilled and experienced broadcasters have backed up their faith in this kind of "radio station with pictures" by investing millions of dollars in new UHF stations and in this new programing. As Buono pointed out, there are risks: the continuing availability of unrestricted free programing and the current ambiguous status of copyrights in this area. And, finally, can UHF station management (in large or small markets) continue to operate with smaller forces and lower costs—and a much lower break-even—than conventionally programed TV stations?

There is a better-than-even chance that they can. Audience appeal of this format is proved beyond doubt. The main demographic cell is attractive to local/national advertisers. With normal antenna reception, in addition to "must-carry" cable penetration, full-power UHF's can reach 100% of sets in use, not subject to cable limitations in coverage. A smaller-market station can "turn the key" for under \$1 million, no mean feat these days. As music video stations multiply across the country, the potential of an unwired UHF network is strong, offering demo-oriented advertisers a real plus.

And finally, the program product itself is improving in quality and appeal. There are more and more music videos and they are getting better and better.

I have found the enthusiasm and momentum of this emergent TV programing to be irresistible. Broadcasters know broadcasting. Increasingly, many are being drawn to this new medium and matching enthusiasm with money down. Music video gives a *raison d'être* for hundreds of unfulfilled UHF licenses. I suspect that it will break as many traditional rules in TV programing as it has in generating a vital, iconoclastic art form appealing to vast audiences.

As that great entertainer, Al Jolson, said: "You ain't seen nothin' yet!"

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# Business Briefly

## RADIO ONLY

**Larsen Foods** □ Sixteen-week campaign will begin in early September in 17 markets, including Louisville, Ky.; Peoria, Ill., and Kalamazoo, Mich. Commercials will appear in afternoons and on weekends. Target: women, 25-54. Agency: Campbell-Mithun, Minneapolis.

**Molson Brewery** □ Molson Golden Ale will be highlighted in four-week flight to be carried in 40 markets, starting in late August. Commercials will be scheduled in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

**MSD Agvet** □ Division of Merck & Co. is promoting its TBZ parasite control product in four-week flight in 50 markets, starting on Sept. 17. Commercials will appear on programs appealing to farmers. Target: farmers, 21 and older. Agency: Dancer Fitzgerald Sample, New York.

**Jacobson Stores** □ Two-week flight in

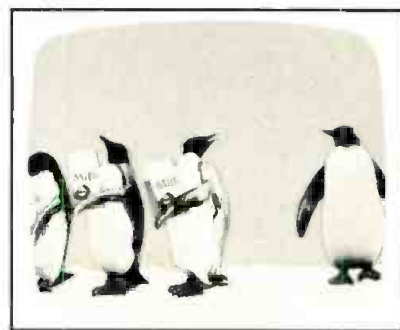
five to six markets in Michigan will begin in late August. Commercials will run in morning and afternoon periods. Target: women, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

## TV ONLY

**New England Brown Egg Council** □ Campaign in support of brown eggs will start in early September for three weeks in Boston; Hartford, Conn.; Springfield, Mass., and Providence, R.I. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: HBM/Creamer, Providence, R.I.

**South Carolina Electric & Gas** □ Utility will begin 10-week flight in early October in Charleston and Columbia, both South Carolina, and Augusta, Ga. Commercials will be placed in all time periods. Target: adults, 25-64. Agency: Wray/Ward, Charlotte, N.C.

**Peachtree Software** □ Four-week flight to promote software for microcomputers



**Milk mileage.** The California Milk Advisory Board's television campaign aimed at children has attracted attention outside its home state. Wisconsin already has sought and obtained permission to use the campaign, while Oregon, Washington and Arizona are considering a similar move. The animated spots feature animals that talk. The campaign is carried in 11 markets in California and will end in November. The agency is McCann-Erickson, San Francisco.

will begin in late August for four weeks in five markets. Commercials will be slotted in all time periods. Target: men, 25-54. Agency: Leslie Advertising, Greenville, S.C.

**Home Box Office** □ Cable company will start test campaign in late August for six weeks in four markets. Commercials will be scheduled in all dayparts. Target: adults 25-54. Agency: BBDO, New York.

**Southeastern Cadillac Dealers** □ Campaign in support of auto sales will begin in early September in about 17 markets for four weeks. Commercials will appear in all time periods. Target: women, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

**Stanley Steamer** □ Franchise carpet cleaning firm will launch five-week flight in 13 markets in mid-September. Commercials will appear in all time periods. Target: women, 25-54. Agency:

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**DIVERSIONS—AP** highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

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## AdVantage

**Film feud.** Despite some problems surrounding 1984 summer Olympics in Los Angeles, corporate sponsors of games apparently are more than satisfied with their association with worldwide event. Example is competition growing between Eastman Kodak and Japan-based Fuji Photo Film Co. for official film status for 1988 summer games in Seoul, South Korea. For 1984 summer Olympics, Eastman Kodak lost out to Fuji, which paid rights of about \$9 million. Both Fuji and Eastman are reported to have made bids for 1988, with Eastman offer placed at \$11.5 million, but neither company would discuss its plans. After losing out this year for official film status, Kodak participated in games by serving as sponsor of American athletes through U.S. Olympic Committee and bought about \$12 million worth of time in ABC-TV's coverage. It was only film company sponsoring summer Olympics.

**Strong messages.** Pacific Bell has designed and is implementing heavy advertising campaign on television, radio and in print to promote its telecommunications network that serves needs of businesses in California. On television, commercials began running last month in Los Angeles, San Francisco, Sacramento and San Diego and will continue throughout year and into 1985. On radio, spots will begin in October and extend into 1985. TV spots use computer-generated animation and live action to produce high tech/high touch look. Agency is Foote, Cone & Belding, San Francisco.

Meldrum & Fewsmith, Cleveland.

**Kent Feeds Co.** □ Livestock and poultry feeds will be spotlighted in five-week flight to begin in late September in about 25 markets. Commercials will be placed in news periods. Target: men, 25-54. Agency: Warren Anderson Advertising, Davenport, Iowa.

**Tom Thumb** □ Grocery store chain will start 12-week flight in Dallas, Austin and Tyler, Tex., in early October. Commercials

will be scheduled in daytime, fringe and prime time. Target: women, 25-54. Agency: Arnold Harwell McClain, Dallas.

### RADIO AND TV

**Pacific Northwest Airlines** □ Four-week flight is scheduled to start in mid-September in four markets in television and about 40 in radio. Commercials will run on radio and TV in all dayparts. Target: adults, 18 and older. Agency: Bozell & Jacobs, Minneapolis.

## RepReport

WNUV-TV Baltimore: To Independent Television Sales (no previous rep).

WPDE-TV Florence, S.C.: To Blair Television from Seltel.

WHAG-TV Hagerstown, Md.: To Katz Television Continental from Avery-Knodel Television.

KGKL-AM-FM San Angelo, Tex.: To Katz Radio from Torbet Radio.

WSUN(AM) Tampa, Fla.: To Katz Radio from McGavren Guild Radio.

WSUN(AM) St. Petersburg, Fla.: To Katz Radio from McGavren Guild.

KGKL-AM-FM San Angelo, Tex.: To Katz Radio from Torbet Radio.

**New in Houston.** Eastman Radio has opened an office in Houston, its 13th nationwide, at 1800 West Loop South, suite 1360, 77027. Phone is: (713) 960-1252. Thom Sutton, account executive for Eastman in Dallas, has been named manager in Houston.

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Mark K. Miller, senior news editor.  
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Randall M. Sukow,  
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New York: 630 Third Avenue, 10017.  
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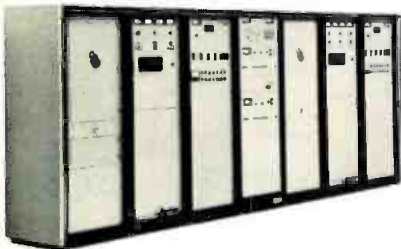


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## This week

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

**Aug. 14-15**—*National Association of Broadcasters, department of minority and special services*, minority television programmers business seminar. Panelists: Roy Danish, Television Information Office; John Von Soosten, NATPE International; Stan Marinoff, WISN-TV Milwaukee; Phyllis Tucker Vinson, NBC; Donald Marbury, Corporation for Public Broadcasting; Lucille Sathany, Taft Broadcasting, and Benjamin Magliano, La Raza Production Center. NAB headquarters. Washington.

**Aug. 14-16**—Professional Land Mobile Communica-

■ Indicates new or revised listing

tions Showcase, sponsored by *Electronic Industries Association*. Keynote speaker: FCC Chairman Mark Fowler. Las Vegas Convention Center, Las Vegas.

**Aug. 15**—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036.

**Aug. 15**—*Advertising Club of Fort Worth* meeting. Holiday Inn Central, Fort Worth.

**Aug. 15-19**—*National Federation of Community Broadcasters* ninth annual conference. Mount Vernon College, Washington.

**Aug. 16-19**—*West Virginia Broadcasters Association* 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 16-19**—*National Association of Black Journalists* ninth annual convention. Theme: "Politics, Power

and the Press." Colony Square hotel, Atlanta.

**Aug. 17**—"Cable TV: Color It Rosy," seminar, sponsored by *Kelly, Scott & Madison Inc.*, advertising agency. Hyatt Regency O'Hare, Chicago.

**Aug. 17**—*National Association of Telecommunications Officers and Advisors and National League of Cities* regional seminar, "Telecommunications '84 Challenges and Choices." Hilton hotel, Portland, Ore.

**Aug. 17-19**—"Film/Video International," sponsored by *Castle Hill Foundation*, nonprofit corporation devoted to cultural and educational programs in arts. Castle Hill, Ipswich, Mass.

## Also in August

**Aug. 21**—*Southern California Cable Association* luncheon. Speaker: Herb Granath, president, ABC Videc Enterprises. Los Angeles Airport Hilton hotel, Los Angeles.

■ **Aug. 22**—*American Women in Radio and Television, Atlanta chapter*, luncheon meeting. Speaker: Robert Wussler, executive vice president, Turner Broadcasting System. Lanier Plaza, Atlanta.

**Aug. 22-25**—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

**Aug. 25**—*Arkansas AP Broadcasters Association* summer convention. Little Rock Excelsior hotel, Little Rock, Ark.

**Aug. 27-30**—Nebraska Videodisk Symposium, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education at University of Nebraska-Lincoln, east campus, and Cornhusker hotel, Lincoln, Neb.

**Aug. 28**—*Ohio Association of Broadcasters* sales workshop. Dublin Stouffers, Columbus, Ohio.

**Aug. 28-30**—Satellite Communications Users Conference, SCUC '84. Louisiana Superdome and Hyatt, New Orleans.

## Major Meetings

**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 and Programming Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters Radio Programming Conference*. Westin Bonaventure and Biltmore hotels, Los Angeles.

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

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

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

**Nov. 7-9**—*Television Bureau of Advertising* 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. 10-14, 1985**—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

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

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

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

**Feb. 15-16, 1985**—*Society of Motion Picture and*

*Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## September

**Sept. 6**—Local ACE cable programing awards reception and presentation, sponsored by *National Cable Television Association*. Ford's Theater, Washington. Information: (202) 775-3550.

**Sept. 6-7**—Meeting of the board of *National Cable Television Association*. Madison hotel, Washington.

**Sept. 6-8**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

**Sept. 7**—Deadline for entries in *National Black Programming Consortium's* "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

**Sept. 7**—Deadline for entries in 19th Gabriel Awards, sponsored by *Unda-USA*. Information: Edward Murray, (618) 397-2845.

**Sept. 7-9**—*New Hampshire Association of Broadcasters* annual meeting. Red Jacket Inn, North Conway, N.H.

**Sept. 7-9**—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film and Video Consortium*. Videotape Associates, Atlanta. Information: (404) 239-0319.

**Sept. 8-10**—*Minnesota Broadcasters Association* fall convention. Kahler Inn, Hibbing, Minn.

**Sept. 9-11**—*Illinois Broadcasters Association* annual convention. Eagle Ridge Lodge, Galena, Ill.

■ **Sept. 10**—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Hyatt hotel, Los Angeles airport.

**Sept. 10**—Deadline for entries in *International Film*

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## Stay Tuned

A professional's guide to the intermedia week (Aug. 13-19)

**Network television** □ PBS (check local times): *Anatomy of a Libel Case* (Socratic seminar), Wednesday 9-11 p.m.; *Breaking Up is Hard to Do* (documentary), Friday 10-11 p.m. ABC: *Call to Glory\** (dramatic series), Monday 8-10 p.m.

**Network radio** □ ABC Radio: *The Crowded Skies* (five-part minidocumentary), Monday-Friday (check local times).

**Cable** □ Arts & Entertainment: *The Waterfall* (drama), Saturday 8:15-10:30 p.m. HBO: *Missing Persons: Four True Stories* (documentary), Sunday 10-11 p.m. Lifetime: *Arthritis Informathon: A Serious Look* (health care special), Wednesday 7-11 p.m., repeated at 11 p.m.-3 a.m. Showtime: "Cat on a Hot Tin Roof" (play), Sunday 8-10:30 p.m. WTBS Atlanta: *The Chalk Garden* (drama), Monday 9-11 a.m.

**Play It Again** □ PBS (check local times): *Jukebox Saturday Night* (music/dance special), Saturday 7-10 p.m.; *Luciano Pavarotti in Concert* (music special), Sunday 10-12 p.m. CBS: *The Patricia Neal Story* (dramatized biography), Tuesday 9-11 p.m.; *Word of Honor* (drama), Wednesday 9-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *Lucille Ball: First Lady of Comedy*, 90 minutes of programing aired three times per day, now through Sept. 13. *Metromedia and the DuMont Legacy*, 90 minutes of programing aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684.

\* indicates premiere episode

and TV Festival of New York. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

**Sept. 10**—Advertising Club of Greater Boston 24th annual Hatch Awards. Park Plaza Castle, Boston.

**Sept. 11**—Ohio Association of Broadcasters "small market radio exchange." Westbrook Country Club,

Mansfield, Ohio.

**Sept. 12**—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

**Sept. 13**—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

**Sept. 13**—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Tobacco Valley Inn, Hartford, Conn.

**Sept. 14**—Southern California Association of Governments/Annenberg School of Regional Telecommunications regional telecommunications conference. University of Southern California campus, Los Angeles.

**Sept. 14-15**—Eighteenth annual South Dakota Broadcasters day. South Dakota State University and Stauro-lite Inn, Brookings, S.D. Information: (605) 688-4191.

**Sept. 14-15**—Radio-Television News Directors Association region eight meeting. Ohio University, Athens, Ohio.

**Sept. 14-16**—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Me.

**Sept. 14-16**—"Film and Video: The Best of Both Worlds," symposium sponsored by Southeast Film and Video Consortium. Crawford Communications, Atlanta. Information: (404) 239-0319.

**Sept. 15**—Deadline for entries in 16th National Abe Lincoln Awards, sponsored by Southern Baptist Radio and Television Commission. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth, 76150.

**Sept. 15**—California AP Television-Radio Association regional seminar. Sacramento Inn, Sacramento, Calif.

**Sept. 15**—Radio-Television News Directors Association region two meeting, in association with Radio Convention (see below). Westin Bonaventure, Los Angeles.

■ **Sept. 15**—Radio-Television News Directors Association region four meeting, with Oklahoma AP and University of Oklahoma. Norman, Okla.

**Sept. 15**—Radio-Television News Directors Association region five meeting with Northwest News Broadcasters Association. Eau Claire, Wis.

**Sept. 15**—Radio-Television News Directors Association region nine meeting with Louisiana AP. Royal Sonesta, New Orleans.

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

**Sept. 16-18**—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

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

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

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

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

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

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

**Sept. 18**—Ohio Association of Broadcasters "small market radio exchange." Avalon Inn, Warren, Ohio.

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

**Sept. 20-21**—34th annual Broadcast Symposium, sponsored by Broadcast Technology Society of Institute of Electrical and Electronics Engineers. Program commemorating IEEE's 100th anniversary will be held. Hotel Washington, Washington. Information: (212) 975-3791.

■ **Sept. 20-22**—American Women in Radio and Television South Central area conference. San Antonio, Tex.

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

■ **Sept. 21**—Radio-Television News Directors Association region 13 meeting, with Washington chapter of

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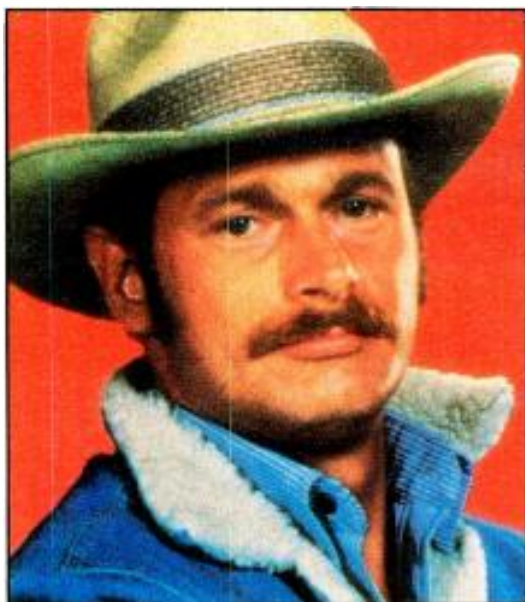
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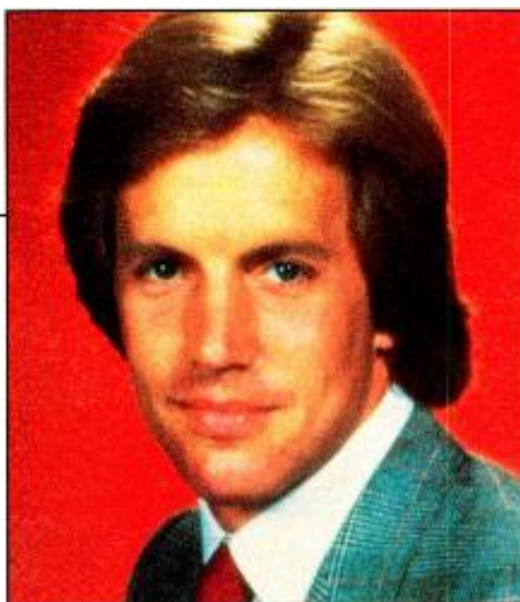
*Our rerun story  
is so good  
it rates two pages!*

**Rick Simon**

**Simon & Simon  
was the Number  
One series in all of  
television for the  
month of June 1984.**



*If we're number one  
in August, too,  
do you think they'll  
take a third page?*



A.J. Simon

**Simon & Simon  
was the Number  
One series in all of  
television for the  
month of July 1984.**

**MCATV**

*Society of Professional Journalists, Sigma Delta Chi.* Hilton hotel, Washington.

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

**Sept. 21-25**—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R OBL; telephone: 01-240-1871.

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

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

**Sept. 23-25**—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association and Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

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

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

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

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

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

**Sept. 25**—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

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

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

■ **Sept. 27**—*Philadelphia Cable Club* membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

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

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

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

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

**Sept. 30-Oct. 2**—*New Jersey Broadcasters Association* 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

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

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

## October

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

**Oct. 1-3**—*Women in Cable* third national professional conference, "Cable in Context." Marriott hotel, Chicago.

**Oct. 1-5**—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01 240-8676.

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

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

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

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

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

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

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

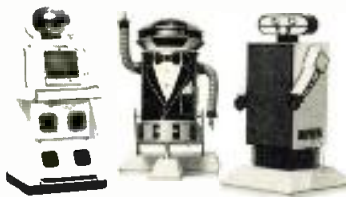
**Oct. 9**—*Southern California Women in Cable* meet-

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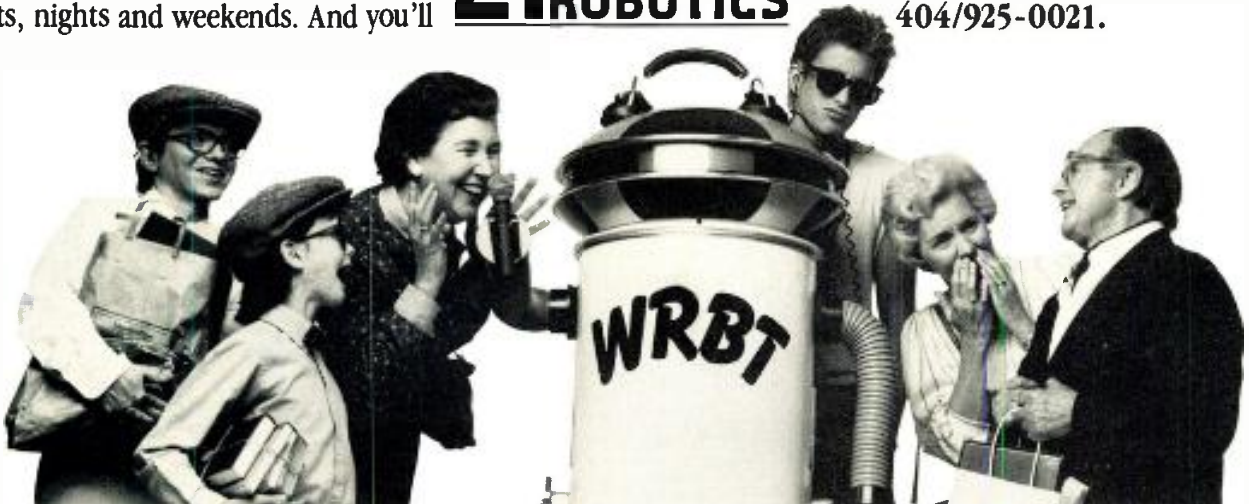


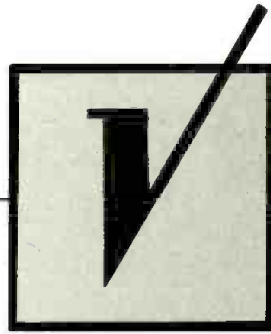
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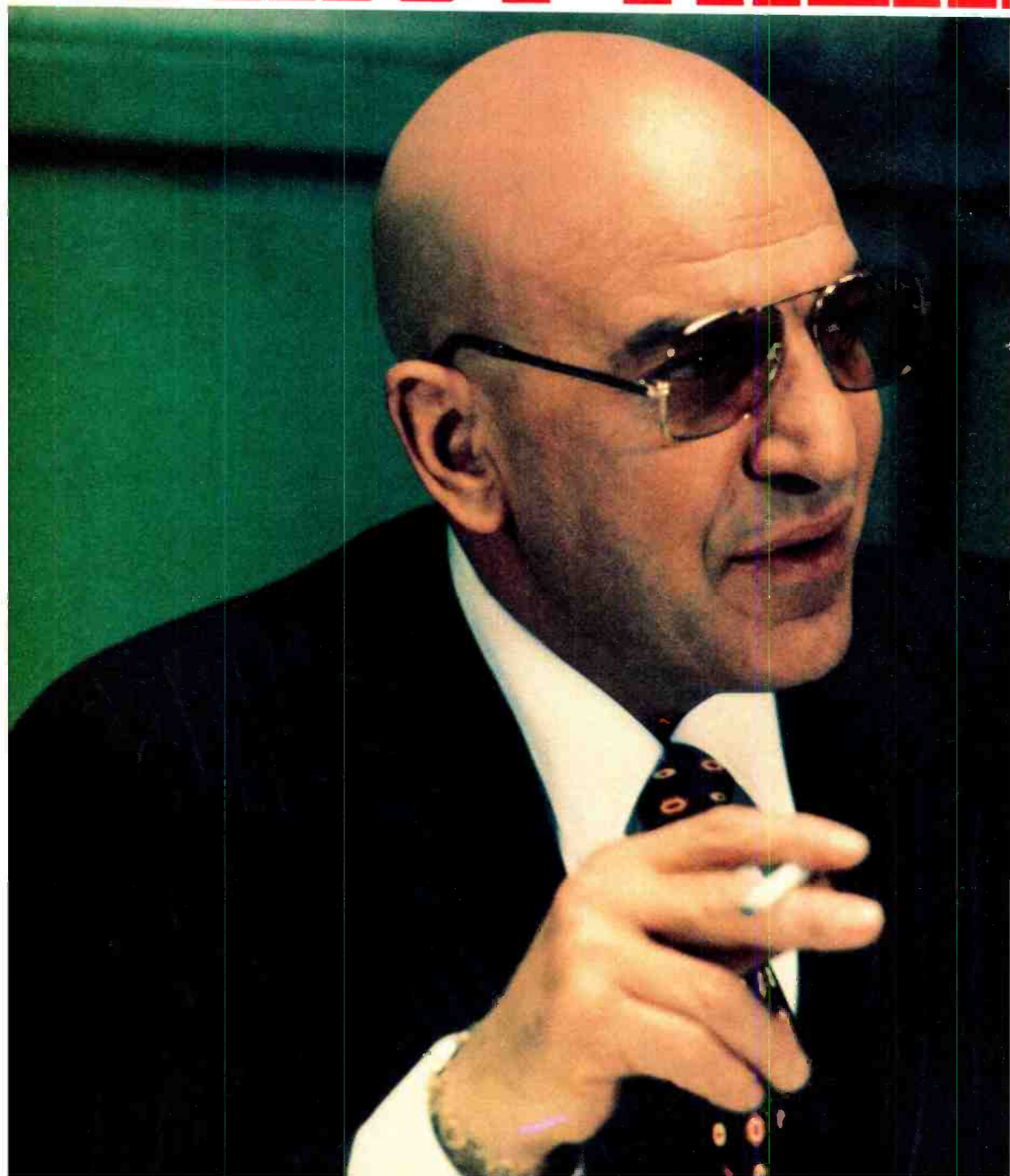
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\*Survey of all AM stations, conducted in April, 1984 by the National Radio Broadcasters Association. Results tabulated from 1,255 responses.

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**MCATV**

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ing. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

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

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

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

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

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

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

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

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

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

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

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

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

**Oct. 15-19**—*Southern Educational Communications Association* conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

**Oct. 16-18**—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 17-19**—*Tennessee Association of Broadcasters* annual business meeting and convention. Hyatt Regency, Memphis.

**Oct. 17-20**—*American Association of Advertising Agencies* 47th annual Western region convention. Hotel del Coronado, San Diego.

**Oct. 18-19**—*Society of Broadcast Engineers, Pittsburgh chapter*, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 19**—*Caucus for Producers, Writers and Directors* second annual dinner dance, featuring presentation of Distinguished Service Award and Caucus Member of Year. Chasen's restaurant, Los Angeles.

■ **Oct. 19**—*Radio-Television News Directors Association* region 12 meeting. Sheraton Center, New York.

**Oct. 19-20**—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

■ **Oct. 19-21**—"Communications and Empowerment," conference of *Union for Democratic Communications*. National 4-H Center, Chevy Chase, Md.

**Oct. 21-23**—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

■ **Oct. 22-24**—*New York State Broadcasters Association's* 30th annual meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

**Oct. 24-26**—*Ohio Association of Broadcasters* fall convention. New Capitol Square Hyatt, Columbus.

**Oct. 25**—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

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

**Oct. 25-28**—*MDS Industry Association* annual meeting. Sheraton Washington, Washington. Information: Bonnie Guthrie, (202) 639-4410.

**Oct. 26-29**—*Texas Association of Broadcasters* engineering conference. Hyatt Regency hotel, San Antonio, Tex.

**Oct. 27-30**—*Texas Association of Broadcasters* management convention. Hyatt Regency hotel, San Antonio, Tex.

**Oct. 28-30**—*Texas Association of Broadcasters* engineering conference. Hyatt Regency hotel, San Antonio, Tex.

**Oct. 28-Nov. 2**—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

**Oct. 29**—*Pennsylvania Cable Television Association* annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

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

**Oct. 31-Nov. 1**—*Electromagnetic Energy Policy Alliance* technical seminar. Westin hotel, Chicago. Information: Richard Ekfelt, (202) 452-1070.

## November

**Nov. 2**—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

**Nov. 2-9**—27th annual *International Film and TV Festival of New York*. New York.

**Nov. 5-13**—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

**Nov. 7-9**—*Oregon Association of Broadcasters* fall meeting. Salisham, Lincoln City, Ore.

**Nov. 7-9**—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

**Nov. 10**—Dinner celebrating 40th anniversary of *Capital Press Club*, featuring awards for excellence in media and humanitarianism. National Press Club ballroom, Washington.

**Nov. 14**—*Ohio Association of Broadcasters* financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

**Nov. 15-16**—"Selling Cable TV Services," course offered by *American Management Association*. AMA management center, Chicago.

**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. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

**Nov. 19**—International Emmy Awards dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

**Nov. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

## December

**Dec. 3-6**—*American Enterprise Institute* "Public Policy Week." Washington.

**Dec. 4**—Presentation of the national ACE cable programming awards, sponsored by *National Cable Television Association*. Los Angeles. Information: (202) 775-3550.

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

**Dec. 5-7**—*Radio-Television News Directors Association* 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

**Dec. 6-7**—"TV and Ethics: Who Is Responsible?" na-

tional conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College*. Chairman: Norman Lear. Boston hotel, Boston. Information: (301) 593-8650.

**Dec. 9-10**—*NBC* midseason promotion executives conference. Innisbrook resort. Tarpon Springs, Fla.

**Dec. 11**—*Southern California Women in Cable* meeting. Speaker: Robert Alter, president, Cable Advertising Bureau. Marina Marriott hotel, Marina del Rey, Calif.

**Dec. 11-12**—*NBC* news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

■ **Dec. 11-14**—*Unda/USA* (National Catholic Association for Broadcasters and Allied Communicators) 13th general assembly. Copley Plaza, Boston.

**Dec. 13**—*Golden Jubilee Commission on Telecommunications* first conference. Washington. Information: (202) 955-4687.

**Dec. 20**—*International Radio and Television Society* Christmas benefit. Waldorf Astoria, New York.

## January 1985

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

**Jan. 10-14**—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

**Jan. 11-13**—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

**Jan. 13-16**—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

**Jan. 14-18**—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 15**—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRIT, 1321 Connecticut Avenue, N.W., Washington, 20036.

**Jan. 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

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

**Jan. 30-Feb. 1**—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

## February 1985

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

**Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference. Rye Town Hilton, Rye, N.Y.

**Feb. 7**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

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

## March 1985

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# Broadcasting Aug 13

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TOP OF THE WEEK

## FCC strikes the flag on TV ownership rules

**Acts on own motion to stay order until next year; Congress passes its own embargo on TV rule changes despite agency's acquiescence; reconsideration will likely impose percentage cap on top of numerical limit; major defeat for chairman**

Discretion proved the better part of valor for the FCC last week. On Thursday, responding to mounting congressional criticism of its new multiple ownership rule (the so-called 12-12-12 decision), the commission acted on its own motion to stay the television portions of that order at least until April 1, 1985.

The FCC's action preceded by just eight hours a congressional order that set the stay in legislative concrete.

All indications are that the FCC will reconsider the 12-12-12 decision and incorporate into it an audience reach cap that will have the effect of slowing the acquisition ambitions of the networks and the largest owners. And of equal seriousness, the six-year "sunset" in the original order that would have dropped all television ownership limits in 1990 probably will be abandoned altogether.

The revolt against the FCC's order had begun the preceding Thursday (Aug. 2) when Senators Warren Rudman (R-N.H.) and Daniel Inouye (D-Hawaii) added the moratorium amendment to a supplemental appropriations bill; it was adopted on an 18-7 vote (BROADCASTING, Aug. 6). From that point on the FCC's position became increas-



**Last nail in the coffin.** This House-Senate conference passed an amendment just after midnight last Thursday halting implementation of the FCC's new TV ownership rules. On the scene (l to r): Keith Kennedy, chief clerk of the Senate Appropriations Committee; Senator Mark Hatfield (R-Ore.), the committee's chairman; Senator John Stennis (D-Miss.), its ranking minority member, and Proctor Jones, chief clerk of the Energy and Water Subcommittee.

ingly less tenable. By the middle of last week it seemed certain that the ownership order could not survive in its original form, and that some action would have to be taken to lessen the ability of ABC, CBS and NBC to increase their permissible television holdings.

Early last Thursday morning (Aug. 9), the full Senate approved the amendment to the appropriations bill. The day before, FCC Chairman Mark Fowler met with House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) to discuss possible scenarios for getting out of that jam. The next afternoon, the FCC released the

order staying the television aspects of its rules until April 1, 1985, or 60 days after it reconsiders its action, whichever is later.

Nonetheless, in the wee hours of Friday morning (Aug. 10), a House-Senate conference approved the Rudman-Inouye amendment. At the conference, Rudman consented at the last moment to change his original moratorium date from June 30, 1985, to jibe with the dates in the commission's stay. But the senator reportedly was angry that Fowler had not notified him beforehand of the FCC's plan to issue the stay. A spokesman

*Continued on page 38.*



**Courtesy call on the chairman.** Behind some of the most vigorous lobbying in Washington last week was the Television Operators Caucus (TOC), representing the largest group owners. This group was pictured outside Chairman Fowler's office at the FCC as they prepared for a visit to Capitol Hill. The TOC's essential strategy: to support the networks as long as they could but, if worst came to worst, to make sure the groups weren't



caught in the crossfire. L to r: Joel Chaseman, president, Post-Newsweek Stations; John Chapman, senior vice president for regulatory affairs for Taft Broadcasting; Dudley Taft, president of Taft; Joseph Dougherty, president, Capital Cities Communications; Tom Dougherty, Metromedia's Washington vice president, and Joel Rosenbloom of Wilmer, Cutler and Pickering, attorneys for Capcities.

## Mark Fowler and the case for lifting limits

What was going on in FCC Chairman Mark Fowler's head when he issued the stay delaying implementation of the television aspects of the commission's multiple ownership decision last week (see page 35)? Good question. In an interview with BROADCASTING the day before, Fowler was adamant in saying he had no plans to delay the order. "I don't see any reason to do that," he said.

In fact, Fowler added that as far as he was concerned, the commission had completed its mission. "I see us as having done our job as the expert agency, and Congress now has its function," Fowler said. "It's free to do whatever it wishes to modify, countermand or otherwise change what the agency did.

"I don't see any reason for the agency not to follow its normal processes," he added. "To the extent that there are disagreements or modifications proposed to the order, the petition for reconsideration process is the appropriate channel."

Fowler also was obviously hoping to weather the storm as best he could. "I'm interested as chairman in preserving the order to the maximum extent possible," he said.

At the same time, he also appeared to be resigned to swallowing some modifications. "We always will take what we can get," he said. "We have to be pragmatic."

The chairman did not bother to hide a certain bitterness about the developments. He took a couple of swipes at Jack Valenti, president of the Motion Picture Association of America. And he also delivered a tongue-lashing to broadcasters.

"Based upon what I have seen so far, broadcasters will, with their usual docility, submit to this policy cut of Jack Valenti's, and they will probably be very contented with what they do get. They'll probably say, 'Thank you, Mr. Valenti, we're real happy we were able to get just a little bit more,' and never mind what the public interest is here, never mind that Hollywood's only interest here is their fear of having any group get larger, having more bargaining power in dealing with Hollywood, and/or ... producing their own programing," Fowler said.

"Broadcasters have a very poor record of standing up for their own interests, and I expect that record to continue," he added. "There's very little support on the part of broadcasters for the FCC order because of this incredible apathy, docility and indeed timidity. It is only some of the group owners who are now coming forward and asserting some leadership that gives anyone cause for any kind of hope.

"I think this whole process here opens up a larger question. Do broadcasters care what happens? Do they care about their environment? Are they aware of what's going on in their world? And, if so, what are they doing to change it or keep it the same? The answer basically is no, and nothing."

Fowler also criticized Commissioner Mimi Dawson's proposed alternative to the 12-12-12 caps. The Dawson alternative would have allowed TV station ownership to reach 30% of the nation's TV households, with no more than 25% through VHF's; would have imposed no cap on radio at all, and would have sunset the rules in three years (under certain conditions). Among other things, Fowler questioned how the commission would contend with population shifts among ADI's with the penetration caps. Under the Dawson plan, he added, a single entity might be able to buy 142 TV stations before it reached the 25% limit, "which seems to me to cause problems politically and for minorities who are interested in stations in the smaller markets."

He also noted that the FCC's inquiry had found that local markets were the relevant ones when it comes to the interests of diversity. "Why then a national concentration test, that doesn't measure the relevant local market? It also ignores totally, for purposes of diversity, network affiliations. They reach essentially 100% of the TV households," he said.

"And also, do we want to come up with a new policy, which I think has great mischief potential, when we don't have to? That

is, another commission at another time could use that to redefine what you include against a player, using that test. There are all kinds of problems that we saw and since it's as arbitrary as 12, why not go with a number that didn't have all that baggage?"

Fowler admitted some surprise at the reaction the commission's order stirred up. "We view the order as being a very modest, moderate order," he said. "There are people who disagree with this order, and they have recourse through the Congress. I myself think the [Senate] Appropriations [Committee] process is a very poor way to address any differences that the Congress might have with the FCC's order. But the Congress is certainly entitled to do that; it's done it before; I'm sure it'll do it again."

Fowler also said that the congressional backlash appeared to be directed at the networks. "I think you're dealing more with politics than merits," he said. "I sense, unfortunately, a great deal of hostility in the Congress to the networks. There is no way to deny that. ... The fact of the matter is there is almost a bipartisan animosity to the networks. And some would say this is not due to the management of the nets but to the news operations.

"Apparently there's a deeply felt hostility on the part of many on the Hill. And apparently that hostility is much greater than anyone has really appreciated. It's perhaps not fair, but it's a fact of life."

Fowler said the commission's order did not force the networks to face special restrictions for the same reason no player was forced to. The rulemaking record "disclosed no reasons for treating the networks differently than any other players," Fowler said. "The public interest benefits we found to increasing ownership also were applicable to the networks as well. There was no reason on the record to treat them differently.

"It's always hard to predict reaction on any given action," he said. "Again, I think it's a very modest cut and it seems to me that there are private interests involved here and there are dollars involved, and I guess people feel very strongly when there are dollars involved. But I don't see any public interest in those arguments. I feel quite good about what we did. I would do it exactly the same way again, and I don't have too much tolerance for any Monday-morning quarterbacking of the commission."



## Jack Valenti and the case against concentration

Make no mistake about it. Jack Valenti, president of the Motion Picture Association of America, isn't about to turn down the heat on the FCC's multiple ownership ruling. In an interview with *BROADCASTING* last week, Valenti made clear that he views the commission's decision to permit everyone, networks included, to buy up to 12 TV stations during the next six years, and then eliminate even that restriction, as critical to the interests he represents.

He also made clear that, if he had his druthers, the networks would never be able to buy another television station. He would let anyone buy as many radio stations as he wanted, and let the non-network station groups buy enough TV's to reach 30% of the nation's television households, 25% through VHF's. But a sunset clause is in his view out of the question.

Valenti also said the MPA would petition for reconsideration of the FCC's order. If the commission altered its stand in response, that would be the end of MPA's concern, he said. "If the FCC were to have a new order that would allow group owners to grow exponentially, that would let radio go free, that would deregulate the marketplace but keep the same [current television] restrictions on the networks, the battle is no longer a battle. It's over."

If the commission doesn't so reconsider, Valenti suggested that the industry might find itself on a long, bumpy, uphill road. "All we're seeking is a stop to the implementation of the FCC report and order so that if they [the FCC] don't take it up, then congressional committees who have primacy over telecommunications policy in this country can look into every nook and cranny of this order and see whether it's in the public interest."

Valenti also suggested that the networks might well have reason to see that the public debate on the issue is halted soon. The Senate Judiciary Committee is planning to hold hearings on the antitrust implications of the FCC's rule on Sept. 11, and it just might explore whether the networks should be forced to divest themselves of the O&O's they currently have, Valenti noted. "When you start a public debate, it develops a life all of its own," he said.

According to Valenti, the central issue in the FCC's order is power. And the big issue for Congress is the concentration of power in the networks. "Maybe the most malignant issue of all is the power to determine political choice by what you do show and what you do not show on television," he said.

Naturally, there also are economic issues, both for the networks and programmers, and programmers would be "deleteriously affected" by the FCC's order, Valenti said.

For starters, he said, it's important to understand that there can be no fourth network, something the FCC insured when it made its television allocations decision three decades ago. "The chessboard is already filled," Valenti said. "There are no more VHF licenses in the top 100 markets. They're gone forever."

The only possibility for competition with the networks, he said, is through ad hoc networks—that is, putting together a string of television stations for a special show or series. But the possibility for their assembly would be severely diminished under the commission's order, Valenti said, because the owned-and-operated stations "never" pre-empt their network's programs to clear for ad hoc networks. If the three networks were permitted to own a total of 36 VHF's, that would mean that 36 stations would be taken off the "possible pre-emption calendar," he said. "So that means in the future the opportunity for first-run programming, off-network first run, would diminish."



The FCC's order would also play havoc with the first-run syndication market, he contended. If the restrictions were eliminated altogether in 1990—as they would be under the order—a network could buy, say, 15 TV's in the top 20 markets, giving it the ability to "platform" first-run syndicated programming. "Now keep in mind that you cannot have first-run syndication . . . unless you're on affiliates 7:30 to 8 p.m. . . . Now, the fewer affiliates you have doing this, the less you can program. But on the other hand, if I own 15 stations in the biggest markets, covering 50% of the country, I can use those 50% of the households reached as my base, write off all my costs on my first-run syndication, produce it in-house—NBC, CBS, ABC—sell off the rest of the country to a friendly syndicator, and I have myself a business," Valenti said. "I will dominate first-run syndication."

"So with unleashing the networks, first you have diminished the opportunity for ad hoc networking. Number two, you demolish the first-run syndication field. Number three, you repeal the prime time access rule by default, because the networks will put on first-run [product] on their own stations," he said.

"Program owners understand . . . because they see the handwriting on the wall. Networks will go into first-run syndication; the networks will deter the possibility for ad hoc networking; the networks [will be] doing their own prime time access stuff. And then, at the end of 1990, all of the consent decrees [with the Department of Justice] expire on in-house production. They can produce 100% of all their programs. The handwriting on the wall says by 1990, there won't be very many independent television programmers existent . . . in this country. They're going to be gone. Are we worried about that? You bet your ass we are," he said.

On the antitrust front, Valenti predicted Congress would be concerned about the network's potential to increase their vertical integration in the television business. Movie studios, because of consent decrees with the Department of Justice, are prohibited from owning theaters, he noted. But "the networks own the theaters [for television programming]—their affiliates and their O&O's," he said. "They are the distributors of the product and they're the producers of the product. That's what you're going to have; that's vertical integration," he said.

"It doesn't exist in the movie industry, it doesn't exist in the book publishing business; it exists in television, and by a bizarre chain of events, it exists because of a government-designed monopoly. In 1947, when they opted for VHF—they didn't wait for UHF—they forever sealed in concrete today's television landscape. They gave three people absolute hegemony over the television field today."

Valenti also made clear that he was not "for" Commissioner

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## Valenti *Continued from page 37*

Mimi Dawson's plan because of the three-year sunset provision it contained. The Dawson alternative would have allowed TV station ownership to reach 30% of the nation's TV households, with no more than 25% through VHF's; placed no caps on radio, and provided for a sunset of three years on all limits. The sunset issue, Valenti said, is "nonnegotiable."

He also said he thought it would be "very reasonable" to keep a 30% television cap, 25% through VHF's, on the television households that nonnetwork group owners could reach through television stations, "just to make sure that no group of very, very rich and resourceful people can ever dominate the most pervasive element in our society."

If the avowed objective of the FCC's order is to create competition, the way to do that is hold the most dominant entities—the networks, in his view—in check and let the smaller players grow. "The objectives of the FCC are antagonistic to what they did," he said.

He also thought MPAAs "natural allies" in the matter should be all broadcasters except the networks. "We are on their side; we want them to grow; the group owners know exactly how I feel; I'm not going to tell you who I've talked to, but I've talked to a good many of them," he said.

"The networks are perched atop a mountaintop fortress right now that is impregnable to assault. Anybody who attempts to lay siege to them is going to be defeated because they are fortified with a great shield provided them by the U.S. government."

Valenti also contended that the FCC's order had failed to present a public interest reason for permitting the networks to grow. "Is it wise to allow three corporate entities—no matter how benignly managed today, no matter how admirably managed today, no matter how patriotic and honorable today—to gain that kind of power? It's not right; it's wrong. And if I were running a network, I'd be doing exactly what the networks are doing. But in my heart, I know they must know that they are the custodians of an extraordinary gift of power. And people who are in public office, who are elected, recognize that," he said.

*Continued from page 35.*

for Senator Pete Wilson (R-Calif.) said the conference vote demonstrated the "sense of distrust" the Senate has for Fowler.

The conference report said: "The conferees direct the FCC to proceed cautiously in this area, to consider all potential alternatives, and to consult with the committees on appropriations, the Judiciary Committee, the Senate Commerce Committee and the House Energy and Commerce Committee prior to taking any further action."

The FCC's stay does not affect the radio aspects of the commission's order; it is limited to TV. "It is that portion of the decision that has raised the greatest concern, and it is our belief that a temporary stay of the television portion of the rule change will ultimately benefit the public interest by assuring adequate time for commission reconsideration," the FCC said in its stay.

The text of the commission's multiple ownership ruling was published in the *Federal Register* last Thursday. According to an FCC spokesman, that means broadcasters will be permitted to start filing applications to buy up to 12 AM's and 12 FM's on Sept. 8.

Fowler declined comment on why the stay was issued. One source, however, described the stay as a "pre-emptive strike," an attempt (unsuccessful, as it turned out) to derail the momentum behind the congressional effort to attach the moratorium legislation to the supplemental appropriations bill.

The source also said Fowler had initiated the meeting with Wirth, to talk about the multiple ownership ruling and some telephony issues. The source said Wirth and Fowler talked about the advisability of the stay, and also several possible scenarios for favorably resolving Congress's concerns. The source said Fowler made no commitments. But Fowler and Wirth also reportedly agreed that the stay should eliminate the need for Congress to attach the legislative moratorium to the supplemental appropriations bill.

One reconsideration scenario said to have been discussed at the meeting would put a "double cap" on television acquisitions, but

would not contain a sunset for anyone. Under that plan, the 12-12-12 caps would be retained across the board, but TV ownership would also be limited to 27.5% penetration of the nation's TV households, with all of those VHF's, if desired. Under another provision, an entity would be able to buy enough more TV's to reach an additional 2.5% of the population if those entities had "significant" minority ownership. That was defined as 5% minority ownership for small deals, 3% for large ones.

Before the stay was announced publicly, Fowler reportedly told associates that he was favorably disposed to considering a penetration cap now, something that had apparently been anathema to him in the past (see box page 36).

In an Aug. 9 letter to Fowler that more closely resembled a threat than a suggestion, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Wirth and Representative Mickey Leland (D-Tex.) said they believed such a stay was necessary, and announced that Leland and Wirth were introducing legislation that established a "framework" the commission should take into account when it reconsiders its decision. "While we understand that you are unable to predict the outcome of any reconsideration the FCC might undertake, we expect you will reconsider your decision in good faith," they said. "Such action by the commission should resolve the deep concerns of most members."

Senate Commerce Committee Chairman Bob Packwood (R-Ore.), in another Aug. 9 letter, said he believed it preferable for the FCC to stay its action than be constrained by the amendment to the supplemental appropriations bill. "This approach would allow the commission and the Congress adequate time to examine the concerns raised by the decision," Packwood said.

The Leland-Wirth bill essentially provides for a double cap on television ownership, and a cap based on market size for radio. Under the bill, an entity would be able to own television stations reaching 30% of the nation's television households, 25% through VHF's. The bill also includes limits

based on a point system that values broadcast stations on a market-size scale. The point system would permit a single entity to own up to 100 points of AM's and 100 points worth of FM's. A single entity could own up to 100 points worth of TV's, as long as it didn't exceed the 30%/25% reach limitation. Under the point system, the 10 largest markets would be worth 10 points apiece; the next 10 markets nine points; markets 21 through 50 eight; markets below the top 50 seven points. Radio stations outside any TV markets are worth six.

The bill also provides a special exemption for entities with interests in minority-controlled stations. If an entity owns from 5% to 49% of a station or stations owned by minorities, its ceiling limit for television audience penetration would be raised 5% (that is, up to 35% penetration), and the numerical limit would be raised by 20 points (a total of 120 points).

In addition, the bill would require the FCC to review and report back to Congress on the legislation's impact 10 years after it goes into effect.

In a statement, Wirth said the bill—which does not force the networks to face special limitations, and does not contain a sunset provision—would permit a group broadcaster to own from 10 to 14 stations in a single service, depending upon the size of the markets in which those stations are located.

If Fowler had polled his fellow commissioners earlier in the week, he might have discovered another good reason to issue the stay. The day before it was issued, Fowler appeared to be holding the fort on the commission's multiple ownership ruling by himself—or at most with the support of one other commissioner. There appeared to be a three-vote majority for reconsidering the commission's action last Wednesday (Aug. 8).

It's not known how the order will be reconsidered. But there was talk of moving in the same "double cap" direction reportedly broached at the Wirth-Fowler meeting. The idea would be to combine the 12-12-12 limits with the percentage penetration cap for television stations originally suggested by

## The man behind it



When the Senate Appropriations Committee voted 18-7 to bar implementation of the FCC's new television station ownership rules before June 30, 1985, it should have come as no surprise that the man behind that move was New Hampshire Republican Warren Rudman. Rudman, whose sensitivity to anti-trust issues grew during the six years he served as attorney general of New Hampshire, felt something had to be done when the FCC set a new 12-station limit (up from seven) with the rules being eliminated completely by 1990.

Although the stop-the-FCC movement enjoys Hollywood's backing, Rudman says he is no pawn of the movie industry. "This is strictly Warren Rudman deciding this is strictly in the public interest," he said.

"I saw this decision and I frankly don't know if it's right or it's wrong. But I do know that the minority opinion by Commissioner Dawson makes very good sense, and that raises so many doubts as to whether or not these rules have any relevance any more, and if they do, whether they ought to follow the same path," Rudman said. Furthermore, the first-term senator thought the FCC's decision raised a "major" public policy question and should not be made by the commission in the absence of congressional hearings.

Elected to the Senate in 1980, Rudman's views on telecommunications policy are based on a "deep" belief that the airwaves belong to the public. "My concern was to hold back on this and give the Congress a chance to decide," Rudman said last week. "Even though we have a government that in many areas is run by independent agencies and commissions there are certain broad policy questions which really the peoples' representatives ought to have a chance to look at."

Rudman doesn't claim to be a communications expert. He's not a member of the Commerce Committee, which is responsible for setting telecommunications policy. He is, however, acting chairman of the Senate appropriations subcommittee with jurisdiction over the FCC. "Maybe what we ought to have is a rule that talks about market reach. Quite obviously if somebody owned 35 stations that were the size of channel 9 in Manchester, N.H., that would not particularly pose a problem of either economic power or market reach. But if somebody owns 12 stations of the size of channel 4 Boston or channel 9

Washington, that poses different kinds of problems."

While Rudman feels strongly about concentration of power, he does not favor placing ownership limits solely on the networks. That, he said, would be "wholly unfair. Obviously," he said, "while the cap was on the networks, some of the independents, some of whom are fairly large, would be free to go out and pick up additional properties which would make it impossible for the networks to ever get those properties which maybe they ought to have a chance to bid on."

Rudman does not oppose the lifting of radio station ownership limits. During the Appropriations Committee markup, he voted against an amendment to include radio in the moratorium. "Radio's a different ball game. You've got 8,000 or 9,000 radio stations in this country, and there's enormous competition. Nobody has any dominant market reach."

The bottom line, Rudman says, is not so much how many stations a network or station group owns, it's a question of market reach. "In this age of merger and acquisition and huge conglomerates, who knows who might emerge the week after next with enough money to buy 40 stations."

Commissioner Mimi Dawson. Under the notion being mentioned, an entity would be able to buy 12 TV's or a lesser number that would reach 30% of the nation's television households, 25% through VHF's.

Commission observers say the votes for reconsideration aren't hard to find. Dawson, who dissented from the commission's 12-12 decision, wrote the book upon which the reconsideration apparently would be based. Commissioner Henry Rivera, who was traveling in Europe last week, went along hesitantly with the commission's original decision. But in a press release issued immediately after the commission took its original action, Rivera called the FCC's refusal to cap penetration for TV's a significant defect, "In a system in which television access to the public remains limited, there is no sound reason to permit one entity to own stations reaching more than 25% of the country, regardless of how few stations are involved," Rivera said.

Last week, Commissioner James Quello also revealed that he was "considering" reconsideration. "I will consider reconsideration when it comes back," he said. "I'm not going to hardline it in the face of congressional opposition. Some kind of reasonable compromise seems appropriate."

Quello had said it was a "close call" on whether to go the numerical-cap route, or the percentage-cap one, when the FCC adopted its action.

For the industry, one commission source noted, the reconsideration could be a god-

send. If the commission on its own can address Congress's concerns, lengthy, and unpredictable, congressional hearings on the topic might be avoided. And those hearings could otherwise bog the proceeding down and deny broadcasters the opportunity to buy more stations for years—or end up denying them that opportunity altogether. And if the commission is permitted to fix things on its own, the networks would appear to be more likely to get some relief in the process.

One FCC source said that Fowler had been warned again and again that the 12-12 route adopted would get just the congress-

sional reaction it did. "It was felt that we didn't need another access charge or financial interest. . . , another item overturned by the Hill," the source said. But Fowler had fixed upon the numerical approach early last month and insisted that there would be no congressional backlash, the source said.

Jack Valenti, president of the Motion Picture Association of America and a leading opponent to the FCC's original action (see page 37), said he was "very pleased" with the way things have worked out so far. "The next phase is to zero in on the central issue here: the concentration of power." □

## Radio broadcasters, BMI reach agreement

**Agreement calls for no 1984 increase; lower increase for 1985 rates**

The All-Industry Radio Music License Committee and Broadcast Music Inc. reached an agreement in principle last week on revisions in the radio station music license contracts that BMI sent out to radio stations last month (BROADCASTING, July 2).

The agreement came after the committee and BMI met in New York the week prior, spurred back to the negotiating table by the National Association of Broadcasters and the National Radio Broadcasters Association after BMI imposed, for the first time in its history, new music license contracts on radio stations.

The revisions agreed upon by the committee and BMI last week in San Francisco provide for no rate increase in 1984 and a reduction in the original rate increase for 1985 included in the contracts that BMI mailed out to radio stations. The committee and BMI have also agreed to negotiate all contract issues when the new agreement expires at the end of 1985.

The two organizations also agreed to set up a "formal rate-making procedure" if the committee and BMI cannot agree on new contract terms. The new agreement is expected to be formalized within the next 10 days.

Although representatives from the committee and BMI had met on several occa-

sions between the expiration of the old agreement in December 1983 and last week, they were unable to come to terms. BMI mailed out new contracts to radio stations without the committee's consent, calling for a rate hike of between 15%-18% over the four-year life of the contract. The new rates were to go into effect at the beginning of 1985.

With the new terms reached between the parties last week there appeared to be cause for celebration all around, breaking the tension that had been building between the committee and BMI over the year. Members of the committee would not discuss how much of a reduction in the rate increase they were able to get, but it was described by committee chairman Bob Henley as "considerable." Furthermore, Henley pointed out, the new agreement runs only through the end of 1985 (and retroactive for 1984), at which time both parties must return to the negotiating table "with a clean slate" as all provisions are open for discussions and negotiation.

The other major outcome of the San Francisco agreement, Henley pointed out, was the establishment of a mechanism that both parties can use if they don't reach an agreement in negotiating a new contract. At present, neither the committee nor BMI has such a recourse—which was said to be in part why BMI felt it had no choice but to impose a contract on radio stations without an agreement between it and the committee. The committee does have such a mechanism with ASCAP—a rate court that was established as part of the consent decree between ASCAP and the federal government. Both parties can seek arbitration when they don't agree on a rate hike or license fee.

Another sticking point between the committee and BMI had been a number of provisions that BMI had written into the new contracts it mailed out to stations. Committee members estimated that those provisions tacked on an additional 2% to the rate hike over the four-year period. However, in the agreement reached last week several of the new provisions were withdrawn by BMI. Those provisions included clauses regarding talent fee payments, method of reporting a station's income and whether co-located AM-FM stations could be reported as one or two stations. In all of the above provisions, the language reverted to the wording of the old contracts.

Although the committee and BMI had not reached an agreement before last week, BMI President Ed Cramer said that BMI had received 5,500 contracts in house, which represented about 70% of the total. The contracts will now be modified in an amendment letter to be sent out to radio stations which must return them signed to BMI.

"Radio was faced with the choice between an unacceptable new contract or litigation," said NRBA president Bernie Mann in a statement. "I'm proud the NRBA was able through private meetings to get the parties talking and back to the table." In addition, Mann also joined NAB President Edward O. Fritts in declaring: "BMI and the committee are to be congratulated on the steps taken yesterday to resolve their differences in an

area so vital to both our memberships. We applaud their leadership and stand ready to help in any capacity to assure that the two groups reach an amicable agreement."

Privately, one participant noted the presence of Don Thurston, former joint board chairman of the NAB, who rejoined the committee last month, as helping to bring the parties closer to an understanding.

The committee and BMI met Wednesday, Aug. 8, at the Stanford Court hotel in San Francisco. Present for the meeting were Henley, chairman of the All-Music Licensing Committee and president of KGNR(AM)-

KCTC(FM) Sacramento, Calif; Cramer, BMI president; committee members Voncile Pearce, Radio South Inc., Jasper, Ala., and Don Thurston, Berkshire Broadcasting, North Adams, Mass. Also present were Alan Weinschel of the New York law firm of Weil, Gotschal & Manges and committee counsel, and BMI counsel Norman Kleinberg of Hughs, Hubbard & Reed, New York. Also, Bill Clark, chairman of the NRBA and president of KABL-AM-FM Oakland/San Francisco, and Jeff Baumann, senior vice president and general counsel of the NAB, were both present as observers. □

## Fred Pierce: the Olympics' biggest fan

**No one enjoyed the summer games more than the ABC president who took a risk five years ago when he spent \$225 million for the rights; the ratings made it a gamble that has paid off**

It can be said with reasonable certainty that Frederick S. Pierce has been vindicated. The president of American Broadcasting Companies raised some eyebrows—both within and outside of broadcasting circles—five years ago when ABC announced it had acquired the worldwide broadcast rights to the 1984 summer Olympic games for \$225 million. Speculators and pundits at the time shook their heads in gaping wonder—given the projected production costs, foreseen advertiser demand and questionable prospects for the economy—at how ABC would ever make money on the deal. But the record shows Pierce saying at the time that ABC would "more than recover its investment in the games."

And until two weeks ago, the speculators and pundits were still having a field day. ABC's hard-swallow performance during the winter Olympics was a good reference point.

But Pierce recalls those words of 1979 with clarity today, only this time in light of the ratings success that had overwhelmed his TV network 13 days into the 18-day Olympic TV coverage. "All our expectations and fondest hopes have come to fruition," an obviously elated Pierce said in a telephone interview last Thursday (Aug. 9). "As a result, while it was a major risk at the time, it was also a prudent risk because we assessed the degree of hours we could put on and the amount of money we could charge, projected that out, and decided we could more than recover our costs directly from the games."

Sound simple? Probably not. Although ABC had broadcast nine of the past 10 Olympic games—and, Pierce explains, acquired some special event coverage know-how in the process—he notes that there was still the problem of producing and selling more than twice the broadcast time that was given to the 1976 summer games in Montreal. That, Pierce says, was "our only concern...but after having done a number of games we began to sense the fact that you could take an entire evening and put on an Olympic spectacular, segueing from one event to another.

Pierce declined to put exact figures on



summer Olympics income. But "without getting into specifics," he notes that the network took in about \$435 million in advertising revenues with advertising agency commissions reducing that to \$370 million. The rights cost \$225 million and production expenses, he says, came in "under" \$100 million. (Some securities analysts, however, put that figure about 20% higher). That leaves the network with a pre-tax operating profit of around \$55 million. That figure may be on the high side—additional cost items like advertising and promotion take a cut—and it also does not explain how much of the Olympic gross revenues are "incremental," that is, above what ABC would earn if it were broadcasting its regular network schedule, which includes much of daytime, a major profit center. It is ABC's Owned Television Stations division where much of the Olympics profits will be made: the stations were able to charge premium rates for their local availabilities, but at the same time did not—unlike the network—have significant additional costs.

The payoff is not only a monetary one showing up in the third-quarter financial reports, he adds. "The rub-off value is immeasurable." By that he means the prime exposure the network is getting by airing a multi-million dollar load of promotional spots for



ABC's upcoming fall season during the games; the increased sampling the early morning and evening network newscasts are picking up, and the identity sponsors are securing for their products with the Olympics, "particularly with the tremendous surge in patriotism you can see expressed by the people in attendance," are all added benefits of Olympic coverage.

Pierce bases the success of the games on several factors, all of which were absent from the less than Olympic-like ratings performance of the winter games in Sarajevo. First, he emphasizes, the games were held in the U.S.—the first time that has happened in over 50 years—which provided an added appeal to U.S. viewers. Second was the fact that much of it could be broadcast live in prime time, unlike the winter games that were sometimes subject to half-day delays. Also—and far from least—is the experience ABC News and Sports President Roone Arledge and his crew bring to covering the event.

Is it possible, however, that the Soviet-led boycott actually helped the network in the ratings because of the greater number of gold medals that the U.S. teams have won—a possibility suggested by one senior ABC executive. Pierce demurs. "Obviously we had some concern when the Russians and Eastern Bloc countries pulled out; whether that worked positively or negatively we'll never know. Obviously, from an audience point of view, it has not hurt us."

The result so far, Pierce goes on, is that ABC will probably not have to ask for a rebate or withhold its last rights fee payment to the International Olympic Committee. "At this point in time, based on the ratings to date, it's apparent that it will not be necessary and we will not go into arbitration." Although Pierce qualified that point by saying he didn't want to make a "definitive statement," he added that "the outlook right now is that it's a moot point."

ABC has secured all broadcast, cable and ancillary rights to the 1988 winter games in Calgary, Canada, for \$309 million. Pierce believes the proximity to the U.S., the fact that many of the games will be broadcast live in prime time, and the opening up of several new competitions like hot dog and ballet skiing—despite a greater number of hours over the 1984 winter games—will make broadcasting those games a profitable enterprise—just as, he points out, all of ABC's Olympic coverage has been.

What about ABC's plans to make a bid for the 1988 summer Olympic games in Seoul, South Korea? "I think that's a little bit of a different ball game." He is quick to explain: "I don't think you can use the framework of what we paid for the L.A. games as a base for evaluation," noting at the same time that the \$750 million to \$1 billion figures that are being bandied about as what the Koreans will ask for the rights fee is "totally out of the ball game in terms of reality." There is a downside to South Korea, too, Pierce makes clear: the 14-hour time difference between it and the East Coast as well as the country's political situation. Whether ABC will go for the South Korean games Pierce leaves open,

but not without noting that "one of the reasons we went for Calgary is that we could have the option of going or not going for the Korean games depending on what the financial outlook will be."

There is a question, too, about the role ESPN, the ABC-owned cable sports programming service, will play in its future Olympics coverage. Use of ESPN, in some form, is "not precluded," Pierce says, adding that "we haven't decided how we're going to approach those games yet." But one scenario Pierce throws out is that "we can have all the games appear on the network and repeat some of the elements on ESPN at a later date, or we might repeat some of the elements the next day... we have latitude."

## Dereg comes to life again in Congress

**With Swift in the lead and Dingell Wirth and Leland close behind, H.R. 6122 joins legislative fray; its mission is mainly to put into the record state of negotiations as this session left them**

The broadcast deregulation issue, left for dead two months ago, is alive again on Capitol Hill. Key House members, Representative Al Swift (D-Wash.), House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), John Bryant (D-Tex.) and Mickey Leland (D-Tex.) introduced a deregulation measure (H.R. 6122) that, among other things, would establish quantified programming standards and equal employment opportunity quotas.

The Telecommunications Subcommittee plans to hold a hearing on the bill, but no further action is expected. The measure, which surprised many Capitol Hill observers, is based on a draft circulated earlier by Wirth. It reflects positions advocated by Swift and others during discussions with Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) over the past six months (BROADCASTING, April 30).

In April, Tauke and Tauzin, the broadcasting industry's two chief congressional allies, walked away from the negotiating table after concluding that an agreement with Wirth was impossible. Tauke and Tauzin's views on broadcasting deregulation have differed with Wirth's all along; they are not likely to back the bill.

Even Wirth recognizes that broadcasters aren't going to endorse the bill. "There are two reasons we introduced the measure," said Swift. "We felt strongly we shouldn't let the whole process slip gently into the good night. And we thought it was important that everybody know how far we had come in trying to work out an agreement."

Swift said the bill wasn't going anywhere. "We're not out to fight anybody or continue the battle this year," Swift said. (Congress left last Friday for a three-week recess.)

Swift's comments were reinforced in a joint statement issued by all the co-sponsors. "This legislation is intended to inform our

In response to the reports of criticism from some Olympic participants and the press—both foreign and domestic—Pierce believes there was nothing wrong with ABC commentators occasionally slipping a little emotion into their broadcast coverage by using phrases such as "we," "us," or "our team" when reporting on the U.S. teams' performance. "We're all human beings, we all share a sense of patriotism and pride. Somebody who lives in the U.S. and sees somebody from the U.S. performing excellently and gets excited about it, that's understandable. And if that's excessive patriotism, so be it. If you're dealing with robots—which you're not—I guess you can avoid that." □

colleagues of the progress made in our negotiations, and the substantial compromise we made which still were not sufficient to gain the support of the industry," the statement said.

Despite the nature of the legislation, the National Association of Broadcasters was not alarmed. "We were expecting them to hold a hearing," said John Summers, executive vice president, government relations. "But we didn't know they were going to introduce a bill."

Summers had not finished looking at the legislation, but surmised its key elements were not acceptable. "I don't think it is anything our membership would accept. It's like taking on more regulation to get less," Summers said.

The joint statement on the bill criticized broadcasters for their unwillingness to compromise. "Over the course of 15 months of effort to reach a consensus on broadcast legislation, it became apparent that the industry will press for substantial deregulation, but is unwilling to accept meaningful assurances that the public's interest in the use of its airwaves be protected."

In addition the members cited the FCC's "irresponsible actions" and said they provided less stability and "certainty" for the broadcasting industry. "Moreover, the actions by the commission demonstrate an insensitivity to the public interest which cannot be tolerated. As the introduction of this legislation indicates, our close attention to this issue will not subside," the statement said.

The legislation focuses on many of the key areas of dispute during past negotiations. Most of the provisions are similar to sections included in the draft. However, other issues are likely to crop up during the hearing, including codification of the FCC's personal attack and political editorial rules, and a proposal requiring broadcasters to air one hour of children's programming five days a week.

The draft included such a requirement, but the children's provision is noticeably absent from the bill. There are no specific radio programming standards, but there is a section requiring the FCC to assess the amount and types of radio programming during a one-year

period beginning 30 days after enactment. The lists of categories are: local, news, public affairs, nonentertainment, children's, minority and elderly.

The heart of the debate over the draft was its provision strengthening the petition to deny process. It granted petitioners prehearing discovery rights. The bill, however, significantly waters down that section.

The inclusion of EEO language was a particularly volatile subject within the broadcast community. The draft did not include EEO requirements; however, the final version would. The bill's EEO section would require stations with five to 10 full-time employees to employ minorities and women at a ratio of 50% of their availability in the workforce. Stations with 11 or more full-time employees would be required to attain a ratio of 60%. The ratio would be applicable to the total payroll and to the top four job categories: officials and managers, professionals, technicians and sales personnel.

Key provisions of the bill:

- No establishment of ascertainment procedures, but licensees must ascertain in their own ways and maintain public files showing how they've met community needs.
- No program logs conforming to a particular format, but there must be sufficient logs to demonstrate compliance with the new act.
- No FCC restrictions on commercial announcements.
- Comparative renewals are outlawed.
- Television station licensees would be renewed on a showing of having met the needs and interests of children.

minority groups, the elderly and other residents of the service area.

■ Radio station licenses would be renewed on a similar showing, but only in general to their service areas (not by audience breakdowns), and "taking into account what needs are not being met by other broadcast stations serving such an area."

■ Television programming requirements would be established by the FCC on a station rating system basis. Among the requirements: minimums for local and informational programming (and at a level representing a "meaningful increase" over levels now broadcast). Requirements would vary based on the type of station (VHF,UHF, network affiliate or independent) and by market size.

■ Weights for programming within the station rating system would be based on the following categories: minority, childrens, elderly, public interest or any other category the FCC might provide as an incentive.

■ Beginning in 1995 the FCC would review the programming ratings and report to Congress on its effectiveness. Also in 1995, the FCC could require TV stations to broadcast in excess of the amounts required.

■ TV stations would be required to maintain files showing compliance with public interest requirements, and the FCC would audit on a random basis at least 15% of stations to determine if standards were being met. If a complaint were filed alleging failure to meet public interest programming requirements, the FCC would determine within 90 days whether there was sufficient basis to warrant imposition of a sanction, including revocation.

■ If the FCC determines that a licensee has committed two or more violations of the public interest requirements during a five-year period, it must revoke the station's license. For violations less than those requiring revocation, forfeitures up to \$100,000 may be levied for each violation, or the FCC may require remedial programming to make up for the shortfall.

■ The FCC would establish rules to insure that a significant preference be granted to minorities in contests for broadcast licenses or construction permits. □

quirements of existing franchises which provide significant flexibility for the cable operator.

"Because of the NCTA's rigid position on rates and services, the NLC-USCM negotiators are not prepared to reopen negotiation on H.R.4103. We will urge [Energy and Commerce] Chairman John Dingell [(D Mich.)] to take H.R. 4103 to the floor of the House for immediate action."

□

Mooney seemed genuinely surprised by the cities' refusal to continue negotiating. "The tone and content of the letter was so surprising that you almost have to suspend the normal assumptions you make about politics and political maneuvering to make any sense of it," he said. It's unusual in his experience, he said, for "a major organization to take a position so inflexible that it even refuses to discuss it."

"The cities are insisting on turning back the clock on the major rate regulation and packaging issues which the FCC and the court have decided in cable's favor," he said. "The cities offer modest statutory clarifications on the franchise renewal and franchise fee issues, but all the points they conceded—and even the one they disagree to—are already addressed favorably to cable by the House committee report."

Told of Mooney's response, NLC's legislative counsel, Cynthia Pols, said it was NCTA that was being inflexible by insisting on codification of *Nevada*. "We gave so much on services and rates," she said. "To give everything on the basis of the FCC decision would be lunacy on our part. We are not going to agree to codifications of *Nevada* under any circumstances."

In his formal reply to the cities, dated Aug. 9 and copied to Dingell and Senate Commerce Committee Chairman Bob Packwood (R-Ore.), Mooney urged them to "reconsider their apparent decision to 'go it alone.'" He said he doubted the legislation could become law without the support of the cities and the cable industry. "The evolution of H.R.4103 has been long and painful; it should not end in stalemate."

□

From a business standpoint alone, NCTA sees the cable industry in a win-win situation. If the legislation with the changes it has asked for becomes law, the industry has a solid regulatory cornerstone upon which to build its future. If the legislation is tossed out, it can go to the FCC and the courts to solidify the deregulatory gains it has already made and seek even more.

But from the political standpoint, the association sees its position as difficult. H.R. 4103, as it now stands, reflects a signed agreement between the NCTA and the cities. If NCTA cannot adequately justify its reasons for reneging on key provisions of the agreement, its reputation on Capitol Hill or, more to the point, its ability to move, block or influence legislation, may be seriously impaired. Mooney believes that the *Crisp* decision, which came after the compromise agreement and which NCTA believes radically altered the entire regulatory landscape, provides all the justification the association needs. Time will tell. □

## H.R. 4103: slipping away

### Cable legislation prospects fade as municipalities refuse to renegotiate and NCTA sticks by changes based on 'Nevada' ruling

What are the chances of H.R.4103 becoming law and establishing a national regulatory policy for cable? "Slim and none," as the saying goes, "and Slim left town."

The National League of Cities and U.S. Conference of Mayors told the National Cable Television Association last week they are "not prepared to reopen negotiations on H.R.4103" and will seek passage of the cable regulatory bill as is, with or without the support of NCTA, in the waning days of the 98th Congress.

The NCTA board voted July 17 to withdraw the association's support of the bill unless the city representatives agreed to substantial changes in key provisions of the bill. And without the NCTA's support, it's unlikely the bill has much hope for passage.

In a letter to NCTA President Jim Mooney, dated Aug. 9, the NLC and USCM showed a willingness to ameliorate some of NCTA's concerns by clarifying some of the statutory language, but they said they could not accommodate NCTA's demand for elimination of provisions grandfathering regulation of basic cable rates and the packaging of services for four years and codifications of the FCC's *Nevada* decision. They also balked at NCTA's suggestions for beefing up the protections for cable operators under the franchise renewal section.

Mooney presented NCTA's "laundry list"

of desired changes to members of the NLC-USCM negotiating team in Washington two weeks ago.

The FCC's *Nevada* decision of last fall limits the cities' power to regulate rates to tiers of service that contain local broadcast signals and affirms the cable operators' power to package their tiers to avoid rate regulation or simply make their service more attractive to consumers.

Since the Supreme Court's *Crisp* decision, which NCTA believes affirmed the FCC action, NCTA has been arguing that passage of H.R.4103 with its provisions grandfathering regulation of rates and packaging of services would be a big regulatory step backward for the industry. As a result, it took the position calling for the codification of *Nevada*.

"While some of the changes requested by NCTA appear to be clarifications... which seem reasonable," the NLC-USCM letter said, "codification in federal law of the [FCC's] ruling in the [*Nevada*] case is unacceptable."

The bill's "provisions on services and rates reflect a fair and balanced approach under which the interests of both consumers and cable operators will be protected," the letter said. "In fact, [the provisions]... impose a number of restrictions on the regulatory authority of cities, effectively phasing out regulation of cable service rates over a four-year period, limiting service requirements in new franchises to broad categories of service, and establishing a process and standards for modification of the service re-

**IN  
ST. LOUIS,  
KTVI IS #1  
AT 10:00...  
AGAIN!**

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**KTVI NEWS 18**

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**KMOX-TV NEWS 16**

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**KSDK-TV NEWS 14**

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*Source: May ARB 1984 M-F 10:00-10:30PM*

**2** KTVI

**TIMES MIRROR BROADCASTING**



## Dan Ritchie and the Westinghouse way

*They hear a different drummer on the 40th floor at 888 Seventh Avenue in New York, where Westinghouse Broadcasting and Cable has its headquarters—a beat that as often as not finds that company swimming upstream against the principal currents of the industries it occupies. Being different is by now a habit—if not an ingrained tradition—at Group W, the legacy largely of the late Donald McGannon and now the responsibility of Daniel L. Ritchie, who worked his way up through financial pursuits but now is equally comfortable dealing with the policy, operational, journalistic and show business issues that go with heading the fifth largest broadcaster and the third largest MSO.*

*In this “At Large” with BROADCASTING editors Ritchie talks about the concerns that animate Westinghouse in its pursuit of public interest and private profit in the Fifth Estate.*

**W**e hoped to speak with you on a broad front of issues involving both the broadcasting and cable industries and the so-called "new technologies." To set the stage for that, could I get you to describe your corporate philosophy and business approach to the broadcast and electronic media?

This goes back a long time before Don McGannon. Last fall I read a speech made by a predecessor, several times removed, before the Harvard Business School in 1928. The attitudes it laid out were very much like ours today.

It's remarkable that corporations, like people, have personalities and characters that persist over generations. Our attitudes include, first, putting a very high priority on the public interest, because we feel that we are—in addition to a profit-making organization—trustees to the public and to our communities and to our company, for the future. So we take a long-term view.

Also, we tend to be very local. WINS(AM) here in New York is a very different radio station from KYW(AM) Philadelphia which is a very different radio station from KFWB(AM) Los Angeles, even though they're all-news stations. Even their cycles are different—the pace is different, the personalities are different—because they reflect their communities.

We have certain overall policies from here but we give a lot of flexibility to the local people. As an example, I don't see editorials ahead of time. Our company policy is that they give the editorials, and then we see them.

Finally, we like to think that what we do is really well done. You know, we're not happy to be also-rans, or second or third best. We really try very hard to be both professional and to be good at it. And, by being that, it hopefully gives you a little latitude to do some of the things that are good but not necessarily the most profitable thing.

In the aggregate, our stations do very well. I think our radio station group is probably, by some margin, the most profitable radio station group in the country. Our television stations are considerably above average. I would say, in spite of the fact that nearly two-thirds of our homes are NBC homes, and we are, except for San Francisco, concentrated in the Northeast. So at the moment we're working under some considerable handicaps. In spite of that, we're doing quite well and are outpacing the industry in annual gains in revenues and that kind of thing.

**Do you wonder at times that your leadership within the industry quite often becomes a matter of opposition to the rest of the industry? Not very many are following your lead.**

Well, you always wonder whether you're doing the right thing or not, but I guess our concern is more for trying to do the right thing than to do the thing that everybody agrees with. So, I think we're not overly concerned about what people think. We want to be responsible, and by and large I think we have been. Granted, on certain issues we are a minority and on some issues quite a small minority, but that doesn't deter us from saying what we think needs to be said.

**What about the fairness doctrine? It has been one of the broadcasting industry's most devout tenets to get rid of it. Yet you continue to speak up for its continuation.**

Well, first of all, the fairness doctrine, as a doctrine, existed at Westinghouse long before it was made a national matter of regulation—because we believe in the principle that the public's First Amendment rights are very important, and really more important than ours.

We think that we need leavening so that we don't become—and I'm speaking of ourselves and our people at our stations—too arrogant or too self-satisfied. And we feel that the admonition to deal with important controversial issues is something we ought to be doing. And so we think the fairness doctrine encourages discussion, not discourages it, and that it's really pro-First Amendment and not anti-First Amendment. That in a nutshell is where we're coming from.

I've heard the other side of the argument many times. It's just that our experience and our fundamental belief in the right of the public to be heard on our stations and the right of what we'll call "gadflies" I

think is healthy for us. It makes us mad a lot of times, but the net effect is beneficial.

**What you're saying is that you need a law to make you do what you would ordinarily do anyway.**

Well, our experience is that not everybody does. You've got to look at the industry as a whole. And even with these regulations, there are some rather notorious examples of people who haven't lived up to them.

We believe in a regulatory framework. It's a matter of balance, going to totally controlled or to a totally open-market environment. We think, in the long run, it will result in a reaction that will be stronger than the action.

**You almost seem to be begging the question of whether broadcasters can be trusted to provide an adequate airing of issues, without this law.**

Certainly most will. I'm not sure that "trust" is the right word to use, but I think that from a public interest point of view, the net effect is positive rather than negative.

**I suddenly have a phrase to describe what Westinghouse has always appeared to be—more Catholic than the church.**

There's something to be said for that point of view.

**Another engaging difference about Westinghouse is its having both feet in both industries. It came from a very strong broadcasting background, and now is very heavily involved in cable. Do you remain optimistic that your future is in one or the other of those fields, and have you yet gotten a sense as to which it might be?**

I don't think it will be one or the other. I think that they're both good businesses; they're both quite different businesses. One is a highly capital intensive business, and one isn't. One is much more fragmented than the other and one gets much more involved with the customer; we send out two million bills every month.

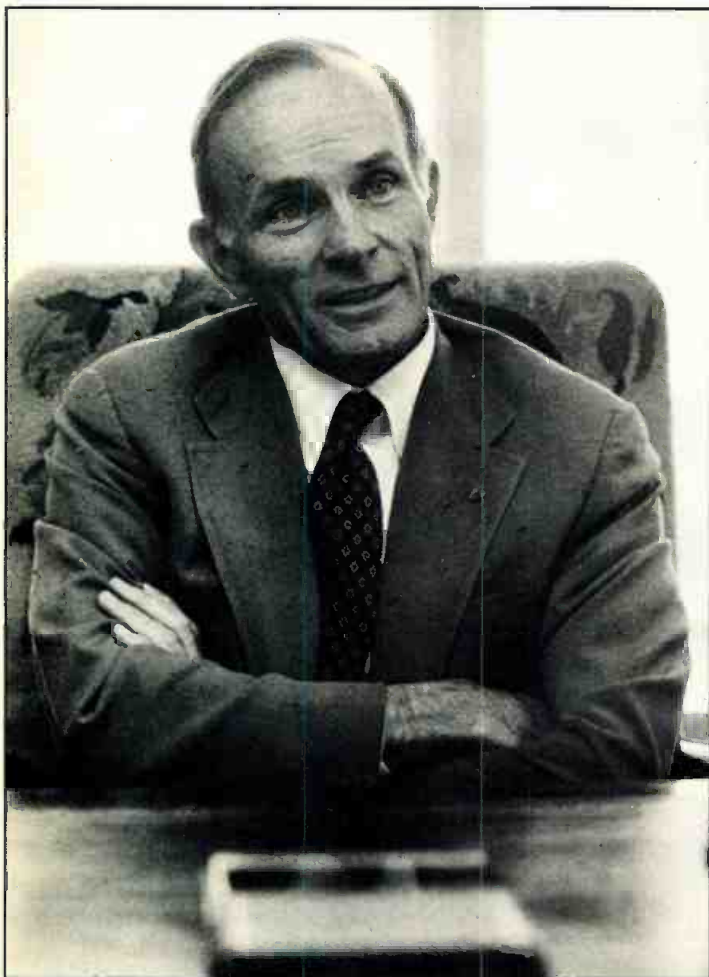
**But are you disappointed in having taken on cable? Are you still confident that—as chief executive officer—you should keep resources committed in that direction?**

We are committed to do what we promised to do in cable. I would say that the difficulty of managing 140 different businesses, which is really what you have out there, has been a bigger challenge than I would have expected it to be—although we expected it to be one. Because each cable system, like each broadcasting station, getting back to my earlier comment, is an individual business. I mean, operating a business in Dubuque is very different from Caribou; it's very different from Beverly Hills; they really are remarkably different. To make the right decision and to have people there who, within the framework of policy, will make the right decision locally, has proved and continues to be a big challenge.

From where I sit at the moment, our concern would be the slacking off in the last, oh, six months of the growth of the pay services. If you look at the basic services, they're continuing to grow quite nicely, and our consumer research says that the people are satisfied with them and like them.

The problem is really centered in the growth of the pay services. And if you look at that, what you find is that our churn, which has been a big industry problem, is dropping materially. Our churn is down more than 10 percentage points from a year ago, so that what we're finding is that people who have it are relatively satisfied; you're not getting, in short, a big cutback in people who already have it.

I don't know the answer. What our research shows is that whatever problems there may be, they don't seem to be related to VCR's. In other words, there's no relationship that we can determine—or that anybody else that I've talked to in the business has been able to determine—between people having VCR's and renting cassettes. As a matter of fact, there's a pretty high correlation between people who



own VCR's and who take cable. So it doesn't seem to be that.

My best guess at what is going on is twofold. One is that because the industry was price controlled—or is price controlled, largely, on basic—we have tended to overprice the pay at a time when the pay program offerings I think have been a bit soft in the first six months.

I think the combination of those two things seems to be what's going on. Plus, I think we have some way to go in optimizing our marketing and managing of this at the system level.

What also is happening at the same time—which is something that our Council for Cable Information hopefully will be able to successfully address—is that because of the publicity and for these other reasons, that the people who do not have cable aren't encouraged to take it. Two years ago there was a lot more excitement and positive information flowing in to encourage people who didn't have cable to take it, than there is now.

One of our major jobs at CCI is to open people's minds who don't have cable to give it a try.

**You are the chairman of CCI, whose launching has not been easy. Have you your own explanation for why it is so controversial?**

Well, I'm not sure that "controversial" is the correct term. If you look at the list of our directors and executive committee and supporters, we have all the programing people and we have virtually all of the majors—the only large major we're missing is Warner's at the moment, and they have their own special problems. And we have a couple of middle-sized people.

But by and large we have as much or more support than I would have hoped for: and you know, we're well funded. But the problem you have in putting it together is that, first, you have a very diverse industry with different positions. You have some people who are largely in new builds, others who are in small towns; you have big people, little people, middle-sized people—a lot of diversity of interest there. So that, not surprisingly, to find a common ground which is both acceptable and effective is difficult. You're constrained.

And as we did the planning and research on it the first time or two, that wasn't right on the money, which is not surprising. Anything we do or IBM does, or anybody else does on an advertising campaign, you test concepts and then you adjust and fix, and so what has been going on here is in that respect, I think, perfectly normal.

I think that until you see the finished commercial and until you see the test results, it's awfully difficult to know. You don't have anything to sell other than things in principle, and at a time when there is a great deal of pressure on the industry from every direction.

And so I guess the remarkable thing is that CCI has been able to remain together and to proceed, and raise the money we planned, and do all the rest. But it hasn't been easy.

**Well, just to close a loop on Westinghouse's own involvement with cable, what do you project for the next decade in terms of your growth in markets or how aggressive you may be in making further investments in that business?**

Well, we made a very large commitment going in, and we will, if anything, exceed the plan a little in terms of dollars and in terms of investment. There will be some further acquisition and divestiture in order to dispose of all the odd pieces that don't fit, or to acquire pieces that do fit in with clustering concepts, where you can do it with lower overhead and all the rest. But I think that, for the moment at least, we're probably about where we want to be. Until we're doing what we do very well indeed, I don't think it's appropriate to go out and take on more.

Just as we did in radio, you know. When we first went into the FM light music business, we said we'd do it a while and now we've just announced that we're going to acquire another station. We probably will be acquiring more. But I am a great believer in doing it a step at a time, and learning.

**You have been involved in a very capital intensive sideline. Is that what's depressing the earnings? And when do you see an end to that?**

It has been largely two things. One is that we're amortizing the purchase price of Teleprompter at about \$40 million a year, which is a deduction from earnings, of course. That's number one.

Number two, the new markets where we entered, we don't normally expect to make a profit for three or four years. Those have been largely the reasons. And as I say, there have been some operating reasons, too. We have not been perfect in that respect.

**On the subject of multiple ownership, which the FCC has extended to 12-12-12. Your position supports unlimited radio ownership, but you put a percentage cap of 25% on TV station ownership. That's essentially the proposal advanced by Commissioner Mimi Dawson. Why do you hold to that view?**

Well, first of all, just the sheer number of radio stations, in order of magnitude, is greater. And the distance you'd have to go to have serious problems—plus just the problem of managing so many radio stations in order to have a serious overall impact on the country—would be so great that it just doesn't appear to be a danger.

Now, conceivably, it could happen. But managing radio stations, in my view at least, is more difficult. And it's a much more competitive business when you have 40 stations in a large market, or more, and I presume that the number of stations per market would continue to grow, so that even if you had the top 100 markets, your percentage of the country as a radio audience would be very small.

But that's not the case in television, where you have so many fewer stations—and particularly in the VHF band, you have just a handful of stations in the market. And therefore the problems of balance are much greater.

In other words, our feeling is that while television stations have grown in number and in competitiveness since the rule was initiated, the growth hasn't been all that much. We're concerned both in terms of access for programing and just sheer dominance. Our feeling is that this industry is, relatively speaking, not very highly concentrated, is healthy both in terms of diversity and in terms of protection. If, to take an extreme, there were a handful of giants controlling this business, we think we would be much more vulnerable to political

and other attacks. Our very diversity of ownership, as well as management, we think is very healthy and we just don't see much to be gained except by a few majors, which might include ourselves. I think that this would benefit relatively few, and the large companies, as they acquire stations, tend to take them out of circulation. And if there weren't some limit as we presently have, it would be even more so that they would take them out of circulation. And we think that for reasons of minorities and geographical as well as other kinds of diversities, the limits are all healthy and beneficial. It's basically on public interest grounds that we take that position.

**Group W has not purchased a station in several years; in fact, it's in the process of selling one. Is that a self-imposed limitation?**

No, I think if we had the opportunity, we would. There would be some limitation, but in terms of saying that where we are exactly, we should stay, I would not, and I would expect we would expand in the event that this is opened up.

But there are just limits to it. As a matter of public policy, we just like the diversity and the opportunity in the business presently, and see no reason to change it. We just see no compelling reason out there, and nobody has demonstrated a real need or any public benefit that I can see, by doing that.

**Well, Commissioner Dawson argues rather forcefully that it is only with size that one can have an impact on the business, and that indeed this industry has been dominated by three entities, the three network companies, for a long time. And until such time as a Metro-media or a Westinghouse—whichever order you place those two in their programming ambitions—decides to take on the networks, or to have its own reserves expanded to the point that it can—until you do that, you're not going to get diversity.**

But it's happening now. Take the advent of satellite distribution and the advent of the independent station as a market force. Just look at all the things that are running around at the moment, and more on the way. I think it's happening, and I think that the 25% is certainly a big enough base. We're saying that others could get bigger, but beyond that, to get bigger than the networks, because if you look at it as a programmer, if you look at a New York or Los Angeles, there are quite a limited number of outlets because the networks carry all network programming, and if you're an independent, if you're a Metromedia, your chances of selling a network O&O anything are rather small, as experience would indicate.

So my point is that I think the 25% limitation we're talking about is quite sufficient.

**Westinghouse has been the company most opposed to network positions through the years, historically.**

We have spoken out.

**Through the prime time access rule, it had most to do with creating a new syndicated marketplace—and an opportunity for such programs as *P.M. Magazine*.**

We put our money where our mouth is.

**I don't know how profitable they've been for you.**

Reasonably. Up front is awful tough, but once you get past that point it works out. We have 17½ hours a week of original syndicated programming this year, and will this fall.

So, yes, the production makes pretty good profits. I would say it does quite well. And we have had five years of increasing profits. And there's nothing out there that any of us would be ashamed to have in anybody's house.

**One area into which Westinghouse hasn't expanded, at least not yet, is direct broadcast satellite. Several companies have bailed out of that field lately. I'm curious as to whether you saw something five years ago that other companies did not as far as DBS's future is concerned?**

We had a different view, which was that it was not going to be a business for the foreseeable future. The problem with it is that in cable areas you can't be competitive in price offerings. Everybody's plans were to offer five or six channels at \$29 or \$39 or some such number a month. And that simply isn't competitive with what cable

can offer.

So, if you exclude the cabled areas, then you're looking at the countryside, and if you look at that, you already have maybe 800,000 dishes out there looking at the present cable bird. That's the cream—that would be your prime market if you were in that business, for people who could afford a dish. And that has been preempted. Nobody I know who has one of those dishes is going to buy a dish to look at a DBS and pay \$39.95 for a descrambler and all the rest. So the market, I think, considering the costs and the problems with it, is limited. The economics may some day be attractive, but my guess is that what will happen is that the HBO's of the world at some point will scramble, and there may be others who will scramble with them, and you will have a low or a medium—probably medium-powered—system based on the present programming that's out there.

To start up a whole new enterprise with new programming to address that market, with high-powered DBS—well, I keep putting a pencil to it and the bottom line doesn't come out right no matter how you approach it or what you look at. I can't come up with a set of numbers that makes any sense to me. It takes an enormous leap of faith to imagine things can't be demonstrated or hardly imagined, to make it make sense.

I had lunch with Rupert Murdoch about two weeks before he decided to abandon his plan, and we discussed it, and I could not figure out how it made any sense. Apparently he came to the same conclusion. And we came out the same way with low-power television. I can conceive of some scenarios where somebody makes some money out of that. But, golly, it's a long, tough road.

**What does the most recent turn of events with DBS tell you about the new technologies in general?**

I think that it comes back to some basics that you and I have known for a long time: The customer really doesn't care how it's delivered; the customer just cares about what he or she sees on the screen, and what it costs them. And I don't think they care whether it's bounced three times from a satellite 22,000 miles above the equator, or wherever it is. Ultimately, it comes down to software.

So the software is really the key, unless you come up with hardware that dramatically changes the software. Now, if you could come up with a high-definition television that could be economically delivered, you might have something. If in the meantime we don't make such improvements to the existing one, then the difference isn't worth the price.

But otherwise, I think what it tells you is that it is not the new technologies, it's the programming.

**It seems that the "new technologies" or the "new media" have taken on meanings that went beyond just those words?**

I think that's right.

**They somehow meant that they were going to obsolete existing technologies. First, broadcasting being obsoleted by cable, perhaps, and then cable by all these other new things. Now it suddenly looks as though the new ones are going to fall by the wayside while there seems to be a shift in affection back to the older media.**

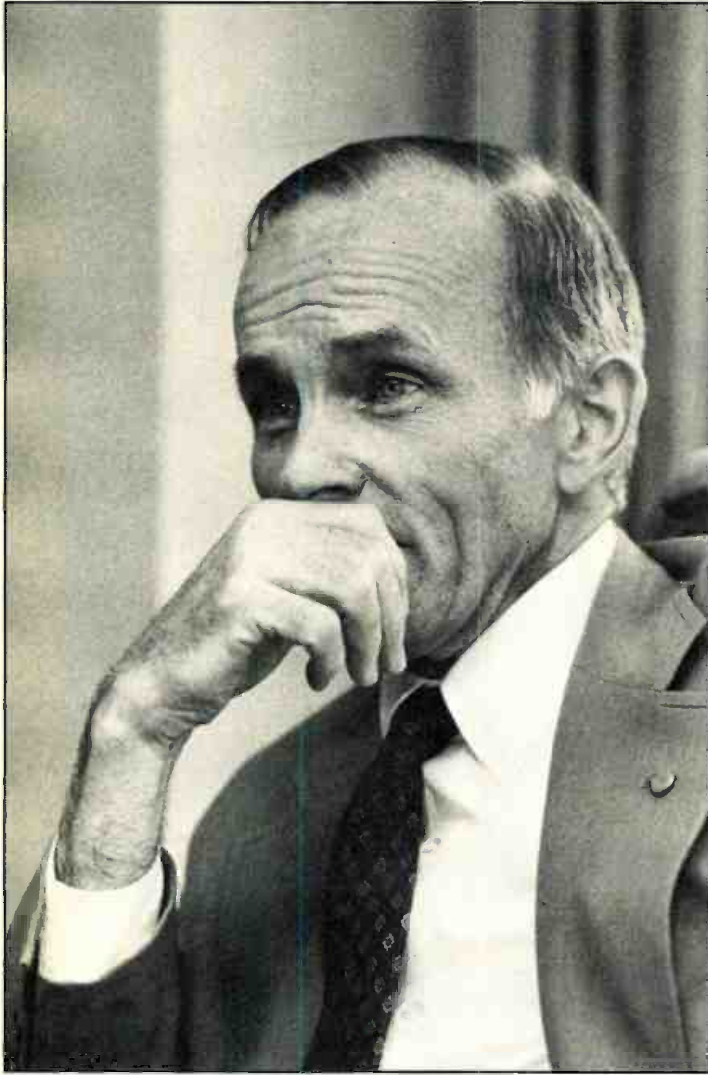
There does, there is.

**Do you want to be the first to bury the new technologies?**

No!

I believe that cable is—and for the foreseeable future will be—the most economical way to deliver a broad range of new programming in the urban markets. From all we can learn from our subscribers, they like it. It may have its ups and downs, and it has for years, you know. If you look at the history of cable, it's a pendulum that goes from the ridiculous to the sublime about every two years. But fundamentally it's a sound business.

And I think, one way or another, eventually, there will be a role for DBS, whether medium or whatever kind of power. In fact, it's already there—you've got 800,000 dishes looking directly at a satellite. Whether the new, the great dreams of a lot of people are going to be realized, I don't know. But any time you look at a new technology . . . and it was true in television. When television got started, as you well remember, this company turned in its license in Pittsburgh,



its VHF license, after deciding that television was not going to be economical. The programming was too expensive, and we turned it in. We ended up buying the Dumont outlet there and changing its name to KDKA-TV.

So making predictions is a little chancy. But you can only look at it where you see it at the moment.

**Turning to something a little more current—cable legislation. Where do you stand on the compromise and where does it need to be fixed in your company's view?**

Well, basically, we stand with the National Cable Television Association. We think that as an industry, if we're going to get anything done, we've got to do it together; we can't all go running off in various directions. I think that the decision of the board to go back—that further changes are necessary—is correct. From a cable perspective, the changes the courts have wrought have been very dramatic, and for the industry to be expected to give that up for limited, if any, gains elsewhere, is probably not realistic.

Also, as the board reflected, in the franchising area, the way the thing was constructed really put a disproportionate burden on the cable systems in the renewal process, and it was really not a level playing field.

So our feeling, I would say is parallel to that of the NCTA board—that that we as an industry really need to work together to try to get this thing done.

These decisions have turned the world upside down as far as this area is concerned. From the cable person's perspective, the ability to package and price is at the essence of our business. Take the fact that, as I mentioned earlier, we overpriced pay and underpriced basic. The net effect to the consumer is probably the same as it would have been without it, but the net effect has been to damage the business—and,

in particular, to damage the HBO's and Showtimes of the world, simply because we were not allowed as an industry to package and price properly to the consumer.

**Robert Kaiser wrote an essay in the *Washington Post* decrying the lack of what he called "serious" television on the networks, which translated primarily to an end to documentaries. Do you agree that the networks are abdicating their role in that area, and is there anything you or broadcasters with ambitions and abilities like yours can do to fill that vacuum?**

Well, I'm not sure that "abdicate" is correct, because I think the networks still do—not as much as I would like—but still do a fair amount of "serious" television. But I think we as local broadcasters can—and do—a surprising amount. In our own case, each station does that sort of thing in prime time, every month.

**Documentaries?**

Yes. I broadly define documentary. We did a piece on Alzheimer's disease, as an example. We do it on all kinds of subjects, and it gets, relatively speaking, good ratings. Our Alzheimer's in San Francisco got a 17 share or something like that. And we're also doing our own drama programming, too.

I think one of the most remarkable areas is news. If you look at what's going on in news—things like our Newsfeed, and what went on at the convention—the networks are cutting back on convention coverage and the local stations are stepping up their convention coverage. We had 200 people out there, I'm embarrassed to tell you, at the Democratic convention. But our Newsfeed and satellite technology have made it possible for local stations to really cover and do a good job of covering the convention from the perspective of Pittsburgh or Philadelphia or Boston or whatever.

This is really I think the secret of our success in the broadcasting business—that the partnership between the local and the national interests, properly done, is gangbusters. That's the reason that we have fought the battle on behalf of the local stations for so long. Everybody says to us: "Well, gee, you would do that no matter—you do what you do." Yes, we would do what we do, but we think that if everybody is doing it—and maybe this is not totally fair, forgive me—that this is something to be encouraged, and that you don't want the dominance to shift to the big guys, whether those big guys are us or somebody else. And we must maintain that healthy balance between localism and the national entities. It works awfully well.

**Do you think that was evidenced in San Francisco?**

I sure do. I think it was remarkable what went on in San Francisco. You know, we used to be about the only folks around. We and maybe Cox and Scripps or someone, but now you've got all kinds of folks out there. There are thousands.

**There were 392 television stations.**

It was unbelievable. We had 200 people. That's radio and television. We had three trailers out back, and I think we had more space on the floor than anybody except the networks. I mean, it was phenomenal.

**What did the coverage of all those local people say to the networks?**

Well, I think that if you live in Pittsburgh, seeing people that you know and are used to, I think that it gives a perspective and a credibility to it that is unique.

Plus people are interested, we know from the news, in what it means to them locally—how their delegates see things, and you usually will have several well-known personalities from the community there, and it's just a lot more interesting. I don't even know what the facts are, but I would venture that our local coverage of these things outperformed the network coverage.

**One last question on election coverage. You wrote an op ed piece in the *New York Times* concerning the use of exit polls and their use by the networks to project outcomes before the polls close. Would you characterize that activity on the part of the networks as irresponsible, as you seem to in that piece? What can be done by a Group W in that sort of situation? You seemed to stop short of saying you might black out these projections.**

What we were advocating, first of all, was that this be voluntary on



the part of broadcasters, because we don't want to see the Congress or somebody else attempt to mandate what we can do or not do.

What we're advocating is that the affiliates do their best to persuade the networks of this point of view. Because it's clear that both the politicians and the public think this is not responsible, particularly if you live on the West Coast. We feel that the electoral process is really terribly important and basic to what this country is all about, and I don't feel we ought to go in and muck it up.

You know, there's nothing wrong with exit polling so long as you don't give the results before the polls are closed. It's a hell of a technique and it happens to work very well. We can argue as to whether it does or doesn't have any impact. I think there is evidence that it does.

But the fact that most of our public feel that way about it—I think that should certainly give us pause to at least be very careful about it. So that's our feeling about it. I think the sentiment both in the Congress and in the public is very clear. And again, I think we need to be responsive to the society and the environment in which we live, and not to just go arbitrarily in and do something because, journalisticly, we can. This doesn't mean we don't have integrity or this doesn't mean that we have no guts. It just means that it doesn't make any sense to me.

**Do you see any inconsistency in your position on exit polling, in saying that you don't want the government to intrude, and your position on the fairness doctrine?**

I think it's just an issue of where and what makes sense. What you want to do is preserve the system by having rules and regulations which are more or less mechanical, rather than judgmental, if you will. So I have no problem with government where it's necessary, and in this case I think it's desirable. You know, these are all things that are, well, they're not black and white. Where you draw the line to somebody, like the 25% on multiple ownership, is arbitrary, I grant you that.

**Well, that is the issue with broadcasting regulation. With quantification. Or with Tim Wirth saying how much children's programming to have. That's mechanical, I guess, by your definition. But by our definition, it would be a violation of the First Amendment.**

Well, Congressman Wirth specifically asked if we'd support that, and we did not. Again, you know, I'm hard pressed sometimes to defend those positions, on both sides.

**Well, that's good. We'd like to see you waver a little. If we can only get Chairman [John] Dingell to waver like that on the fairness doctrine. I have another question to ask about the Playboy Channel and your saying that you won't see Playboy on any Group W cable system. Well, how come I can't see that, if I want to see it, in my market? Why not as a matter of choice, where it's on a pay tier, and I have to individually subscribe to it, why shouldn't you make that available?**

That's a fair question. Well, the problem is that if the thing were absolutely controllable, we might have a different view. But the problem is that, going into the home, even if you have a lock box, and we tried it, what you find is an active market in keys the next day in the high school. Or for people to go to a neighbor who doesn't control it. We just don't feel comfortable in delivering that kind of product to people's homes.

If somebody else wants to do it, if they want to buy a cassette and play it, that's all right with me. I just guess that we feel uncomfortable about making money that way—and the fact that there really is very little control of it possible in the home. As a matter of fact, the usual scrambling methods leave the audio pretty much intact. You see a scrambled picture, but a pretty good audio.

**Do you know what the experience is in markets that do carry it?**

The experience varies considerably, but there is a fair turnover. People tend to watch it avidly for a while and then get tired of it—so there is a fair turnover. But also, a fair market. In other words, there is a reasonably good penetration, but with an active turnover. I think that from a pure profit and loss point of view we would make money by having it.

**This is a pretty broad question. Are we better off, is the public better**

**off, are broadcasters better off from being deregulated?**

In some cases, we are. In some cases, in my view, we're not. I guess, net net, my feeling would probably be . . . I don't know. You look at many things in terms of paper work and that kind of thing, it's positive. And in many aspects of cable, I think it's positive. In the matter of commercials, as an example, I think that we are probably too cluttered already. It's hard for me to give an answer in terms of the net effect of it all.

**I've gotten the impression, especially from reading recent articles, that you are identified as a foe of deregulation, a critic of what FCC Chairman Mark Fowler is up to. I was wondering how we should go out of this room feeling about you on that.**

Mixed! Because if you look at it one at a time, I think that probably our views and that of BROADCASTING magazine on most of these issues are probably different. On many of those we have discussed, I think, the editorials that you have expressed would be those of the industry at large, and we're a minority, I would think, on many of these issues. I'm certainly less of an advocate of deregulation than most people in the business.

**Do you support the public trustee concept?**

Yes. The bottom line, in the long run, is that we're better off under that concept than the anything-goes open market. I really believe that a part of the commercial success we have enjoyed and a part of the trust and confidence that people have in us is based on the behavior of people who believe in the public trustee model and follow it in their operations.

And we're going to stay there, you know. As long as I'm here we are.

**When you mentioned the production company having 17½ hours of programming, it occurred to me to ask how big a part of your future that is?**

It is becoming a major part. I think it would be fair to say that we have been the most successful company in original syndication, and while we have had some bombs and some complete bombs, the net has been very promising. We are really working hard both to expand that into new areas and also to do more in network programming. We have a number of made-for-TV movies that are in process at the moment for various networks, and we have other ambitions.

**Are there any visions of a fourth network?**

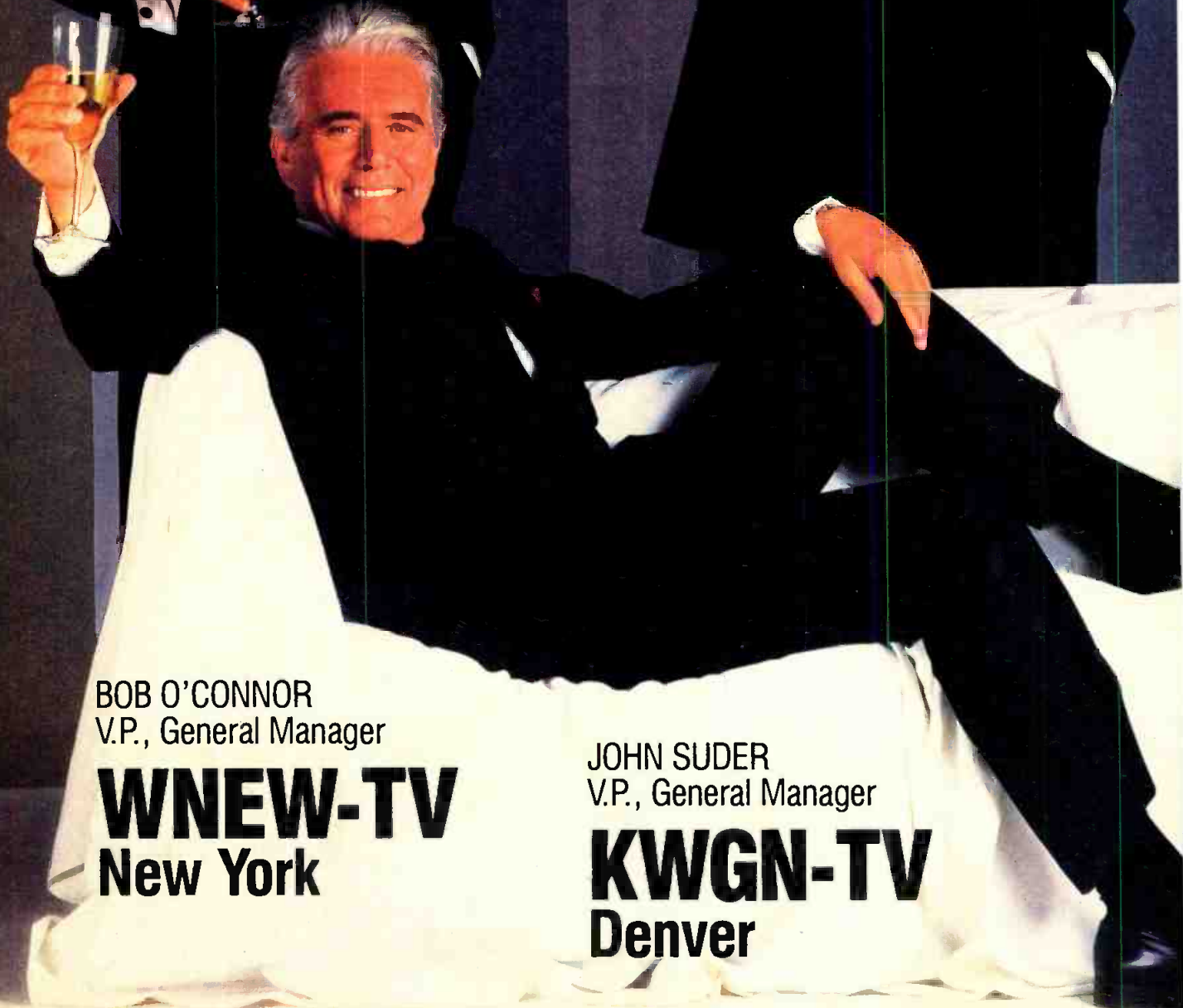
Well, these things evolve. You know, in effect, you've got one now. We don't want to be a fourth network in the sense of programming all night, every night—but that's not how it is evolving. Somebody is doing a bit of this and somebody else is doing a bit of that, and somebody else is doing news, we're doing Newsfeed. There are all kinds of things going on out there in the marketplace that I think are very exciting, so that I think that to program a single fourth network doesn't make any sense.

**If there were a best of all possible worlds in the electronic media, how would it differ from the one we're in now?**

First of all, let me say I honestly like the one we're in now. I like the diversity, I like the general sense of responsibility, I like the fact that there's nobody in this country that dictates or is able to dictate programming or lots of things. And I like the competitiveness of it. I think it's tremendous, I really do. I think it's wonderful. My concern is preserving it and enhancing it, and not drastically changing it. I think it's about as good a world as one could dream up, almost. I honestly do believe that.

I just don't want us to lose the public trustee concept, which really is at the heart of our approach to this. You know, somebody said the human race can stand almost anything but success, and that is my worry—that we get fat and rich and smug and arrogant, and then we get in trouble. That's why I want to keep the checks, the balances, the people who can come in and give you a hard time. We should be, to some degree, vulnerable. We shouldn't be able just to say to the whole world, "Go get lost." You know, we should be concerned about these things, and worry about what we're going to be like 10 years from now.

Men



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V.P., General Manager

**WNEW-TV**  
New York

JOHN SUDER  
V.P., General Manager

**KWGN-TV**  
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## ABC weathers charges of 'biased' Olympics coverage

**Complaints of pro-American slant by some other countries were due in part to differences in network's domestic and international feeds**

As its marathon broadcast of the 1984 summer Olympics drew to a close last week, ABC-TV found itself recovering from criticism from the International Olympic Committee, foreign journalists, athletes and television writers over alleged pro-American bias in the network's coverage. The complaints subsided somewhat after a meeting Aug. 3 between IOC and ABC officials in which satisfaction was expressed with the content of the network's international feed, as contrasted with that broadcast in the U.S.

Shortly after the Olympic competition began on July 29, a letter was delivered to Los Angeles Olympic Organizing Committee President Peter Ueberroth from IOC President Juan Antonio Samaranch, who suggested that the U.S. network was providing unbalanced reporting. It read:

"Many complaints have been transmitted to me regarding coverage by ABC of Olympic events. The coverage should be of an international nature, particularly for the victory ceremonies. I therefore insist that you take the necessary action to have this situation rectified, as the games belong to the whole world."

Ueberroth told reporters that he relayed the message directly to ABC News and Sports President Roone Arledge on Thursday, Aug. 2, adding that he personally did not share the sentiment reflected in Samaranch's letter. Ueberroth, who did not attend an earlier IOC meeting where the subject was discussed, said the IOC's nine-member executive board claimed that "some medals won by other countries are not being announced in the entire daily show." After talking to ABC officials, Ueberroth said the network had shown sensitivity on the issue and predicted "you will see their focus change." He added that the LAOOC had received some letters from the public charging ABC with chauvinistic reporting.

Samaranch and IOC Executive Director Monique Berlioux met with Arledge and ABC Broadcast Operations and Engineering President Julius Barnathan the following day (Aug. 3), during which Arledge demonstrated ABC's production methods. The IOC later issued a statement expressing "its satisfaction with ABC's television production of the games" and concluding "that international broadcasters have received appropriate coverage of the Olympic games." The IOC accepted ABC's assurances that "neutral coverage of the competitions" was being distributed to foreign broadcasters through its international feed. The statement did not directly address the issue of American bias expressed in the Samaranch letter, noting



Arledge

only that "ABC utilizes unilateral cameras at various venues to supplement the world feed and thus provide personalized coverage to the American viewers at ABC's discretion." Neither did the statement speak to complaints raised by some athletes and officials that ABC was overemphasizing sports where Americans were expected to do well and deemphasizing those in which they were not.

ABC Director of Program Information Tom Mackin told reporters after the meeting that there had been no directive to shift the emphasis away from the accomplishments of U.S. athletes. The major story of the Olympics, added ABC Olympics Publicity Manager Tom Osenton, had been "the success of the American team." However, other network sources said Arledge had later issued specific instructions to commentators to tone down their pro-American remarks, asking them not to refer to the U.S. team as "we," for example.

The complaints, Osenton claimed, were primarily the result of the "misunderstanding" among many viewers—notably foreign athletes and officials watching coverage at the Olympic Villages in Los Angeles and Santa Barbara—that the ABC programming seen in the U.S. was also being fed overseas. However, as a condition of ABC's contract with the LAOOC and IOC it was obligated to provide what the network labeled "unbiased (and) neutral" audio and video, without commentary, to the International Broadcast Center in Hollywood. Representatives of about 100 nations were free to mix 1,300 hours of raw material with their own commentary for transmission to home audiences. (For many events, ABC has used separate crews for foreign and domestic origination, and many foreign producers and directors are involved in field production.)

Jarle Hoeysaeter, the Norwegian president of the 39-member European Broadcasting Union, agreed with Osenton's observation and expressed satisfaction with the network's IBC signal. In an interview after the IBC statement was released, IBC Director Manuel Romero, of Spain, insisted, "there has been no prejudice in the ABC world feed."

But some others, including the director of Japan's pool coverage, Hisanori Isomura, insisted that even the raw audio/video provided by ABC from each of the Olympic venues emphasized winners of the events, many of whom were Americans. Portuguese television officials complained last Monday (Aug. 6) that cameras all but ignored Portugal's Rosa Mota, winner of the bronze medal in the first-ever women's marathon.

Reflecting on the television coverage overall, British sportswriter Ian Wooldridge charged: "If it doesn't have stars and stripes all over it, America's ABC-TV... doesn't want to know." A Tass dispatch from Los Angeles argued that the opening ceremonies were produced "in the worst Hollywood tradition" and "turned into a frankly political performance."

"It looks like America versus the rest of the world," Australian race walker David Smith told the *Los Angeles Times*. "There's an overemphasis that it's America's games, and the rest of the world is invited.... All [ABC] is worried about is the medal count, and to me that's the worst thing about the Olympics." Don McRae, coach of the Canadian women's basketball team, said the newspaper coverage by both the *Los Angeles Times* and ABC was unforgivably skewed toward the U.S. "Even the Soviets," he argued, "would not be so biased."

By Saturday (Aug. 4), Arledge said he considered the matter closed, noting that he had heard "no criticisms whatsoever" directly from any foreign broadcasters. He speculated that the IOC letter was based primarily on the first few days of coverage, when American athletes quickly began dominating the competition, and on the erroneous assumption among IOC board members that the coverage seen locally on ABC-owned KABC-TV was the same seen worldwide.

At a news conference last Tuesday (Aug. 7), Ueberroth said he regretted not arranging for direct feeds of the IBC audio/video to the Olympic Villages, suggesting that the level of complaints would have been sharply reduced if non-U.S. athletes and officials had been allowed to see raw material from the sites, rather than ABC's domestic coverage.

Not all the complaints came from foreigners, however. Television critic Howard Rosenberg of the *Los Angeles Times* blasted ABC in an Aug. 3 column for alleged "pre-occupation with firsts." The network's emphasis on winning, he wrote, "merely re-

flects a growing national fixation on the uncompromising first-or-nothing credo of the late [football coach] Vince Lombardi and of Bobby Knight, coach of the U.S. men's basketball team. . . . Doing your best is not enough. Gold is the only sure ticket to the tube." Rosenberg saw some change in ABC's coverage after the network's meeting with IOC officials, but contended in an Aug. 6 column that its "America-first tone. . . continued to cloud some of ABC's telecast."

But ABC Olympic Coordinating Producer Jeff Ruhe defended the network's emphasis in an interview, insisting "the story is the outstanding performance by the U.S. team. We are journalists. And the fact is. . . the U.S. athletes are involved in the big stories." He said coverage of foreign athletes was provided "where it's been warranted."

Richard Perelman, a vice president of the LAOOC and media services coordinator, said some complaints from foreign journalists may simply have been a reaction to U.S. dominance in the competition, which has left overseas writers and broadcasters less to

report on for their home audiences.

ABC's coverage has also drawn a few complaints for other reasons. Several participants in the women's marathon, covered live by the network on Aug. 5, claimed a helicopter used by ABC for overhead shots hovered too low on several occasions, blowing dust and litter into faces of the runners. Swiss marathon runner Gabriela Andersen-Schiess, who finished that race despite an agonizing case of heat exhaustion, asked for and received a guarantee from ABC that the tape of her dramatic finish would not be shown during a studio interview the day after the event.

#### Rebate Still A Question

According to Osenton, network and LAOOC representatives still plan to meet at an unspecified time to discuss the question of a rights fee rebate to the network. Although there appears to have been no negative ratings impact resulting from the Soviet boycott of the competition, Osenton told BROADCASTING "the two parties will get together again after the games" to clarify their

positions and as of late last week the possibility of a rebate had not been ruled out. Roone Arledge has said any rebate would be passed on to ABC's Olympic advertisers. The LAOOC is reluctant to extend a rebate to ABC because it expects only a small surplus—if any—after all Olympics-related accounts have been settled. Ueberroth told reporters in an Aug. 6 news conference he expects ABC to pay the full \$225 million agreed upon in 1979 (the final \$15 million payment is due Sept. 1), adding that the LAOOC will not ask for an increase even though several events were added since the original agreement was signed and ratings have been high.

A committee spokesman said last week a surplus of \$10 million to \$15 million is now expected, with the final amount dependent on ticket sales, sponsorships, and other income. Under terms of the LAOOC's agreements with government and athletic entities, 40% of the surplus is to be distributed to southern California youth sports programs, 40% to the U.S. Olympic Committee and 20% to international sports federations. □

## Olympics and ABC demolish the competition

The Olympics delivered ABC a prime time victory every night for the week ended Aug. 5, as the network's share of the television sets in use was more than double that of the other two networks combined. The Olympics also caused more households to turn on their television sets: HUT levels averaged 57.3 for the week, up 11% compared to the comparable week a year ago, according to ABC.

ABC's seven days of prime time Olympics coverage, from Sunday, July 28, through Saturday, Aug. 4, were the top seven-ranked programs of the week.

For the week, ABC averaged a 25.2/45, compared to a 9.3/16.5 for NBC and an 8.4/14.8 for CBS.

By night, NBC took second place on Tuesday, Wednesday, Friday and Saturday, and CBS on Monday, Thursday and Sunday.

The Olympics also boosted ABC's early evening news ratings. ABC's *World News Tonight* averaged an 11.1/25, despite broadcasting out of its regular time period in many markets, compared to a 9.6/20 for the *CBS Evening News* and an 8.4/18 for the *Nightly News* on NBC.

Highlights of the week, night by night:

■ ABC averaged a 24.6/42.2 for Monday night, while CBS with its regular schedule averaged an 11.6/19.3 compared to NBC's 8.1/13.7. CBS was able to maintain an 18 share or better for the night, while NBC never climbed above a 15 share.

■ Tuesday saw ABC average a 26.1/44.5 compared to NBC's 13.5/23 and CBS's 6.4/10.8. A two-hour *A Team* special on NBC aver-

aged 13.8/24 between 8 and 10 p.m., which was the best prime time average of another program against the Olympics for the week. CBS could not pull above an 11 share for the evening.

■ ABC finished Wednesday evening with an average 24.8/43.4, compared to a 9.7/16.8 for NBC and a 7.4/12.4 for CBS. NBC was able to come in second based on its heavy comedy line up, which averaged an 18 share before falling to a 14 share for *St. Elsewhere* between 10 and 11 p.m..

■ The Olympics on Thursday delivered ABC an average 26.6/46.5 during prime time, while CBS pulled up to second with an average 9.7/17 and NBC followed with an average of 9.1/15.9. It was a tight race between CBS and NBC all night, but CBS was able to pull a few rating points ahead due principally to *Simon & Simon* in the 9 to 10 slot.

■ ABC's Friday average was 25.3/46.3, compared to an 8.3/15.2 for NBC and an 8.1/14.6 for CBS.

■ ABC ran away with Saturday night with a 23.5/44.9, and pushed CBS to one of its lowest averages for any night of the year: 5.4/10.4. For the second time of the week, CBS lost out to NBC's heavy comedy line up which delivered that network an average 17 share between 8 and 10.

■ ABC scored its highest rating for the Olympics on Sunday night, averaging a 25.6/46.7, compared to a 9.7/17.6 for CBS and an 8.6/15 for NBC. CBS's second place finish was boosted by *60 Minutes* and *Trapper John, M.D.*, which sandwiched the network's evening schedule.

Rank □ Show □ Network □ Rating/Share

1.	Olympics (Wednesday)	ABC	27.0/48
2.	Olympics (Tuesday)	ABC	26.5/47
3.	Olympics (Thursday)	ABC	25.5/46
4.	Olympics (Sunday)	ABC	25.2/47
5.	Olympics (Friday)	ABC	25.2/47
6.	Olympics (Monday)	ABC	23.7/42
7.	Olympics (Saturday)	ABC	23.3/45
8.	A Team	NBC	13.8/24
9.	Cagney & Lacey	CBS	13.0/22
10.	Remington Steele	NBC	13.0/21
11.	Simon & Simon	CBS	11.7/20
12.	Newhart	CBS	11.6/18
13.	Wait Till Mother Gets Home	NBC	11.4/19
14.	One Day At A Time	CBS	11.2/18
15.	60 Minutes	CBS	11.1/23
16.	Facts of Life	NBC	11.0/18
17.	Trapper John, M.D.	CBS	10.7/18
18.	Jennifer Slept Here	NBC	10.6/19
19.	Family Ties	NBC	10.5/19

Rank □ Show □ Network □ Rating/Share

20.	Scarecrow & Mrs. King	CBS	10.4/18
21.	Alice	CBS	10.3/17
22.	Gimme A Break	NBC	10.1/19
23.	Double Trouble	NBC	10.1/19
24.	At Your Service	NBC	9.9/17
25.	Mama's Family	NBC	9.3/17
26.	Jeffersons	CBS	9.2/15
27.	Magnum, P.I.	CBS	9.1/17
28.	The Private Eyes	NBC	9.1/16
29.	Bosom Buddies	NBC	9.0/17
30.	Candid Camera Special	NBC	9.0/15
31.	Cheers	NBC	8.9/15
32.	Silver Spoons	NBC	8.8/17
33.	Knight Rider	NBC	8.7/16
34.	Hill Street Blues	NBC	8.7/15
35.	Dallas	CBS	8.4/15
36.	Knots Landing	CBS	8.4/14
37.	Diff'rent Strokes	NBC	8.3/17
38.	Dukes of Hazzard	CBS	8.3/16

Rank □ Show □ Network □ Rating/Share

39.	St. Elsewhere	NBC	8.3/14
40.	Leave 'em Laughing	CBS	8.0/13
41.	One Day At A Time	CBS	7.8/16
42.	Falcon Crest	CBS	7.8/13
43.	Night Court	NBC	7.8/13
44.	Dick Clark Special	NBC	7.8/13
45.	Boone	NBC	7.4/14
46.	Goodnight, Beantown	CBS	7.0/13
47.	Master	NBC	6.6/13
48.	Small Circle of Friends	CBS	6.6/11
49.	Crossroads	CBS	6.2/11
50.	A Little Romance	CBS	5.9/11
51.	Domestic Life	CBS	5.9/10
52.	AfterMASH	CBS	5.8/11
53.	Watership Down, Part I	CBS	4.5/9
54.	Summer Sunday USA	NBC	2.7/5

\*Indicates premiere episode

# TELECASTINGS

## Summer fun

CBS-TV will introduce *Comedy Zone*, a new one-hour comedy series, this Friday, Aug. 17, at 8-9 p.m. NYT. Five one-hour episodes of the program are scheduled, with Steve Allen, Bob Dishy, Steve Landesberg and Penny Marshall guest-starting in the first segment. The series, taped before live audiences in New York, showcases Broadway, Off Broadway and television performers. It is a production of Nederlander Television and Films Inc.

## In the marketplace

Chuck Braverman Productions is offering TV stations a two-hour comedy special based on a series, *Laff Off*, that the Santa Monica, Calif., firm produced for five years on the Showtime pay cable program service. The *Big Laff Off Comedy Special* will consist of stand-up comedy routines taped before live San Francisco Bay area audiences next month, combined with mini-documentaries on the personal lives of the comedians. Station clearances are through Santa Monica-based Brooks Communications, and advertising sales are via Howard Mendelson Inc. of New York.

Telepictures Corp. has announced that *The People's Court* is entering its fourth season with renewals in over 150 markets representing a national clearance of over 90% of U.S. television households, according to Jim McGillen, senior vice president and general sales manager. The first-run syndicated se-

ries, from Ralph Edwards Productions in association with Stu Billett Productions, has been sold to WNBC-TV New York, KCOP(TV) Los Angeles and WMAQ-TV Chicago, among others. McGillen also disclosed that the first-run strip, *The All New Let's Make a Deal*, has been sold in more than 100 markets and will premiere Sept. 17. The Hatos/Hall Production, in association with Telepictures, is sold in 19 of the top 20 markets, including WCBS-TV New York, KCBS(TV) Los Angeles and WMAQ-TV Chicago. The series, which began production this month at NBC studios in Burbank, was broadcast as a network strip on NBC from 1963 to 1968 and on ABC from 1968 to 1976.

## Local cancellation

WLWT(TV) Cincinnati will cease production of *Braun and Company*, a long-running talk/interview series originating at the station since 1967. The program has been airing on a regional network of eight other stations in Ohio, Indiana, Kentucky, West Virginia, Tennessee and North Carolina. Although the contract between host Bob Braun and Multimedia Broadcasting, owner of WLWT, will be allowed to lapse on Sept. 30, discussions are continuing over a possible syndicated weekly series with Braun, according to Donald L. Dahlman, president of Multimedia Entertainment's production/syndication division. Multimedia blamed a trend toward "centralized marketing" and competition from national network programs as factors contributing to its decision.

## Round 3

Fifteen new projects—10 by independent producers, five by stations (six of which are by or about minorities and two of which are produced by women)—were chosen for funding in the third round of the 1984 Open Solicitation, administered by the Program Fund of the Corporation for Public Broadcasting. More than 400 proposals were submitted and considered in cultural and children's programming, news and public affairs and drama and the arts. The following will receive funding: *The First Americans*; *Watch Me Move! A Historical Appreciation of Black Popular Dance in Twentieth Century America*; *Four Little Colored Boys Alive and Well in the U.S.A.*; *The Philippines: America's Next Crisis*; *Living Latin*; *God and Money*; *The Catholic Bishops Confront the American Economy*; *Alive from Off Center*; *Black Champions*; *American Shorts*; *Comet Halley: Here It Comes Again*; *American Consumer Protest: A Documentary History*; *Baryshnikov by Tharp with American Ballet Theater*; *Heart of a Dog*; *Peace in Our Time: The Knife Edge of Deterrence*, and *The Lemon Grove Incident*. Deadline for proposal suggestions for the next round is Aug. 17, with funding announcements to be made in November.

## In the air

American Television Network, which recently took over the assets of the JPD Television Network, a low-power programming network, has reached its first affiliation agreement with a full-power television station, signing WNEG-TV Toccoa, Ga. ATN, based in Los Angeles, delivers 80 hours of "family-oriented" programming each week to low-power television stations throughout the U.S. via the Comstar D-4 communications satellite. Uplink facilities are provided by Skaggs Telecommunications Service in Salt Lake City.

## Class distinctions

Excessive television viewing takes a heavier toll on the academic achievements of socially advantaged sixth graders than it does on classmates who are socially disadvantaged. That is one finding of a report in the spring issue of *The Journal of Communications*, published by the Annenberg School of Communications at the University of Pennsylvania. Researcher Mark Fetler, in an article, "Television Viewing and School Achievement," says a statewide study of 10,000 sixth graders in California showed "a trend of consistently lower achievement was associated with heavier viewing for students from professional families." However, he adds that watching moderate amounts of TV resulted in higher achievement in school for those children whose parents are semiprofessionals or skilled workers. "This does not mean," Fetler cautions,



**New digs.** KTVR(TV) Fort Worth has begun construction of its new \$4-million studios (artist's conception above right). Above, General Manager Charles Edwards (center) turns the first shovelful of dirt, while Chief Engineer Walt Baxley (l) and Assistant General Manager Ocella Allison look on.

"that the advantaged students achieved less than did very disadvantaged students under any circumstances, but that the downward trend in achievement for advantaged students [who are heavy TV viewers] was greater and more consistent than for disadvantaged students." Fetler conjectures that more affluent homes are more likely to contain books, magazines, stimulating games and parents who encourage children to read, do homework and do well in school—positive factors that are neutralized by excessive TV viewing. On the other hand, he says, less affluent homes are not as likely to have constructive activities that would be displaced by heavy TV watching, so that, compared to what is available, TV would be relatively stimulating.

### Pledge-free public TV

Noncommercial WGBH-TV Boston has begun its second annual "pledge-free August" fund-raising drive, hoping to raise \$1.3 million by Aug. 31. Following last year's guidelines, the station has replaced its traditional 16-day, on-air August drive with a direct-mail campaign and on-air promotional spots. The last are 30-second spots which air during scheduled breaks and promise no on-air pledge requests as long as mailed contributions continue to come in. So far the station has received \$675,000, and, according to station representative Jeanie Angier, at least four other public television stations are developing similar campaigns.

### Profile of an epidemic

On Aug. 29 the Public Broadcasting Service will present its examination of the medical, historical, personal and societal elements of AIDS—acquired immune deficiency syndrome. Narrated by actor Edward Asner, the documentary, entitled *A.I.D.S.: Profile of an Epidemic*, will include interviews with scientists and five victims of the disease: a young homosexual, a hemophiliac, a drug user, a child born with AIDS and a Haitian. The program is produced by WNET(TV) New York, with funding provided by Hoffmann-La Roche Inc., the National Institute of Allergy and Infectious Diseases and the National Cancer Institute.

### FNN off air in L.A.

The Financial News Network announced that it is ending its affiliation with Los Angeles UHF station KSCI(TV) effective Dec. 15 and will convert to cable distribution in the southern California market. KSCI said it will expand its foreign language programming during the 6 a.m. to 2 p.m. time slot currently occupied by FNN.

### Going weekly?

The success of the Local Program Network's "One-on-One" exclusive interviews with news personalities during the past year has prompted the local TV station cooperative to offer "One-on-One" to affiliates on a weekly basis.

Jim Hayden, LPN president, told a luncheon meeting of the New York chapter of the National Academy of Television Arts and Sciences that LPN has presented interviews with seven top news personalities since May 1983, and that it is considering

expansion plans. He announced that LPN is prepared to offer the series on a weekly basis as soon as 20 affiliates are signed to carry the program. (LPN now has 30 TV station affiliates.)

Hayden said President Reagan has agreed to another satellite-fed interview, similar to one that LPN stations aired two weeks ago (BROADCASTING, Aug. 6).

### Getting out the vote

NBC's *Be There, Be Counted*—a half-hour television documentary on American voting procedures—will be sent to all members of Congress, to schools and to civic groups, and will air on NBC's O&O's within the next month. In addition, "most affiliates" are also expected to air the program—fed to them by closed circuit—although it will be up to each station's discretion, an NBC spokeswoman said. The program is part of a voter awareness campaign co-sponsored by NBC and the National Association of Secretaries of State. Hosted by WNBC-TV New York news anchor, Chuck Scarborough, *Be There* features interviews with former Senator George McGovern (D-S.D.) and author Austin Ranney, and discusses exit polling and projections, the Electoral College and the role of the media in elections.

### Taking care of Fido

*Pet Action Line*, a new half-hour television program devoted to the care and upbringing of domestic animals, has been picked up by 140 Public Broadcasting Service stations. Co-produced by the Humane Society and the Action Line Group, the program will

cover such topics as "Surviving with Ticks and Fleas," "Pet-Facilitated Therapy," "Simple Practices for a Clean Dog" and "Proper Dog Nutrition."

### Latino survey

According to a survey for the Los Angeles-based Latino Program Consortium Fund-Raising Committee, "most" Public Broadcasting Service affiliates in the major U.S. Hispanic markets "exclude Latinos from participation in the local station fund-raising process." The survey was conducted among PBS affiliates in Phoenix, Los Angeles, New York, Miami, Chicago, Houston, Albuquerque, N.M., and El Paso and San Antonio, both Texas, by the Detroit-based Ojeda & Vaquera Associates Inc.

### CPB grant

The Corporation for Public Broadcasting received a \$500,000 grant from the MacArthur Foundation to be used to "address" the problem of adult illiteracy and to provide radio programming for children.

### Grant

New Hampshire Public Television has received a federal grant of \$363,000 for the replacement of studio cameras, a new audio control board and a new production control console. The grant is from the Public Telecommunications Facilities Program, which is administered by the National Telecommunications and Information Administration. It was supplemented by an additional \$121,000 in station matching funds.

# Broadcasting

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## Sights and sounds

The Wold Communications Satellite Television Network will introduce stereo sound and multilanguage transmission capacity Oct. 1, using the Wegener Communications Series 1600 subcarrier transmission system and Wegener Panda II noise reduction system. In making the announcement, Wold cited the increasing availability of multi-channel television sound to consumers and broadcasters following the FCC's decision last December to authorize MTS transmissions. The Los Angeles-based company emphasized that mono sound will continue to be available for nonstereo users and that it will offer Wegener equipment to its network affiliates for purchase.

The Wold Satellite Television Network currently delivers syndicated programming to more than 450 television stations, primarily via the Telstar 301 satellite. Wold recently added 13 syndicated series to its transmission lineup. This fall, WSTN expects to deliver at least 40 recurring syndicated television series and news services.



Chrysler



Marantz



Concord

## Two equal one

Satellite System Engineering Inc., Bethesda, Md., and Telespace Information Ltd., Toronto, have agreed to combine their complementary skills in satellite consultancy in a new joint venture. Under their agreement, the two firms will seek new business and split the responsibilities and revenues. SSE, headed by Wilbur Pritchard, is experienced in the design of satellite systems, while Telespace, headed by Uriel Domb, is experienced in satellite operations. The agreement is also intended to give SSE a greater presence in the Canadian market and its partner better access to the U.S. market.

## RF talk in Madison

More than 250 radio and television engineers are expected for The University of Wisconsin-Extension's 30th annual Broadcasters' Clinic, which has been slated for Sept. 25-27 at the Holiday Inn Southeast in Madison, Wis. And, according to organizers, many of the engineers will be arriving a



Pioneer



Sherwood



Delco

day early this year to attend the school's annual Broadcast Engineering Management Seminar, which is being held for the first time in conjunction with the Broadcasters' Clinic.

Topics of the three-day clinic range from NBC's Ku-band satellite program distribution network to time-delay spectrometry. The engineer management seminar features, among others, Dale D. McConkey of the University of Wisconsin-Extension's Management Institute; Harrison Klein, director of engineering, Westinghouse Broadcasting, and Mark Durenberger, director of technical development, Hubbard Broadcasting.

## Videotex deal

Videotex America announced last Monday (Aug. 6) it has reached an affiliation agreement with the *Columbus (Ohio) Dispatch* to jointly explore business opportunities for videotex services in the central Ohio market. The independently owned afternoon and Sunday daily is one of 14 metropolitan newspapers that have partnered with Videotex America for development of videotex. The company, based in Santa Ana, Calif., will launch Gateway, a consumer-oriented videotex service, next month in Orange county, Calif.

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**Where the receivers are.** In all the confusion about AM stereo caused by the marketplace battle among four incompatible systems to become the AM stereo standard, one thing is certain: the receiver manufacturers favor Motorola's C-Quam system. Shown above is a sampling of the C-Quam radios now on the market or on their way from several manufacturers. All are car radios, except the Marantz unit. It's an AM stereo/FM stereo receiver for the home.

## Putting a price on Fifth Estate firms is elusive business

### Leveraged buyouts and companies going private contribute to difficulties in affixing value

If the price of broadcasting stocks has in recent years seemed too high to some, to others it has sometimes seemed not high enough. This ambiguity about the value of broadcasting companies is sometimes based on different measurements. A stockholder would most likely assess the company's earnings prospects as a continuing business. Someone else would assess those prospects differently and might give extra weight to the sale or "break-up" value of the company's stations and other assets. The range between the stock value and what management or outside parties think the companies are worth has contributed to a half-dozen group owner defections from the public market.

The value of publicly traded broadcasting companies going private in the past 16 months through outside acquisitions and leveraged buyouts has been disproportionate to the industry's standing in the economy. As an example, W.T. Grimm, a Chicago-based merger and acquisition broker, said the value of "going private" deals, primarily the leveraged buyout type, increased from \$2.8 billion in 1982 to \$7.1 billion in 1983. Of that 1983 total, one-third represented the leveraged buyouts of Wometco Enterprises and Metromedia Inc. For the first quarter, Grimm reported an increase in such transactions from \$664 million to \$3.5 billion, the largest component of which was the announced leveraged buyout of Harte-Hanks Communications Inc.

Paul Kagan, Carmel, Calif.-based investor and consultant, says the going-private phenomenon is not new. It began, he said, after a six-year bull stock market turned

bearish in 1974: "Broadcast stocks crashed to very low multiples. They went from a price-earnings ratio high of 20 to under 10. The same thing happened to newspaper stocks and probably most other asset-based stocks." Kagan said that since 1976 there has been "a steady beat of two to three public broadcasting companies disappearing each year," in turn replaced by others.

While perhaps not new, the "steady beat" of such transactions crescendoed in the past six months to a chorus of resounding deals: Outlet Co., Post Corp., Wometco Enterprises, Metromedia, Harte-Hanks and Cowles. And this at a time when, as Kagan pointed out, the price-earnings ratio of broadcasting companies had returned near its pre-1968 range, going from eight to 11 in 1980, 10 to 15 in 1981, 10 to 17 in 1982, 16 to 21 in 1983 and 16 to 22 so far this year.

There are several reasons given for the going-private phenomenon. Dennis H. Leibowitz, a securities analyst for the New York-based securities firm, Donaldson, Lufkin & Jenrette, said: "The fact that there have been so many buyouts in this industry as opposed to other ones probably reflects that it is an industry with high cash flow and minimal reinvestment requirements so it is fairly easy to meet banking requirements and get leveraged [high debt, low equity] financing." He noted that one force keeping stock market values below what others think the broadcast properties may be worth is that "the stock market is competing with the bond market, and multiples in general reflect returns to investors that they can get fairly securely, say from government bonds. This competition with the bond market affects the broadcast stocks as well and puts their value out of kilter to what someone would pay just for a station."

Larry Franklin, executive vice president

of Harte-Hanks Communications Inc., and one of the principals in the group proposing the leveraged buyout (BROADCASTING April 2) said the "financial climate" probably had an effect: "There were funds available at interest rates that made sense. . . . On the availability side I think that some of the market conditions facing the banks made it attractive to lend money to the communications industry, particularly the fall-off in foreign loans. Loans to the energy-related industries had been down as well."

In the case of Harte-Hanks and Metromedia there was a strong difference of opinion about the companies' value between management and the investment community. While there was never a significant question about the value of broadcast properties, given the mature nature of the industry and an active selling market, both companies were starting divisions whose value was in question: cellular radio for Metromedia and direct marketing for Harte-Hanks. Franklin said: "There are a lot of variables that come together to form the public market price that are difficult for us to understand. We always have felt that our equity has been undervalued and I'm sure that every company you talk with will give that same impression. . . . Had we announced the cable transactions that we announced since our leveraged buyout (94,000 subscribers for approximately \$100 million) it too probably would have affected our stock price negatively."

Kagan said that in several cases, it was a unique situation affecting ownership and management that led to the transaction. With Wometco it was the ill health and subsequent death in January 1983 of the company's founder and former chairman, Mitchell Wolfson. With Cowles Broadcasting, personal affairs of the controlling Cowles family shareholders, reportedly sparked the decision to sell.

Kagan added, "In the case of Post Corp., it was also an older management. The stock of a key inside person was put into trusts of his children; that was a hint that something might happen. It took a couple of years and during that time the stock went up." Kagan said that based on this "informed speculation," the stock of a possible seller usually rises before the company goes private, affecting the premium that stockholders ultimately receive.

Management desire to sell has been important and, unlike other industries, there have been no unfriendly tender offers for major group owners. Lorian Marlantes, vice president of corporate development for The Rockefeller Group, which purchased Outlet Communications for \$332.1 million (BROADCASTING, May 9, 1983), said: "It's always been very difficult to make an unfriendly tender for a broadcaster. It's because of the regulatory process. If a group broad-

### Some acquisition vital statistics

	Date announced	Price* (millions)	Offer per share	Premium over trading price
<b>Outlet</b>	May 3, 1983	\$332.1	\$68.00	44%
<b>Post Corp.</b>	Sept. 8, 1983	\$145.6	\$65.00	47%
<b>Wometco</b>	Sept. 21, 1983	\$1,024.0	\$46.50	25%**
<b>Metromedia</b>	Dec. 6, 1983	\$1,599.5	\$38.13	56%
<b>Harte-Hanks</b>	March 28, 1984	\$687.0	\$32.00	44%
<b>Cowles</b>	June 22, 1984	\$182.5	\$46.00	20%***

	Type of transaction	Insider holdings
<b>Outlet</b>	Outside acquisition	28%
<b>Post Corp.</b>	Outside acquisition	50%
<b>Wometco</b>	Outside leveraged buy-out	34%
<b>Metromedia</b>	Leveraged buy-out	28%
<b>Harte-Hanks</b>	Leveraged buy-out	45%
<b>Cowles</b>	Outside acquisition	15%

\* Estimates using purchase price of stock and assumption of debt.

\*\* Over price of Aug. 17, 1983, when company announced it was holding merger talks. Speculation had begun before then. Premium on price of Sept. 20 was 9%.

\*\*\* Reports had previously been published that buyer was being sought.

caster doesn't want to get taken over, he has a lot of roadblocks he can throw in the path of a potential buyer." Disagreeing slightly was Stephen Sharp, the former FCC commissioner who now heads the communications office of the New York-based law firm, Skadden, Arps, Slate, Meagher & Flom, well known for fighting takeover attempts of clients including Warner and Disney. Sharp said that unfriendly takeover attempts of broadcasters pose an unusual situation, including the difference between the time the Securities and Exchange Commission allows for consumation of tender offers and the longer time required by the FCC to approve station transfers, but he added, "It's not an insurmountable problem."

If the public/private value split has been so great, why haven't there been more than one offer for a company, as in other industries, such as the oil business? Kagan responded, "The oil industry has always been a bunch of wildcatters, independents, very competitive with one another... The broadcasting industry has always been a fraternity. It has always been an oligopolistic industry where each person has a certain amount of territory. It is government regulated; totally opposite in terms of makeup." Fred Seegal, managing director of the communications group at Shearson Lehman/American Express, said that transactions in the communications group have not been cheap. "That's why we deliver fairness opinions. The last thing you want to do is underprice the company and have somebody come in and make a counteroffer. . . . There have been overbids in every other area but broadcasting and communications, in part because the deals have been so fully . . . and fairly priced."

Will the going-private trend continue? According to Leibowitz, several other trends make it more unlikely. "I would say that, in general, the improved stock prices [and their stability in what was, until recently, a down market] have killed the chances of some of those companies doing anything. I think the likelihood of Taft doing something with the stock at 70 is quite small now; whereas in the 50's it was reasonably likely. Also interest rates have gone up, [two-and-a-half points over a year ago] despite the recent decline," he said.

There have been no public companies among the purchasers, Seegal noted, adding that they were constrained by the effect such acquisitions would have on their own earnings.

"It's the same question they have to face with the purchase of a single station, but with the economics multiplied," said Seegal. "My own view of what is likely to happen, though it will take some time to evolve, is that you will see true mergers. Obviously the issue there is not so much economics, but deciding who is going to run the show."

Despite the changing economic climate most of those commenting said banks were still willing, even enthusiastic, to fund purchases in the communications industry. And although none of those commenting said they were aware of any deals in the works, there is always some speculation as to who might be next. Highest on the list of possible

targets, either for acquisitions or management-initiated leveraged buyouts are some of the smaller companies. Names such as Gulf Broadcasting Co., Rollins Communications Inc. and United Television Inc. come up. Larger companies mentioned include Taft, Cox Communications Inc. and Storer Communications Inc. Even the networks are sometimes the subject of such speculation.

There are numerous financial measurements used to discern what company makes the most attractive acquisition target or buyout candidate. But the deciding factor so far, observers agreed, was a desire to sell. As one observer said, "You have to look at the management—who is old, tired or threatened. I don't see too many of those companies right now." □

## Bottom Line

**MCA decline.** For three months ended June 30, MCA Inc. reports net income of \$19.9 million, or 42 cents per share, down from \$37.1 million, or 78 cents per share, for same period in 1983. Revenues declined from \$359.4 million to \$349.2 million. MCA blamed lower earnings primarily on "very disappointing results of theatrical features produced under prior management of the motion picture group." Television earnings increased, however, spurred by previously announced syndication agreements for *Magnum P.I.*, *Mystery Movie* and *Gimme A Break*. □

**STV shutdown.** Sale of WKID-TV Fort Lauderdale, Fla., to John Blair & Co. for \$17.7 million (BROADCASTING Aug. 6) by San Diego-based Oak Industries is just one sign of STV industry's problems. Oak, which still offers STV programming over UHF outlets in Los Angeles and Chicago, has about 23,500 subscribers in south Florida market, decline from just over 30,000 at beginning of 1984. Combined STV subscribership among three Oak-programmed stations fell from about 344,000 to 312,000 during six-month period ended June 30. In earnings report for quarter ended on same date, Oak Industries showed losses of \$7.4 million on revenues of \$114.5 million, compared with losses of \$69.3 million on sales of \$113.8 million for same period in 1983. □

**New name.** S.A.L. Cable Communications Inc. has shortened name to S.A.L. Communications Inc. Chairman of Melville, N.Y.-based company, Alan G. Scheinman, said new name reflects fact that company also provides equipment for "telephone interconnect systems, local area networks and satellite downlinks and distribution systems as well as municipal and private cable television systems." □

**New numbers.** Terms of proposed buyout of Video Corp. of America have been revised upward, company announced. New proposal by First Capital Holdings Corp. and group of institutional investors lead by Drexel Burnham Lambert calls for \$16 per share payment, comprising \$13 cash and \$3 in 15%, 10-year income notes. Original proposal was for \$8.50 cash and \$7.50 in 13.8%, 10-year subordinated debentures. □

**Smiling nod.** ABC is Wall Street favorite, according to Shearson Lehman/American Express and Merrill Lynch, both of which included it in list of 10 stocks to buy. Both noted this year's upswing in profits for owned-and-operated television stations and expressed long-term optimism about operating margins for television network. Both also see recently purchased ESPN at least breaking even by 1986. Shearson Lehman, whose "10 Uncommon Values" include Motorola, said longer-term earnings growth rate for ABC "should approximate 15%-20% a year." Merrill Lynch, which also recommended Tribune Co. for "intermediate and long-term" purchase, said five-year earnings growth for ABC should be 14% per annum.



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## WTTW Chicago: Television's first stereo station

**Manufacturers race to bring sets to marketplace; NBC gearing for stereo transmission also; those who swear by it see it as competitive edge**

Noncommercial WTTW(TV) Chicago made a little broadcasting history last week, becoming the first station in the nation to regularly broadcast stereo sound ("Closed Circuit," July 16). The station, which has been dabbling in stereo production and transmission for several years, signed on in stereo last Tuesday (Aug. 7) at 6:15 a.m. CT and promised to remain in stereo.

The new service had a fairly quiet birth since stereo television receivers, which are being marketed by several manufacturers, have yet to make any inroads into the consumer marketplace. Not even WTTW had a set with which to listen to its initial stereo broadcasts. "How it sounds, I do not know," said Larry Ocker, vice president, engineering, WTTW, a few hours after sign-on. "But it looks good on the spectrum analyzer." He said the station has ordered several stereo sets that will allow him to monitor the stereo sound aurally.

The station had at least one listener last week—Carl Eiler, a Zenith Electronics engineer and co-inventor of the stereo transmission system that has been adopted as the industry standard and that is being used by WTTW. He tuned in on a Zenith-made stereo receiver at the Zenith headquarters in Glenview, Ill., and concluded that the station's signal "sounded like it ought to." What it ought to sound like, he said, is FM stereo radio. In terms of frequency response, stereo separation, signal-to-noise ratio and other key parameters, he said, stereo TV should be "indistinguishable" from the older medium except in weak signal areas. In such areas, stereo TV's signal-to-noise ratio should be better than FM's, he said, because of stereo TV's complementary dbx noise-reduction system.

Widespread broadcast of programming with stereo sound seems inevitable. The question is how quickly it will come. Some stations, particularly independent stations, are pushing forward as quickly as they can, hoping they can grab a competitive advantage from being the first in their market with the new service. But others, seeing no immediate return on the substantial cost of converting their studios and transmission systems to stereo, are waiting for the proliferation of stereo programming and receivers.

"I suspect we will see a lot of major market cities on the air in the next few months," said Tom Keller, vice president, science and technology, National Association of Broadcasters, who believes widespread television stereo is just a matter of time. And, by this time next year, he said, there will be at least one station in each of the top 30 or 40 mar-

kets capable of broadcasting in stereo and "a reasonable amount" of programming available in stereo.

The prime reason stereo TV is off to a relatively quick start, Keller said, is the existence of an FCC-endorsed industry standard and the speed with which major receiver manufacturers have come up with stereo receivers. "It's a novel situation," said Keller.

As much as any broadcaster and more than most, the major receiver manufacturers are excited by the prospect of stereo television. They believe it will help them sell more TV sets. The expectation is that consumers will replace their existing sets sooner to receive the stereo sound. Although the consumer electronics market is price sensitive, the manufacturers are convinced consumers are willing to pay a premium for stereo. According to the Electronic Industries Association's Eb Tingley, the major manufacturers will have a wide variety of stereo sets and set-top stereo adapters in the stores this fall. He said such gear can already be ordered through the Sears catalogue.

Because only a handful of television programs are being produced in stereo today, said WTTW's Ocker, the station is "synthesizing" stereo from the mono for most of its broadcasts. It's not true stereo with "hard right and hard left," he said, but it creates a "surrounding sound" effect and it's compatible with mono receivers.

The first true stereo program to be broadcast by the station was *Soundstage*, featuring rocker Marshall Crenshaw, last Tuesday at 9 p.m. CDT. According to WTTW's Anders Yocom, vice president, corporate communications, the first live stereo broadcast will be a three-hour Pavarotti concert from Madison Square Garden in New York on Thursday (Aug. 16) at 7 p.m. CDT. The show is being produced by noncommercial WNET(TV) New York and being distributed to PBS member stations via satellite. (The concert's sound, Yocom noted, will also be simulcast in stereo by WFMT(FM) Chicago.)

Among the networks, NBC is taking the lead in stereo television. To demonstrate a commitment to the service, the network's New York station, WNBC-TV, broadcast *Tonight with Johnny Carson* three weeks ago in stereo. According to Michael Sherlock, executive vice president, operations and technical services, the network plans to broadcast *Tonight* and *Friday Night Videos* in stereo regularly beginning in the spring of 1985. The regular stereo programming will be supplemented throughout the year, he said, by occasional sporting events, movies and specials in stereo. The day when most of the NBC programming is in stereo is still a way off, he said. "We still have a lot to learn about producing in stereo and not every show lends itself to stereo," he said.

NBC hopes its commitment to stereo pro-

gramming will encourage its affiliates to make a similar commitment. It will cost each affiliate between \$100,000 and \$200,000 to gear up for stereo, Sherlock said. But the "public relations value and the excitement of stereo programming will make it pay off in the long run," he said. Judging from the feedback he's been getting from affiliate managers and engineers, he said he expects the affiliates to make the move to stereo in large numbers early next year, assuming the transmitter manufacturers, particularly RCA and Harris, make available a sufficient number of stereo retrofit kits for their transmitters. Of the five NBC owned-and-operated stations, he said, WNBC-TV, WRC-TV Washington and KNBC-TV Los Angeles will have gone stereo by the time the network begins its regular stereo feeds.

NBC may have an ulterior motive for making the big stereo push. It's owned by RCA, and RCA, like other major receiver manufacturers, is interested in selling stereo sets. And RCA will not be able to sell stereo sets if nobody is broadcasting stereo.

CBS, which doesn't make television sets, is taking a more cautious approach to stereo. "We see stereo as evolutionary, rather than revolutionary," said George Schweitzer, vice president, communications and information, CBS/Broadcast Group. "The prospect of stereo is very exciting, but we don't see any race to get there."

Stereo can enhance programs with music and certain special events, Schweitzer said, but it doesn't do much for shows that are primarily dialogue, which include the sitcoms and dramas that make up 95% of CBS's schedule. Having produced a college football game in stereo two years ago, he said, CBS is convinced stereo will enhance sporting events, but not sure it's always worth the considerable production expense. "It adds a lot to the broadcast," he said, "but it can't be done on a regular basis because of the cost."

At present, members of the Public Broadcasting Service may have the greatest incentive for going stereo. Unlike the commercial network affiliates, the public stations that go stereo will have a steady stream of stereo programming from the start. PBS has been distributing stereo programming, ranging from *Soundstage* and *Austin City Limits* to *Evening at Pops* and *Great Performances*, for the past five years. Last year alone, it fed 210 hours of stereo programming to the member stations. PBS has been urging stations to arrange for the simulcast of the stereo soundtracks by an FM radio station. With the advent of stereo television, the stations can begin to wean themselves away from the simulcasts.

Koplar Communications' KPLR-TV St. Louis plans to go stereo this fall. General Manager Barry Baker believes stereo sound

is an evolutionary improvement on television. "The screens are getting bigger, the color is getting better and [stereo] is just one more addition to the total entertainment package."

According to Baker, the impetus behind the independent station's decision to go stereo is competition—from the broadcast affiliates as well as the local cable system.

Stereo will keep KPLR-TV one step ahead of the affiliates, he said, and help prevent the loss of viewership to cable networks that are already offering stereo sound.

What's more, Baker said, more and more stereo programming is becoming available. Most of the big-budget motion pictures the independents are being offered are produced in stereo, he said, and most of the "music-

based" programming is or will be produced in stereo. Even Koplak's syndication arm, World Event, is doing its bit. It's offering this fall an animated superheroes strip series, *Voltron: Defenders of the Universe*, with stereo sound. When the station begins its stereo broadcasts, he said, no more than 20% of the programming will actually be in stereo, but that percentage will then be gradually increased.

The cost of upgrading studio and transmission equipment to broadcast will be "fairly minimal," Baker said. "We're talking well under \$100,000, or just a fraction of the total cost of the physical plant."

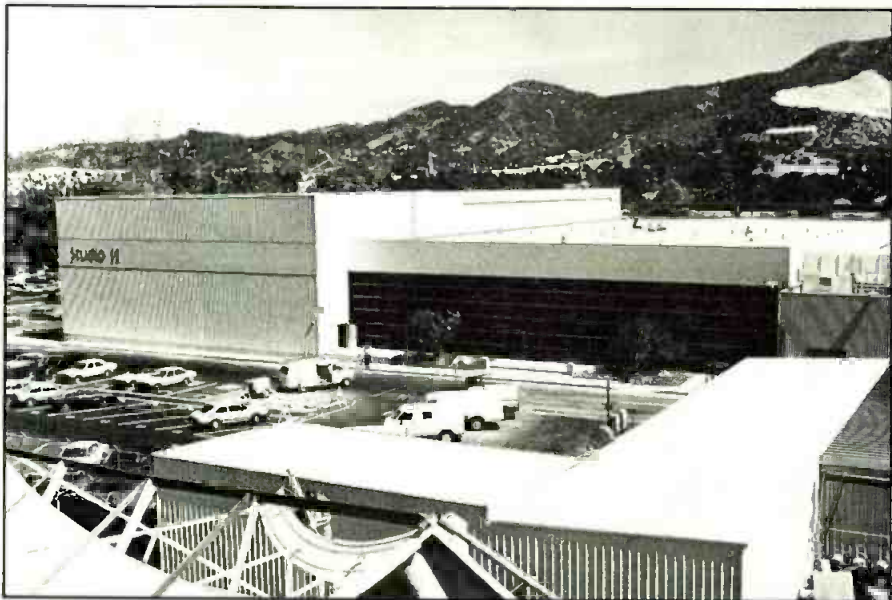
KPLR-TV's co-owned station in Sacramento, Calif., KRBK-TV, also plans to go stereo this fall at the same time the UHF doubles its antenna height and transmitter power. Its general manager, Michael Fisher, believes stereo is coming inexorably. "It's not going to happen overnight, but it is going to happen," he said. Once one station goes on in stereo in a market, the others almost have to follow. "Sacramento is a very, very competitive market," he said. "I just know the competition is not going to sit by and let me be the only one in stereo. I plan to make some noise with it."

Like Baker, Steve Bell believes stereo can provide the competitive edge. And he needs one. He's senior vice president and general manager of Golden West's KTLA(TV) in the highly competitive Los Angeles market. "We feel that stereo television is the most significant development in television since color," said Bell. "And we feel a whole generation of younger viewers take good sound for granted. As a result, we wanted to be the first in Los Angeles to regularly broadcast in stereo." The station hopes to offer regularly broadcast movies, sports and special events in stereo by late October.

The station's interest in stereo broadcasting was piqued by the simulcast of a series of movies over the last three years, Bell said. Such music-heavy features as "Sgt. Pepper's Lonely Hearts Club Band," "South Pacific" and "2001: A Space Odyssey" beat all their competition when they were simulcast, he said. The simulcasts demonstrated to KTLA, he said, that there is a "tremendous hunger for the kinds of experience that the moviegoer regularly gets in theaters."

The technology that makes stereo television possible also makes possible the broadcast, at the same time, of a "separate audio program." Some broadcasters who are serving markets with large non-English-speaking populations plans to use the capability to offer foreign-language sound tracks for their regular programming.

KTLA, for instance, is taking aim at the large Spanish-speaking population in the Los Angeles area. At the same time the station begins its stereo broadcast in October, said Bell, it hopes to begin broadcasting Spanish sound tracks for its late-night, one-hour newscast and *Love Boat*. Other syndicated programs the station expects to broadcast in Spanish include *Happy Days*, *Laverne and Shirley*, *CHiPs* and *Little House of the Prairie*, he said. Since such programs are distributed in Spanish-speaking countries, he said, the dubbed Spanish soundtracks are readily available. □



**On the set.** NBC-TV has officially opened its new 18,000-square-foot Studio 11 television videotape production complex at the network's 46.5-acre Burbank, Calif., facility. The studio is the centerpiece of a new \$12-million building that contains an additional 44,000 square feet of production space. The studio, designed specifically for production of such daytime serial dramas as the new *Santa Barbara* (BROADCASTING, Aug. 6), is the eighth on the NBC property and linked to Studio 9, home of the new fall series, *Punky Brewster*, by a two-story network of dressing rooms, offices, meeting rooms and wardrobe/property storages areas. The complex contains a state-of-the-art stereo audio console (stereo recording of *Santa Barbara* and possibly other series is envisioned) and a computer-controlled lighting system with 905 available dimmers (the second-largest studio has only 180 dimming units). Video transmission is through fiber optics rather than coaxial cable. Four RCA TK-47-B cameras are being used in Studio 11, which is designed to accommodate up to six cameras. According to NBC, the production center utilizes the largest master grid and distribution system in commercial television in the U.S. Studio 11's control room is 60 by 31 feet and contains combined video-switching and audio production capability, including music and sound effects. Ground was broken last Nov. 3. It is the first new studio opening at NBC since 1969. The facility was constructed and designed by The Austin Co. of Irvine, Calif.

## Preparing to cover a convention of no surprises

**Network and local TV make ready for a Republican gathering where the outcome has never been in doubt**

For the networks, coverage of the Republican convention opening in Dallas on Aug. 20 represents a journalistic problem. Where is the story in a national convention when the nominee is preordained and the likelihood of a serious fight breaking out over, say, a platform plank ranges from nonexistent to remote? But the networks' problem is seen by the Republicans as their opportunity: To present their party to the American public as enthusiastic, unified and deserving of voters' support. And the convention programmers are preparing a crisp, well-paced four-day program designed to do just that. Yet, things may not turn out as the Republicans hope: The lack of a horserace is forcing the networks to focus on stories related to the nature and character of the party itself, and its future. And as was evident at the Democratic gathering last month in San Francisco, conventions aren't just for the major networks anymore.

ABC, CBS and NBC are moving their armies of anchors, commentators, reporters and technicians and mountains of equipment into the Dallas Convention Center in about the same numbers as they did into San Francisco's Moscone Center in preparation for the Democratic convention last month. So is the increasingly visible Cable News Network. But a sign of waning interest is seen in the fact that ABC—the most vocal of the major networks in maintaining that conventions should be covered only to the extent they are newsworthy—will have only two floor reporters, instead of the customary four. CBS is also cutting back, to three. CNN will deploy three reporters on the floor and one on the podium, as it did in San Francisco. Only NBC among the Big 3 will have a full complement of four on the floor. NBC's executive producer for convention coverage, Reuven Frank, thinks it is "stupid" to cut back on the number of floor reporters. "The job of finding news at the Republican convention," he says, "will be harder."

There may be a dearth of news in a convention committed to the renomination of President Ronald Reagan and Vice President George Bush. But the convention is expected, nevertheless, to attract 13,000 members of the press, foreign and domestic. Of those, more than 5,000 represent the broadcast and cable television media—425 from Europe, the Middle East, North Africa, Japan, Brazil and Australia—and some 3,200 representing more than 800 U.S. broadcast organizations other than the major networks. The figures roughly track those recorded at the Democratic convention. But it was with the three major networks principally in mind



that the Republicans designed their convention.

The networks had made it clear that, barring unforeseen events at other times of the day, for which they would be prepared, they would restrict coverage of both conventions to prime time hours. So the Republicans planned a convention that would dispose of committee meetings and the reading of reports viewed as lacking in viewer appeal to the daytime hours on Monday and Tuesday, with the party's major "talent," as one official put it, appearing in prime time on the four nights. Not only that, but with the party under control, the convention managers felt secure in "committing to the networks," as one aide put it, to conclude on each of the four nights at 10 p.m. CT. The convention is scheduled to start at 8 p.m. CT on three of the nights and either a half hour or an hour earlier (that had not yet been nailed down last week) on Wednesday, when nominations will be made and the balloting will occur—both time-consuming events.

The Republicans will present in those golden hours of prime time the personalities and policies with which they hope to sell the party and polish its image. Indeed, Monday night is being referred to by network news executives as "ladies night," the Republicans' answer to Geraldine Ferraro. The keynote address will be given by Katherine Ortega, the treasurer of the U.S. Jeanne Kirkpatrick, U.S. ambassador to the United Nations will deliver a foreign policy speech. And Secretary of Health and Human Services Margaret Heckler will also speak. Another of the Republicans' female stars, Elizabeth Dole, secretary of Transportation, will address the convention on Tuesday, immediately after her husband, Senator Bob Dole of Kansas. Former President Ford is also on the program Tuesday night. Senator Howard

Baker of Tennessee, majority leader of the Senate, and Representative Bob Michel of Illinois, Republican leader in the House are among the other speakers. President Reagan and Vice President Bush will have their share of prime time on Thursday. Given the lineup, said Gary Hoitsma, director of communications for the convention, "We feel we have the talent to project a message."

The Republicans will also employ videotape to help present their message. The Tuesday Group, the Reagan-Bush Campaign's in-house advertising agency, has prepared an eight-minute piece honoring Nancy Reagan that will be shown on Wednesday, and an 18-minute documentary on the President that will be shown on Thursday. But the talent on which the Republicans will rely to grab and hold attention is not only political. On the night Reagan and Bush are to be renominated, Charlton Heston will lead the convention in the Pledge of Allegiance and Wayne Newton will sing the Star Spangled Banner. The Reverend Jerry Falwell of the Moral Majority will deliver the benediction that night. And on Thursday, Vicki Carr will sing the National Anthem.

Mark Goode, assistant manager of the convention for programming, last week promised "a blockbuster closing," following Reagan's acceptance speech, with "a lot of hoopla and demonstrations on the floor." He declined to elaborate, other than to report that, amid the excitement, Ray Charles will sing "America the Beautiful."

What does Goode hope the convention will achieve for the party? That it will show the party is "enthusiastic, orderly, unified, dedicated, with a sense of solidarity." His expressed hopes regarding the coverage are relatively modest—that the president's and vice president's acceptance speeches and the keynote address are covered. "Beyond that, we don't know," he said. "We'd like everyone to cover everything."

Last week, the networks were not making any promises.

Jeff Gralnick, vice president and executive producer of political broadcasts for ABC, said the same ground rules would apply as were followed by the network in San Francisco—"to cover the news within the event of the convention." Since the Republicans had not yet released a final, detailed schedule, he declined to make a commitment as to the extent of the network's coverage. ABC caused a mild sensation on one night of the Democratic convention when it devoted most of the first half hour of a session to a rerun of a *Hart to Hart* episode because it felt the events at Moscone Center were not newsworthy. Gralnick would not say whether ABC would resort to *Hart to Hart* for filler next week. Richard Wald, senior vice president for news at the net-

work, said that if the convention managers show movies "of no great value" and if there are no major issues to discuss or decide, "we would consider covering less." But he said those are "two big ifs."

Joan Richman, CBS News vice president and executive producer of special events, and NBC's Frank said those networks will begin their coverage when the convention sessions open and stay with them until they are satisfied there is nothing newsworthy left to cover. (NBC and ABC will offer affiliates a window at 11 p.m. NYT for local news if it appears that, despite the Republican planners' "commitment" to the networks, convention coverage would extend beyond that time. CBS will not provide a window, even though its affiliates' advisory board complained of coverage of the Democratic convention that went past 11 p.m. NYT. Richman last week noted that CBS News President Edward Joyce told the affiliates that there may be times when the network's news judgment requires it to remain on the air.) But as viewers of convention coverage have come to learn, the networks do not always keep their cameras trained on the podium. And the network news executives made it clear last week they have more things in mind than full-text coverage of every speech.

Gralnick, who was at home recovering from a strained back last week but who planned to be in Dallas this week, said ABC will use only two floor reporters because of the absence of the kind of running stories that were covered in San Francisco. "Why dilute the story with four floor reporters?" he asked. Richman offered the smaller size of the convention floor in Dallas as opposed to the one in San Francisco and the fewer delegates—3,000 as against 4,000 at the Democratic convention—as among the reason for relying on three instead of four floor reporters. But she also said, "The story is different. You have no conflict." In San Francisco, some delegates supported Walter Mondale, some Gary Hart, some Jesse Jackson and some, none of the above.

But the networks have a number of issues they want their reporters—on the floor and elsewhere—and analysts to explore.

Gralnick, for instance, wants to examine such questions as whether the Reagan-Bush ticket will emerge from Dallas with the same strength among independents and blue-collar Democrats that it did from the convention in Detroit four years ago. And what is the state of relations between the predominant conservative wing of the Republican party and its moderates? Richman is interested in how the Reagan administration presents itself. What, she will be asking CBS reporters to determine, will be its campaign themes? How will it attack the Democrats? And all three networks will keep an eye out for signs of early moves on the part of presumed presidential hopefuls the next time around—Baker, Bush, Dole (either one, Richman said), and Representative Jack Kemp, of New York. Frank is interested in the delegates' feelings regarding the Democrats' Ferraro, as well as the issue—currently the hottest in the incipient presidential campaign—of whether taxes should or will be raised. So the networks have enough ques-



The three broadcast networks and CNN are putting the finishing touches on their anchor booths in Dallas, as seen in this photo supplied by CNN. CBS's booth appears at right.

tions to ponder when speeches begin to fall.

CNN will be examining the same kinds of questions. But it will have far more time to devote to them—and the convention itself—than the networks. As it did in San Francisco, the 24-hour network will cover all sessions, day and night, cutting away occasionally for analyses and commentary, but starting coverage of the evening sessions 30 to 60 minutes before the gavel falls, concluding coverage immediately following each night session with a 30-minute wrapup, then doing a special report at 1:30 a.m. NYT. CNN was rewarded for its work at the Democratic convention with praise from the critics and the highest overall ratings it had ever seen. And its executive producer for convention coverage, Bob Furdad, is looking forward to the assignment in Dallas. With questions regarding the party's position on taxes and the fate of Republican liberals to pursue, he said, "There's no doubt about it; there's enough story to report."

The lack of a story, as the networks view such things, has never bothered C-SPAN, the public affairs network, and it won't in Dallas. It will turn its cameras on the podium from gavel to gavel, and give its viewers an unobstructed view of the speakers. The only editing is done by viewers who switch channels or turn off their set. The C-SPAN crew has already set up shop in Dallas, on the fourth floor of the Gammons Communications headquarters building, overlooking the convention center. The network will warm up for the convention this week with up to 15 hours of coverage of the party's platform sessions and partial coverage of a rump session Richard Viguerie, a member of the GOP far right, will hold on the party document.

But, again as in San Francisco, a major part of the coverage story of the national convention is the local angle. The House of Representatives radio-TV gallery, which accredits nonnetwork broadcast journalists, said last week that its figures showed that 417 television and 338 radio stations and 52 other organizations, such as Associated Press Radio and United Press Radio and syndicated programs would be represented by 3,195 journalists and technicians. And again as in San Francisco, scores of the organizations—the exact number could not be pinned down—will provide live feeds, in addition to material for taping, from the floor of the Dallas Center.

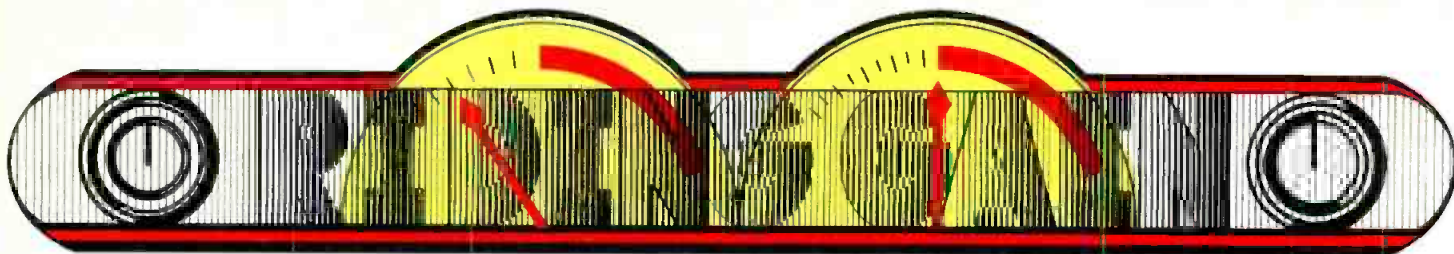
One new and, to some, controversial

wrinkle in the local coverage is the service the Republican National Committee is providing as a means of getting its story out by way of stations and cable systems. It is the RNC Network whose 10 cameras will provide live feeds of the activity on the podium and elsewhere for only a \$280 hookup fee, far less than the fee for tapping into the network pool.

CBS, which is responsible for the network pool at the convention, does not regard the RNC Network as providing competition for the pool. Mark Kramer, who is CBS pool producer, said nonnetwork subscribers do not help defray "a major" share of the pool's expenses. The networks provide a pool service only because of the need for a restriction on the number of cameras focused on the podium, he said. But he saw another problem. He is "disturbed when journalists go to the Republicans" for video feeds of their convention. Control, he noted, is in the Republicans' hands. And the directors and producers among the 40-member network are RNC employees who will decide when to cut away from the podium for coverage of delegates or demonstrations.

The RNC control troubles Brian Lamb, president of C-SPAN, which is among the subscribers to the RNC Network. But Lamb said C-SPAN will also be relying on its own cameras. The RNC network, he said, would only provide an alternative feed. "We'll control our own destiny." But Jim Snyder, vice president for news of Post-Newsweek Stations, another subscriber, is not troubled by the possibility of being taken advantage of. "How would they do it?" he asked. "I'm in no danger of being raped by the Republican party." He said he has "more than ample news judgment to deal with any situation that might arise. "We're interested in the feed from the podium," he said, "not news coverage."

But there is less controversy regarding the design of the convention itself. The journalists covering it are aware that the Republicans hope to use them to promote the party's cause. But, given the apparent lack of story at the convention, there seems to be a convergence of interests in the production of what could be described as a well-edited convention. "They're trying to streamline the program for their own appearance," said ABC's Wald. "They understand that if you don't have an exciting story, you shouldn't stretch it out, and look dull. . . . And it suits our interests well." □



## The week's worth of news and comment about radio

### New York changes

Infinity Broadcasting's WKTU(FM) New York said last week it will move to a contemporary hit radio (CHR) format from its present sound, a hybrid of urban contemporary and CHR artists. According to Mel Karmazin, president of the radio division of Infinity Broadcasting, subtle changes in the music being played began last Wednesday (Aug. 8).

In order to make the transition to CHR, Karmazin hired Sunny Joe White, vice president/programming and part owner of contemporary hit WXKS-FM Boston (licensed to Medford, Mass.). White said WKTU(FM) should evolve into a "true" CHR outlet in about three weeks. Both Karmazin and White confirmed that no personnel changes were anticipated at the station.

New York already has two CHR stations, Malrite's WHTZ(FM), which, according to the spring 1984 Arbitron report, was the market's top station with a 7.2 12-plus metro share for Monday through Sunday, 6 a.m. to midnight, and ABC's WPLJ(FM), which was fourth with a 4.4 12-plus share. Both stations began programming CHR in the summer of 1983. WKTU(FM) finished with a 3.3 overall share in the spring book.

### Rep involvement

A new Torbet Radio survey of advertising agency account executives on their experiences in buying radio indicates that most get involved in the media planning campaigns of clients.

The survey, which is based on responses to questionnaires returned by 152 agency sales executives (400 were sent out), shows 98% of the respondents acknowledging they get involved at some stage of the media planning with 62% saying they approve the actual plans within a particular medium.

When asked to evaluate criteria used when considering buying radio time, 85%

said cost efficiency in reaching target demographics was "very important," followed by audience size delivered and ability to provide desired times.

Other survey findings showed 51% of those who answered saying radio rep firms have influenced a media decision. But 71% said they would prefer to see media decisions made by the media department of the advertising agency.

However, 82% noted that they would like to receive regular reports from reps on the status of the industry and format trends. Also, 51% of the respondents said that their clients are "somewhat" active in media selections, while 25% said "very" active; 20% said "not very" active, and 4% said "not at all" active.

As for obtaining information on radio station rates, audience figures and geographic reach, the overwhelming majority of the respondents (91%) said they rely on media personnel at the agency followed by radio rep firms (7%) and Standard Rate & Data Service books (2%).

And more than half of the respondents (60%) believed advertisers will be spending "significantly more" in radio over the next five to 10 years, while 35% said spending would be the same and 5% said they will be spending less. Of those agency account executives who said they see more money coming into the medium, 65% said it will come from network television.

This is the second of four surveys Torbet is conducting this year on the advertising community's attitude toward radio. The next one, which will be mailed during the third quarter, will center on media buyers' perception of the aural medium.

### Audio comforts

Radio program consultant Mike Joseph, noted for his popular "Hot Hits" format, has unveiled a new sound targeted to the 35-54 demographic. It features MOR hits from

1955 to the present. Joseph introduced the new format over Entertainment Communications Inc.'s KMZY(AM) Minneapolis-St. Paul (formerly KKSS(AM) programming adult contemporary) by playing Sarah Vaughan's 1955 hit, "Make Yourself Comfortable," for 24 straight hours on July 27. That was followed by 48 hours of songs from top folk artists and 48 hours of Frank Sinatra music leading to an official Aug. 1 debut of the format.

Joseph has labeled the new format, "Comfy," because it is designed to make people "feel comfortable." According to Joseph, the format features "true" MOR artists such as Johnny Mathis, Andy Williams, Barbra Streisand, Neil Diamond, Lionel Richie, Julio Iglesias as well as Sinatra. All of the song selections were top hits of their day, he said. The format's playlist, says Joseph, also includes some of Elvis Presley's nonrock pop tunes.

Joseph says the "Comfy" format is being geared for AM stations across the country

### Singer's lineup

Singers Al Jarreau and Melissa Manchester have been added to the lineup of entertainment at the upcoming NAB/NRBA Radio Convention and Programming Conference in Los Angeles, Sept. 16-19. Jarreau will entertain Monday evening, Sept. 17, while Manchester replaces singer Irene Cara, who has a movie commitment, for a Tuesday evening concert. Both performances are being sponsored by Westwood One, the Culver City, Calif.-based national radio program supplier. In addition, comedian Joan Rivers will field questions during her Monday luncheon appearance, and Chuck Blore, producer of TV campaigns for radio stations, will be part of the opening session program on Sunday, Sept. 16.

The associations had previously announced that the Up With People ensemble will entertain during the opening session and actress Jayne Kennedy will tape segments of her nationally syndicated five-minute morning exercise program, *Radiorobics*, on Monday morning (BROADCASTING, June 11). Also, ABC Sports commentator Howard Cosell will receive the first annual Radio Award during the Tuesday luncheon ("In Brief," June 18).

### Radio salaries

The average total annual compensation for general managers of group-owned radio stations ranges from \$42,811 to \$86,641, rising with market rank, according to a survey conducted last April by the National Radio Broadcasters Association. The executives in charge of the groups themselves average \$94,744 a year, including base salary, bonus and commissions. Of the 400 group owners

**To the airwaves.** The Democratic presidential campaign is borrowing a tactic that President Reagan has been using with some success to communicate with the American people—radio broadcasts. For most of the past two years, the President has used five-minute, Saturday radio broadcasts to express his views on a wide range of issues. And if the reach of radio on Saturday is not that of a prime time spot on a television network, newspaper and television news coverage would boost considerably the circulation given the President's comments. On Sunday, Aug. 5, at 12:05 p.m., the Mutual Broadcasting System broadcast a five-minute speech that Democratic presidential candidate Walter Mondale had taped. And in asserting that "the next President, whoever he is, must raise taxes," that the only question is: "Who will pay and how much," the Mondale speech obtained coverage on the Sunday night and Monday morning television news programs picturing him as being on the offensive. The Mondale campaign has no plans to extend the weekly radio broadcasts beyond four weeks. And the broadcast yesterday (Aug. 12), dealing with military readiness and arms control, was on the NBC Radio Network. Acting media director of the Mondale campaign, Gordon MacInnes, said the decision on the network to be used the next two weeks had not yet been made.



surveyed, 56 responded, representing 294 group-owned stations.

In the top 50 markets, general managers draw an average total compensation of \$86,641, compared to \$75,000 averaged by general managers in markets between 50 and 100, NRBA said. General managers in the 100-plus markets draw an average total compensation of \$42,811.

### Counterattack

The National Radio Broadcasters Association has formed a Freedom of Advertising task force in opposition to proposed bans of beer and wine advertising on radio and television (BROADCASTING, July 16). The task force will be led by Robert Duffy, chairman and chief executive officer of the Christal Co. and Duffy Broadcasting Corp. It will meet in New York later this month and will include, among others, Donald B. Shea, president of the U.S. Brewers Association and John Stasiowski, president of the National Beer Wholesalers Association. According to NRBA President Bernard Mann, the broadcasters "have learned from past history that these kinds of seemingly ridiculous and valueless initiatives can inflict serious damage if they are taken lightly by our industry. We have no intention of being compliant victims this time."

### Mutual support

On Sept. 3, a new self-avowed conservative "radio features and news service" called Radio America will be transmitted by the Mutual Broadcasting System's satellite service.

**Community confab.** More than 300 radio broadcasters are expected to meet in Washington Aug. 15-19 for the ninth annual conference of the National Federation of Community Broadcasters. The conference will bring together public radio personnel as well as independent radio producers for more than 60 workshops covering "all aspects" of station operation and public telecommunications issues, the NFCB said. In addition, the national conference will be preceded by a two-day conference for women in community radio. The focus of that session will be training in management and programing, and analysis of "the present role and needs of women in public radio."

The hour-long weekly program is produced by the American Radio Service and has been airing for a trial period of six months, with more than 90 radio stations currently receiving it. According to the program's producer, Marc Lipsitz, the Mutual satellite and phone line hookup would enable Radio America to reach an additional 1,800 stations. The program is available on a barter basis. Stations may use any of the three-and-a-half-minute programs free of charge, provided they also air the sponsor's 30-second spot. In addition to the program's commentaries, Radio America includes segments on films, books, the arts, American history, foreign affairs and music.

### This is a test

Chesebrough-Pond's, a manufacturer of food and beauty care products, is conducting a \$2-million test radio campaign during August and September, according to Ben Scrimizzi, senior vice president, sales and marketing for the Radio Advertising Bureau. The ad campaign, which is for the company's Ragu Spaghetti Sauce and Pizza

Quick product lines, is utilizing both network radio and nonwired spot networks for delivery. Chesebrough-Pond's worked with RAB in the development of the campaign.

### Football entry

Mutual Broadcasting is planning to launch *Focus On Football*, a new, three-minute, weekday feature hosted by veteran sportscaster Pat Summerall, on Labor Day, Sept. 3. Among the series highlights, according to Mutual, will be player profiles, commentaries and reviews and previews of NFL and college contests throughout the season. Each program will contain a 60-second network spot and 30-seconds for local avails.

### Beatles bonanza

CBS RadioRadio Network is offering affiliates a six-hour Beatles radio show for airing over Labor Day weekend, Aug. 31-Sept. 3, marking the group's 20th anniversary as a major force in contemporary music. The program, titled *The 20th Anniversary Beatles Radio Special*, will feature 80 musical selections.

# Got A Minute? Put "Money Talks" On Your Schedule!

**Lighthearted 60-second radio spots offering your listeners serious financial advice.**

Probably as much has been written about money as about sex, religion, maybe even politics. Still, everyone wants and needs solid contemporary guidelines for handling money.

Now, something new has been written about money! It's a booklet called "Money Talks," and it spells out the opportunities, limitations, pitfalls and possibilities of earning, saving, spending and investing.

You can make "Money Talks" available to your audience as a public service. Just send for our series of 60-second recorded spots offering "Money Talks" free of charge. You can run the spots, we mail the booklets, and your listeners get a tangible benefit from tuning you in. Let "Money Talks" speak for your station's public concern and good will. Mail the coupon today, or call Vi Knickrehm at 314-647-4900.

**Yes! I want to offer "Money Talks" on my station. Please send me, at no charge, your series of 60-second recorded spots.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

### "MONEY TALKS"

A Media Service of The International Lutheran Laymen's League

2185 Hampton Ave.,  
St. Louis, Missouri 63139-2983

In Canada, Box 481, Kitchener Ontario N2G 4A2

## Judge rules Houston cable awards violate antitrust law

**Appeals court says mayor's plan to have applicants divide city among themselves was illegal; says Gulf Coast must pay \$6.3 million**

When the mayor of Houston in 1978 called on four applicants for a cable television franchise to work out an agreement under which they would divide the city among themselves, it was considered good politics. Each of the applicants was backed by men of political power, and the mayor, James McConn, let it be known he did not want to choose among them. But an applicant denied a piece of the "pie" filed an antitrust suit. And while the case has not yet run its course, the plaintiff, Affiliated Capital Corp., has won the latest round—a decision of the U.S. Court of Appeals for the Fifth Circuit holding that Gulf Coast Cable Television must pay \$6.3 million in damages.

The opinion, supported by 10 of the 13 judges of the full court who participated, was critical of the manner in which Houston, one of the most lucrative cable markets in the country, awarded the franchises. It seemed a prototype of the kind of "back-room" cable franchising that was leaving its stain on city-cable arrangements. The city did not invite applications, and selections were made not on the merits of their proposals, the court said, "but on the political power of the men behind them." And the four—Gulf Coast, Houston Cable Television Co., Houston Community Cable Television Co., and Meca—complied with McConn's request that they cooperate in resolving overlaps in their territories and present him with a finished product.

Nor was that all. There was a late starter—Westland Corp., a group primarily controlled by the mayor's personal attorney. The court said the mayor saw to it that it obtained a portion of the territory that had been earmarked for Gulf Coast. The city had hired a consultant to evaluate the applicants, but

after he filed a report critical of the method in which private parties were being allowed to divide the city among themselves, he was fired, and his conclusions, the court said, "were altered before the report was publicized."

The appeals court, in the opinion written by Judge Reynaldo Garza, who is now a senior judge of the circuit, held that the agreement among private partners who excluded other parties from seeking franchises violated the Sherman Antitrust Act. When Affiliated inquired into the possibility of applying for a franchise, its attorney was told by Gulf Coast's counsel that Affiliated was too late—that the "pie had been cut." The court held that a doctrine exempting from antitrust liability individuals or business entities that persuade public officials to take action that will harm or eliminate competition could not be invoked in Gulf Coast's behalf. "When such petitioning is a mere sham or the public officials are participants in the conspiracy," Garza wrote, "there is no exception to antitrust liability."

One of the judges supporting the opinion issued a concurring statement expressing the view the court's action is a relatively narrow one. "The... only conduct condemned today is an agreement between the city and private defendants to deny a competitor access to the process created by the city for the awarding of franchises," Judge Patrick E. Higginbotham wrote, adding: "The majority opinion does not otherwise judge the legality of the process. The holding today is then relatively straightforward in its condemnation of a classic restraint, and the antitrust rule for municipalities which emerges is a modest one indeed."

"Modest" or not, the opinion contains language certain to trouble the cable television industry. It says that "cable television, like electric utilities, is generally considered a natural monopoly." Indeed, Garza writes that "conventional wisdom" has it that "the

extremely high fixed costs incurred in preparing a cable television company for operation prevent the survival of competition in the marketplace." And Garza said that, for purposes of the discussion of the case, "cable television is indeed a natural monopoly. The cable industry has generally resisted that description of itself, fearing it would clear the way for its regulation as a common carrier."

Gulf Coast accepted the natural monopoly description of cable television and said that since that was the case, the division of territories among franchise applicants is a practical characteristic of the industry and not harmful to consumers. But Garza said competition is possible before a franchise is granted. "Unfortunately for both Affiliated and the citizens of Houston," he added "there was no competition among the corporations that received franchises. The result was lower quality, higher priced cable television for Houston."

The appeals court's decision is only one in a series dating back to February 1981. The jury in the case found in favor of Affiliated and said it was entitled to \$2.1 million compensatory damages, an amount that, as in all antitrust case awards, was tripled. However the presiding judge, Carl O. Bue Jr., denied the damages because he believed the conspiracy to restrain trade found by the jury was not the cause of Affiliated's failure to receive a franchise. On appeal, a three-judge panel of the Fifth Circuit reversed that action. And in January, the full circuit vacated that decision and held an *en banc* hearing. "Despite the learned trial court's opinion," Garza wrote, the judgment denying damages "was improper because there is substantial evidence and inferences to support the jury's finding."

Gulf Coast has not abandoned the fight. It has petitioned the appeals court for another hearing *en banc*. If that is denied, it could seek Supreme Court review.

Affiliated singled out Gulf Coast from among the four franchise applicants it accused of engaging in a conspiracy for reasons described at the time as "tactical." Affiliated's lawyer, Stephen Susman, said that suing all four applicants would "muck up" the proceedings with other lawyers. He also said that Gulf Coast—which he described as "the chief organizer of the conspiracy"—was franchised to serve the area Affiliated had sought (BROADCASTING, Jan. 19, 1981). Among the interested observers of the case is Warner Amex, which acquired Gulf Coast last fall. But Warner Amex senior vice president and general counsel, Richard Berman, said that while the new parent company is helping to plan litigation efforts, it is not liable for any damages incurred as a result of actions before the takeover. However, he indicated the question of damages was consid-

**Equal-time suit.** The FCC's interpretation of the equal-time law that holds that nonpolitical appearances by political candidates can trigger equal opportunities for rival candidates is unconstitutional. So claims William H. Branch, a news reporter for KQVR(TV) Sacramento, Calif., in a lawsuit filed against the FCC in U.S. District Court in Sacramento. Branch, who wants to run for election to the town council of Loomis, Calif., a small community near Sacramento, said the FCC and his station have informed him that if he runs for election to the nonpaying position, the equal opportunity obligations will apply to his reporting appearances on the air, even though those reports don't concern the town council race. Branch said his lawsuit points out that there's no law similar to the FCC's interpretation restricting newspaper reporters from running for election to public office. He also said he's arguing that if there ever were a need for the FCC's interpretation of the rule, there's no need for it now. The major issue, he said, is that the FCC's interpretation of the law insures that anyone running for election can't resort to broadcast stations to communicate with the public on nonelection issues. "This is an outrageous example of government censorship," he said. Branch said he also had filed with the court a petition for a temporary restraining order seeking to prevent the FCC from enforcing the equal opportunities obligations until he has had a full hearing on the issues raised in his suit.

ered in the purchase agreement. "But that is a private matter," he said.

Originally, Affiliated had named the city of Houston as well as then-Mayor McConn as defendants, along with Gulf Coast. The city was voluntarily dismissed by Affiliated on June 23, 1982. And the appeals court held that while McConn was involved in the illegal conspiracy, he was entitled to a "qualified immunity" since it was not clear at the time the franchises were issued whether an antitrust violation occurred under the rule of reason when a city let franchises in an uncompetitive manner. It was also uncertain whether home rule cities were entitled to antitrust immunity.

Supreme Court decisions have since clarified those issues, Garza wrote. As a result, he said that while "currying political favor is the hallmark of a good politician and is neither illegal nor violative of the antitrust law," politicians should be advised: "In future cases involving franchise letting, when an elected official instigates, directs or actively participates in an illegal conspiracy designed to circumvent competition on the merits—when the state has not provided the city with an anticompetitive mandate—a reasonable man should know that such actions violate clearly established antitrust law." □

## Mandatory children's programming proposed

**Senator Lautenberg introduces bill that would make every TV station air an hour of material to educate children every Monday through Friday**

Senator Frank Lautenberg (D-N.J.) introduced legislation last week that would require every television broadcast station to carry "a minimum of one hour per day of programming specifically designed to enhance the education of children" on Monday through Friday. The proposed bill also orders the FCC to write regulations supporting that requirement within six months and to review the effectiveness of the law in four years. The proposed legislation is a companion to a measure introduced on the House side last October by Representative Tim Wirth (D-Colo.).

Co-sponsors of the Lautenberg bill include Senators Daniel K. Inouye (D-Hawaii), Claiborne Pell (D-R.I.), Howard Metzenbaum (D-Ohio) and Bill Bradley (D-N.J.). Lautenberg acknowledged at a press conference last week in New York that he had not begun to lobby other senators to back the proposal and that none had stepped forward to do so. The bill is likely to face a tough road before passage since both Senate Communications Subcommittee Chairman Barry Goldwater, whose subcommittee has immediate jurisdiction over the proposal, and Senate Commerce Committee Chairman

**On line.** The Senate Commerce Committee unanimously passed a House resolution (H. Con. Res. 321) that asks broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before the polls close. The resolution, which is nonbinding, was the subject of a hearing held by the committee two weeks ago (BROADCASTING, Aug. 6). At the markup, the resolution sailed through without opposition and is expected to move through the full Senate unopposed.

Robert Packwood have expressed rather strong disinclinations to support content regulation in the past.

Nevertheless, Lautenberg said he believes that broadcasters have not been living up to their obligation to adequately serve a sizeable portion of their audience—children—and that the only way to assure that children's needs are met is through legislation. "There is too little on the air to enhance the education of children," said Lautenberg, citing statistics that, on average, broadcasters carried only 4.4 hours per week of programming aimed at children in 1983, down from 10.4 hours in 1974. And, he added, in an age when "the FCC has gone soft on broadcasters, the solution comes with legislation."

Among those at the press conference in support of the bill was Dr. Victor C. Strasburger, of the American Academy of Pediatrics, and Peggy Charren, head of Action for Children's Television. Strasburger said that children watch an average of 25 hours of television a week and that therefore some quality "must be assured." He noted that while the commission has said time and time again that broadcasters have a duty to serve the unique needs of the child audience, "it has failed to enforce any of its own regulations that would meet this end."

ACT's Charren described the measures proposed in the Lautenberg bill as "the last hope" that children will be served adequately by broadcasters. While the networks are not specifically addressed in the bill, Charren submitted that they would feel pressure from affiliates to help them meet any required children's programming obligations. Affiliates would make a pitch, she said, something like, "we have to do this and you [the networks] have to help."

Broadcasters polled last week uniformly opposed the Lautenberg proposal, suggesting that even if there are some broadcasters not living up to their children's programming obligations, legislation is not the answer. First Amendment grounds were often cited, and most polled said that taken as a whole, the industry was sensitive to and meeting the program needs of children. Said Nolan Quam, president and general manager of KCCI-TV Des Moines, Iowa: "I don't disagree with the concern, but I think [the bill] is an overreaction" to the problem.

Alan Bell, vice president and general manager of KTVU(TV) Oakland, Calif., said that "children's programming is a matter of special concern and should be. But it should be left to the licensee's discretion" as to how best to meet those concerns. He said that perhaps there should be "broad guidelines," but not "the vise of a numerical quota."

George Schweitzer, CBS/Broadcast Group vice president, said CBS believes broadcasters should and do, as a rule, meet their obligations to the child audience. "We share the same interest [as Congress]," he

said, "in serving the young audience the best way we can. But we differ on the method."

Dick Block, a vice president with Metro-media, submitted that "any setting of content regulation is onerous," and would not be supported by the company. He said the intent of the Lautenberg bill was "laudable," but that it violated the First Amendment and "doesn't take into consideration the changing nature of the business—it's a quick fix to a myriad of problems." □

## Cooperation is the key word in preparations for space WARC

**Government indicates interest in relying on industry in planning for next year's Geneva conference**

The government and the private sector have had their differences in preparing for International Telecommunication Union-sponsored conferences in the past. But as the U.S. enters the final 12 months of preparation for the first of two sessions of a World Administrative Radio Conference on space services, there are signs of an eagerness, let alone willingness, by both sides to work together. The U.S.'s stake in the conference that will plan the use of space services is, they know, large.

Private sector representatives who had served on the U.S. delegation to a preliminary meeting in Geneva last month appeared genuinely upbeat after a debriefing at the State Department two weeks ago with Diana Lady Dougan, the State Department's coordinator for international communications and information policy, her boss, Under Secretary of State William Schneider, and Dean Burch, who will head the U.S. delegation to the conference next summer in Geneva. The attitude at the meeting, said one of the industry members, was "very positive." "I'm reasonably optimistic about what will be done over the next calendar year," said another.

It wasn't that the private sector representatives had no concerns. Rather, those in attendance said they felt comfortable in expressing the concerns they did have. Some were anxious about the lack of specific policy goals. Others complained about what they felt was the failure of the U.S. delegation to make greater use of technical information provided by members of the private sector. "Had we used that material more assiduously," one said, "we could have gotten more into the report [of the conference] that we wanted." And there was a general feeling the U.S. has no time to lose in getting into high

gear in its preparations.

As for the government officials, they appear to be receptive to all the help they can get. Burch is said to be interested in private sector participation, and to be considering methods available for obtaining it. Last week, Harold Kimball, executive director for the delegation to next year's WARC, suggested that such participation could be funneled through the FCC advisory committee on the Space WARC, which has already done a considerable amount of work. Its last meeting was in June, just before the Conference Preparatory meeting. Kimball said the commission will be asked to schedule the next meeting as early as possible, in the first or second week of September. At that meeting, Kimball said, representatives of the State Department and Commerce's National Telecommunications and Information Administration will participate in a discussion of "what needs to be addressed."

Private sector representatives will help develop U.S. positions as part of the delegation. And the State Department has begun work on identifying those who will be named. But since delegation members require White House clearance, the delegation is not expected to be named until the election is history and no longer occupies top presidential aides. (Burch himself, a former chairman of the Republican National Committee who has strong ties to the Reagan White House, will be spending a considerable amount of his time on the election campaign.) As a result, the State Department will be looking to the FCC advisory committee for private sector ideas. That committee, Kimball said, "will have to meet frequently

in the months ahead."

And Kimball has a list of projects to suggest it work on. He said a major question confronting the U.S. involves the services and frequencies it will propose be planned. "Key" issues involve the planning methods and planning principles to propose. The technical criteria underlying those methods and principles must be developed. Questions concerning the economic impact of new technology will have to be answered. And the government will want to know the attitude of the private sector regarding preferential treatment for "common user" systems, both global, like Intelsat, and regional, like Eutelsat. "All provide for a more efficient use of the orbit than do satellite systems serving individual countries," Kimball said. So should proposals for common user systems be given priority over those for systems of individual countries in gaining access to the orbital arc?

Meanwhile, Kimball has been pondering a solution to probably the most challenging question confronting the U.S. as it prepares for the Space WARC: How to meet the developing countries' demands for a "guarantee" of access to the orbital arc while, at the same time, providing the flexibility developed countries say is essential to permit the most efficient use of that arc and the accommodation of emerging technology. One idea contemplates a system somewhere between the existing method, under which a plan is developed as countries publicize their orbital needs and then coordinate those requirements with those of other countries, and a plan that assigns orbital slots to countries regardless of their immediate need for them.

The idea, as Kimball has discussed it with representatives of other countries as well as within the government, has a number of novel features.

It would call for the establishment of a panel of experts in each of the three regions of the world—Europe and Africa, the western hemisphere and Asia—that would review requirements and advise countries submitting them how they might best be met. In some cases, it might be a conventional satellite system. In others, it might be a regional system. In still others, it might not be a satellite at all; terrestrial microwave or undersea cable might be the most efficient means of meeting a requirement. "No country should limit itself to one technology for satisfying its requirements," Kimball said. And some countries, he said, "need to be better informed on their options."

Kimball believes the U.S. should put forward that and other ideas in discussions with other countries as part of its preparations for the conference. But he continues to make clear the U.S. accepts the idea—as it has been reluctant to do in the past—that, to have any chance of acceptance at the conference, planning proposals must include "some concept of a guarantee" (BROADCASTING, Aug. 6). If that concept is not "embedded in the proposal," he said, "it won't be embraced." □

## Patrick emphasizes importance of public safety communications

Public safety communication must be afforded priority status. So said FCC Commissioner Dennis Patrick before the Associated Public-Safety Communications Officers national conference in Cincinnati last week.

"The safety of life and property requires no less," Patrick said. "Where the life of a citizen or the life of an officer is at risk, the availability and the reliability of radio communications should not be an issue."

According to Patrick, the FCC can't ignore that some public safety officers "safeguard our streets" without the benefit of hand-held radios. "I strongly believe that the public safety industry must be encouraged to use modern technology, but I feel equally strong that public safety ought not to be the proving ground for untested technologies. Too much is at risk."

Patrick also said he thought that "providing for adequate public safety communications must be an essential, first priority in any overall spectrum allocation policy of the commission."

He added, however, that spectrum is scarce and that the commission must make some "very difficult" choices. "Our goal is to bring about that mix of allocations which maximizes the public interest. Public safety is a key element, but there are competing interests."

Patrick added that he expected the commission to act in September on the Los Angeles county sheriff's request for the reallocation of UHF TV channel 19 for public safety use in Los Angeles. □

## Washington Watch

**Primary victor.** Senator Nancy Kassebaum (R-Kan.), Commerce Committee member and part owner of five AM's and four FM's, ran unopposed in state primary last week. Kassebaum is seeking second term and will face Democrat James Maher in November. □

**Cuban list.** FCC has put together list calculating locations and operating powers of Cuban radio stations known to be operating on AM channels. U.S. broadcasters can use list to demonstrate they are suffering interference, that qualifies for compensation for upgrades under commission rules implementing Radio Broadcasting to Cuba Act. □

**Returned to sender.** FCC Mass Media Bureau has returned as unacceptable for filing about 7,000 of 25,000 low-power television applications submitted in response to massive cut-off list earlier this year (BROADCASTING, March 12). Barbara Kreisman, chief of FCC's LPTV branch, said applications were rejected after preliminary review revealed that they lacked required information, had internal inconsistencies, did not contain original signatures or were otherwise defective. □

**AM actions.** FCC has amended rules to implement plan for AM broadcasting adopted as part of final acts of Administrative Conference on AM Broadcasting held in Rio de Janeiro. It also launched rulemaking to explore full range of AM rule changes that might be needed under new international agreements. Among other things, it requested comment on proposal to allow AM stations to use any power level within applicable overall limits that would not cause interference instead of limiting AM's to specific power levels. It also proposed changes in technical procedures for making AM interference calculations; changes in standards, definitions and approaches used in AM allocations proceedings, and special consideration for Puerto Rico and Virgin Islands. □

**New procedures proposed.** FCC has proposed to permit use of direct reading radio frequency power meters to measure operating power at AM stations and to relax calibration procedures for RF power meters used for FM and aural TV transmitters.

# Books for Broadcasters/Cablecasters

## CREATING ORIGINAL PROGRAMMING FOR CABLE TV.

Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

**0-86729-043-9 \$29.95**

## COMMERCIAL FCC LICENSE HANDBOOK,

by H.F. Swearer and J.J. Carr. This book is more than a question-and-answer cram course, it's an in-depth study guide for the new General Radiotelephone Operators License which replaces the old Second and First Class Licenses. It's for anyone preparing for the test and for those who wish to up-grade their standing. In clear, precise language, the book is a reference library of theory and practical application for dozens of specialties, for everyone from service technicians to broadcast engineers. All you'll need to know to pass the test and then perform on the job is included: the basics of the law, solid state electronics, radar endorsement, etc. Also, complete data on the new FCC rule changes, requirements and privileges of the new license and why the FCC decided to do away with the old license is embraced in this thoroughly-revised study guide that has been proven a winner over the years. 392 pp.

**T51482 \$17.95**

## CABLECASTING PRODUCTION HANDBOOK,

by Joel Efrein. An introduction to cablecasting production for the novice, and a comprehensive handbook that will facilitate production for cable TV for those already in the field. Will help CATV planners, directors, and producers to make the right decisions in organizing a station and obtaining revenue through subscriptions, ad revenue, and programming. The author, a working pro, includes latest data about the on-going video technology revolution, and accurate and seasoned description of cable TV and its facilities, and a reminder throughout that TV works best when well-planned and well-produced. He tells how to use channel space... and how to do it right! His book is a clear roadmap that will help you avoid the common pitfalls that have trapped so many others. 210 pps., 44 illus.

**T5768 \$12.95**

## TELEVISION PRODUCTION HANDBOOK,

by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus.

**T51161 \$15.95**

## THE EXECUTIVE'S GUIDE TO TV AND RADIO APPEARANCES.

This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executive's Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communication skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executive's Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix.

**0-914236-53-9 \$14.95**

## HOW TO BE A DISC JOCKEY,

by Dan Ramsey. The complete manual on what a disc jockey really is—and isn't! If you want to be successful as a disc jockey, this is the book to have. Start off with a description of what it's all about, including great advice from three jocks who "made it." Then learn ways to increase your own chances of success, including advance planning and being adaptable. There's also info on developing an on-air personality, how to develop your voice and communication skills, how to be persuasive and how to speak "naturally" on a program. You also find out how to produce a radio show, how to put together a music programming format, how to conduct a survey, and how to produce radio commercials. And since a radio station is not a one-man operation, you'll also learn how to work with engineers, sales and traffic personnel, managers and others. This book shows you what it really takes to be a DJ and how you can achieve that goal. 224 pppp., 63 illus.

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## VIDEO USER'S HANDBOOK, 2nd Edition.

A thorough hands-on manual for all levels of TV production to help you get more effective use out of your video equipment. Peter Utz outlines many new and creative ideas for getting truly professional results with even the most basic video set-up. It not only teaches you how to solve the simple problems that can arise, but also enables you to avoid the large ones. You get complete descriptions, and instruction in the use of all kinds of studio machinery, not to mention information on audio, lighting, editing and graphics. This book is packed with diagrams, photographs, TV screen reproductions, even cartoons, all designed to sort out and simplify the huge variety of situations that can arise in a television studio. 500 pages, index, illus., appendices, bibliography.

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## CTAM convention to probe keys in marketing

**Over 1,000 expected for four-day conference in New York**

Marketing is the new watchword in the cable industry, according to recent pronouncements of cable executives. So it is appropriate that the theme of the Cable Television Administration and Marketing Society meeting at the Waldorf-Astoria in New York this week will be "Focus on Critical Success Factors." Over 1,000 people are expected to attend the four-day conference, which includes two full days of sessions.

Dean Waite, CTAM's executive director, said that currently over 50% of the 1,230 members are system operators. He added that others included a "substantial" number of programming people and a scattering of advertising agencies, guide publishers and consultants. "Generally the people who come to the conference are the higher echelon of cable operators involved in marketing," Waite said.

Monday's sessions open with an exploration of marketing from the point of view of four noncable marketing experts. Making presentations, via videotape, will be Wil-

liam Marriott, chairman of Marriott Hotels; Tom Oliver, senior vice president of marketing for Federal Express; Jennifer Flington, senior vice president, marketing, American Medical International (Los Angeles-based hospital holding company), and Tom Plaskett, senior vice president of marketing at American Airlines. Discussing the relevance of their experiences to the cable operator will be CTAM President Edward Bennett, who is also executive vice president and chief operating officer, Viacom Cable; conference co-chairman, Charles Townsend, vice president, marketing, United Cable Television Corp., and Dr. Chris Lovelock, associate professor, services marketing, Harvard University.

Monday's luncheon speaker will be Larry Light, executive vice president, client services, Ted Bates Co. Afternoon breakout sessions titles include "Customer Satisfaction Standards: What Are They?," "Ancillary Opportunities: Are We Leaving Money on the Table?" and "Divide to Conquer: Segmenting Your Market for Maximum Results."

On Tuesday morning, conference chair-

man Gary Weik, president of Harte-Hank Cable, will moderate a discussion by three top MSO executives, each talking about marketing factors he considers critical. Discussants will be Trygve Myhren, chairman and chief executive officer, American Television and Communications; Amos Hosteter, president and chief executive officer, Continental Cablevision, and Jack Clifford, chairman and chief executive officer of Colony Communications.

The CTAM Grand Tam award, last year presented to Bill Daniels, chairman, Daniel & Associates, will be one of many awards presented at Tuesday's luncheon. New this year are CTAM's awards for excellence in cable marketing—28 will be given. There were 817 entries submitted, each representing a marketing campaign.

Following the Tuesday afternoon breakout sessions will be an evening reception and party in the grand ballroom of the Waldorf-Astoria, where the convention is being held.

The conference will conclude Wednesday morning with Dr. Kenneth Bernhardt, visiting associate professor at Harvard, presenting a CTAM-commissioned study, "Effective Retention Marketing Techniques in Cable Television." □

### Early Summer Sales\*

WUTV (TV)	Buffalo, New York	\$15,200,000
WZEW-FM	Fairhope, Alabama	\$ 675,000
KTOK/KJYO-FM	Oklahoma City, Oklahoma	} \$26,000,000
WELI (AM)	New Haven, Connecticut	
WQUE AM-FM	New Orleans, Louisiana	
	and Oklahoma News Network	
WATM/WSKR	Atmore, Alabama	\$ 2,900,000
KKNU (FM)	Fresno, California	\$ 2,650,000
WSLR/WKDD	Akron, Ohio	\$ 8,900,000
WHAL/WYCQ	Shelbyville, Tennessee	\$ 945,000
WKTZ AM-FM	Jacksonville, Florida	\$ 3,500,000

\*All subject to FCC approval.

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8/13/84

## Politicians and their love-hate relationship with political ads on TV

**Many have mixed feelings, but most see commercials as most effective means of influencing voters**

To politicians, political advertising on television adds little to the luster of the American political system. It reinforces voters' tendencies to judge politicians more on their celebrity status and personality than on their platforms, and it is creating a compliant, inactive voter. Yet they regard television as the most effective medium for getting their message across to the voter and say they will use it as their primary advertising vehicle in the future.

Those mixed feelings regarding politicians' use of television as an advertising medium were disclosed in a survey conducted by Vitt Media International Inc., an independent media buying and planning firm, in collaboration with St. John's University. "Behind the Camera: Politicians' Views of Political Advertising" is the report that was based on 101 responses to a detailed ques-

# Changing Hands

## PROPOSED

**WPGR(AM)-WSNI-FM Philadelphia; WPIT-AM-FM Pittsburgh; WPXY-AM-FM Rochester, N.Y., and WNYS-AM-FM Buffalo, N.Y.** □ Sold by Associated Communications Corp. to Pyramid Broadcasting for \$29.5 million, comprising \$20 million cash and remainder in note. **Seller** is publicly traded Pittsburgh-based cellular telephone manufacturer and station group owning six AM's and five FM's. It is headed by Jack N. Berkman, chairman, and Myles P. Berkman, president. It will retain WTYM(AM) Tampa, Fla., and WSTV(AM)-WRKY-FM Steubenville, Ohio. **Buyer** is Medford, Mass.-based owner of WXKS-AM-FM Boston (licensed to Medford). It is headed by Richard M. Balsburgh, CEO. WPGR (formerly WSNI) is daytimer on 1540 khz with 50 kw. WSNI-FM is on 104.5 mhz with 50 kw and antenna 1,008 feet above average terrain. WPIT is daytimer on 730 khz with 5 kw. WPIT-FM is on 101.5 mhz with 19 kw and antenna 520 feet above average terrain. WPXY is on 1280 khz full time with 5 kw. WPXY-FM is on 97.9 mhz with 50 kw and antenna 456 feet above average terrain. WNYS is daytimer on 1120 khz with 1 kw. WNYS-FM is on 104.1 mhz with 50 kw and antenna 390 feet above average terrain.

**KOAM-TV Pittsburg, Kan.-Joplin, Mo.** □ Sold by Mid-Continent Telecasting to Mid-Atlan-

tic Communications Inc. for \$12 million cash. **Seller** is principally owned by Lester L. Cox and Francis Baxter. It has no other broadcasting interests. **Buyer** is principally owned by Thomas H. Draper. It also owns WBOC-TV Salisbury, Md. KOAM-TV is CBS affiliate on channel 7 with 316 kw visual, 63.1 kw aural and antenna 1,092 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**KTON-AM-FM Belton, Tex.** □ Sold by TETCO Inc. to Center City Communications Inc. for \$1 million cash. **Seller** is principally owned by Tom E. Turner and family. They also own KBUC-AM-FM San Antonio, KXOL(AM) Fort Worth and KRYS(AM)-KBCB(FM) Corpus Christi, all Texas. **Buyer** is equally owned by Ken G. Williams and Garlyn O. Shelton. Williams is former owner of KZIP(AM) Amarillo, Tex. ("For the Record," Oct. 24, 1983). Shelton is automobile dealer in Killeen, Tex. They have no other broadcast interests. KTON is daytimer on 940 khz with 1 kw. KTON(FM) is on 106.3 mhz with 950 w and antenna 490 feet above average terrain.

**WIXN-AM-FM Dixon, Ill.** □ Sold by Gazette Printing Co. to Sauk Broadcasting Corp. and Goetz Broadcasting Corp. for approximately \$640,000 cash. **Seller** is owned by Robert W. Bliss (31%), Sidney H. Bliss (50%) and Crandell W. Bliss (19%). It also owns

June 1, 1984

## Getz Communications, Inc. operator of WTRX Radio, Flint, Michigan

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WCLO(AM)-WJVL(FM) Janesville, Wis.; WBKV-AM-FM West Bend, Wis.; WJMC-AM-FM Rice Lake, Wis.; WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., and KIVJ(AM)-KURO(FM) Huron, S.D. It also publishes newspapers in Oklahoma City and Colorado Springs, and *The Farmer-Stockman* magazine. **Buyers** are owned by Nathan Goetz (30%); his brother, Robert (30%); John H. Hackman (32%), and two others owning 4% each. They also own WRBD(AM)-WNFM(FM) Reedsburg, Wis. and WDLB(AM)-WSJY(FM) Fort Atkinson, Wis. Goetz brothers also own chain of movie theaters with same name. WIXN is daytimer on 1460 khz with 1 kw. WIXN-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain.

**WINH(AM)-WGMB(FM) Georgetown, S.C.** □ Sold by Harry R. Fogel to Rawley Communications Corp. for \$600,000, comprising \$275,000 cash, and remainder note including \$100,000 noncompete agreement. **Seller** has no other broadcast interests. **Buyer** is equally owned by David A. Rawley and his sons, Joseph and David. They own WJYR(FM) Myrtle Beach, S.C., and WJYW(FM) Southport, N.C. They also have applications for new FM's in Anchorage and Christiansted, V.I., and LPTV in Myrtle Beach. WINH is daytimer on 1470 khz with 1 kw. WGMB is on 97.7 mhz with 3 kw and antenna 180 feet above average terrain.

**WSIR(AM) Winter Haven, Fla.** □ Sold by Leopold Broadcasting Inc. to WHF Associates for \$465,554.41, comprising \$100,000 cash and remainder note. **Seller** is owned by estate of Paul Leopold. **Buyer** is principally owned by Alfred E. Anscombe; his daughter, Susan; Anthony J. Renaldo, and six others. Principals also have interest in applications for two new AM's in Thonotossas, and Lake Mary, new FM in Vero Beach, all Florida, and LPTV's in Roanoke and Virginia Beach, both Virginia. Anscombe is former executive VP of Metropolitan Broadcasting (forerunner of Metromedia), one-time owner of WKBW-AM-TV Buffalo, N.Y., and cable systems in New York. Renaldo is attorney with offices in Buffalo and Winter Haven, Fla. Susan Anscombe will be chief of operations at station. WSIR is on 1490 khz with 1 kw day and 250 w night.

**WFNE(FM) Forsyth, Ga.** □ Sold by P.O.S. Radio Inc. to Mason Broadcasting Inc. for \$425,000, comprising \$175,000 cash and

remainder note. **Seller** is owned by Lawrence R. Picus, who also owns WENR(AM) Englewood, Tenn., and has interest in application for new FM in Kingsland, Ga. **Buyer** is owned by Joseph C. Mason (70%); his sister, Sandra Mason (15%), and Larry K. Butler (15%). Mason is watch supervisor for Forsyth police department. He is former station manager of WTOV-AM-FM Valdosta, Ga., and former general manager of WTUF(FM) Thomasville, Ga. Butler is Forsyth attorney. They have no other broadcast interests. WFNE is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WBYC(FM) Biddeford, Me.** □ Sold by Hoy Communications Corp. to Universal Broadcasting Inc. for \$400,000. **Seller** is owned by Caroline Hoy (80%) her son, Frank Hoy, and other family members. They are also selling WIDE(AM) Biddeford, Me. (see below), and will have no other broadcast interests. **Buyer** is owned by Al Herskovitz and Danny Lennon. Herskovitz is executive vice president of Mystic/Stonington Broadcasting, owners of WASY(AM) Gorham, Me., and WFAN(FM) Stonington, Conn. WBYC is on 94.3 mhz with 3 kw and antenna 170 feet above average terrain. *Broker: Bob Kimel's New England Media Inc.*

**WUFO(AM) Amherst, N.Y.** □ Sold by Sheridan Broadcasting Corp. to Buffalo Ethnic Broadcasting Inc. for \$400,000 cash. **Seller** also owns Sheridan Broadcasting Network, radio network of 105 stations. It is owned by Glenn Mahone, who also owns WAMO-AM-FM Pittsburgh and WJYL(FM) Jefferson, Ky. **Buyer** is owned by Stanley J. Jasinski. He is program producer at WXRL(AM) Lancaster, N.Y. WUFO is daytimer on 1080 khz with 1 kw. *Broker: Blackburn & Co.*

**WBHN(AM) Bryson City, N.C.** □ Sold by Ron Broadcasting Inc. to Starcast South Inc. for \$355,000, comprising \$40,000 cash and remainder note. **Seller** is owned by Robert O. Noel, who has no other broadcast interests. **Buyer** is equally owned by Jack I. Mullen; his son, Jack I. Mullen II; Curtis E. Durst, and William P. Kelly. It also owns WKLP(AM)-WQZK(FM) Keyser, W.Va. Mullen and Durst own 50% of WBTQ(FM) Buckhannon, W.Va. WBHN is daytimer on 1590 khz with 500 w.

**WULT-TV New Orleans** □ Sold by New Orleans Channel 20 Inc. to Le Sea Broadcasting Inc. for no more than \$250,000. Station

is not on air. **Seller** is owned by William A. Shelton, William G. Baker, Phillip Y. Hahr Malcom Glazer, and his wife, Linda, Car Brasley and Robert H. Hines. Hines has interest in applications for three LPTV's. Glazer owns WTWO-TV Terre Haute, Ind. KQTV(TV) St. Joseph, Mo., and WRBL(TV) Columbus, Ohio, and is permittee for LPTV in Terre Haute. He also has interest in applications for five new TV's. **Buyer** is Leste Sumrall, who also owns WHME-FM-TV Sout Bend, Ind., and WHMB-TV Indianapolis. WULT is on channel 20 with 5,000 kw visual 500 kw aural, and antenna 1,049 feet above average terrain.

**WIDE(AM) Biddeford, Me.** □ Sold by Hoy Communications Corp. to Biddeford Communications Inc. for \$200,000. **Seller** is owned by Caroline Hoy and family. They are also selling WBYC(AM) Biddeford, Me. (see above). **Buyer** is owned by Thomas Blac III, who has no other broadcast interests. WIDE is daytimer on 1400 khz with 1 kw. *Broker: Bob Kimel's New England Media Inc.*

**WDAX-AM-FM McRae, Ga.** □ Sold by John Davidson to Albert P. Hopkins Jr. for \$200,000, comprising \$50,000 cash and remainder note. **Seller**, with his wife, Margaret, owns WLOP(AM)-WIFO-FM Jesup, Ga. and with his brother, Gary, owns WKDK(AM) WWT-FM Kingstree, S.C., and WMVG(AM) WKZR-FM Milledgeville, Ga. **Buyer** is certified public accountant with McRae, Ga. firm of Hopkins, Nichols & Associates. H has no other broadcast interests. WDAX is daytimer on 1410 khz with 1 kw. WDAX-FM is on 95.3 mhz with 3 kw and antenna 30 feet above average terrain.

**WNIZ(AM) Zion, Ill.** Sold by Northern Illinois Broadcasting Co. to Lake County Broadcasting Co. for \$200,000 cash. **Seller** is owned by William Florian. It also owns WNIB(FM) Chicago and WNIZ(FM) Zion, Ill. **Buyer** is owned by Joseph S. Wrona, Waukegan, Ill., travel agent with no other broadcast interests. WZIN is daytimer on 1500 khz with 500 w.

**WHIN(AM) Gallatin, Tenn.** □ Sold by Sumner County Broadcasters Inc. to WHIN Inc. for \$200,000, comprising \$60,000 cash and remainder note. **Seller** is owned by Ronald L. Bledsoe. It also owns WWKX(FM) Gallatin which has been sold subject to FCC approval ("Changing Hands," April 9). **Buyer** is equally owned by Jackie W. Williams, Set H. Sparkman Jr. and Louis M. Anzek. Williams is general manager of WHIN. Sparkman is associate professor at Volunteer State Community College and is station manager at noncommercial WVCP(FM) Gallatin, Tenn. Anzek is vice president of programming at WWKX(FM) Gallatin. WHIN is daytimer on 1010 khz with 5 kw.

**System serving Hamilton, N.J.** □ Sold by Hamilton Cable Associates to TKR Cable Co. for approximately \$18 million. **Seller** is headed by Mitchell Kleinhandler. **Buyer** is joint venture of Knight Ridder Newspaper Inc., publicly traded Miami-based station group owner of six TV's, and publisher of 4 newspapers, and Telecommunications Inc. publicly traded Denver-based MSO, owner

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systems serving 2.2 million subscribers. TKR Cable Co. is headed by Paul Freas, general manager. It operates cable systems in New Jersey and New York. System passes 30,000 homes with 18,000 basic subscribers and 193 miles of plant.

**System serving Plantation, and portions of Broward county, Fla.** □ Sold by Group W Cable to American Cable Systems of Florida for approximately \$8 million. **Seller** is New York-based subsidiary of Westinghouse Electric Corp., which owns Westinghouse Broadcasting & Cable, station group of six AM's, five FM's and six TV's and MSO operating 140 systems. Cable division is headed by Burton B. Staniar, president and CEO. **Buyer** is publicly traded Beverly, Mass.-based MSO operating 16 systems. It is headed by Steven B. Dodge, president. System passes 13,000 homes with 7,600 subscribers and 153 miles of plant.

**System serving Fort Collins and portions of Larimer county, Colo.** □ Sold by Foothills Communications Ltd. to Kiva Cable Communications for approximately \$2,075,000 through assumption of liabilities. **Seller** is principally owned by Jack Yeckel and his brother, John. They control Concept West Inc., Colorado-based cable construction firm. They have no other cable ownership interests. **Buyer** is principally owned by William S. Sanders who owns KKZZ(AM)-KOTE(FM) Lancaster-Palmdale and KKBZ-AM-FM Santa Paula, both California, and KPER(FM) Hobbs, N.M. He has also purchased KHEI(AM) Kihei and KVIB(FM) Makawao, Hawaii, subject to FCC approval ("Changing Hands," July 30). He had interest in KVKM(AM)-KGEE(FM) Monahans, Tex., and KDHI(AM)-KQYN(FM) Twentynine Palms, Calif., which were recently sold ("Changing Hands," April 9, April 16). This is Sanders' first cable acquisition. System passes 20,701 homes with 11,154 subscribers and 200 miles plant. *Broker: Chapman Associates.*

*Chapman Associates was the broker in sale of KHEI(AM) Kihei and KVIB(FM) Makawao, Hawaii.*

*For other proposed and approved sales see "For the Record," page 74.*

## Daytime dispute is resolved

**DBA and ABES come to settlement on technical standards for new post-sunset operation by daytimers**

A long disagreement between the Daytime Broadcasters Association and the Association of Broadcast Engineering Standards over the FCC's decision to expand the hours of operation for daytimers officially ended last week when the groups announced they had settled their differences. The two associations reached an agreement on post-sunset power specifications for daytimers. The DBA-ABES compromise is part of a joint motion filed last week at the FCC, asking for modifications in an earlier commission decision on the matter.

The agreement also paves the way for a



**Peace makers.** Putting their signatures to the joint motion filed at the FCC by the Daytime Broadcasters Association and the Association of Broadcast Engineering Standards on post-sunset power specifications for AM daytimers are (seated, l-r): Gregg Skall of Baker & Hostetler, and William Potts Jr. of Haley, Bader & Potts and ABES general counsel. Standing, l-r, are: Eddie Fritts, National Association of Broadcasters president, and Wallace Johnson, ABES president and executive secretary.

The agreement means that the last obstacle to a proposed merger between the NAB and the DBA has been removed.

merger between the National Association of Broadcasters and the DBA. The proposed merger between the two was put on hold until the debate over daytimer hours was set-

led (BROADCASTING, June 18).

Details of the FCC filing by DBA and ABES were revealed during a press conference at the NAB. Under the agreement, daytimers could retain local post-sunset operating hours from sunset to 6 p.m., but, power levels would be based on the diurnal curve values for one half-hour, one hour and two hours after sunset with minimum power levels established to insure adequate service.

NAB President Eddie Fritts, who was credited by DBA and ABES officials for playing an instrumental role in bringing the groups together, said the filing represented a "historic day for radio." The agreement appears to satisfy the concerns of full-time Class III (mostly regional) AM stations that feared that increasing daytimers hours after sunset would result in severe interference.

William Potts, of Haley, Bader & Potts, Washington, and ABES general counsel, said about one-third of the full-time stations would experience some interference. Nevertheless, he said, the compromise was a "net improvement" over the commission's decision. "It's a compromise I think we can live with," Potts said.

The proposal was equally acceptable to the daytimers, said DBA attorney Gregg P. Skall of Baker & Hostetler. Both the DBA and ABES boards, Skall noted, endorsed the agreement. He stressed that the compromise would reduce interference and affect only a small portion of any full-time station's coverage area.

Last September, the FCC ruled that Class III daytimers could operate post-sunset with

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up to 500 w, to be reduced if necessary to prevent interference to full-timers. Later, however, DBA filed a petition for partial reconsideration and asked that "periodic recalculations of power be permitted." Furthermore, DBA asked that all Class II daytimers be permitted to operate until 6:30 p.m. at a minimum of 500 w.

In April, the FCC modified its decision and devised a plan to calculate operating power "from local sunset to 6 p.m., local time, based on the sunset-plus-30-minutes point of the diurnal curve, rather than the end of the two-hour post-sunset period." Also, it established a minimum power of

100 w until 6 p.m. for Class III daytime stations. That time ABES filed a petition for reconsideration.

According to a joint statement by DBA and ABES, "Under the compromise, however, the sunset-plus-half-hour values would be used for the first 30 minutes of operation after sunset. At that point, the daytimer will reduce power to the level required by use of the diurnal curve values for sunset plus one hour. At sunset plus one hour a further power reduction based on the sunset-plus-two-hours diurnal curve values will be required. Throughout the period from sunset to 6 p.m., all post-sunset operations by daytimer

Class III stations would be subject to minimum power levels of 50 w, 75 w or 100 w depending on the power levels calculated on the basis of the diurnal curves."

However, the filing notes, that until an agreement is reached with Mexico on post sunset operating hours for daytime-only stations, post-sunset operating authority won't be allowed past 6 p.m. The prospects of the FCC approving the DBA-ABES agreement seemed good. At the press conference DBA-ABES said FCC Mass Media Bureau Chief James McKinney had assured them the commission would give the proposal "prompt consideration."

## For the Record

As compiled by BROADCASTING, Aug. 1 through Aug. 8, and based on filings, authorizations and other FCC actions.

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

Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

#### Applications

■ WCOV(AM) Montgomery, Ala. (1170 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from WCOV Inc. to

Good News Broadcasting Co. for \$125,000 cash. Seller is principally owned by J. Douglas Gray, Jean A. Bell, William B. Gess and five others. They also own WLEX-TV Lexington, Ky. Buyer is owned by Gary L. Acker, who owns KWAS(AM) Amarillo, KPAS(AM) Fabens and KFIX(AM) Laredo, all Texas. He also owns 60% of WROS(AM) Jacksonville, Fla. Filed Aug. 1.

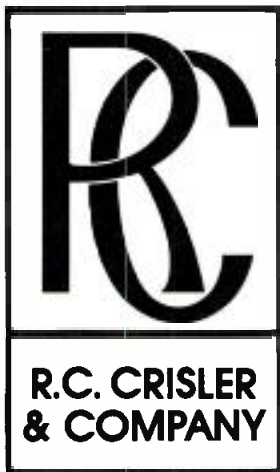
■ KHSP(AM) [CP] Hesperia, Calif. (910 khz; 1 kw-E; 250 w-N)—Seeks assignment of license from Hesperia Valley Broadcasting Inc. to Kenneth B. Orchard for \$30,500 comprising \$500 cash and remainder note. Seller is principally owned by Abbot E. Paine. It has no other broadcast interests. Buyer owns KVVQ(FM) Victorville, Calif., an 80% of KLLY(FM) Oildale, Calif. Filed Aug. 3.

■ KYOU(AM)-KGRE(FM) Greeley, Colo. (AM: 1451 khz; 1 kw-D; 250 w-N; FM: 92.5 mhz; 25 kw; HAAT: 471 ft.)—Seeks transfer of control of O'Kieffe Broadcasting Co. from Swab-Fox Companies Inc. to The Tribune Co. for no consideration. Transaction is merger between two companies, while Tribune stockholders will acquire majority interest there will be no change in management. Seller is subsidiary of privately held, Tulsa, Okla.-based firm headed by Robert J. Swab, chairman, and G. Douglas Fox, president. It has no other broadcast interests. Buyer is owned by Jenkin Lloy Jones and family. It publishes *The Tulsa Tribune*, and has no other broadcast interests. Filed Aug. 3.

■ WSIR(AM) Winter Haven, Fla. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Leopold Broadcasting Inc to WHF Associates Ltd for \$465,554.41, comprising \$100,000 cash and remainder note. Seller was formerly owned by Paul Leopold, deceased. An app. to transfer control to trust has been filed concurrently. Buyer is principally owned by Alfred E. Ansoncombe; Anthony J. Renaldo; his daughter, Susan, and six others. Principals also have interest in app.'s for two new FM's, one new AM and one LPTV. Ansoncombe is former executive VP of Metropolitan Broadcasting (now Metromedia), former owner of WKBW-AM-TV Buffalo and cable systems in New York. Renaldo is attorney with offices in Buffalo and Winter Haven. Susar Ansoncombe will be chief of operations at station. Filed Aug. 1.

■ WFNE(FM) Forsyth, Ga. (100.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from P.O.S. Radio Inc. to Mason Broadcasting Inc. for \$425,000, comprising \$175,000 cash and remainder note. Seller is owned by Lawrence R. Picus, who also owns WENR(AM) Englewood, Tenn., and has interest in app. for new FM in Kingsland, Ga. Buyer is owned by Joseph C. Mason (70%); his sister, Sandra Mason (15%), and Larry K. Butler (15%). Mason is watch supervisor for Forsyth police department. He is former station manager of WTOV-AM-FM Valdosta, Ga., and former general manager of WTUF(FM) Thomasville, Ga. Butler is Forsyth attorney. They have no other broadcast interests. Filed Aug. 4.

■ WDAX-AM-FM McRae, Ga. (AM: 1410 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from John Davidson to Albert P. Hopkins Jr. for \$200,000, comprising \$50,000 cash and remainder note. Seller, with his wife, Margaret, owns WLOP(AM)-WIFO-FM Jesup, Ga., and with his brother, Gary, owns WKDK(AM)-WWKT-FM Kingstree, S.C., and WMVG(AM)-WKZR-FM Milledgeville, Ga. Buyer is CPA with McRae, Ga., firm of Hopkins, Nichols & Associates. He has no other broadcast interests. Filed July 30.



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**Accepted**

- KENY (101.7 mhz) Soldotna, Alaska—Seeks CP to change TL and change HAAT to 269 ft. App. Aug. 3.
- KOHL (89.3 mhz) Fremont, Calif.—Seeks CP to change existing class D 10 w facility to minimum Class A 100 w facility. App. Aug. 6.
- KKG0 (105.1 mhz) Los Angeles—Seeks CP to change ERP to 17.6 kw and change HAAT to 2,886.4 ft. App. Aug. 3.
- \*KSMC (89.5 mhz) Moraga, Calif.—Seeks CP to change ERP to 800 kw and change HAAT to 80 ft. App. Aug. 3.
- WSEA (93.5 mhz) Georgetown, Del.—Seeks CP to change ERP to 2.63 kw. App. Aug. 3.
- WYNF-FM (94.9 mhz) Tampa, Fla.—Seeks mod. of lic. to change SL to 9720 Executive Center Dr., St. Petersburg, Fla. App. Aug. 3.
- WFOX (97.1 mhz) Gainesville, Ga.—Seeks CP to change height of aux. ant. by 34 ft.; change ERP to 84 kw, and change HAAT to 1,471 ft. App. Aug. 3.
- KOKU (100.3 mhz) Agana, Guam—Seeks CP to change ERP to 5 kw and change HAAT to 850 ft. App. Aug. 3.
- New (103.9 mhz) Spirit Lake, Iowa—Seeks CP to change TL. App. Aug. 3.
- WFOV (102.3 mhz) Petersburg, Ind.—Seeks MP to change HAAT to 321 ft. App. Aug. 3.
- KLFQ (106.1 mhz) Lyons, Kan.—Seeks CP to change HAAT to 333 ft. App. Aug. 3.
- WHMD (107.1 mhz) Hammond, La.—Seeks CP to change TL and change ERP to 3 kw. App. Aug. 3.
- WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Seeks CP to change HAAT to 478 ft. App. Aug. 3.
- KDOG (96.7 mhz) North Mankato, Minn.—Seeks CP to change ERP to 460 kw and change HAAT to 744 ft. App. Aug. 3.
- KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL and change HAAT to 1,009 ft. App. Aug. 3.
- WTHP (98.3 mhz) Thomasville, N.C.—Seeks CP to change TL. App. Aug. 3.
- WLTW (106.7 mhz) New York—Seeks CP to change ERP to 7.76 kw. App. Aug. 3.
- WBLZ (103.5 mhz) Hamilton, Ohio—Seeks CP to install aux. sys. App. Aug. 3.
- \*WOBC-FM (91.5 mhz) Oberlin, Ohio—Seeks mod. of ic. to install new transmission sys. App. Aug. 3.
- KJOJ (106.9 mhz) Conroe, Tex.—Seeks CP to change HAAT to 1,474 ft. App. Aug. 3.
- WANV (99.7 mhz) Staunton, Va.—Seeks CP to change ERP to 1.3 kw and specify different DA sys. App. Aug. 3.
- WSTX-FM (100.3 mhz) Christiansted, V.I.—Seeks CP to change ERP to 38.6 kw. App. Aug. 3.
- WKTT (103.1 mhz) Cleveland, Wis.—Seeks CP to change SL to 4 miles from Cleveland at 8950 County F, Newton, Wis., at the crossroads of F and South Union Rd. App. Aug. 3.
- WJLW (95.9 mhz) Deperre, Wis.—Seeks CP to change HAAT to 328 ft. App. Aug. 3.
- WRHN (107.9 mhz) Rhinelander, Wis.—Seeks CP to change freq. to 100.3 mhz. App. Aug. 3.
- KOTB (106.3 mhz) Evanston, Wyo.—Seeks CP to change TL; change ERP to 1 kw, and change HAAT to 1,446 ft. App. Aug. 3.

**TV's**

**Accepted**

- WETG (ch. 61) Hartford, Conn.—Seeks CP to install aux. ant.; change ERP to vis. 2,730.6 kw, aur. 546.1 kw; change HAAT to 995.3 ft.; change ant., and change TL. App. Aug. 7.
- WTJR (ch. 16) Quincy, Ill.—Seeks MP to change HAAT to 994.45 ft. and change TL. App. Aug. 6.
- WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Aug. 6.
- WZTZ-TV (ch. 66) Marlborough, Mass.—Seeks MP to change main SL to outside community of license and authorize remote control from main SL.
- WTZA (ch. 63) Kingston, N.Y.—Seeks MP to operate on channel 62; change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,930 ft., and change ant. App. Aug. 2.
- WDAY (ch. 6) Fargo, N.D.—Seeks CP to install aux. transmitter and ant. App. Aug. 3.
- \*KOED-TV (ch. 11) Tulsa, Okla.—Seeks MP to change

ERP to vis. 291.7 kw, aur. 29.2 kw and change HAAT to 1,713 ft.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install aux. ant.; change ERP to vis. 1,281 kw, aur. 138 kw; change HAAT to 1,487 ft.; change ant., and change TL. App. Aug. 7.

■ \*KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 9.2, aur. 1.7 kw and change HAAT to 438 ft. App. Aug. 6.

■ WCBI-TV (ch. 4) Columbus, Miss.—Seeks CP to change HAAT to 1,996 ft.; change TL; change ERP to vis. 100 kw, aur. 10 kw, and change ant. App. Aug. 6.

**Grants**

**AM's**

- WZZX (780 khz) Lineville, Ala.—Granted app. to change freq. to 780 khz and change power to 5 kw. Action July 26.
- KJNP (1170 khz) North Pole, Alaska—Dismissed app. to make changes in ant. sys. and change from DA to non-DA. Action July 27.
- KTRT (1400 khz) Truckee, Calif.—Granted app. to make changes in ant. sys. and change TL. Action July 27.
- WNLK (1350 khz) Norwalk, Conn.—Granted app. to make changes in standard pattern. Action July 27.
- KICD (1240 khz) Spencer, Iowa—Granted app. to change location of aux radiator. Action July 26.
- WFKB (1180 khz) Florence, Ky.—Granted app. to change TL. Action July 30.
- WSRO (1470 khz) Marlborough, Mass.—Granted app. to increase day power to 5 kw and change TL. Action July 27.
- KYKK (1110 khz) Humble, N.M.—Returned app. to change city of lic. Action July 31.
- KISK (1550 khz) Reno—Granted app. to change TL. Action July 30.
- WCXN (1170 khz) Claremont, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 26.
- WAAV (980 khz) Leland, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 25.
- WARV (1590 khz) Warwick, R.I.—Granted app. to change TL. Action July 30.
- WMSO (640 khz) Collierville, Tenn.—Granted app. to operate former main transmitter as aux. Action July 26.
- WWRC (980 khz) Washington—Granted app. to change SL to 8121 Georgia Ave., Silver Spring, Md. Action July 19.

■ WYCB (1340 khz) Washington—Granted app. to change TL. Action July 26.

■ WOMT (1240 khz) Manitowoc, Wis.—Dismissed app. to construct new ant. and change TL. Action July 11.

**FM's**

- KCIZ (104.9 mhz) Springdale, Ariz.—Granted app. to change TL; change ERP to 0.94 kw; change HAAT to 494 ft., and make changes in ant. sys. Action July 19.
- KCMJ-FM (92.7 mhz) Indio, Calif.—Granted app. to change ERP to 0.65 kw and change HAAT to 578 ft. Action July 25.
- \*KRZA (88.7 mhz) Alamosa, Colo.—Granted app. to change ERP to 7 kw and change HAAT to 2,393 ft. Action July 19.
- \*WWEB (89.9 mhz) Wallingford, Conn.—Dismissed app. to make changes in ant. sys.; change freq. to 98.1 mhz; change transmitter, and change ant. Action July 26.
- WAFK (106.3 mhz) Clewiston, Fla.—Granted app. to change TL; change ERP to 0.058 kw, and change HAAT to 599 ft. Action July 19.
- WWLV (94.5 mhz) Daytona Beach, Fla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 472 ft., and make changes in ant. sys. Action July 19.
- \*WQCS (89.1 mhz) Fort Pierce, Fla.—Granted app. to change freq. 88.9 mhz; change transmitter, transmission line and ant.; change ERP to 100 kw, and change HAAT to 449 ft. Action July 23.
- WPLC (106.3 mhz) Marathon, Fla.—Granted app. to change TL and change HAAT to 126 ft. Action July 26.
- WAJX (98.3 mhz) Titusville, Fla.—Dismissed app. to make changes in ant. sys.; change TL; change type of transmitter; change type of ant.; change ERP to 2 kw; change HAAT to 355 ft., and change TPO. Action July 21.
- \*WRAS (88.5 mhz) Atlanta—Dismissed app. to change site of ant. and change ant. height due to change in site elevation. Action July 23.
- WWEV (91.5 mhz) Cumming, Ga.—Granted app. to change ERP to 8.91 kw; change HAAT to 965 ft., and make changes in ant. sys. Action July 26.
- WQTU (102.3 mhz) Rome, Ga.—Granted app. to change ERP to 0.44 kw and change HAAT to 804 ft. Action July 26.
- WAEV (97.3 mhz) Savannah, Ga.—Granted app. to change HAAT to 991.5 ft. Action July 25.
- KLCE (97.7 mhz) Blackfoot, Idaho—Returned app. to change TL; change ERP to 100 kw; change HAAT to 1,513 ft., and change freq. to 97.3 mhz. Action July 19.
- WJBM-FM (104.1 mhz) Jerseyville, Ill.—Granted app. to change TL; change ERP to 45.7 kw; change HAAT to 524 ft., and make changes in ant. sys. Action July 31.
- New (107.9 mhz) Indianapolis—Granted app. to change TL; change ERP to 21.9 kw, and change HAAT to 762 ft. Action July 25.
- \*KDIC (88.5 mhz) Grinnell, Iowa—Granted app. to change ERP to 132 kw; change ant., and change transmitter. Action July 24.
- KSEZ (97.9 mhz) Sioux City, Iowa—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action July 19.
- KSKU (102.1 mhz) Hutchinson, Kan.—Granted app. to change HAAT to 1,031 ft. and change radiation sys. Action July 25.
- KCAY (95.9 mhz) Russell, Kan.—Granted app. to change ERP to 1.35 kw and change HAAT to 485 ft. Action July 25.
- WMSK-FM (95.3 mhz) Morganfield, Ky.—Returned app. to change HAAT to 279.2 ft. Action July 26.
- WRBS (95.1 mhz) Baltimore—Granted app. to change HAAT to 500 ft. Action July 26.
- WRDO-FM (92.3 mhz) Augusta, Me.—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action July 19.
- \*WUMB-FM (91.9 mhz) Boston—Granted app. to change ERP to 1 kw; change HAAT to 211 ft., and make changes in ant. sys. Action July 25.
- WFMK (99.1 mhz) East Lansing, Mich.—Granted app. to change TL; change ERP to 28 kw, and change HAAT to 182.9 ft. Action July 25.
- WCJL-FM (106.3 mhz) Menominee, Mich.—Granted app. to change TL. Action July 25.
- KMBR (99.7 mhz) Kansas City, Mo.—Granted app. to change HAAT to 1,000 ft.; raise center of radiation 50 ft., and use upper half existing tower space. Action July 19.
- \*WJSU-FM (89.5 mhz) Jackson, Miss.—Granted app. to make changes in ant. sys.; change type of transmitter;

**Summary of broadcasting as of June 30, 1984**

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
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.

change type of ant., and change HAAT to 204 ft. Action July 19

■ **WMAA-FM** (91.3 mhz) Jackson, Miss.—Granted app. to change TL; change ant.; change ERP to 100 kw, and change HAAT to 761 ft. Action July 19.

■ **WTYX** (94.7 mhz) Jackson, Miss.—Granted app. to change TL; change HAAT to 1,135 ft., and make changes in ant. sys. Action July 18.

■ **WMAB-FM** (89.9 mhz) Mississippi State, Miss.—Granted app. to change ERP to 63 kw; change HAAT to 1,084 ft., and change ant. Action July 19.

■ **WMAV-FM** (90.3 mhz) Oxford, Miss.—Granted app. to change ERP to 100 kw; change HAAT to 1,244 ft., and change ant. Action July 19.

■ **KKCI-FM** (106.5 mhz) Liberty, Mo.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,200 ft., and make changes in ant. sys. Action July 20.

■ **KEZK** (102.5 mhz) St. Louis—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 750 ft. Action July 25.

■ **KEER** (97.1 mhz) Las Vegas—Granted app. to make changes in ant. sys.; install aux. sys.; change TL; change ERP to 15 kw, and 1,811 ft. Action July 26.

■ **\*WCXL** (89.5 mhz) Dayton, Ohio—Granted app. to change freq. to 89.5 mhz. Action July 24.

■ **WDAO** (107.7 mhz) Dayton, Ohio—Granted app. to change HAAT to 500 ft. Action July 26.

■ **\*WDPS** (89.5 mhz) Dayton, Ohio—Granted app. to change freq. to 89.5 mhz. Action July 20.

■ **KZAM** (95.3 mhz) Creswell, Ore.—Dismissed app. to change TL; change ERP to 1.2 kw; change HAAT to 450 ft., and make changes in ant. sys. Action July 26.

■ **KJSN** (92.5 mhz) Klamath Falls, Ore.—Granted app. to change TL; change ERP to 60 kw; change HAAT to 1,013 ft., and make changes in ant. sys. Action July 19.

■ **WRXZ** (103.3 mhz) Kane, Pa.—Granted app. to change TL and change HAAT to 240 ft. Action July 25.

■ **WSPI** (95.3 mhz) Shamokin, Pa.—Denied app. to change SL to 3d & Oak Sts., Mount Carmel, Pa. Action July 18.

■ **WPRO-FM** (92.3 mhz) Providence, R.I.—Granted app. to make changes in ant. sys.; replace aux ant.; change ERP

to 43 kw, and change HAAT to 533 ft. Action July 26.

■ **WANS-FM** (107.3 mhz) Anderson, S.C.—Granted app. to install aux. sys. Action July 26.

■ **KTON** (106.3 mhz) Belton, Texas—Granted app. to change ERP to 1.35 kw and change HAAT to 489 ft. Action July 26.

■ **KBCB** (99.1 mhz) Corpus Christi, Tex.—Granted app. to change ERP to 97 kw and change ant. Action July 26.

■ **KTXN-FM** (98.7 mhz) Victoria, Tex.—Granted app. to change ERP to 100 kw; change ant., and change HAAT to 245.6 ft. Action July 26.

■ **WJSO-FM** (99.3 mhz) Elizabethton, Tenn.—Denied app. to change SL. Action July 18.

■ **\*KUSU-FM** (91.5 mhz) Logan, Utah—Granted app. to change ERP to 65 kw and change HAAT to 1,140 ft. Action July 25.

■ **KVFM** (94.5 mhz) Logan, Utah—Granted app. to change TL; change ERP to 15.6 kw; change HAAT to 1,148 ft., and make changes in ant. sys. Action July 19.

■ **KUOW** (94.9 mhz) Seattle—Granted app. to make changes in ant. sys.; change ERP to 100 kw, and increase TPO. Action July 25.

■ **WVSR** (102.7 mhz) Charleston, W.Va.—Granted app. to change HAAT to 402.6 ft. Action July 25.

■ **WMTD-FM** (102.3 mhz) Hinton, W.Va.—Granted app. to change TL; change ERP to 0.160 kw, and change HAAT to 1,008 ft. Action July 26.

■ **WOSH** (103.9 mhz) Oshkosh, Wis.—Granted app. to change ERP to 3 kw. Action July 26.

### TV's

■ **\*WEIQ** (ch. 42) Mobile, Ala.—Granted app. to replace ant. and transmission line. Action July 30.

■ **KMJD-TV** (ch. 38) Pine Bluff, Ariz.—Granted app. to change ERP to vis. 2,668 kw, aur. 266.8 kw; change HAAT to 1,534 ft., and change TL. Action July 30.

■ **WJXT** (ch. 4) Jacksonville, Fla.—Granted app. to change HAAT to 1,180 ft.; change TL, and change ant. Action July 30.

■ **WTLV** (ch. 12) Jacksonville, Fla.—Granted app. to change HAAT to 1,170; change TL, and change ant. Action

July 30.

■ **WFDD** (ch. 28) New Bedford, Mass.—Dismissed app. to locate main SL at the base of its TV tower and transmitter site in East Freetown, Mass., six miles outside of New Bedford. Action July 25.

■ **WWLP** (ch. 22) Springfield, Mass.—Granted app. to reduce transmitter power by 20%. Action July 30.

## Call letters

### Applications

Call	Sought by
	<b>New FM</b>
KTKL	Wyoming Family Broadcasting Inc., Casper, Wyo.
	<b>Existing AM's</b>
WDFL	WUSW Women in Florida Broadcasting Inc., Cross City, Fla.
WNOS	WJQI James Eugene Hodges, New Bern, N.C.

### Grants

Call	Assigned to
	<b>New FM's</b>
KKOL	Southern Arkansas Radio Co., Hampton, Ark.
KKBN	Clear Mount Air Broadcasting Co., Twain Harte, Calif.
KPCE	Dove Broadcasting Inc., Eunice, N.M.
*KOEM	Mesquite Independent School District, Mesquite, Tex.
WMJA	Hackman Broadcasting, Spencer, Wis.
	<b>New TV's</b>
KJMH	Burlington Broadcasting Co., Burlington, Iowa
KICI-TV	Television Development Association of Iowa, Iowa City, Iowa
WJAL	Good Companion Broadcasting Co., Hagerstown, Md.

### Existing AM's

KTRO	KACY Sunbeam Radio Partner, Port Hueneme, Calif.
KKSU	KEXT Kansas State University of Agriculture, Manhattan, Kan.
WXAM	WLCS Louisiana Broadcasting Corp., Baton Rouge
KLES	KODE Remick Radio Inc., Joplin, Mo.
WAQX	WOLF WOLF Radio Inc., Syracuse, N.Y.
WMZQ	WEAM Viacom Broadcasting Inc., Arlington, Va.

### Existing FM's

*WBVM	WECH The Bishop of the Diocese of St. Petersburg, Tampa, Fla.
WRCZ	WKTQ KBRK Inc., Pittsfield, Mass.
WAQX-FM	WAQX AGK Communications Inc., Manlius, N.Y.
KHLC	KQRK Big Pine Broadcasting Inc., Bandera, Tex.
WMZQ-FM	WMZQ Viacom Broadcasting Corp., Washington

### Existing TV

*WTKV	WKUD Coastal Plains Area Arts Inc., Valdosta, Ga.
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## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Qualified, experienced manager needed. Stations in S/E and S/W. Must be sales oriented, self motivated. Resume and salary history to Box X-74. EOE.

**We need general manager for Rocky Ford, Colorado.** Send resume to Kim Love, Box N, Sheridan, WY 82801.

**Seasoned radio sales, programming, promotion pro** to team with investor-businessman in acquiring and building a group of radio properties based in upper Midwest. Opportunity for equity upfront for proven performer, plus equity incentives. Box X-5.

**Sales manager.** Small market position for person who loves radio. Consultant selling, understanding agribusiness and retailer problems. Everything from market positioning, promotions, copy, and production. Excellent opportunity with corresponding financial rewards. Ed Stern, KVOU/KYUF, Box 758, Uvalde, TX 78801. 512-278-2555.

**GM - 660 KHz.** New 50 kw clear, sunny Arizona, needs sales-oriented GM with solid start-up or turn-around track record. You develop marketing and sales plan for huge coverage area. You plan and hire the entire organization. Excellent comp and incentives for dynamic manager. Division of Economic Development, PO Box 308, Window Rock, AZ 86515.

**Program director** needed. Non-commercial classical station. NPR and APRN affiliated. Responsible to general manager for programming (classical music and talk) and much of station's daily operation. Need someone who can take charge, accept responsibility, foster creativity, deal effectively with others and motivate. Available immediately. Salary commensurate, negotiable. Send resume, salary history and audition tape to Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, AL 36616. EOE. Women and minorities encouraged to apply.

**General manager, strong on sales, wanted.** Small Alabama station. \$30,000 per year to start - car and other benefits. Excellent place to raise children. Resume to Box X-33. EOE.

**Fast growing group** needs general managers for markets 50,000 - 200,000. High salary, profit share, equity opportunity, other benefits. Proven ability to increase sales, good people skills essential. Ideal opportunity for career minded person. Rush resume to Box X-41. EOE, M/F.

**Controller.** Radio group, SE headquartered, seeks hands-on controller to lead corporate accounting department. Accounting degree & radio experience required. Salary commensurate with experience. Resume to Box X-50.

**Building new group** - sold my small group for several million. Left my hitters behind because of non-competes. Seeking proven talent for general manager, sales manager, and program director positions. Profit sharing and equity potential. Resume to Box X-57.

**Seeking general manager** - sales manager and program director for new class C being built in Midwest capital city. Airdate 12/1/84. Profit sharing, equity potential. Absentee owner needs talent and is well capitalized. Will allow you to do your thing. Resume to Box X-58.

### HELP WANTED SALES

**Barely top 100 market AC FM** needs bright, creative salespeople on way up. College degree necessary. Base, commission, health insurance. First station in what will be good FM group. Resume to B93 FM, Box 764, Quad Cities, IA 52722. EOE/M/F.

**Sales manager.** FM station, western mountain resort area, seeking experienced sales manager. Successful applicant must have proven track record in sales mgt. Send resume, salary history, and verifiable references in first letter please. All replies will be answered and treated in confidence, if requested. Reply Box X-63.

**KSMT is looking** for radio sales professional who can handle a list and motivate as sales manager. Great potential for a hard worker. Contact General Manager, KSMT, Box 7069, Breckenridge, CO 80424.

**Southern California** urban contemporary FM seeks experienced radio salesperson. Contact Mike Thomas, K-106, Box 5192, Ventura, CA 93003. 805-647-1055. EOE.

**Sunny southern California,** unique single-station market needs two sales pros. Minimum three years experience in broadcast sales. We have the product if you have the desire. EOE. Applications to Jerry Hartline, P.O. Box 1076, Hemet, CA 92343.

**Sales managers needed.** Rapidly growing broadcast firm. Positions available in North Carolina, Virginia and South Carolina. Must be self starter and willing to carry a personal list and build sales staff. Send resume and salary requirement to Box X-73. EOE.

**If you possess** the self-confidence to produce big sales and commissions in small market radio and can handle a board shift, too, contact Charlie Radatz, KTNC Radio, Falls City, NE 68355.

**PBP sports/salesperson** needed. Southern California FM. Must be strong on sales. Tape & resume to Mike Thomas, K-106, Box 5192, Ventura, CA 93003. EOE.

**Top 30 market.** Regional powerhouse seeks ambitious, aggressive and experienced AE. Resume to Sales Manager, Box 325, Westerly, RI 02891.

**Salesperson**—can lead to sales manager for right person. Experience necessary. Must be self motivator, quick study, stable. Excellent company in central PA with top reputation in industry. Job security, salary, commission, fringes. Particulars to Box X-17.

**#1-rated Florida AM & FM, county market 300,000.** Team membership available. Our #1 team needs a sales manager to lead, organize and motivate 6 person department. Send resume, stats and game plan. Excellent compensation & stability. Write Box X-22. EOE.

**New station seeking aggressive sales manager & salesperson.** Air work required. Opportunity to grow as we grow. Small mkt., 45 mi. north of Atlanta. 5000 kw, 880 khz. Resume, earnings history, salary requirements: Jack Appleton, 2794 Stonessmith Ct., Tucker, GA 30084. Opening September.

**Experienced radio salesperson** wanted. Fastest growing FM music station in Charlotte metro area — Z-100, WJZR-FM. Get in on ground floor. Great account list, good compensation, fun place to work. Call for interview today 704-933-1121; 704-375-3718.

**Two major sales opportunities** with Texas coastal half million market stations. Highly rated FM powerhouse and fast growing AM are expanding; each seeking real pro to join our successful, professional sales staff. Substantial 5 figures to start. 20% commissions, lots of perks. Success, sunshine, beach weekends await two professional, motivated individuals with provable track records. Contact us now! For AM: Jerry Rainey, VP-Marketing; for FM: Don Durden, VP-GM. 409-842-2210. Pyle Communications, P.O. Box 6067, Beaumont, TX 77705. EOE.

**Suburban Chicago AM/FM station** offers rewarding job for experienced ad pro. Media sales or agency experience required. Letter/resume to Box X-40. EOE, M/F.

**Experienced radio sales manager** wanted. Florida's most powerful country station. Preferably with knowledge of central Florida market. Applicant will receive active account list and must be promotional-minded street seller with agency knowledge. The person we are seeking must be people-oriented, aggressive, able to motivate staff, possess strong desire to succeed. Good opportunity, excellent company benefits. An equal opportunity employer. M/F. Contact WGTO, P.O. Box 123, Cypress Gardens, FL 33880.

**Top-rated FM,** beautiful Corpus Christi, and strong sister-AM need salespeople with initiative. Call Bryce, 512-883-3516.

### HELP WANTED ANNOUNCERS

**New country FM,** beautiful Midwestern city c 100,000, needs full airstaff. Seasoned, adult communicators. T/R to Roger Lonquist, OM, K106 FM, 511 Holmen Square, Holmen, WI 54636. EOE.

**Immediate opening** for announcer for AC/MOR format. Good voice, good production and experience required. Good opportunity & benefits. Rush complete resume and tape to PD, PO Box 2250, Decatur, IL 62526. EOE.

**Ocala, Florida's** leading bright beautiful FM sterec WMFQ, seeks morning communicator. Strong on production. Contact Fred Petty, P.O. Box 2092, Ocala, FL 32678. 904-732-2442. EOE, M/F.

**Help wanted announcer.** \$500/wk. to the right fast moving morning personality. Contemporary format South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 ac counts gives you extra-\$200/wk. total \$700 wk. Rust tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

**Morning drive announcer** AC format. Two years experience preferred. Resume and tape to J. Harris, Box 7700, Ketchikan, AK 99901.

### HELP WANTED TECHNICAL

**Northeast class III-D, twin towers AM** seeks tech charge chief engineer. Must be state of the art and stereo-oriented, totally versed with FCC regulations. Attractive salary and benefit package. Complete resume to Box X-61.

**Upper Midwest AM-FM** seeks strong chief engineer. Benefits include great staff, clean facilities and normal perks. Please send qualifications and requirements to Box W-110. EOE.

**Chief engineer** needed for AM/FM in Denver, Colorado. Must be qualified, prior experience essential. Salary negotiable to prior experience. Resume to: KBRC Skip Schmidt, Manager, 165 Delaware, Denver, CO 80204.

**Chief engineer**—well-established station group is seeking a chief engineer for WNBH/WMYS, New Bedford, Mass., non-DA AM/FM. Minimum 3 years experience including automations. General class license required. Contact Edd Monskie, VP/Engineering, Ha Communications, Inc., 24 South Queen Street, Lancaster, PA 17603. An equal opportunity employer.

**Studio and maintenance engineer** for public radio station KSAC-AM. FCC license and experience required. Salary \$1341 month plus benefit package. Resume to Jack Burke, KSAC, McCain Auditorium, Kansas State University, Manhattan, KS 66506. KSU is a equal opportunity employer.

**South Florida** seeks aggressive working chief engineer for AM directional - FM class C. Knowledge of FCC regs required. Must be skilled in transmitter, automation, studio, related equipment. General class license required. Established group owner with diversified broadcast interests. Send detailed resume and salary requirements to Box X-48. EOE.

**Palm Springs CA's** best facility needs experienced CE familiar with computer based automation, who can run his/her department, advise, create and interface with others. Our facilities are as exquisite as our city. Send resume immediately. Phil Wells, KPSP AM/FM 2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. EOE.

### HELP WANTED NEWS

**Freelance radio reporters** wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: New Team, 53 East 34th Street, Third Floor, New York, NY 10016.

**#1 A/C, top 50, South,** needs news director to serve a morning drive news & information personality. Creative writing and presentation skills a must. Resume and writing samples to Box W-155.











## Help Wanted Sales

### SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

## Help Wanted Announcers

### MORNING SHOW PERSONALITY

America's fastest growing radio chain wants AM drive personality for 100kw FM country killer. Exciting Southeast major market. You will be the top compensated personality in the market. Time and temp locks need not apply. We want an entertainer! Send tape and resume fast to:

**The Keymarket Group**  
108 Barnwell Ave., N.W.  
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### CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

## Situations Wanted Technical

### SEASONED MAJOR MARKET ENGINEER

with extensive experience as a technical director and chief engineer is seeking a similar position. Comfortable with all facets of management and state-of-the-art technology. Looking for a long term association with a quality organization. Will consider allied fields. Write Box X-10.

## TELEVISION

### Help Wanted Technical

## ENGINEERING TECHNICIAN

Temple University has an opening for an engineering technician to maintain, repair and install video and audio equipment. The qualified candidate will have 2 years technical school and 5 years experience or equivalent. We offer a competitive salary and full benefits package including tuition remission. Please send resume with salary requirements to: Mr. T. Kupniewski, Personnel Services, Rm. 203 USB, 1601 N. Broad St., Philadelphia, PA 19122.

## Help Wanted Technical Continued

# ENGINEERING MANAGER

KPIX is looking for a strong leader to run our engineering department; one who likes the challenge of working for a station that produces lots of exciting local programming year round. To apply, you must have:

- 5 years' TV engineering management experience, including 2 years as chief engineer of a commercial television station. We will consider assistant chief engineers from major market stations.
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- ability to manage and control a major budget.
- a good understanding of digital electronics.

If you can motivate people and match the energy and commitment of our management team, send your resume to:

**Anne Godfrey**  
**KPIX**  
**855 Battery Street**  
**San Francisco, CA 94111**

KPIX is an equal opportunity employer

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## Help Wanted Sales

### TV ACCOUNT EXECUTIVE

WATL-TV, Atlanta's fastest-growing TV station, is looking for an **experienced** independent salesperson. Excellent opportunity to move up to a large market. Must demonstrate strong knowledge of ratings use, and have a successful track record in direct and agency sales. Send resume to:

**Ron Leppig**  
**Local Sales Manager**  
**WATL-TV**  
**575 Ponce De Leon Ave.**  
**Atlanta, GA 30308**

All inquiries will be strictly confidential. M/F, EOE.

### MAINTENANCE TECHNICIAN

A bargaining unit position to maintain current and operative Vermont Educational Television transmitter and translator facilities located on Grandpa's Knob near Rutland, VT. Must maintain logs/records to comply with FCC standards, operate, maintain and repair ETV 4-wheel-drive vehicles, snowmobiles, etc. Qualifications: Associate's degree in electronics, 2-3 years experience working with television transmitting equipment. FCC general class radio telephone operator's license required. Valid driver's license and ability to operate snowmobiles and cope with inclement weather conditions. Refer to posting 3098 when submitting resume, including Social Security number and salary requirements, to University of Vermont, Employment Office, 237 Waterman Building, Burlington, VT 05405. Application deadline August 25, 1984. An affirmative action/equal opportunity employer.

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## Help Wanted News

### CBN NEWS MIDEAST BUREAU CHIEF & INVESTIGATIVE REPORTER

The Christian Broadcasting Network, Inc., headquartered in Virginia Beach, Virginia, has immediate openings in its news department for the following positions:  
**BUREAU CHIEF-MIDEAST**—A senior news executive to take charge of our growing midwest TV news bureau. The successful candidate will have a minimum of 10 years news, print or media broadcast experience. Must have proven track record of successful management and currently broadcasting in a major TV market and motivated for service in the midwest.

**INVESTIGATIVE REPORTER**—WASHINGTON, DC—To investigate and prepare news related stories for television broadcast. Requires on camera experience, degree in broadcast communication or journalism and minimum of 5 years news experience. Send resume, a 3/4" video cassette of recent work, and salary history, in confidence, to:

**Manager, Employment  
Human Resource Division  
The Christian Broadcasting Network, Inc.  
CBN Center  
Virginia Beach, VA 23463**

CBN is an equal opportunity employer

### WEEKEND WEATHER/ REPORTER

Top rated station in large Southeast market. Looking for good weekend weather person to do specialty reporting rest of week. Fully computerized weather operation. Send resume to Box X-79. EOE/MF.

### NEWS WRITER/PRODUCER

#1 Bay area TV station wants talented news writer/producer with at least two years experience as news writer, producer in major market TV station. Must have maturity, strong writing skills, sound production judgment, and demonstrated management skills. College degree preferred. Send resume to Human Resources, KPIX, 855 Battery Street, San Francisco, CA 94111. Equal opportunity employer.

### REPORTER

Top-rated station looking to increase its dominance. Dynamic, intense candidates with minimum two years television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

### REPORTER HEALTH/ MEDICINE

CBS affiliate, top forty market, seeks person who will report only on health issues and will be involved in overall station efforts in the health care field. Experience in reporting required; experience in health reporting preferred. Send resume to Box X-80. EOE/MF.

### ANCHOR/REPORTER

Major on-air position, top 25 market area of outstanding liveability and professional challenge. CBS network affiliate. Position requires considerable skill and experience in commercial television news anchoring, reporting, and producing. Applicants must presently be anchoring and reporting in a top 50 market and have a proven record of success. Send tape and resume to Ted Bryant, News Director, KOIN-TV, 222 SW Columbia, Portland, OR 97201. Applications must be received by August 27th. No phone inquiries. All inquiries confidential. An equal opportunity employer.

### ENG PHOTOGRAPHER

WBAL-TV, Baltimore, Maryland, is looking for experienced ENG shooter. Qualified applicants should have a thorough knowledge of ENG tape production and techniques and at least 2-3 years experience in a daily news operation. Applicants must be able to work well with reporters and producers in responding to spot news pressure and working on highly produced news specials. Working knowledge of state of the art ENG equipment and ability to edit tape pieces are a must. Send resume and tape to News Director, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211. No phone calls please. WBAL-TV is an equal opportunity employer.

### CONSUMER REPORTER

Investigative type with a strong track record. No taste-testers. Tape and resume quickly to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

### WEEKEND ANCHOR- REPORTER

for the top team in town. Aggressive, intense, dynamic. Minimum two years television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

## Help Wanted Programing, Production, Others

### ON-AIR COORDINATOR

Showtime/The Movie Channel Inc., the growing, nationwide, pay cable television company, has an immediate opening in the area of television operations.

You'll work rotating hours including weekends overseeing playback and transmission for Showtime and The Movie Channel networks. Requires at least 1 year of professional broadcast experience with a background in playback or master control switching/monitoring. Must be capable of reading electronic waveform and vectorscope and identifying technical problems in 1" videotape. Good interpersonal skills are also necessary. This position is located in Smithtown, Long Island.

We offer an attractive salary/benefits package that includes dental coverage and 100% tuition refund. For confidential consideration, please send your resume indicating salary history to: Annemarie Bray, Showtime/The Movie Channel Inc., 1633 Broadway, NY, NY 10019. We are an equal opportunity employer.



### SHOW PRODUCER

GOOD COMPANY, the most successful afternoon show in the country, is looking for an experienced self-starter with fresh ideas, endless energy and strong leadership skills. The producer will coordinate a staff of 22 in creating this "Hour Magazine"-type show that includes interviews, live remotes, and a live studio audience. We need a gunner who thrives on creative challenge, hard work and the satisfaction that comes with being the best. At least two years related experience is absolutely required. Please send letter and resume, no tapes yet, to: Good Company, Attn: Steve Edelman, EP, KSTP-TV, 3415 University Avenue, Mpls., MN 55114. EOE/MF.



KSTP-TV



### THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms  
International**

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

**Help Wanted Programing,  
Production, Others Continued**

**UNIVERSITY  
PHOTOGRAPHER**

Videographer-cinematographer in national award-winning electronic media production center. Responsible for studio and field production for broadcast, cable and presentations. Demonstrated expertise must extend from camera work to lighting, editing, and coordinating state-of-the-art post-production. Perform routine maintenance and minor repairs on electronic and photographic equipment. Shoot and process 35 mm stills and/or supervise others. Still facilities include large darkroom operation. Video assignments range from TV spots to documentaries and cable TV programs including multi-camera location switching. Five years as professional videographer-editor with successful record in TV and/or industrial video production required. Also demonstrated competence as still photographer. B.A. or higher or equivalent professional experience. Submit resume by August 31, 1984 to: Chuck Hooker, University Photographer Position, The University of Rhode Island, P.O. Box 357, Kingston, RI 02881-0357. An EOE, M/F.

**PM MAGAZINE  
CO-HOST**

College degree and experience in television reporting/writing/producing/and on-air required as well as experience in long form feature reporting. Will work as PM Magazine co-host with current female co-host. Will produce story segments for program. Skills should include story conception, reporting, writing, editing, etc. Send resume and tape to:

**Jeff Delana**  
PM Magazine Producer  
KFDM-TV  
P.O. Box 7128  
Beaumont, TX 77706

**Situations Wanted News**

**NETWORK  
CORRESPONDENT**

seeks quality, local talk show, beginning in early 1985. Box X-38.

**ALLIED FIELDS**

**Help Wanted Programing,  
Production, Others**

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NEW YORK PUBLISHER**

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly, juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68. Vantage Press, 516 W. 34 St., NY, NY 10001.

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**The MEMORABLE Days  
of Radio**

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



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Jonesboro Arkansas 72401  
501-972-5884



**Radio Programing Continued**

**RADIO PROGRAM DIRECTORS:  
WOULD YOU PAY ONE DOLLAR PER WEEK FOR A QUALITY  
15-MINUTE CHILDREN'S RADIO PROGRAM?  
WE HOPE SO.**

Many national educational organizations are working diligently to encourage stations to air quality children's programming.

"Hello Mrs. Phipps" is just that. The 26 week series on four cassettes can be yours for only \$26 (\$45 for reel to reel).

Program hostess and authoress Barbara Phipps, a 15 year veteran teacher, begins the program with a standard fairy tale, voice characterized by two outstanding actors and actresses. Next an educational segment highlights the "Did You Know" series, followed by one of Mrs. Phipps' original stories, in rhyme, like "The Legend of the Snoothguzzlesmorts", or "The Planet of the Zoid".

**FORMATTED FOR THREE 60-SECOND BREAKS**

For demo call 405 521-1082 or write Box 54333, Oklahoma City, Ok. 73154. or send check now and tapes will be mailed immediately. If not satisfied, return within 10 days for refund.

**Employment Service**

**WE PLACE  
TV and Video Engineers  
COAST TO COAST**

[All Levels, But Not Operators]  
ALL FEES PAID BY EMPLOYERS  
Phone/Resume

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Wilkes-Barre, PA 18702  
Phone Alan Kornish at  
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**Miscellaneous**

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PRODUCTION HOUSES**

& all vendors of TV newsroom products and services: A new sales/marketing group is looking to represent products for TV news departments. If you need help in sales and marketing, rush information on product or service. We have the experience, contacts and resources. Seeking outstanding news inserts and newsroom services. Quality only. All correspondence confidential. Write Box X-67.

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The Radio Placement Leader**

We have jobs for:

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Male & Female... All size markets... Coast-to-Coast  
NATIONAL makes the presentation for you!  
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Let NATIONAL help you!!!

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(205) 822-9144

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**VENTURE CAPITAL  
DEBT FINANCING**

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**WANT TO OWN A STATION?**

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

**Wanted To Buy Stations**

**FLORIDA**

Experienced broadcaster w/solid financial backing wishes to acquire FL FMs or AMs/FMs. Please send all detailed information to Box X-7.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

**Wanted to Buy Stations  
Continued**

**SMALL MARKET RADIO**

Experienced sales and engineering husband/wife team looking for small broadcast property AM, FM or combo to own-operate. Location and terms open. Principals. Please include history and coverage maps. Write Box X-68.

**For Sale Stations**

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**BE THE FIRST**

to know about new listings. Contact us today to get on our mailing list.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
OR GEORGE WILDEY: 207 947 6083

**VIRGINIA AM**

University town. \$200,000 cash or terms. Contact Mitt Younts, 804-355-8702.



**CHAPMAN ASSOCIATES\***  
nationwide mergers & acquisitions

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available in  
microform**



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London, WC1R 4EJ  
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Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
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**For Sale Stations Continued**



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

**Must sell**—FM buyer cannot acquire companion AM requiring spinoff. Booming Carolina market. Excellent format opportunities open. Attractive "showcase" studios and transmitter site included. \$225,000 on terms, with \$50,000 down, or \$175,000 cash.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
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- UHF CP FL growth mkt.
- UHF CPs. Several available.
- Low power TVs. Many listings.
- Class A FM. Top 5 market.
- Low priced AM. Metro SE coverage.
- Daytime AM. Medium mkt. Religious.
- Bill Kitchen/Dan Dunningan.
- Call 404-324-1271.

Quality Media  
Corporation

**Florida and Georgia**

Owner is retiring, 5000 watt gospel station in Florida, billing over \$19,000 per month. Asking \$525,000, downpayment \$100,000, balance financed. 1000 watt AM station in south Georgia, single station market, asking price \$160,000, downpayment \$30,000. 803-585-4638.

**LAS VEGAS  
RADIO STATION**

for sale. 100,000 watts. FM. \$2 million cash. Call Jack French, Pres., 702-731-6222.

**FOR SALE  
BY OWNER**

Southeast coastal area, 3000 watt FM, fully automated, satellite dish. \$200,000 annual billing. Real estate included. Growth potential. \$550,000. Owner financing to qualified purchaser with suitable downpayment. Box W-165. Serious inquiries only.

**THE HOLT CORPORATION**

**TWO NEW LISTINGS  
100,000 WATT FM  
WESTERN SUNBELT**

Two new listings in two great growth cities in the southwest.

Both stations are profitable. Excellent air service by major airlines to either market. Purchase either station for under \$2.0 million on terms.

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**BILL - DAVID  
ASSOCIATES  
BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**W. John Grandy**

BROADCASTING BROKER  
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SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

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CHAPMAN ASSOCIATES®

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STATION				CONTACT	
W. Coast	Sm	AM/FM	\$400K	\$116K	Jim Mergen (818) 366-2554
Rkys.	Sm	AM/FM	\$625K	\$125K	Bill Lochman (816) 254-6899
MW	Maj	FM	\$600K	cash	Peter Stromquist (319) 359-4768
SW	Sm	AM/FM	\$750K	\$150K	Bill Whitley (214) 680-2807
NE	Sm	FM	\$700K	\$210K	Ron Hickman (401) 423-1271
SW	Med	FM	\$475K	\$90K	David LaFrance (303) 534-3040
MW	Med	AM/FM	\$2,600K	\$650K	Bill Lochman (816) 254-6899
CA	Med	AM/FM	\$1,800K	\$300K	Brian Cobb (404) 458-9226
W	Med	FM	\$1,200K	Terms	Greg Merrill (801) 753-8090
NE	Sm	AM	\$745K	\$245K	Warren Gregory (203) 364-5659

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

901/767-7980

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*"Specializing In Sunbelt Broadcast Properties"*

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RADIO, TV, and CATV

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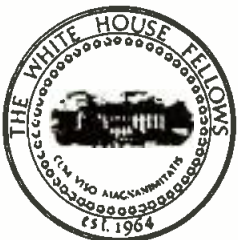
Wilkins  
and Associates  
Media Brokers

A	AM	\$500,000	20%
JJ	AM	\$700,000	30%
3C	AM	\$230,000	20%
N	AM/FM	\$500,000	20%
JI	AM/FM	\$275,000	45%
A	AM	\$150,000	35%
VR	FM	\$325,000	30%
3O	FM	\$30,000	downpayment
4L	AM	\$25,000	downpayment
4O	FM	\$50,000	downpayment
4R	AM	\$50,000	downpayment
4I	AM	\$35,000	downpayment
4C	AM	\$25,000	downpayment

Myrtle Beach Station.  
Station Appraisals: \$750.

P. O. Box 1714  
partanburg, SC 29304 803/585-4638

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## 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.

## BPWEST

Radio/TV Brokers specializing in  
Western Properties.

Seattle: (206) 283-2656

William L. Simpson

San Francisco: (415) 441-3377

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San Diego: (619) 728-8018

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**BROADCAST PROPERTIES WEST, Inc.**  
221 First Avenue West/Seattle, WA 98119

## ATTENTION: FLORIDA MEDIA OWNERS

Walker Media, Inc., is licensed by Florida as real estate brokers. Florida now requires licensure of companies & individuals performing business & media brokerage under its real estate rules & regulations. If you want to sell your Florida media property, or need an appraisal, we'd be very happy to serve you.

John Hurlbut, Associate. Jim Mixon, VP-Broker.

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PO BOX 1845  
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813-778-3617  
813-778-7071

### BEAUTIFUL OREGON AM GIANTS

Two AM's available in excellent markets. Priced from \$650,000 to \$1.5 million/terms. Contact Jerry Dennon, 206-455-4641. The Montcalm Corporation, 1800-112th NE, Suite 210E, Bellevue, WA 98004.

### FOR SALE CLASS C FM

Fast growing medium Texas market. Excellent potential. Priced at \$1.5 million. Box X-31.

### CLASS A FM DAYTIME AM

Single market, Texas. Excellent owner/operator situation. \$325,000, terms. Box X-32.

### SOUTHEAST MEDIUM MARKET

Very profitable, fulltime, class IVAM, possible FM under docket 80-90, priced at less than 6x cash flow, excellent facility, \$490,000, terms. Box X-36.

### INDIANA

Small market, AM/FM. Building/land included. \$400,000. Terms possible. Box X-37.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## For Sale Stations Continued

### POWERFUL NORTHWEST AM

An exceptional AM opportunity, exceptional market. Fine facilities, real estate, good cash stream, much further potential. Just one of 17 NW stations. To inquire, call Wm. May, 206-328-6200.

**STONEMARK**

MERGERS AND ACQUISITIONS

### UHF CP HOLDER

in Peoria/Bloomington/Pontiac, IL market looking to form a partnership with right group. Box X-54.

### 1KW PUEBLO, CO

PSA-PSSA. 6 acres land. Nice bldg. in city. Loaded w/equipt. Very successful in past. \$275K, terms. 303-542-1481 after 3 MDT.

### UHF CP

Midwest high growth area, now over 750,000 people-10 colleges, great economy. Includes land, tower, studio site, some equipment. Could be on-air 90 days for less than \$1 million total. \$430,000 buys CP. Write Box X-75.

### MIDWEST SINGLE STATION MARKET

Successful class A FM. Good agricultural market. \$330,000, includes studio/office building. Terms possible. Box X-76.

### MIDWEST AM/FM

Only stations in agricultural county near major market. Currently billing in excess of \$30,000 per month, with low overhead. Real estate included. \$800,000 with attractive financing possible. Box X-77.

# For Fast Action Use BROADCASTING'S Classified Advertising

## 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



Elkins

**Ken Elkins**, vice president and chief executive officer, Pulitzer Broadcasting Co., St. Louis, named president, CEO and member of voting trust for parent, Pulitzer Publishing Co.

**Lillian Lang**, VP, radio division, Amaturio Group, named senior VP. She will continue

to be based at Amaturio's KMQJ(FM) Clear Lake City, Tex. **Jeff Silver**, general sales manager, KMQJ(FM), named VP, station manager. **Chuck Borchard**, general manager of Amaturio's WDRQ(FM) Detroit, named VP.

**Timothy Lynch**, general sales manager, TVX Corp.'s WTVX-TV Norfolk, Va., joins co-owned WMKW-TV Memphis as VP and general manager.

**Joseph Buerry Jr.**, director of broadcasting, Hi Ho TV, and manager of its WVGA(TV) Vallosta, Ga., joins KHS-TV Ontario, Calif., as general manager.

**Stis Maxfield**, general manager, KYW-TV Philadelphia, resigns. **Paul Yates**, station manager, succeeds Maxfield.

**Timothy Gorman**, sales manager, Capital Cities-owned WPRO(AM) Providence, R.I., joins co-owned WKBW(AM) Buffalo, N.Y., as president and general manager, succeeding Frank Woodbeck, named VP, advertising sales, for Capcities' cable division (BROADCASTING, Aug. 6).

**J. Joseph Lewin**, associate publisher, F&W Publishing Co., Cincinnati, joins WSEX-TV Richmond, Va., as general manager.

**Ed Robbins**, general manager, KSSA(AM) Fort Worth, joins KFJZ(AM) there in same capacity.

**Peg Dempsey**, sales manager, KTAC(AM)-CBRD(FM) Tacoma, Wash., joins KMFY(AM)-MAYL(FM) Minneapolis-St. Paul as VP and general manager.

**Lugh Eaton Jr.**, VP, general manager and treasurer, The Weather Channel, Norfolk, Va., named VP, administration, broadcasting and video enterprises division of parent, Landmark Communications there. Named regional directors, affiliate sales and marketing department, The Weather Channel, Atlanta: **Darter Maguire**, account executive, Home Box Office, Atlanta; **Dawn McCall**, regional sales manager, TWC, and **Nicole Browning**, regional sales manager, TWC.

**Paul Fisher**, corporate director of human resources, Harte-Hanks Communications, San Antonio, Tex., named VP and general manager, Southeast region, Harte-Hanks Cable.

**Robert Wikstrom**, business-operations director, KXA(AM)-KYYX(FM) (now KKMI-FM) Seattle, joins KHIT-FM Seattle as operations man-

ager.

**Jim Lawless**, station manager of WKBS-TV Burlington, N.J. (Philadelphia), Field Communications station that ceased operation last year (BROADCASTING, July 25, 1983), joins WPLG(TV) Miami as director of business affairs. **Don Ramsey**, accounting manager, WPLG, assumes additional responsibilities as business manager.

**Ellen Shaw Agress**, VP, business planning, NBC, New York, named VP, corporate planning.

**Steven Hixon**, assistant controller, WKQX(FM) Chicago, joins Bonneville Broadcasting System there as controller.

**Gary Knell**, acting general counsel, noncommercial WNET(TV) New York, named general counsel.

**Liz Mossovitz**, from accounting firm of Grabush, Newman & Co., Baltimore, joins WCBM(AM) there as business manager.

## Marketing

Named senior VP's, Campbell-Ewald, Warren, Mich.: **James Birchfield**, VP; **John Hammond**, VP, account supervisor; **Robert Schenkel**, VP, senior executive producer, and **David Stone**, director, agency information services.

Elected senior VP's, BBDO: **Harry Grusche**, management supervisor, Detroit; **George Hermelink**, creative director, Minneapolis, and **Frederick Richards**, director, account services, video development group, New York.

**Jeff Hoffman**, senior art director, and **Katharine Day**, account supervisor, Cunningham & Walsh, New York, named VP's.

**Miranda Lee**, VP, management representative, Issues and Images unit of Needham, Harper & Steers, New York, and **Jack Palmer**, director of marketing, J. Aron & Co., commodities subsidiary of Goldman Sachs, New York, join Brouillard Communications, division of J. Walter Thompson, New York, as senior VP's, account directors.

Appointments, Saatchi & Saatchi Compton, New York: **Philip Voss Jr.**, executive VP,



Voss



Willinger

management director, to vice chairman; **Kurt Willinger**, executive VP, creative director, to deputy chairman, executive creative director, and **Edward Rosenstein**, senior VP and executive research director, Saatchi & Saatchi Compton, New York, to executive VP.

**Diane Fannon**, VP, associate creative director, Tracy-Locke/BBDO, Dallas, named VP, creative director. **Clara Tyler**, accounting media supervisor, Tracy-Locke/BBDO, to VP manager, accounting media.

Appointments, Gurasich, Spence, Darilek & McClure, Houston: **Steve Dalbey**, from Ogilvy & Mather, Houston, to senior VP, group account director; **Tim Anderson**, from Tracey-Locke/BBDO, Denver, to VP, associate creative director; **Jim Leach**, from Qube Cable, Houston, to public relations director; **Steve Watson**, First Marketing Group, Houston, to account supervisor; **Gaylynn Garrett**, from McCann-Erickson, Houston, and **Kathy Strickland**, from Pepsi-Cola Bottling Co., Dallas, to account executives.

**Andy Rainey** and **Jim Forrer**, VP's, Selcom Radio, New York, named senior VP, marketing, and senior VP, Midwest division, respectively.

**Laurie Cohen**, broadcast negotiator, Campbell-Mithun Advertising, Minneapolis, and **Mike Doyle**, broadcast negotiator, BBDO, Minneapolis, join Cash Plus, Minneapolis broadcast buying/syndication service.

**Cheryl Kroyer** and **Dave Davidson**, senior VP's, associate media directors, Ketchum Communications, San Francisco, named media director and director of media operations, respectively.

**Bruce Braun**, regional VP, West, Showtime/The Movie Channel, Los Angeles, joins USA Network there as regional VP, advertising sales, Western region.

Appointments, Petry Television: **Donald Brownstein**, group manager, meteors team, Los Angeles office, to sales manager, San Francisco; **Craig McMurray**, sales manager, Seattle, to same capacity in newly opened Cleveland office, and **Eric Lowenthal**, from Katz Television, New York, **Kristopher Augusta**, from WTVR-TV Richmond, Va., and **Lorraine Cooper**, from Seltel, New York, to account executives, New York.

**Paul Connor**, senior research analyst, Ralston Purina Co., St. Louis, joins D'Arcy MacManus Masius there as research supervisor.

**Gregory Jankowski**, account executive, Blair Radio, Detroit, named sales manager, Chicago office.

**Paul Saltin**, general sales manager, WISH-TV Indianapolis, joins Seltel, Atlanta, as office manager and manager of newly formed independent division. **Barbara Mirich**, from A.C. Nielsen, New York, joins Seltel there as account executive, blue sales team.

**Dan Kolodziej**, from Cunningham & Walsh, Chicago, joins D'Arcy MacManus Masius there as art director. **Paige Claire**, copywriter, Burson-Marsteller, Los Angeles, joins DMM, Chicago, as copywriter.

**James Pagliai**, sales manager, Blair Radio, Chicago, joins Blair/RAR, New York, as VP, marketing manager. **Rick Fromme**, account executive, Blair/RAR, Dallas, named marketing manager.

**Jerry Policoff**, general sales manager, WKFT(TV) Fayetteville, N.C., joins Petry Television, New York, as account executive.

**Robert Ryals Jr.**, media planner, Bozell & Jacobs, Atlanta, joins D'Arcy MacManus Masius there as regional account executive.

**Jim McLean**, from WTTS(AM) Bloomington, Ind., and **Larry Arra**, freelance copywriter, join BBDM Advertising, Chicago, as copywriters.

**Greg Obata**, account executive, KCPQ(TV) Seattle, joins Blair/Northwest Radio there in same capacity.

**Fred Schumacher**, general manager, KSFQ(AM)-KYA-FM San Francisco, joins Lund Broadcast Consultants, Millbrae, Calif., as director of marketing.

**Jerry Policoff**, general sales manager, WKFT(TV) Fayetteville, N.C., joins Petry Television, New York, as account executive, condors sales team.

**Rosena Dillard**, secretary, Bloom Agency, New York, named broadcast business affairs assistant.

**Erin Scanlon**, programing assistant, Avery-Knodel Television, New York, named sales support associate.

**Ron Goldner**, from TeleRep, New York, joins Katz Independent Television there as account executive.

**Jacqueline Kinney**, recent graduate, University of Kentucky, Lexington, joins Sive Associates, Cincinnati, as copywriter.

Appointments, Weiss & Powell Inc.: **Linda Mirandi**, from Benton & Bowles, New York, and **Michael Weiss**, from WZFM(FM) Briarcliff Manor, N.Y., to account executives, New York; joining Weiss & Powell in Dallas is **Christi Taylor**, from Republic Radio (formerly RKO Radio Sales). Taylor, who will be sales manager, has named **Todd Wright**, formerly with KLUV(FM) Dallas, to station's sales staff. In Los Angeles, **Colleen O'Brian**, formerly in sales with MMT Sales, and **Karen Hendren**, a media buyer with Marshall's Department Store, to sales staff.

**Maureen Richardson**, from McDonald & Little, Atlanta, joins Smith Burke & Azzam, Baltimore, as broadcast business manager.

**Jacqui Grudman**, manager of marketing and research, Radio Advertising Bureau, New York, joins Eastman Radio there as research manager. **Thom Sutton**, from Eastman Radio, Dallas, named manager of newly opened Houston office.

**James Plucker**, account executive, Clarity Coverdale Advertising, Minneapolis, joins Kenrick Advertising, St. Louis, in same capacity.

**Randy Freer**, from Plapler & Associates, New York, and **Lewis Schreck**, from WROR(FM) Boston, join sports sales unit of Katz Radio Group, New York, as account executives.

**Jon Quick**, director of advertising and promotion, WCCO(AM) Minneapolis-St. Paul, named director of marketing.

**Bill Harrison**, general sales manager, KAAM(AM)-KAFM(FM) Dallas, named VP, sales.

**Jerrold Whaley**, national sales manager, WWL-TV New Orleans, named general sales man-

ager.

**John Hendricks**, sales manager, KVI(AM) Seattle, joins KTAC(AM)-KBRD(FM) Tacoma, Wash., in same capacity, succeeding Peg Dempsey (see "Media," above).

**Ralph Robinson**, account executive, WJTV(TV) Jackson, Miss., joins WXTV(TV) Greenville, Miss., as sales manager.

**Gerald Campbell**, director of market development, WJXT(TV) Jacksonville, Fla., joins WVEC-TV Norfolk, Va., as local sales manager.

**Hoyt Andres**, from KHBM-AM-FM Monticello, Ark., joins KHTV(TV) Houston as national sales manager.

**Barbara Etrick**, regional account executive, KKTU(TV) Colorado Springs, named national sales manager.

**Judy Alderson**, local sales manager, KPRC-TV Houston, joins KHOU-TV there in same capacity.

**Richard Williams**, group sales manager, MMT Sales, Chicago, joins WFLD-TV there as local sales manager.

Appointments, KFDX-TV Wichita Falls, Tex.: **Mark Cortner**, from KOTV(TV) Tulsa, Okla., to regional sales manager; **Mike Muirhead**, from KCCO(AM)-KRLG(FM) Lawton, Okla., to Oklahoma advertising executive, and **Jeff Cook**, from KXII(TV) Ardmore, Okla., to account executive.

**Nancy Jean Meyer**, traffic director and copywriter, WBRK(AM) Pittsfield, Mass., joins WBEC-AM-FM there as head of traffic coordination and operations.

**David Dutton**, assistant buyer, CPM Inc., Chicago-based media management firm, named buyer.

**Diane Simmons**, account executive, KVI(AM) Seattle, joins KING(AM) there as sales manager.

**Leon Rosenthal**, account executive, WCLR(FM) Chicago, named co-op sales manager.

**Keith Brandt**, account executive, KING-TV Seattle, named assistant local sales manager.

**David Hinterschied**, from WKRN-TV Nashville, joins WAVY-TV Norfolk, Va., as local sales manager.

**Richard Yzaguirre**, account executive, KUSA(TV) Denver, joins KSAT-TV San Antonio, Tex., as national sales manager.

**Sherry McFarlane**, VP, media director, Pringle Dixon Pringle, Atlanta, joins WGNX-TV there as account executive.

**Mark White**, from WIGY(FM) Bath, Me., joins Katz Radio, Boston, as account executive.

**Andre Harrell**, from WWRL(AM) New York, and **James O'Neal**, from WSTC(AM) Stamford, Conn., join WINS(AM) New York as account executives.

**Glenn Taylor**, from Savin Corp., Miami, joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

**Pat Ferrentino**, administrative assistant to VP and general manager, WLS-AM-FM Chicago, named account executive.

**Christine Quinn Kovanda**, from Ketchum Advertising, Pittsburgh, and **Bradley Sher-**

**wood**, account executive, WTAE(AM) Pittsburgh, join WTAE-TV there as account executives.

## Programing

**Irwin Moss**, president, Marble Arch Productions, Los Angeles, joins D.L. Taffner Lt there as executive VP, Los Angeles.

**Mariann Harris**, assistant manager of production accounting, MGM-UA Entertainment Co., Los Angeles, joins Columbia Picture Television there as director, contract administration. **Bill Kwasniewski**, VP, finance and administration, Mylstar Electronics, Chicago, joins Columbia Pictures Television Group, Los Angeles, as senior VP, finance.

**Seymour (Sy) Lesser**, VP, chief financial administrative officer, Arts & Entertainment Network, New York, named senior VP.



Lesser



Lloyd

**Robert Lloyd**, VP, Telepictures, Los Angeles, joins Fries Entertainment there as executive VP.

**Steven Berman**, manager of dramatic development and director of prime time comed development, CBS Entertainment, Los Angeles, joins Columbia Pictures Television a vice president, dramatic series development.

**Pamela Hansen**, associate director of development, The Disney Channel, Burbank, Calif., named director of program development. **Geoff Calnan**, freelance writer/producer, Los Angeles, joins Disney Channel as management production services.

**Laura Tropea McGowan**, special program sales administrator, ABC Radio Networks, New York, named manager, special programing sales administration.

**Jeffrey Schlesinger**, director of international sales, Telepictures, New York, named VP, international sales.

**Tom Merritt**, independent television producer based in San Diego, joins Western Video Film there as senior producer.

**Glenn Adamo**, sports producer, NBC Sports, New York, named producer, professional bowling coverage.

**Jill Jameson**, from National Public Radio, Washington, joins Westwood One Radio Network, Los Angeles, as satellite distribution manager.

**Andrew Goodman**, general manager, American Comedy Network, New York, subsidiary of Katz Communications, named president of ACN and VP of Katz. **Bob James**, creative director, and **Dale Reeves**, project director, ACN, named VP's.

**Richard Lynn**, manager, business affairs, USA Network, Glen Rock, N.J., named d

ector, business affairs.

**John Shomby**, programing and operations director, KAAM(AM)-KAFM(FM) Dallas, named VP, programing.

**Rob Ryan**, program director, KWEN(FM) Tulsa, Okla., joins KKAT(FM) (formerly QPDI(FM)) Salt Lake City in same capacity.

**Roger Garrett**, program director, KHFI-FM Austin, Tex., joins KRBE-FM Houston in same capacity.

**Jim (Oscar) Welch**, executive producer, WTVJ(TV) Miami, joins WPLG(TV) there in same capacity.

**Loyce Richman**, associate producer, special projects, KDKA-TV Pittsburgh, joins WNEV-TV Boston as producer of new daily daytime program.

**Ann Engelman**, from Public Broadcasting Service, Washington, joins Maryland Public Television, Owings Mills, Md., as program schedule and acquisitions manager.

**Lay Roller**, freelance producer-editor, M.I.T. Educational Video Resources, Cambridge, Mass., joins WKW-TV Cleveland as special projects producer.

**Harvey Ovshinsky**, from WDIV(TV) Detroit, joins noncommercial WTVS(TV) there as director of production.

**William Bryce Combs**, director of production, noncommercial KPTS(TV) Wichita, Kan., named VP.

**David Samuelson**, from The Seattle Children's Theater, joins KING-TV Seattle as producer, *Flash*, children's program.

**Drew Pearson**, former professional football player with Dallas Cowboys, joins CBS Sports as analyst.

**Michael A. LeNoir**, assistant clinical professor in pediatrics and allergy, University of California-San Francisco, and chief of allergy services, Children's Hospital, Oakland, Calif., joins KCBS(AM) San Francisco as host, *KCBS Health Magazine*.

**Lou Simon**, air personality, KKHR(FM) Los Angeles, joins RKO Radio Networks there as host, *Live From the Record Plant*. He will continue at KKHR.

**Robert Youmans**, production technician and part-time director, WCPX-TV Orlando, Fla., named director.

**Michael Melligan**, film assistant, KNTV(TV) San Jose, Calif., named film director.

**Paula Apsell**, senior producer, medical programing, WCVB-TV Boston, joins noncommercial WGBH-TV there as executive producer of *Nova*, weekly science series.

**Nally Kennedy**, from WCAU(AM) Philadelphia, joins WPVI(TV) there as co-host, *AM Philadelphia*. **Lizabeth Starr**, host producer, *State of the Arts*, New Jersey Network, Trenton, N.J., joins WPVI as co-host, *PM Magazine*.

**Terry Wilson**, independent producer-reporter, joins KFMB-TV San Diego as co-host, *PM Magazine*.

**Dave Fox**, sports reporter-anchor, KCWS(TV) Glenwood Springs, Colo., joins KLAS-TV Las Vegas in same capacity.

**Albert Oxenreiter**, from KREX-TV Grand Junc-

tion, Colo., joins WHP-TV Harrisburg, Pa., as sports director.

**Tony Manes**, from WIBC(AM) Indianapolis, joins WTPJ(FM) there as sports director.

**Peter Carey**, program director, WCLS(FM) Detroit, joins WOMC(FM) there as air personality.

## News and Public Affairs

Appointments, CBS News, New York: **Sam Roberts**, national assignment editor, to foreign editor, succeeding **Peter Larkin**, who joins CBS/Broadcast Group as director, international news planning; **David Fitzpatrick**, manager, Chicago bureau, succeeds Roberts, and **Jane Bryant Quinn**, special economics correspondent, to *CBS Evening News with Dan Rather* as regular contributor on economics, remaining based in New York.

**Rick Charles**, anchor, WFUN(AM)-WREO-FM Ashtabula, Ohio, named news director.

**Vic Baker**, producer, 11 p.m. news, WIVB-TV Buffalo, N.Y., named executive news producer.



Appleby

**Thomas Conrad Appleby**, producer and substitute anchor, defunct Satellite News Channel, Stamford, Conn., joins Cablevision of Connecticut, Westport, Conn., as news director and anchor.

**Harold Dale**, Greenville, Miss., bureau chief and former news

director, WABG-TV Greenwood, Miss., joins WXVT(TV) Greenville as assignment editor.

**Stu Nicholson**, senior reporter, KETV(TV) Omaha, joins WTOL-TV Toledo, Ohio, as assistant news director.

**Jerry Vaillancourt**, producer, KGAN-TV Cedar Rapids, Iowa, joins WFSB(TV) Hartford, Conn., as 5:30 p.m. news producer. **Diane Alverio**, reporter, KFSN-TV Fresno, Calif., joins WFSB in same capacity.

**Robb Fulcher**, from UPI bureau in Medford, Ore., named manager of newly opened Juneau, Alaska, bureau.

Appointments, WHP-TV Harrisburg, Pa.: **Jeff Gingerich**, reporter, to anchor-producer, 6 and 11 p.m. weekend news; **Barton Fields**, assistant producer, to producer, 11 p.m. news, and **Ron Ruman**, from WTAJ-TV Altoona, Pa., to producer, 5:30 and 6 p.m. news.

**Mindy Welch**, producer, *PM Magazine*, WTVJ(TV) Miami, joins WPLG(TV) there as public affairs director.

**Frank Field**, health and science editor, WNBC-TV New York, joins WCBS-TV there as senior health and science editor and senior meteorologist.

**Christopher Ramsay**, news producer, midday news, WESH-TV Orlando, Fla., joins KGW-TV Portland, Ore., as 11 p.m. news producer. **Carolyn Reitz**, from WCPX-TV Orlando, joins WESH-TV, succeeding Ramsay.

**Jim McElroy**, from WBT(TV) Charlotte, N.C., joins WJKS-TV Jacksonville, Fla., as anchor.

**Jeff Simmons**, anchor, WTVJ(TV) Miami, joins KING-TV Seattle as weekend co-anchor.

**Susan Rook**, from WBBH-TV Fort Myers, Fla., and **Glenn Cooper**, from WBT(TV) Charlotte, N.C., join WVUE(TV) New Orleans as reporters.

**Chris Peddie**, from WBRZ(TV) Baton Rouge, joins KDFW-TV Dallas as co-anchor, 6 and 10 p.m.

**Cindy Sexton**, from WHNT-TV Huntsville, Ala., joins KLAS-TV Las Vegas as reporter and 11 p.m. anchor.

**Tim Sargeant**, from WCKY(AM) Cincinnati, joins Associated Press, Washington, as staff member.

**Rick Williams**, from WDMV-TV Washington, joins WOWK-TV Huntington, W.Va., as reporter.

**Al Roker**, weekend weather anchor, WNBC-TV New York, named weekday weather anchor.

**Arthur Alpert**, news director and anchor, KSAF-TV Santa Fe, N.M., joins Financial News Network, Santa Monica, Calif., as co-anchor of *Business Today*.

**Mike Gleason**, executive producer, special projects, WNEV-TV Boston, joins WOWT(TV) Omaha as reporter.

**Eileen Korey**, from WEWS(TV) Cleveland, joins WKYC-TV there as health and medicine reporter.

**Wes Maley**, producer and weekend anchor, WHP-TV Harrisburg, Pa., named weekday anchor.

**Brad White**, chief investigative reporter, KSL-TV Salt Lake City, joins Cable News Network, Atlanta, as investigative reporter.

**Paul Freifeld**, from WHSV-TV Harrisonburg, Va., joins WSET-TV Lynchburg, Va., as reporter.

**Ed Mintiens**, administrative assistant, national productions department, noncommercial KCET(TV) Los Angeles, named editorial associate.

## Technology

**Henry Klerx**, senior VP, Sony Broadcast Products Co., named president of MCI/Sony, which produces multitrack recorders and studio mixing consoles for radio and was bought by Sony in 1982. He succeeds **Hisashi Nakajama**, who moves to Sony Canada in marketing function.

**Norman Rosenshein**, chief engineer, Unitel Video, New York, named VP, chief engineer.

**Kenneth Irvin**, from National Institutes of Health, Bethesda, Md., joins Catholic Satellite Network, New York, as chief engineer.

**Francis Lattanzi**, production manager, WDAU-TV Scranton, Pa., joins CSN as director of satellite services.

**Kenneth Coleman** and **William Tuxbury**, general managers, Times Fiber Communications, Wallingford, Conn., elected senior VP's.

**S. Douglas Sorenson**, Boston-based Northeast regional sales manager, California Paltex Corp., Tustin, Calif.-based manufacturer of video post-production equipment, named Eastern regional sales manager, in Boston.

**Jeff Mahall**, Eastern regional sales manager, Augat Inc., Attleboro, Mass., named national sales manager, interconnection systems division.

**William Rocha**, construction supervisor, Copley/Colony Inc., Costa Mesa, Calif., cable system, named regional construction supervisor. **Byron Smith**, regional construction supervisor, Heritage Communications, Compton, Calif., succeeds Rocha.

**David Swain**, director of commercials and corporate communication projects, Em Com, Minneapolis, joins Computer video, Minneapolis, as producer-director.

**Steven Briggs**, product manager, Mycro-tek, Wichita, Kan.-based video products manufacturer, named manager of product marketing.

**Bob Henke**, engineering manager, WPNT(FM) Pittsburgh, joins KOAX(FM) Dallas in same capacity.

**Stevan Vigneaux**, director of engineering, WXNE-TV Boston, joins WFSB(TV) Hartford, Conn., as engineering manager.

## Promotion and PR

**Perry Simon**, director, comedy development, NBC Entertainment, Los Angeles, named VP, creative affairs, NBC Productions.

**Suzanne Sack**, director, sales promotion, CBS Radio Network, New York, named to newly created post of director, marketing and promotion.

**Casey Maxwell Clair**, director, advertising and promotion, motion pictures and television, ABC Motion Pictures, Los Angeles, joins CBS Entertainment, West Coast, as creative director, motion pictures for television, miniseries and dramatic specials, print advertising.

**James Murphy**, director of public relations, RCA Records, New York, joins Harris Corp., Melbourne, Fla., as manager of public relations.

**Cindy Rakowitz**, publicity manager, WOR-TV New York, named coordinator of media relations for parent, RKO General. She remains based in New York.

**Brenda Derryberry**, from Public Broadcasting Service, Washington, joins Maryland Public Television, Owings Mills, Md., as program promotion manager.

**Susan Petoletti**, coordinator of corporate publicity, press department, NBC, New York, joins Catholic Satellite Network there as media relations manager.

**Sharon Warantz**, director of advertising and promotion, KRQX(AM) Dallas, joins KIXK(FM) Denton, Tex., as director of advertising and promotion.

**Graeme Newell**, from WCSC-TV Charleston, S.C., joins KTSP-TV Phoenix as audience promotion supervisor. **Wendy Frazier**, from programming department, KTSP-TV, named press information coordinator.

**S.T. Edwards**, copywriter-producer, Ron Doughty & Associates, Monroe, La., joins WXVT(TV) Greenville, Miss., as director of creative services. **Glen York**, copywriter, WXVT, named promotion director.

**New directors.** The National Radio Broadcasters Association announced new directors for its even-numbered regions last week. They are: *Region 2 (New York, Pennsylvania):* LeRoy Schneck, president, WNAE(AM)-WRNN(FM) Warren, Pa.; *Region 4 (North Carolina, South Carolina):* Sis Kaplan, former NRBA president and president, WWS(AM)-WDRQ(FM) Charlotte, N.C.; *Region 6 (Michigan, Ohio):* Art Ortega, general manager, WNC(FM) Columbus, Ohio; *Region 8 (Alabama, Louisiana and Mississippi):* Art Suberbielle, president and general manager, KANE(AM) New Iberia, La.; *Region 10 (Minnesota, North Dakota, South Dakota and Wisconsin):* James Wychor, vice president and general manager, KWOA-AM-FM Worthington, Minn.; *Region 12 (Texas and Mexico):* Steven Hicks, president of Hicks Communications, Austin, Tex. and *Region 14 (Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming):* Ralph Carlson, KRSP-FM Salt Lake City. They will assume office at the next NRBA board of directors meeting Sept. 15 in Los Angeles. The nominations for directors-at-large will be completed in late August, NRBA said. Directors from odd-numbered regions will be up for re-election in 1985.

**Edward Knych**, continuity supervisor, WFYR(FM) Chicago, joins WXRT(FM) there as continuity director. **Diana Giovenco**, member of billing department, WXRT, to traffic director.

**Mary Moore**, partner, Tel-Moore Marketing, Colorado Springs advertising agency, joins KKT(TV) there as promotion manager.

**Kim Larson**, member of graphics department, WLS-TV Chicago, named director of design.

**Joanie Schwabe**, publicity manager, Playboy Enterprises, Chicago, joins WBBM-TV there as press manager.

**Molly Fisher**, freelance public relations executive, joins Quinn & Johnson/BBDO Boston as public relations account executive.

**Ed Mintiens**, freelance publicist and story analyst, based in Los Angeles, joins KCET(TV) there as editorial assistant.

**Esty Russell**, on-air promotion manager, KWGN-TV Denver, joins KUSA(TV) there as promotion writer-producer.

## Allied Fields

**Gayle Perkins**, editorial director, WRC-TV Washington, since January 1979, resigns to become deputy press secretary to Mondale-Ferraro campaign there.

**Marcel Perras**, director of business planning and service development, Intelsat, Washington, retires.

**Saul Gelter**, First Secretary of U.S. Interest section, Embassy of Switzerland, Havana, Cuba, named deputy director in charge of management, Radio Marti program, Voice of America, Washington.

**Robert Galen**, senior VP and general manager, marketing services-research division, Blair Radio, New York, joins Radio Advertising Bureau there as senior VP, research.

**Frank McLaurin**, vice president and general manager, KSRO(AM) Santa Rosa, Calif., awarded Harvey Levin Memorial Award for outstanding achievement by California Broadcasters Association.

**Ken Klein**, manager, research and development, Cox Data Services, Atlanta, joins SoftPedal Inc., Atlanta-based automated systems consulting firm specializing in broadcast industry, as director, research and sales development. **J. Stephen Marlowe**, communications specialist, Computer Communications Specialists (CCS), Atlanta, joins SoftPedal as director, new product development. They will be responsible for SoftPedal's \$EL-A-

VISION, demographics and avails software package for television sales reps.

**Barbara McFarland**, manager of on-line systems, Arbitron, New York, named to new created position of manager of special services support and development. **Dave Zcnow**, project manager, Arbitrends, New York named manager of television on-line systems, Arbitron Ratings.

**Cecilia Meadows**, from WVEE(FM) Atlanta joins Arbitron there as regional manager Southeastern advertiser-agency radio sales.

**Laura Marino**, editorial assistant, Radio Advertising Bureau, New York, named staff writer.

**Robert Astarita**, from own security firm Mineola, N.Y., joins Cablevision, Woodbur N.Y., as head of newly created corporate security department.

Elected officers, Houston council, American Association of Advertising Agencies: **Lari Sachnowitz**, Gulf State Advertising Agency chairman; **Joseph Van Trump**, Allen & Dward Advertising, vice chairman, and **Jame Hine**, Ogilvy & Mather, secretary-treasurer.

**Patricia Gitt-Edwards**, Patricia Gitt Co. Communications, elected president of New York City chapter of American Women in Radio and Television. **Judith Ahlberg**, director of program services, ABC-TV, elected executive VP.

## Deaths

**Brigid O'Connor**, 32, manager, program buying and administration, ABC Owned Television Stations, New York, died of cancer Aug. 5 at her brother's home in New York Park, N.Y. O'Connor had previously worked for Independent Television Station Sales at Katz Agency Inc.

**Theodore H. Boisvert**, 66, chief engineer, Kmel Broadcast Group, St. Albans, Vt., died of cancer July 24 at his home in St. Alban. He is survived by wife, Dorothy, son and two daughters.

**Davis Griffith**, 53, assistant general manager Hampshire Public Television, licensee of noncommercial stations WENH-TV Durham, WEKW-TV Keene and WLED-TV Littleton, all New Hampshire, died July 29 of injuries in auto accident in Lee, N.H. He survived by three sons.

**Stephen Spingarn**, 75, former member of a one-time acting chairman, Federal Trad Commission, Washington, died of diabetes Aug. 6 at his home in Washington.

## Robert Ross: fighting the good fight

ed Turner has made his business life a crusade against the broadcast networks and the power he ascribes to them in determining the television programming that most Americans will watch each day. The crusade has many theaters of action. Marshalling the troops and making the fight for Turner and his three cable programming services—superstation WTBS(TV) Atlanta, Cable News Network and CNN Headline News—in courtrooms and federal agencies and on Capitol Hill is Robert Ross, the 43-year-old vice president and general counsel of Turner Broadcasting System Inc.

Ross seems well suited to the task, not only professionally, but philosophically. The thing that has linked all the jobs I have had," he says, reflecting on a career that has been equal parts broadcast, common carrier and cable law, "are an intellectual interest in communications law and the public policy implications of it and being with the underdog—the guy who is trying to make a change in the establishment."

The "underdogs" for whom Ross has battled include Southern Pacific Communications and the cable industry. As a lawyer for Southern Pacific, he tried to crack the AT&T long-distance and private-line monolith. And later as the chief lobbyist and attorney for the National Cable Television Association, he helped the cable industry grab a piece of the television market despite the frequent and often loud protestations of the broadcast and programming interests.

Now, as Turner's chief legal and regulatory strategist, Ross has the primary job of clearing obstacles to Turner's growth. Only by growing and eventually competing head-to-head with the broadcast networks for programming and advertising dollars, Turner believes, can he break what he sees as the networks' stranglehold on television. For Ross, that currently means amending the Copyright Act to make it cheaper for cable systems to carry Turner's services and modifying the must-carry rules to give them the capacity they need to do it.

Ross has reputations in Washington for eloquence and Republican conservatism. The former may be deserved—his answers to questions come at fast-forward speed at times and often contain a few digressions—but the latter may be a bit unfair. He's undoubtedly right of center, but, he says, friends sometimes accuse him of "sounding like a Democrat" on some issues, particularly social ones. And his views on foreign affairs, based on the geopolitical theories of Alfred Mahan and Sir Halford Mackinder and shaped by his years in the Navy, are not easily categorized.

Ross came of age in the sixties and the political turbulence of the period, much of it created by the Vietnam war. Ross returned



ROBERT WORTHINGTON ROSS—vice president and general counsel, Turner Broadcasting System Inc., Washington; b. Jan. 8, 1941, Plainfield, N.J.; AB, international relations, Brown University, 1963; ensign and, later, lieutenant, junior grade, U.S. Navy, 1963-67; master of arts, international relations, Boston University, 1970; JD, Boston University, 1971; FCC, general counsel's office, 1971-72, and hearing attorney, 1973-74; Office of Telecommunications Policy, legal counsel, 1974-1975, and general counsel, 1975-77; legal counsel, Southern Pacific Communications, 1976-79; senior vice president, law and government affairs, National Cable Television Association, 1979-1981; partner, Pepper, Hamilton & Scheetz, 1981-82; present job since October 1982; m. Dina Cuppett, April 30, 1982; children—Kathryn, 20 months; Robert, four months, and, by previous marriage, Elizabeth, 11.

from his two-year tour in the Navy off the coast of Vietnam with some strong opinions about how the military and the media conducted themselves during the war.

Some killing by the military in Vietnam still bothers Ross. On one occasion, he says, he was threatened with a court martial for trying to prevent an attack on several hundred Vietnamese fishermen. His superiors were convinced they were Viet Cong, he says, the words now coming slowly, and "we proceeded to kill them all anyway. That was a very sobering experience. . . . But I don't feel guilty because I wasn't in control. It was stupid, that's all."

Ross was also disturbed by the media's frontline coverage of the war, which he and others believe sapped the country's will to fight. The media, following their natural instincts, sought out "conflicts and crises" that accentuated the lack of widespread public support for the war and caused it to erode even further, he says.

After returning from Vietnam and working briefly for Raytheon, Ross went to Boston University with the intention of becoming a political scientist. But his enthusiasm for academe soon soured and he entered

BU's law school. In 1971, he received his law degree and went to Washington in search of a job in the civil service. He wound up in the general counsel's office of the FCC, where he helped Richard Wiley, then general counsel and later chairman, put the FCC on the deregulatory track that it has traveled ever since. After arguing broadcast rules and regulations in the FCC's hearing division for two years, Ross moved, in 1974, to the executive branch and the now-defunct OTP (Office of Telecommunications Policy), eventually becoming its general counsel. His public service ended abruptly with the defeat of Gerald Ford in 1976.

Ross subsequently worked for Southern Pacific Communications for three years, but came to prominence only after agreeing in September 1979 to be one of NCTA President Tom Wheeler's "two number two's." Upon assuming the presidency of NCTA in August 1979, Wheeler decided to split the duties of his old executive vice president's post between two senior vice presidents, Ross and Kathryn Creech, each with carefully defined bailiwicks. Ross had law and government and public relations; Creech, administration, research and membership services. Although there may have been some stepping on toes, Ross says the setup didn't bother him. "I had more than enough to do in my area."

The decision to leave NCTA in 1982 was precipitated not by the management structure, but by the political tensions within the association caused by different factions of the industry pulling in different directions. "I was not totally comfortable in that situation." But he says he enjoyed his experience at the association. "The staff was young and relatively inexperienced, but they worked incredibly hard. They believed in their mission, that many of the cable regulations were repressive and unjustified."

Ross says he had a number of offers from Washington law firms and a kind of standing offer from Turner. He went from the NCTA to the firm of Pepper, Hamilton & Scheetz in 1982, but a year later was persuaded to join the Turner "fraternity" by television's self-styled underdog.

Ask about some pictures in Ross's office and it quickly becomes apparent that his chief pleasure in life these days is being with his family. His wife, Dina, is a part-time intensive care nurse near their home in southern Fairfax county, Va., and, says Ross, twice as smart as he. Ross says he missed much of his oldest daughter Liza's early years because of long hours at the office and is trying not to make the same mistake with the toddler Kate or the baby Robby. He still hasn't "much use" for children under six months of age. "It's when they start sitting up . . . and doing things that they start to get interesting," he says. "What's fascinating is to watch their little computers get programmed and to participate in the learning experience. It's phenomenal." ■

At open meeting last week, **FCC voted to "forbear" from regulating rates of domestic satellite services.** As result, domsat carriers will be able to raise or lower rates without commission approval. FCC pointed out that domsat operators are common carriers, and thus will still be required to charge "just, reasonable and nondiscriminatory rates." FCC said it was "reasonably confident" that its complaint process and market forces would be sufficient to keep satellite carriers in check, and that forbearance can reduce costs and delays of carriers introducing new services or reducing rates. FCC extended same deregulation to miscellaneous common carriers and digital electronic message services, except latter provided by AT&T and telephone companies that aren't providing those through affiliates. In other action, **FCC eliminated policies restricting broadcasts and cablecasts of horse race programing and betting advertisements.** Policies prohibited live broadcasts of full program of horse races, detailed pre-race information, race results and prices paid before next race, and "scratch sheet" information. FCC noted that things have changed since policies were adopted in early 1960's to thwart organized crime. "Horse racing is an important, legitimate business and sport having widespread national interest," FCC said. Commission also said policies restricted editorial discretion of licensees. In other action, FCC accepted part of proposal by Association of Federal Communications Consulting Engineers to permit public direct remote access to some of its computer data bases. In addition, FCC amended its rules to eliminate developmental classification of 13.2-13.25 ghz band for private licensees in operational-fixed microwave service. Band is already used on primary basis by television auxiliary broadcast

service, local television transmission service and point-to-point microwave service.

Ted Turner is not only one thinking about launching music video service (see "Cablecasting," page 10). **Glen Taylor and Karen Tyler** founders and major stockholders of Financial News Network, since last week they **will launch Discovery Music Network on Jan. 1, 1985.** Service will be offered to both television stations and cable systems. By programming mix of rock, rhythm and blues, country and MOR videos, Tyler said, Discovery **will seek broader audience than MTV.** And, she said, it will emphasize "positive, uplifting music that inspires rather than inciting negative behavior." Service will also employ unspecified technology that greatly enhances sound, Tyler said. Neither Taylor nor Tyler would discuss costs involved in launching service.

**Times Mirror Co.** reported revenue for second quarter of \$700 million, 15% increase over last year, and net income of \$40 million, 36% increase. **Tribune Co.** had 14% increase in second quarter revenue to \$466.3 million and 34% increase in net income to \$29.2 million. Earnings per share was 72 cents. **Varian Associates** reported 21% increase in third-quarter revenue to \$235 million and 25% net income rise to \$15.7 million. Canada-based **MacLellan Hunter Ltd.** had 48% increase in revenue to \$229.3 million (Canadian dollars) and net income rise of 69% to \$15.3 million. **Uni Artists Communications** had revenue of \$110,238,000, 36% increase, for 14 weeks ending June 7 and net income gain of 12%

## Olympic ratings shine for ABC

As the XXIII Olympiad closed yesterday (Aug. 12) all indications were that the ratings handed ABC a victory that could only be called golden. Trepidation in the advertising community as recently as two weeks ago that the ratings for the summer games might come in below expectations, as did the winter games, vanished with the realization that an average of 80 million viewers—roughly one-third of the country's population—were tuning in each night.

And ABC was not just chalking up mega-audiences in prime time: early morning, daytime, early fringe, late night and weekend periods all recorded healthy boosts in HUT (households using television) levels. The fact that 33 affiliates representing 7.5% coverage continued to black out *World News Tonight* didn't seem to put much of a damper on things, either. Ratings for *World News Tonight*, which was being carried out of its normal time period by 64 affiliates, were up considerably.

In addition, ABC was making as much hay as possible out of the estimated 150 million people who, as of the middle of the second week, had watched all or some of the Olympics. The network loaded about 300 promotional spots for its upcoming 1984-85 prime time season into the 18-day Olympic schedule. Half of those spots were dedicated to promoting *Call To Glory*, a limited summer series that will have five or six episodes after premiering Monday, Aug. 13, at 8 p.m., as a two-hour movie. The other 150 spots were divided among new series such as *Glitter*, *Paper Dolls*, *Streethawk* and *Honolulu Run*, and returning series.

(However, ABC's new *People Do The Craziest Things* and such returning shows as *Fall Guy*, *Foul Ups*, *Bleepers & Blunders* and *20/20* were not promoted.)

National prime time ratings for the first 11 days (July 28-Aug. 8) of coverage averaged 23.5/44 in Nielsen.

National ratings also became available for the first time last week for daytime and late night periods. From Monday, July 30, to Friday, Aug. 3, ABC averaged a 9.5/31 between 11 a.m.-2 p.m. (NYT) for its daytime Olympics coverage, or 7,960,000

households per average minute. The HUT level during that period was 30.6, according to ABC, 10% above the comparable week a year ago and 4% greater than the average of the previous four weeks ending July 22.

In afternoon coverage (4-5:30 p.m. NYT), ABC averaged a 10.8/32, representing about 9,050,000 households per average minute. The HUT levels were up 8% over a year ago to 33.8, and up 3% when compared to the four weeks ending July 22.

Late night coverage (12:30-2 a.m. NYT) averaged a 10.7/40 for the week (July 30-Aug. 5), representing about 8,970,000 households per average minute. HUT levels averaged 26.8, up 16% from the comparable week a year ago and 11% above the previous four weeks.

Weekend daytime coverage (Sunday, July 29; Saturday, Aug. 4, and Sunday, Aug. 5) averaged a 15/43, representing about 12,570,000 households per average minute. HUT levels rose 18% over the comparable days a year ago, to 34.8.

ABC's regular afternoon programs, truncated and sandwiched between the Olympics, have also been benefiting from the higher viewer levels. ABC has been running 40-minute versions of *All My Children*, *One Life to Live* and *General Hospital* between 2-4 p.m. and averaging a 9.9/32, up 1.6 rating points over its 8.3/27 average during the past four weeks. And NBC's new daytime serial drama, *Santa Barbara*, which was introduced during the Olympics in hopes of picking up some of the ABC female audience discouraged with excessive Olympics coverage, averaged a 3.8/12 its first week. In comparison, *One Life to Live* and *General Hospital*, which played opposite it, averaged a 10/32.

And ABC's *World News Tonight*, which was carried by 63 affiliates representing 46% coverage out of its normal time period, averaged an 11.1/25 during the first week (July 30-Aug. 3) of the Olympics, compared to a 9.6/20 for CBS's *Evening News with Dan Rather* and an 8.4/18 for NBC's *Nightly News*.



47,000. Numbers this year consolidate results of United Artists Lesystems Corp., whereas last year's period had results of 49% increase in Rogers UA Cablesystems Inc. **Clear Channel Communications** reported revenue of \$3.3 million for quarter ending June 30, a 10% increase and net income of \$638,000, 86% increase.

**Media News Corp.** has reportedly issued recent prospectus for effort to raise \$12 million. News service was operating at deficit and sold by E.W. Scripps Co. to Media News Corp. in June 1982. It has reportedly yet to show profit, expecting \$7-million operating deficit this year. Principal owners of Nashville-based Media News Corp. are Douglas F. Ruhe and William E. Geissler. Ruhe, along with Geissler, is principal owner of three TV stations. Ruhe, who has two TV construction permits, has been quoted as saying that Media News Corp. has been unsuccessful in raising money publicly for UPI during last two years, it would sell off other properties before allowing failure of news service.

**NBC and National Association of Broadcast Employees and Technicians** resumed negotiations on new contract last Wednesday (Aug. 6) after talks were broken off on July 28 (BROADCASTING, Aug. 6). Management and union officials are meeting in Washington to put either pact to replace one that expired on March 31, 1983. NBC said agreement has been reached on key issues of computers and new technology, but other areas of pact have posed problems.

**The Story**, Public Broadcasting Service's series examining press, has been **withdrawn from PBS fall schedule** because of lack of funds. In each of past two seasons, program has been supported by grants of \$4 million from General Electric Co.

**Public Broadcasting Service** signed contract last week for rights to PAN's gavel-to-gavel coverage of **Republican national convention** for \$40,000—same basic agreement PBS had for Democratic convention coverage.

**House** last week approved House version of **bill reauthorizing Corporation for Public Broadcasting**, setting appropriations ceilings for fiscal years 1987-89, and funding for Public Telecommunications Activities Program for FY's 1985-87 ("In Brief," Aug. 6). Bill (S. 2436) includes amendments to change priorities of PTFP funding and eliminating so-called unrelated business income penalty. It now goes to President for signing. Meanwhile, pending congressional approval, House-Senate conferees recommended supplemental appropriations of \$57.5 million for CPB for FY 1984-86, (\$12.5 million less than CPB requested). Labor, Health and Human Services (H.R. 6028), which includes FY '85 appropriations for CPB, is awaiting Senate approval.

**Communications**, New York-based firm active in advertiser-supported syndication, will open **production office in Los Angeles** this month. Heading West Coast operations will be Roger Cronin, executive vice president of LBS. Henry Siegel, chairman, said expansion in program activities will provide "significant opportunities to create and develop wide range of competitive programming tailored to meet constantly changing needs of viewers, stations and advertisers." Siegel also reported company's name has been changed from Lexington Broadcast Services to **Communications** to reflect growth of company and scope and diversity of its businesses. In addition to its TV production and syndication activities, LBS operates LBS Sports, Colex Enterprises, Broadcast Merchandise Exchange and Telex Media International.

**WJ-TV Lansing, Mich.**, has been **sold** by F&S Development & Investment Group to WTMJ Inc. for approximately **\$9 million**. Seller owned by Joel Ferguson, Sol Steadman and Douglas Crist and is a Chicago-based real estate concern with no other broadcast interests. F&S was original licensee of station. Buyer is owned by The Mutual Co., Milwaukee-based station group, MSO and publisher, and led by Michael McCormick, president and chairman. It owns WJ-AM-TV and WKT(FM) Milwaukee, KTNV-TV Las Vegas and cable

systems serving Stevens Point, Wausau and Wisconsin Rapids, all Wisconsin. It also publishes *The Milwaukee Journal* and *The Milwaukee Sentinel*. Broker is Blackburn & Co.

**Radio Network Association (RNA)** named **Jack Thayer** as its new president and executive director last Thursday (Aug. 9). He was formerly vice president and general manager of Metromedia's WNEW(AM) New York from 1979 to last April and, prior to that, served as president of NBC Radio division. Thayer was unanimous choice of RNA presidential search committee comprising Dick Brescia, RNA vice chairman and senior vice president, CBS Radio Networks; Nick Verbitsky, RNA secretary/treasurer and president, The United Stations, and Bill Hogan, president, RKO Radio Networks. He replaces Arthur Kriemelman who left last month to assume position of vice president and director of sales for RKO Radio Networks ("In Brief," July 23).

**Suit against WHMA-TV Anniston, Ala.**, in connection with attempted **self-immolation** of Cecil Andrews before that station's ENG team (BROADCASTING, March 14, 1983; April 2, 1984) was **dismissed** last Monday (Aug. 6) in Calhoun (Ala.) county circuit court. Judge Samuel Monk granted summary judgment in favor of defendants—two camera crew members, station's news director and station's former owner, Anniston Broadcasting Co. Andrews claimed, among other things, that camera crew and news director were negligent when they allowed him to ignite himself, causing second- and third-degree burns over half of his body.

**Rosalie (Ricky) Silberman**, special assistant to FCC Commissioner Mimi Dawson, was **nominated by President Reagan** last week to serve as commissioner of **Equal Employment Opportunity Commission**.

**Rene Anselmo**, president of Spanish International Network, **has charged that Intelsat and its signatories**—specifically those in U.S. and Mexico—**have been "willfully and consistently" frustrating U.S. policy regarding transborder satellite service**. Anselmo made charge in letter to Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, that was followup to Anselmo's testimony before subcommittee last month. At that time, he said Intelsat had urged Comsat and Mexican signatory to "deep six" SIN's request to use domestic satellite for transmission between U.S. and Mexico under FCC-granted transborder authorization. Attached was copy of letter Intelsat Director General Richard Colino had written on July 18 to Comsat World Systems Division president, Joel Alper, and Mexico's secretary of Communications and Transportation, Jose Luis Almazan Ferrer. Anselmo's charges were denied last week by Colino in letter to Alper and Ferrer. He said his earlier statements had been "referred to out of context." He also indicated Intelsat was prepared to move quickly on coordination issue that is at heart of Anselmo's complaint. In Colino's July 18 letter, he says that Intelsat—which faces prospect of competition from number of U.S. applicants—"is at a most crucial period in its history." Thus, Colino adds, "it is my view that each and every signatory should take every step possible to utilize the Intelsat facilities before finding it necessary to rely on alternative satellites." Colino's letter was in response to signatories' request to initiate coordination process with Intelsat for SIN's use of its two transponders on Galaxy I, process that must be completed before FCC can give final approval. Anselmo said in letter to Wirth that Intelsat, through its signatories, prevented SIN in 1977 from using transponder on Westar that it had leased, requiring it to enter into complicated leaseback arrangement with global system, and that SIN ran into same problem even after buying transponders on Galaxy I in 1982. Anselmo said Mexico sought coordination of Galaxy I with Intelsat only after SIN threatened to terminate its live Mexican programming. At present, SIN is using transponders under what Anselmo says is "final" six-month extension. Colino, in letter last week, said Anselmo's comments were particularly "objectionable" since they were made by official of PanAmSat, one of would-be competitors of Intelsat. Purpose of his letter, Colino said, is to urge Mexican signatory either to request possible use of Intelsat or to provide necessary information for coordination for use of Galaxy I.

# Editorials

## Red flags in the sunset

The broadcasting establishment managed last week to rescue remnants of the FCC's new multiple ownership rule that had been threatened with evisceration on Capitol Hill. But it was not the finest week in Washington for anyone involved.

There is this to be said in summary of the week's events: Some kind of liberalization of the FCC's former limits of seven-station ownership in each of the broadcast services will eventually emerge from the debris. It will stop short of the removal of all caps, as the FCC had contemplated, six years into the future. The sunset provision for television sailed into the sunset last week, not to reappear as long as Congress retains anything like its present composition.

Was it fated to turn out this way? No one can be sure of the answer. It can be said, however, that the rule as written and presented gave Jack Valenti, president of the Motion Picture Association of America, a target of opportunity, and those who favored or would benefit by the rule were unprepared to offset the emotionalism of Valenti's attack.

The truth is, as observed here last week, that the FCC's 12-12-12 decision was rationally reached and forcibly argued in the final order. It was reached on an exhaustive record that could have supported a far more liberal plan. There is no reason for the agency to discount that record in the reconsideration that it was politically forced to vote last week.

If a sunset provision is to be abandoned in the next version of multiple ownership rules, as seems to be generally expected, the FCC must take a new look at 12-12-12 or total market reach or whatever standard is suggested. The numbers will no longer be way stations en route to repeal of all limits; they will be permanent caps until another FCC finds the reason, nerve and political clout to undo them.

That change in status argues for a more sophisticated formula than has been advanced so far. For example, some of the reasoning behind the legislative limits that Representative Mickey Leland (D-Tex.) introduced last week commends itself as a starting point in reconsideration—although his numbers fall far short of real-world ideals. But why not accept the principle of sliding scales that take into account market power and, yes, economic reward for the assisted entry of ethnic and racial minorities in broadcast ownership—as long as the limits recognize the realities of the present and prospective marketplace?

In the abstract, the FCC had a record that could have justified the sunset of multiple ownership rules for AM, FM and TV right now. Politically, Washington wasn't ready to accept that. In a way, the FCC may have had a lucky break last week. It can look at AM, FM and TV as different problems with different solutions to be accepted now without the distractions of automatic repeal for TV at a fixed point in the future.

Valenti may have done broadcasters a favor.

## See Frank and Peggy run

Peggy Charren took her ACT to New York last week, after opening in Washington. The characters were new, but the script was familiar. Charren keeps finding legislators who will introduce her bill to saddle commercial television with quotas of educational programming for children.

Last week it was Senator Frank Lautenberg, a New Jersey Democrat, fronting for the Charren bill. Lautenberg was present at a news conference in New York, as close to New Jersey as it

is easy to persuade the media to go, lamenting the paucity of education for the young on commercial television. In a supporting role was somebody from the American Academy of Pediatrics with the usual statistics about the hours spent by children before television sets. Charren was there to call the legislation the "last hope" for television service to children.

It had played about the same way five months ago in Washington when Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, presented the same Charren bill, with the same lamentations about the absence of educational programming. That time the supporting role was played by a couple of dozen children taken from their classes at Washington's Early Childhood Learning Center for enforced viewing of politics at work, the kind of exposure that may explain why children don't grow up to vote.

Several elementary questions are carefully avoided at any Charren production. Why, if children spend 25 hours a week watching television, is it said that television provides no service for children? How could commercial television persuade children to watch educational stuff in preference to the shows they watch now? Why should the commercial system be required to provide specific quantities of government-approved, educational programming when the noncommercial system of 242 station assignments was created for that purpose 32 years ago?

Not to mention a First Amendment question about government program control.

## The chance they take

The ups and downs of compromise on a cable deregulation bill have been one of the longest running features in Washington. The feature was in a down phase last week, perhaps too far down to rise again.

The municipalities with which the National Cable Television Association has been negotiating have rejected the NCTA's latest proposals for modifications in the bill, H.R. 4103, that has been the subject of so much debate. If they stand by their statements of last week, they will try to force 4103 through in its present form, and the NCTA will try to kill it and will probably succeed.

It will be too bad if it ends that way. Legislation would make tidier national policy than FCC and court decisions can make. But a good many cable owners now see H.R. 4103 as a bad bill. Maybe they'll be proved right to stake their future on a five-member FCC with changing membership.



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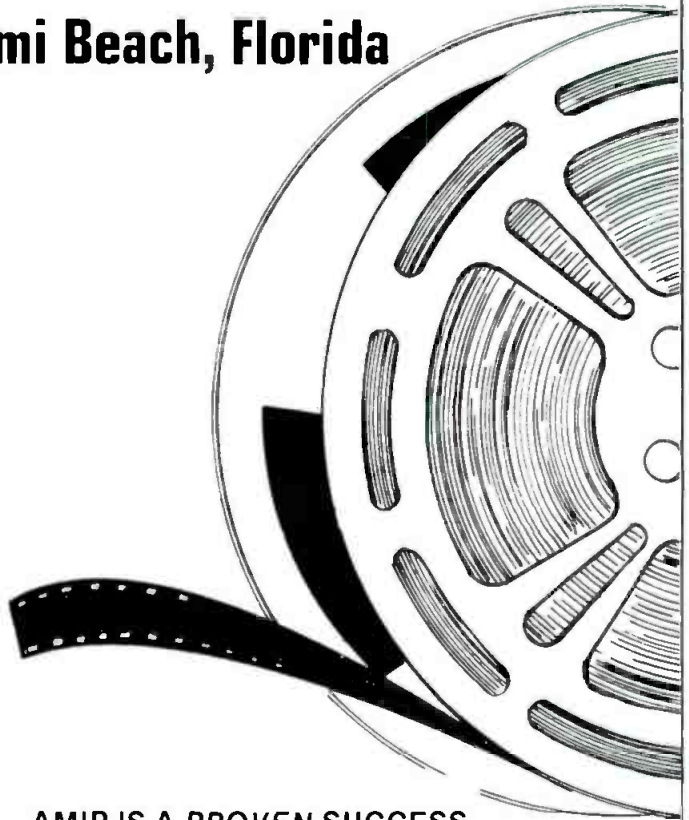
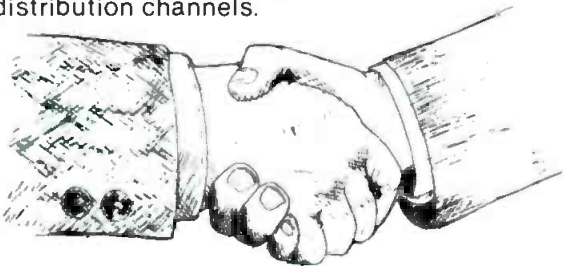
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