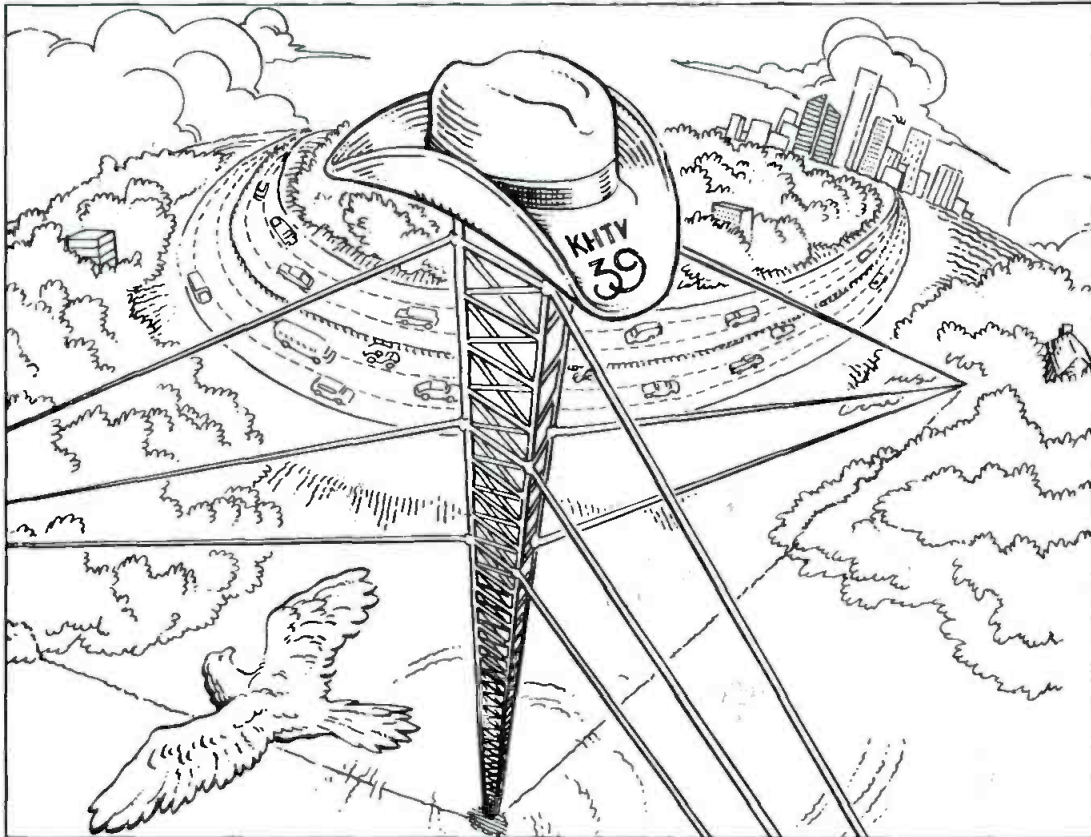


Broadcasting Oct 15



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Television takes
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in election race

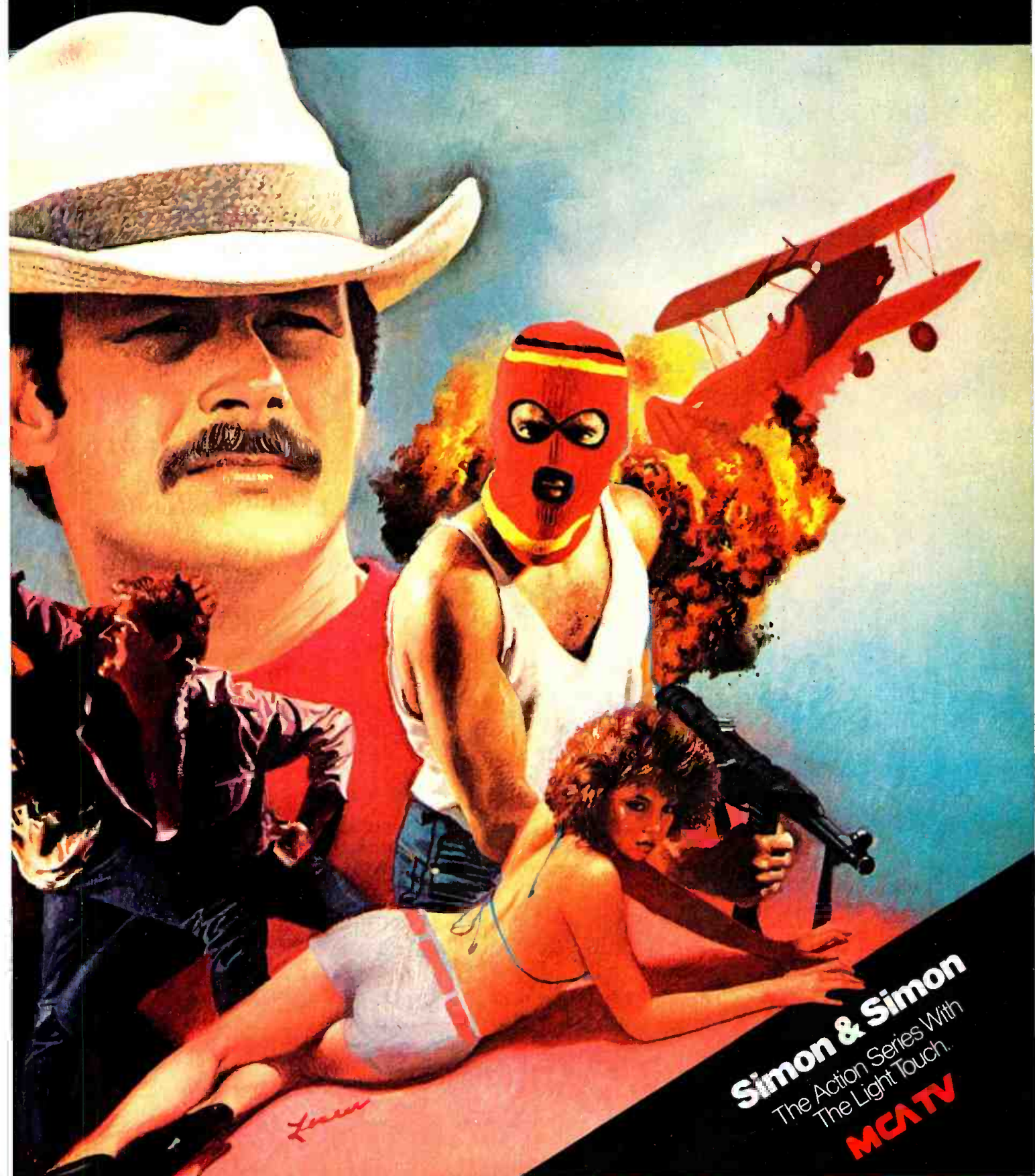
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Broadcasting Oct 15

Congress passes cable bill Television debates become focus of campaign Music video news from St. Tropez

TV TOWN HALL □ Presidential and vice presidential candidates square off in televised debates. **PAGE 35.**

PASSING MUSTER □ With some fine tuning, cable bill is passed by Congress and moves on to President's desk. **PAGE 38.**

VIDEO IN THE SUN □ St. Tropez hosts first world music video festival. **PAGE 40.**

OPENING LINES □ CBS-Westmoreland trial begins with selection of jury and each side's opening arguments. **PAGE 41.**

PAY DISMISSAL □ Frank Biondi is ousted as chairman and chief executive officer of Home Box Office. **PAGE 42.**

ANOTHER ONE GONE □ With Tulsa, Okla., STV operation set for Oct. 31 shutdown, industry appears to be losing battle over viewers to cable and videocassette recorders. **PAGE 46.**

OTHER OPPORTUNITIES □ Paramount Television looks to expand markets, including first-run, home video. **PAGE 47.**

FARMER'S MARKET □ Sky-Tech Inc. firm set to distribute one-hour farm program by satellite to dish-equipped farmers. **PAGE 48.**

DISNEY DEAL □ Cablevision Systems makes \$75-million deal for Disney Channel programming for 10 years. **PAGE 48.**

WASHINGTON MEDICINE □ FCC Chairman Fowler tells Hollywood creative community that they will

benefit from deregulatory policies. **PAGE 49.**

MUST-CARRY DEBATE □ Broadcasters and cable operators file mounds of comments on whether TV stereo and other aural subcarrier offerings are must-carries. **PAGE 58.**

DOWN UNDER SUPPORT □ Australian government picks Motorola AM system. **PAGE 68.**

BACK TO COURT □ Supreme Court refuses to review request by Cleveland TV station in libel suit, sending case back to a lower court. **PAGE 69.**

TURNING AROUND □ Libel Defense Resource Center study finds number of libel cases going against media organizations on decline. **PAGE 70.**

'NEWSHOUR' TROUBLES □ Studies show some dissatisfaction with hour-long format. **PAGE 71.**

PRESS POOL □ Pentagon agrees to establish special pool for small-scale military operations. **PAGE 71.**

WINNING NUMBERS □ CBS Inc. posts net income increase of 46% in third quarter. **PAGE 72.** Other Fifth Estate firms expected to show good but not spectacular results because of slow spot sales. **PAGE 73.**

THEN THERE WERE FOUR □ FCC rejects four applicants for failure to meet DBS due diligence deadline. DBSC, STC, USSB and Dominion left. **PAGE 75.**

IN CHARGE □ Barbara Crooks, president of Selcom Radio, attributes her success to a "positive attitude." Hard work and hands-on experience haven't hurt either. **PAGE 95.**

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30th ANNIVERSARY

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Back home?

Possibility that some future National Association of Broadcasters convention might return to Chicago—historic site for such gatherings until exhibit's size and union difficulties combined to make Las Vegas favored choice—was raised last week during meeting of convention committee. Concessions by unions were said to be attractive enough to warrant checking out by NAB delegation. Some in meeting expressed positive sentiments toward Chicago return, noting "stagnation" setting in with repeated outings in Las Vegas.

Report is that 1984 convention made \$2 million profit, while subsequent Radio Convention and Programing Conference co-sponsored with National Radio Broadcasters Association produced \$300,000 (to be split evenly). NAB's 1985 convention, again in Las Vegas, will have extra 35,000 square feet of exhibit space (on top of 300,000 this year) for which it will charge \$12 (against \$10 this year).

Nurse, nurse

FCC Commissioner Mimi Dawson's proposal for omnibus inquiry on content regulation is "somewhat moribund, but not dead," commission source said last week. Source said that's because, among other things, Mass Media Bureau, which has been working on item, has not been prodded to act. One story has it that assurances were given that item would come up this fall, but Chairman Mark Fowler decided to put it off, fearing another run-in on Capitol Hill. Official explanation, however, is that Mass Media Bureau Chief James McKinney, pleading "full plate" of other items, recommended to Fowler that action be postponed, proposal that Dawson okayed last Friday (Oct. 12). McKinney said bureau would "do it as soon as we can."

No sweat

There's continuing concern in some quarters over declines in network prime time ratings and shares, as well as homes using television (HUT) levels. First week of this season (Sept. 24-30) showed HUT down 2%, ratings down 4% and shares down 1%—all compared with same period of 1983. In week two HUT was flat, ratings were down 2% and shares were down 1% against 1983. (That season's start, of course, was boosted by

extraordinarily strong numbers for *AfterMASH* premiere, showing hazard in making broad generalizations based on comparing one year's record against another's.)

Concern doesn't reach highest officials at CBS, however. That network has turned its competitive attention away from shares (which concentrate on television networks alone) and, instead, is concentrating on individual competitions with all other communications media—including print. Gene Jankowski, president of Broadcast Group, has advised associates CBS is competing as much with itself and with growing universe of videocassette recorders as it is with traditional television media.

Fifth wheel

While representatives of cable industry struggled to bring cable legislation to fruition, they ran up against former FCC Chairman Charles Ferris, who, according to Hill sources, was working to radically alter, if not kill it, for at least two clients, Charles Dolan's Cablevision Systems, and group that had coalesced to fight off attempts to impose copyright liability on VCR's. Former opposed bill, feeling it allowed cities to intrude too far into business decisions of cable operators; latter wanted changes in copyright language in section permitting home earth stations. Although Ferris may have helped to make franchise renewal section more favorable to cable, according to one Hill source, he accomplished little else.

Curtain raisers

While one *60 Minutes* correspondent—Mike Wallace—is tied up in court with the CBS-Westmoreland libel case, another, Dianne Sawyer, will be making her reporting debut on program. She is scheduled to do two pieces this month, one being interview with children of Sonny Von Bulow, wife of Claus Von Bulow, whose conviction of attempt to murder wife was thrown out by higher court. Second piece concerns North Carolina woman who has been sentenced to electric chair, and who has become cause celebre in this year's U.S. Senate race there between incumbent Jesse Helms and state's governor, Jim Hunt.

How Wallace's rotation on program will be affected by trial proceedings is unclear. Judge Pierre Leval, who is hearing Westmoreland case (see story, page 41), has granted permission to Wallace to

be away from trial at times, as proceedings dictate, to work on stories he now has in progress. Wallace has completed several more that are ready for airing.

Digging in

Raymond Strassburger, FCC Chairman Mark Fowler's new legislative liaison, faces no sinecure. Strassburger spent last week, his first on job, studying telephone access charge decision, which was widely criticized in Congress. FCC's 12-12-12 multiple ownership ruling, another FCC decision that rankled many on Capitol Hill, is expected to become his other top priority.

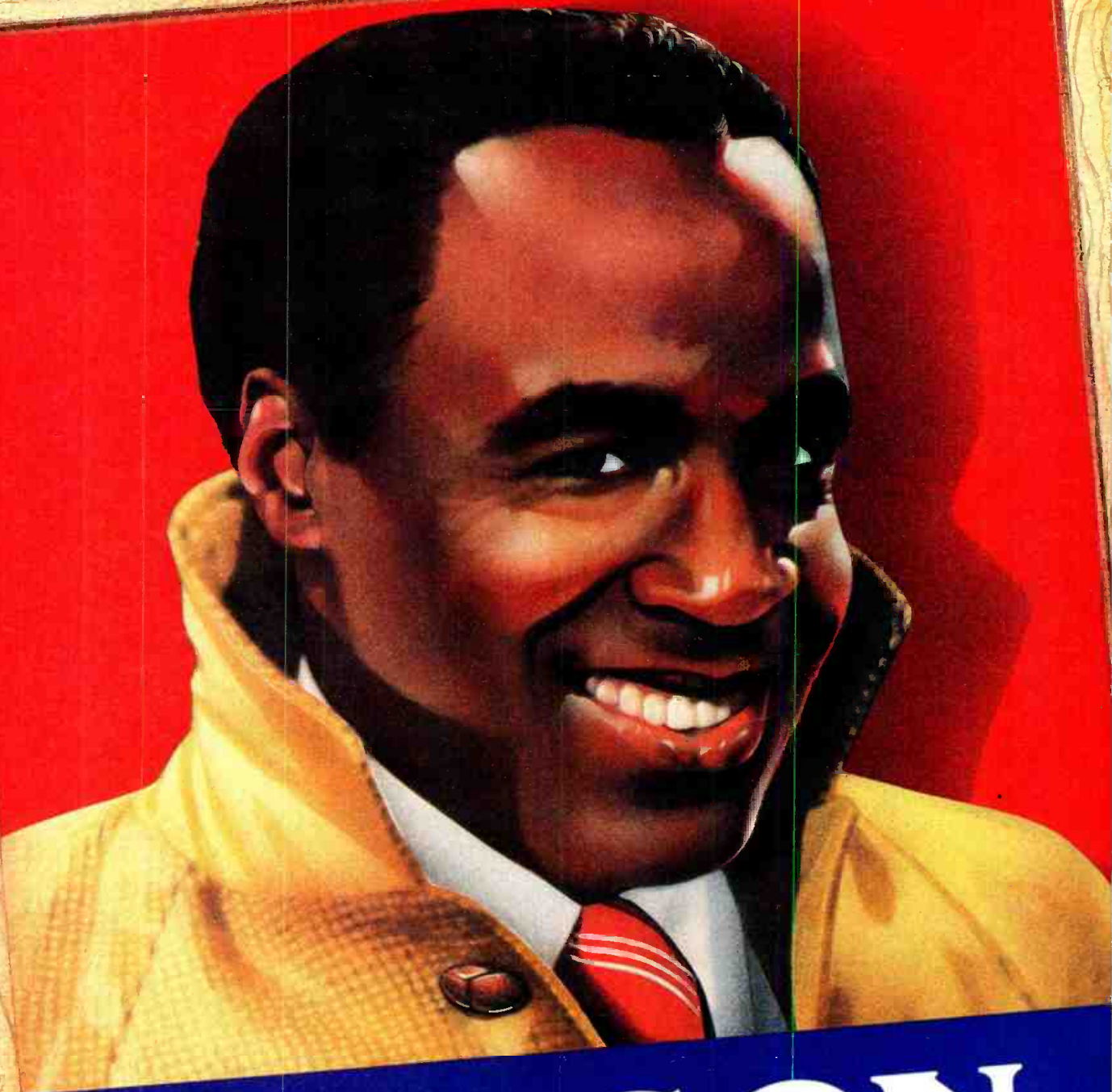
Slot struggle

One strain in U.S.-Intelsat relations involves competition between them for satellite orbital slots at 300 and 304 degrees east. U.S. has notified International Frequency Registration Board of interest in two slots, which would be ideal for providers of domestic and international satellite service since satellites in those slots would cover arc from West Coast of U.S. to Europe. Intelsat is also interested, but U.S. has raised questions about international system's need. So has Brazil, which has also expressed interest in slots; it could share them with U.S.

Intelsat board of governors at previous meeting approved Intelsat filing for two slots, but Brazil wants that reconsidered. And at board meeting that concluded two weeks ago, director general was asked to provide additional justification for Intelsat's need. There's suspicion that Intelsat's real aim is simply to pre-empt slots that would otherwise be used by U.S. companies seeking to compete with global system.

Tight fit

Can high-definition television be broadcast through single direct broadcast satellite channel? Members of Advanced Television Systems Committee and European Broadcasting Union may get answer later this month at CBS Technology Center in Stamford, Conn., when Japanese Broadcasting Corp. demonstrates its MUSE system. Using digital bandwidth compression techniques, NHK claims, MUSE reduces wideband HDTV signal to point where it can be squeezed through 27 mhz DBS channel.



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PITTSBURGH	WTAE-TV	NORFOLK	WYAH	RENO	KCRL
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SEATTLE	KCPQ	ALBANY, N.Y.	WNYT	CHICO-REDDING	KRCR-TV
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ST. LOUIS	KDNL-TV	FLINT	WNEM-TV	BAKERSFIELD	KBAK-TV
DENVER	KWGN-TV	RICHMOND	WTVR-TV	ALBANY, GA.	WALB-TV
SACRAMENTO	KRBK-TV	MOBILE	WALA-TV	WILMINGTON	WJKA
BALTIMORE	WMAR-TV	ALBUQUERQUE	KNAT	MEDFORD	KTVL
HARTFORD	WVIT	WEST PALM BEACH	WPEC	GREENWOOD, MS.	WABG-TV
PORTLAND, OR.	KPTV	JACKSONVILLE	WJKS-TV	JACKSON, TENN.	WBBJ-TV
INDIANAPOLIS	WRTV	FRESNO	KSEE	HONOLULU	KGMB
PHOENIX	KPHO-TV	ROCHESTER, N.Y.	WHEC-TV	MANCHESTER/ CONCORD	WMUR-TV
SAN DIEGO	KCST-TV	SPOKANE	KAYU-TV		
KANSAS CITY	WDAF-TV	PORTLAND, ME.	WCSH-TV		
CINCINNATI	WKRC-TV	AUSTIN	KBVO		
MILWAUKEE	WITI-TV	JACKSON, MISS.	WAPT		
ORLANDO	WOFL	TUCSON	KOLD-TV		
NASHVILLE	WSMV	COLUMBIA, S.C.	WOLO-TV		

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Cable castings

Going digital

VH-1, the new "video hits" channel that MTV Networks Inc. plans to launch Jan. 1, will start as "the first cable television network to distribute stereo sound to its affiliates in digital form, with the Dolby adaptive delta modulator," MTV announced last week. The announcement noted that delta modulation had been in the laboratory for several decades but didn't become practical until Dolby Laboratories recently developed a system to cut the bandwidth using ADM (adaptive delta modulation).

"At MTV Networks Inc., we've been studying this system for a long time and believe it's the best way to transmit stereo sound via satellite," said MTV Networks' Andrew G. Setos, senior vice president, engineering and operations. "In fact, we are going to use it for MTV as well."

Affiliates wishing to receive either MTV or VH-1 in digital stereo will need an ADM receiver, which MTV Networks said will be available from the manufacturer, Wegener Communications, at a cost comparable to that of analog equipment. Affiliates may receive VH-1 in monaural sound with standard satellite receivers. To accommodate MTV affiliates that already carry the service in stereo, MTV Networks will also continue to transmit the stereo sound via its current analog system.

A&E up

The Arts & Entertainment Network said last week that its domestic subscriber universe now totals 12 million, a doubling of subscribers since the network's debut last February. A&E said the network is now carried by 46 of the top 50 MSO's and is seen in all of the top-100 television markets. A&E's Andrew Orgel, vice president, affiliate sales and marketing, said the network "is the fastest growing cable network in history." Additionally, A&E was introduced in Canada last month, and network executives expect to reach 300,000 basic subscribers there by the end of 1984.

FNN to New York

The Financial News Network said last week that it was moving its editorial headquarters from Santa Monica, Calif., to New York and that much more of the network's programming would be produced there. The shift is being made, officials said, to take greater advantage of and perhaps become more in tune with sources within the Wall Street community. The network's programming is targeted toward the investment community. As part of the new thrust, Mark J. Estren, until recently the executive producer of PBS's *Nightly Business Report*, has been

named FNN's senior director of news and programing. Estren has been charged to oversee and implement the network's new direction. FNN transmits 13 hours of financial and business news programing to cable systems nationwide.

Heading East

The Santa Monica, Calif.-based Financial News Network is laying off most of its West Coast news staff, revamping its format and shifting more of its operation to New York. The 13-hour, weekday program service, distributed by cable and some UHF broadcast outlets, has provided financial and business news since its sign-on in November 1983, but has yet to turn a profit.

"We are restructuring the business based on the revenue stream it is generating," FNN President Paul Steinle said, estimating that losses have recently averaged about \$500,000 per month. With the changes, the executive said, FNN might be able to break even "within the next two or three months."

According to Steinle, the network will concentrate on minute-by-minute reports on the financial markets, shifting away from features and nonbusiness news. He said that 37 of FNN's 135 employees will be laid off, about 30 of them based in Santa Monica. Much of the news operation will shift to New York, where a staff of 18 is in place.

New executives joining FNN are Mark J. Estren, creator of the *Nightly Business Report* for the Public Broadcasting Service, who was named senior director of news and programing, and Elio Betty, former vice president of sales and marketing, ABC-TV, who was named senior vice president of sales.

Cable reports

A city council-sponsored task force has recommended that the 80,000 residents of Santa Monica, Calif., be served by a 90-channel, two-way, addressable cable television system that would include 13 leased-access channels. The report also suggested an increase in the present franchise fee from 3% to 5% and introduction of a super-basic tier with a cost not to exceed \$10 per month.

The Los Angeles suburb, served with 29 channels by Group W Cable under a franchise that extends through 1987, received the document from a 15-member citizen group appointed by the council in 1982. Group W currently has about 15,000 subscribers in the city, which is part of a 65,000-subscriber franchise extending into Los Angeles and Beverly Hills.

The task force's recommendations include the establishment of a "lifeline" discount for basic service to those who meet low-income criteria. Santa Monica officials will analyze the options offered in the report and make specific recommendations on cable policy in December. The task force rec-



Environmental tribute. Turner Broadcasting honored retiring Senator Paul Tsongas (D-Mass.) by previewing *The World of Audubon* at a Capitol Hill reception. Tsongas was honored for his contributions to the protection of the environment by TBS and the National Audubon Society. The *Audubon* show premieres over Turner's WTBS(TV) Atlanta as a quarterly series next Monday, Oct. 22. Pictured above are Senators Lawton Chiles (D-Fla.), Tsongas, Sam Nunn (D-Ga.) and TBS Chairman and President Ted Turner.



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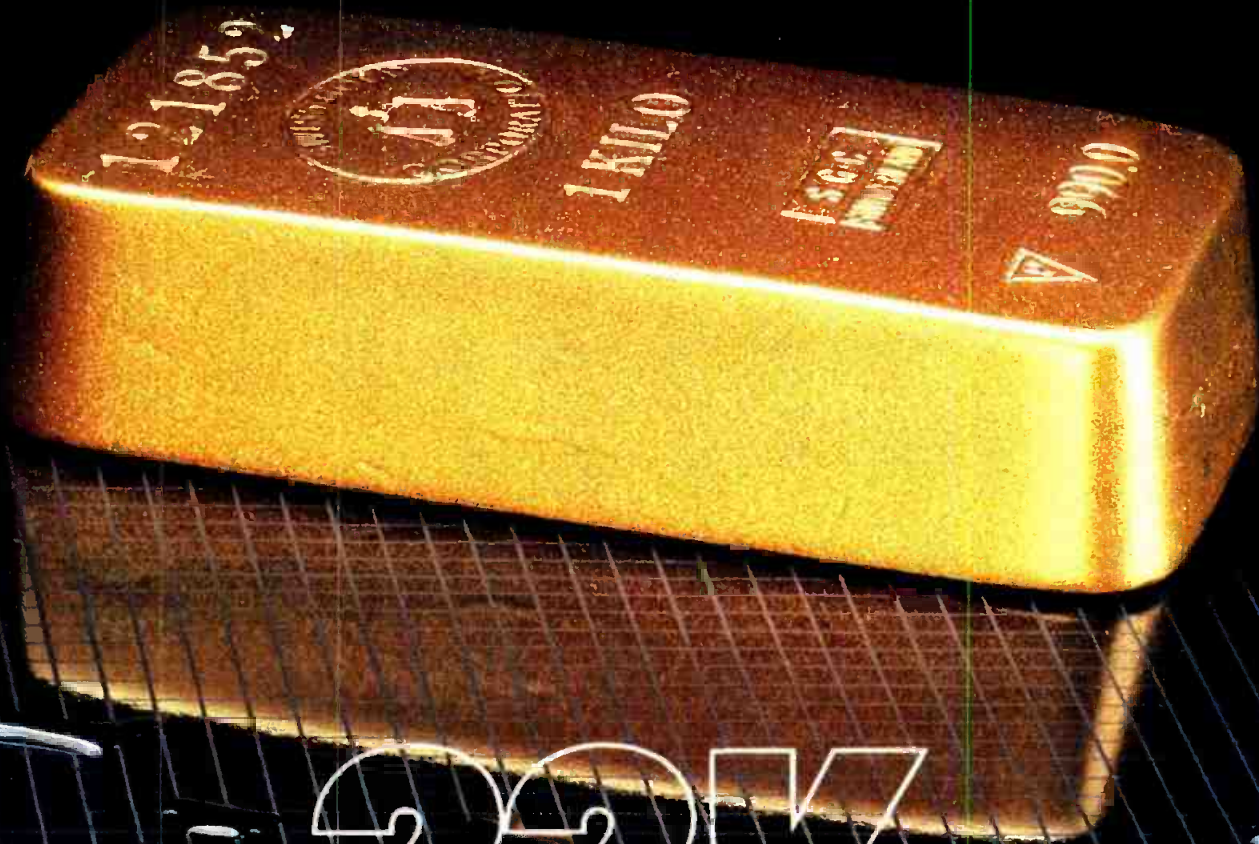
For over a decade, the Western Cable Show has been a must for everyone whose business is cable. And this year's show will be the most important ever:

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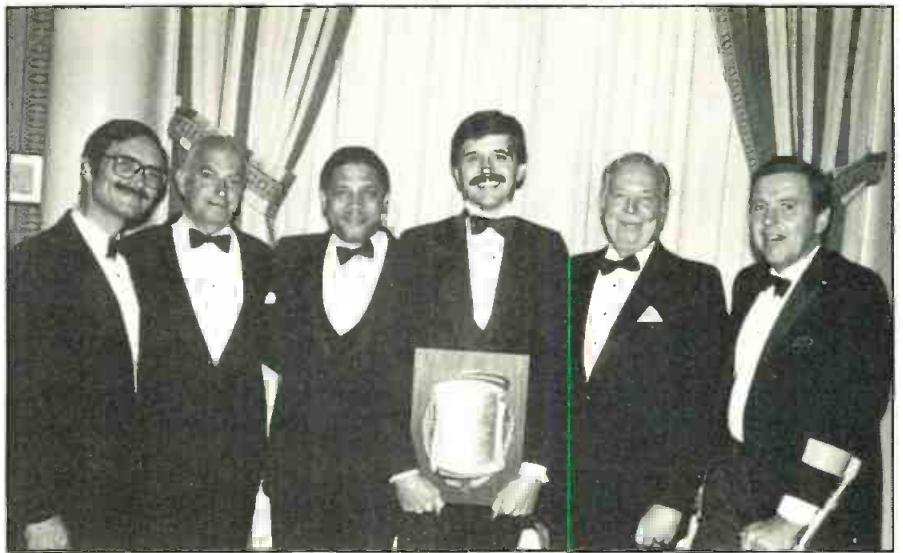
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ommended that if Group W cannot or will not incorporate most of its suggestions, the city should seek another franchise holder or consider operating the cable system itself or in partnership with a private company.

In an unrelated development, consultants to neighboring Los Angeles have recommended that the city require single-cable, 450 mhz or higher capacity, in each of the 12 cable franchises due to expire at the end of 1986 and that franchise operators provide interactive capacity by 1990. The report, prepared for the city's telecommunications task force by Gan & Associates, also recommended that 15% of available channels be devoted to leased access by the end of the decade. The documents also advised the city to prepare a tentative request for proposals to create a city wide interconnect for public and private use. The recommendations were requested by the city as part of the initial planning for the renewal of cable franchises passing 671,000 homes and serving 164,000 subscribers.

Making peace

Gill Cable and Turner Broadcasting have reached an out-of-court settlement in a suit filed by the San Jose, Calif., cable operator last July, alleging that Turner was about to bar it from distributing its Cable News Network unless it also carried superstation WTBS(TV) Atlanta. Turner officials denied the charges. The three-year agreement specifies that Gill will pay 22 cents per subscriber for CNN, up from nine cents per subscriber under the previous contract. The dispute arose when Gill threatened to drop WTBS in favor of an in-house movie channel.



Helping hand. Tom Wheeler, president, Nabu Network, and former president of the National Cable Television Association, received the first Founders award from the Walter Kaitz Foundation at a banquet Oct. 4 at the Waldorf-Astoria hotel in New York. The award was for "service to the cable television industry, particularly as it applies to minority interests and furthering minority individuals within the industry." The foundation, named after the late founder of the California Cable Television Association, is funded by contributions from individuals and the cable television industry, and seeks to recruit, place and develop qualified minority candidates for managerial positions in the industry. The banquet raised \$60,000 toward administration of the program, which provides nine-month internships with cable companies and a monthly stipend of \$1,500. Among those in attendance were (above, l-r): Spencer Kaitz, president, California Cable Television Association, and son of Walter Kaitz; Ralph Baruch, chairman, Viacom International Inc., who served as master of ceremonies; Representative Mickey Leland, (D-Tex.); Wheeler; Ed Allen, chairman of NCTA and president, Western Communications Inc., and Ray Joslin, president, Hearst Cable communications division.

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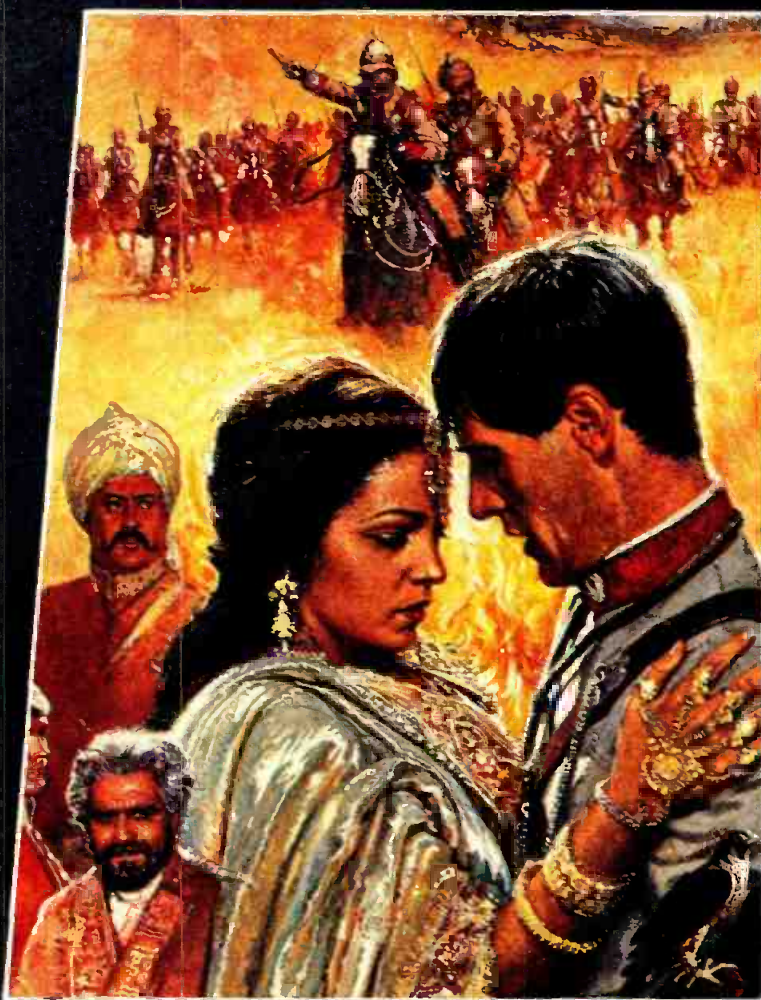
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Business Briefly

TV ONLY

Trump Plaza Hotel and Casino □ Campaign for resort in Atlantic City, N.J., has started for 10 weeks in Philadelphia and New York, including spot TV, newspaper supplements and magazines, at estimated cost of \$1.1 million. Commercials will be carried in prime time and sports and news periods. Target: men, 35-54. Agency: Trout & Ries, New York.

Pulsar Watches □ In pre-Christmas splurge, campaign will run in 70 markets for four weeks, starting in mid-November. Commercials will be scheduled in early and late fringe. Target: adults, 15-54. Agency: Sawdon & Bess, New York.

Bruce Foods □ Five-week flight is set to begin in mid-October in about 20 markets. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Dilorio, Wergeles, New York.

Venture Stores □ Women's coats will be

spotlighted in November in flights lasting two to three days per week for two to three weeks in 12 markets. Commercials will be carried in fringe and prime periods. Target: women, 18-49. Agency: Grey Advertising, Chicago.

McRae's Department Stores □ In pre-Christmas effort, McRae's will be active in 11 markets for one week to 10 days, starting on varying dates from early to late December. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Sanderson Farm □ Two-week flight for Miss Goldie Chicken is set to begin in late November in 11 markets. Commercials will run in daytime and early fringe periods. Target: women, 18-49. Agency: Sawyer Advertising, Gainesville, Ga.

RADIO AND TV

Winners Restaurants □ Fourth-quarter campaign in four Southern markets will consist of flights from four to five weeks,

starting in mid-November and supplementing radio-TV effort that begins in mid-October. Commercials will be carried in all dayparts on both radio and TV. Target: adults, 18-49. Agency: Leslie Advertising, Greenville, S.C.

RADIO ONLY

Levitt Furniture Co. □ Two-week flight is slated to begin in late October in 48 markets. Commercials will be placed in all dayparts. Target: adults, 25-49; 25-54. Agency: Lovett Advertising, Miami.

Fashion Bug □ In pre-Thanksgiving thrust, nationwide chain of women's apparel will launch one-week flight in mid-November in about 125 markets, including New York, Chicago, Pittsburgh and Washington. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Sciaky Advertising, Philadelphia.

Bob's Big Boy Restaurants □ Flights of two to three weeks will begin in early November in 10 Western markets. Commercials will be slotted in daytime periods on weekends. Target: adults, 25-54. Agency: Western International Media, Los Angeles.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

NBA TIP-OFFS—Week of October 15—Get a jump on the NBA in our five-part series of ninety second-scripts that look at all the teams, and the players making sports headlines with their moves on—and off—the court.

THE COLLEGE OF YOUR CHOICE—Week of October 22—Learn the difference between Hoyas and Hoosiers, Bulldogs and Bruins in our ten-part series that tells you how to pick a college. And how to afford the college of your choice.

WHEN JOHNNY CAME MARCHING HOME—Week of November 5—AP explores the plight of America's veterans, and how they've been affected by key issues raised during the post-Vietnam War era. Ninety-second scripts run in advance October 27.

THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional contests in our series entitled, "The Contenders." Ninety-second scripts supplement your campaign coverage five days a week.

GIVING THANKS—Week of November 12—AP's Thanksgiving Day series looks at the things America has to be thankful for, and at how Americans across the country are giving thanks. Scripts run in advance on November 3.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.



New home in Chicago. This artist's rendering shows the new corporate headquarters building of Foote, Cone & Belding, now under construction in Chicago. The new 20-story building will be located at 101 East Erie Street (the southeast corner of Erie and Rush Streets). Occupancy is scheduled for early 1986. The building will be named the FCB Center in honor of its major client: the agency will occupy the top 10 floors.

AN OVERNIGHT SENSATION

In its first two weeks in syndication, "Diff'rent Strokes" has significantly increased its previous time period programming in all of its overnight markets.



DIFF'RENT STROKES

DISTRIBUTION  EMBASSY
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AdVantage

Thinking big. Volkswagen of America has assigned largest launch budget in its 30-year history for its new Golf and Jetta cars, starting next month. James R. Fuller, vice president of Volkswagen division, said advertising spending for fourth quarter will be 20% greater than last year. He would not disclose figures but Volkswagen is believed to have spent in excess of \$25 million in 1983 fourth quarter, which covers launch period. VW is allotting about 55% of its launch funds to television and 45% to print. VW spokesman said company is considering use of radio at later date. Agency is Doyle Dane Bernbach, New York.

□

Y&R's movie venture. Young & Rubicam USA has established Y&R Entertainment to specialize in motion picture and entertainment marketing. New unit will be headed by Gordon Weaver, president, and Steve Rose, executive vice president. Weaver was most recently president of marketing for Paramount Pictures, and Rose was executive vice president of same company. Company's principal office will be in New York, with representatives in Los Angeles, London and Tokyo. Y&R spokesman said that at least for time being concentration will be on motion pictures.

□

Flying higher. National spot radio expenditures for airline industry during second quarter of 1984 increased 17% over comparable period year ago, according to analysis by Christal Co. rep firm, which bases its information on data supplied by Radio Expenditure Reports, Larchmont, N.Y. Regionally, according to Christal, airline business was up 29% in Midwest, up 25% in West and up 4% in East.

□

True growth. Countering negative comments by media critics about cable television, Robert Alter, president of Cabletelevision Advertising Bureau, contended last week that cable actually is growing in subscriptions and advertising revenues. Alter cited recent Newsweek article, "Cable's Lost Promise," as example of misconceptions about cable foisted on public by what he said were "ill-informed" critics. Alter, who spoke before New York chapter of National Academy of Television Arts & Sciences as substitute for Jim Mooney, president of National Cable Television Association, who was following progress of cable bill in Washington, cited Nielsen figures to show that cable audiences are growing in both households and specific demographics (men, women, children). He said outlook for cable advertising is bright and expects accelerated growth, particularly in local advertising.

Question:



**WHAT ARE
THE MAJOR CAUSES
OF HIGHWAY
DETERIORATION?**



For the answer see
page 62.
And for all the answers
about the American
trucking industry, call
(703) 838-1966.



The American Trucking Associations Foundation, Inc., 2200 Mill Road, Alexandria, Virginia 22314

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David N. Whitcombe, vice president.
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□

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Broadcasting ■ Cablecasting

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This week

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual fall convention. Speakers include FCC Chairman Mark Fowler; National Association of Broadcasters President Eddie Fritts, and NBC-TV President Pier Mapes. Hershey Motor Lodge and convention center, Hershey, Pa.

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

Oct. 15—*Direct Broadcast Satellite Association* annual meeting. Vista International, Washington. Information: (202) 822-4105.

Oct. 15—Deadline for entries in *National Black Programming Consortium's* fourth annual video/film competition. "Prized Pieces '84," honoring "finest in black-oriented programming." Information: NBPC, 1266 East Broad Street, 1-E, Columbus, Ohio, 43205.

■ Indicates new or revised listing

Oct. 15—Deadline for applications for *International Radio and Television Society* College Conference. Information: IRTS, 420 Lexington Avenue, Room 531, New York, N.Y., 10170.

■ **Oct. 15**—*National Academy of Television Arts and Sciences*, New York chapter, dinner, "Solomon Northup's Odyssey—A PBS American Playhouse." Copacabana, New York.

Oct. 15-18—*Southern Educational Communications Association* conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16—*Southern California Cable Association* seminar. "Profitability in the Urban Marketplace." Speakers include Thomas Wheeler, president and chief executive officer, NABU: Home Computer Network, and Glenn Jones, chairman and chief executive officer, Jones Intercable, Airport Hilton, Los Angeles. Information: (212) 655-4150.

Oct. 16—*Association of National Advertisers* annual

new product marketing workshop. Hotel Roosevelt, New York.

Oct. 16—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton North Shore, Chicago.

■ **Oct. 16**—*Women in Cable, Greater Philadelphia Chapter*, program on scrambling. Speakers: Bob Zitter, VP, HBO network operations, and Tom Polis, executive VP RT/Katek Communications Group. Adam's Mark hotel, Philadelphia.

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

Oct. 17—*New York TV Academy* luncheon. Speaker: Neal Pilsen, executive vice president, CBS/Broadcast Group. Copacabana, New York.

Oct. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17—"The Cable Connection," course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: marketing/sales and PR/advertising. George Washington University, Washington.

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

Oct. 17-21—"Music Personnel Conference," sponsored by *Association of Music Personnel in Public Radio*. Rochester Plaza hotel, Rochester, N.Y. Information: David Paisley, KSOZ(FM) Point Lookout, Mo., (417) 334-6411, or Marianne Carberry, WXXI-FM Rochester, N.Y., (716) 325-7500.

■ **Oct. 18**—*Federal Communications Bar Association* luncheon meeting. Speaker: J. Paul McGrath, assistant attorney general, Department of Justice. Touchdown Club, Washington.

Oct. 18—*Women in Film and Video, New England chapter*, meeting. Waz-TV Boston.

Oct. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport hotel, Dayton, Ohio.

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

Oct. 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Waldorf-Astoria, New York.

Oct. 18-21—*American Women in Radio and Television* Northeast area conference. Omni International, Norfolk, Va. Information: (202) 296-0008.

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. Panelists include Robert Trout, ABC News; Mary Alice Williams, CNN, and Tom Petit, NBC News. Sheraton Center, New York.

Oct. 19—"Minority Ownership of New Broadcast Stations," seminar sponsored by FCC, *National Telecommunications and Information Administration* and *Minority Business Development Agency*. First City Bank Town Hall, Dallas.

Oct. 19—13th annual *Colorado State University* CSU Broadcast Day. Theme: American Broadcasting in an Election Year." CSU campus, Fort Collins, Colo.

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. 19-20—*National Federation of Local Cable Programmers* fall regional conference for Southwest. Dallas Public Library, City Hall complex, Dallas.

Oct. 19-21—"Communications and Empowerment," conference of *Union for Democratic Communica-*

Major Meetings

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 MIDEA 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* 42d 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: Dal-

las, 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 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

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—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

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.

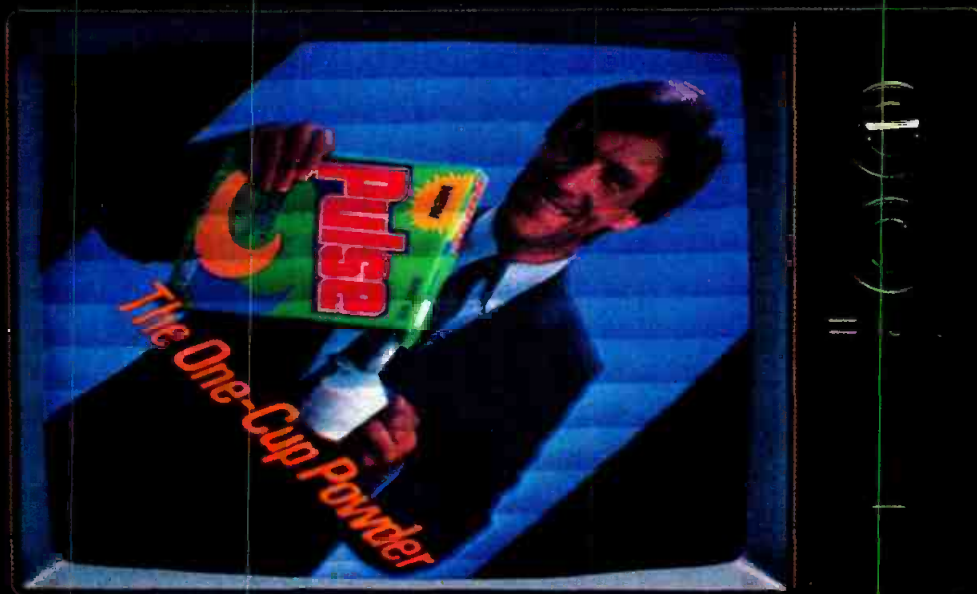
Oct. 6-9, 1985—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Loew's Anatole hotel, Dallas.

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The villain is the antiquated 2-inch cart machine—notorious for making valuable commercial air time vanish into thin air. And its appetite for destruction seems endless. Statistics show it's not unusual for a station to squander upwards of \$15 million yearly on makegoods alone.

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THE MACHINE INSPIRED BY BILLIONS OF DOLLARS WORTH OF COMMERCIAL FAILURES.

sophistication is the kind of mechanical simplicity that virtually eliminates breakdowns—not to mention the makegoods, excessive downtime and high maintenance costs that are generally part of the package.

And, as its name implies, the Sony Betacart uses Betacam cassettes—which cost less than a third of what 2-inch cartridges cost. Its format also makes the system ideal for ENG use during newscasts—thanks to its compatibility with the Betacam™ camera/recorder, along with its multiple video and audio outputs and freeze/instant-start capabilities.

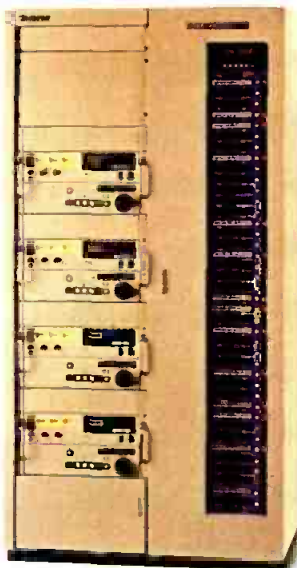
All these advantages, plus its low initial cost make the Sony

Betacart multicassette an investment that will pay for itself quickly. And it will keep paying off in new ways. Its stereo capability, for example, will allow you to capitalize on the coming introduction of stereo TV broadcasting.

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

After all, to err may be human. But there's nothing divine about having to forgive a machine.

SONY
Broadcast



tions. National 4-H Center, Chevy Chase, Md.

Oct. 19-21—*American Women in Radio and Television* Northeast area conference. Omni International, Norfolk, Va.,

Also in October

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 membership meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

Oct. 22-24—Financial management seminar for broadcasters, sponsored by *Broadcast Credit Association-Credit Information Inc.*, subsidiary of Broadcast Financial Management Association. Hyatt Regency O'Hare, Chicago. Information: (212) 689-1776.

Oct. 23—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton University City, Philadelphia.

Oct. 23—*Connecticut Broadcasters Association* annu-

al meeting. Lord Cromwell Inn, Cromwell, Conn.

Oct. 23—*Washington Metropolitan Cable Club* luncheon. Speaker: Kay Koplovitz, president-CEO, USA Network. Washington Marriott, Washington.

Oct. 23-24—*National Association of Broadcasters* regional seminar, "The Revitalization of AM." Henry VIII Inn and Lodge, St. Louis. Information: (202) 293-4955.

Oct. 24—*New York TV Academy* luncheon. Speaker: John Gault, president, Manhattan Cable TV. Copacabana, New York.

Oct. 24—"The Cable Connection," course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: legislation and franchising/refranchising. George Washington University, Washington.

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

Oct. 24-26—"New Directions in Satellite Communications: Challenges for North and South," international symposium sponsored by *University of Texas, College of Communication, Austin*. Speakers include Richard Colino, president of Intelsat, and Richard Butler, secretary general, International Telecommunications Union. Jesse H. Jones Communication Center, University of Texas campus. Austin. Information: (512) 471-5775.

Oct. 24-27—*National Broadcast Association for Community Affairs* 10th annual convention. Peachtree Plaza hotel, Atlanta.

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. Speaker: Bud Greenspan, official cinematographer of summer Olympics in Los Angeles. Waldorf Astoria, New York.

Oct. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Pittsburgh.

Oct. 25—*Academy of Television Arts and Sciences* forum luncheon with Jack Valenti, president, Motion Picture Association of America. Century Plaza, Los Angeles.

Oct. 25—*Philadelphia Cable Club* luncheon meeting. Speakers: Carl Peterson, vice president-general manager, and Jim Mora, head coach, Philadelphia Stars. Ovations Club, Spectrum, Philadelphia.

Oct. 25-26—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies, extension of Annenberg Schools of University of Pennsylvania and University of Southern California*. Part one: "Spectrum Management from a Policy Perspective." Washington Program office, Washington. Information: (202) 484-2663.

Oct. 25-26—*National Association of Broadcasters* regional seminar, "The Revitalization of AM." Sheraton Inn-Airport, Portland, Ore. Information: (202) 293-4955.

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

Oct. 26-27—*Alpha Epsilon Rho, National Broadcasting Society*, East Central regional conference. University of Maryland, College Park, Md. Information: (409) 294-1342.

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

Oct. 27—*American Society of Composers, Authors and Publishers* entertainment industry seminar, "The Burning Issues of the Copyright Controversy," hosted by UCLA Extension. Speakers include Screen Actors Guild President Ed Asner, Representative Howard Berman (D-Calif.), Writers Guild of America Executive Director Naomi Gurian, attorney Jay Cooper and songwriter Tom Snow. Information: (213) 825-9064.

Oct. 27—Deadline for entries in Black Maria Film and Video Festival-Competition, sponsored by *Oakeside-Bloomfield Cultural Center* in cooperation with *Montclair State College, Essex-Hudson Film Center of the East Orange Public Library* and *Edison National Historic Site*. Information: (201) 736-8575.

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

Oct. 28-Nov. 1—*Public Broadcasting Service* "Program Fair." Madison hotel, Seattle.

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. 29-30—*Texas Association of Broadcasters* engineering conference during association's annual meeting (see above). Hyatt Regency hotel, San Antonio, Tex.

Oct. 30—*New York TV Academy* forum, "A Night at the Round Tables." Omni Park Central hotel, New York.

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

Oct. 31—"The Cable Connection," course sponsored by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. Topic: system operation, cable financing and future developments. George Washington University, Washington.

Oct. 31—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: George Kaufman, chairman/president, Kaufman As-

Stay Tuned

A professional's guide to the intermedia week (Oct. 15-21)

Network television □ **ABC:** *World's Greatest Mysteries* (strange events special), Monday 8-9 p.m.; *The Other Rebellion* (women's rights discussion), Sunday 12:30-1:30 p.m. **CBS:** *Sentimental Journey* (drama), Tuesday 9-11 p.m.; *Nairobi Affair* (drama), Wednesday 9-11 p.m. **PBS** (check local times): *America and Lewis Hine* (portrait), Monday 10-11 p.m.; *NOVA: The National Science Test* (game show), Tuesday 8-9 p.m.; *The People vs. Dan*



NOVA panel (l-r): Art Fleming, game show host; Edwin Newman, former NBC News correspondent; Marva Collins, educator; Jules Bergman, ABC News science editor, and Jane Alexander, actress

White (docudrama), Wednesday 9-10:30 p.m.; *Nisei Soldier: Standard Bearer for an Exiled People* (documentary), Wednesday 10:30-11 p.m.; *The Dining Room* (play), Friday 9-10:30 p.m.; *Proxire: The Senate Maverick* (profile), Sunday 10-11 p.m.

Cable □ **Arts & Entertainment:** *Infidelities* (comedy), Sunday 8-9:30 p.m. **HBO:** *The Guardian* (drama), Saturday 8-10 p.m.; *Not Necessarily Television* (satire), 10-10:30 p.m. **Showtime:** *Washington** (political satire series), 9:30-10 p.m.

Syndication □ **WCRB Productions:** *Exxon/New York Philharmonic* (orchestra), Monday on 250 stations (check local times).

Museum of Broadcasting □ (1 East 53d Street, New York): *Screen Actors Guild Seminar* (New York television series and commercials), Tuesday 12:30-2 p.m. *John A. Gambling Seminars* (radio), Thursday and Friday 12:30-2 p.m. *See It Now: A Retrospective*, 30 shows, now through Nov. 1. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. For information and air times call (212) 752-7684.

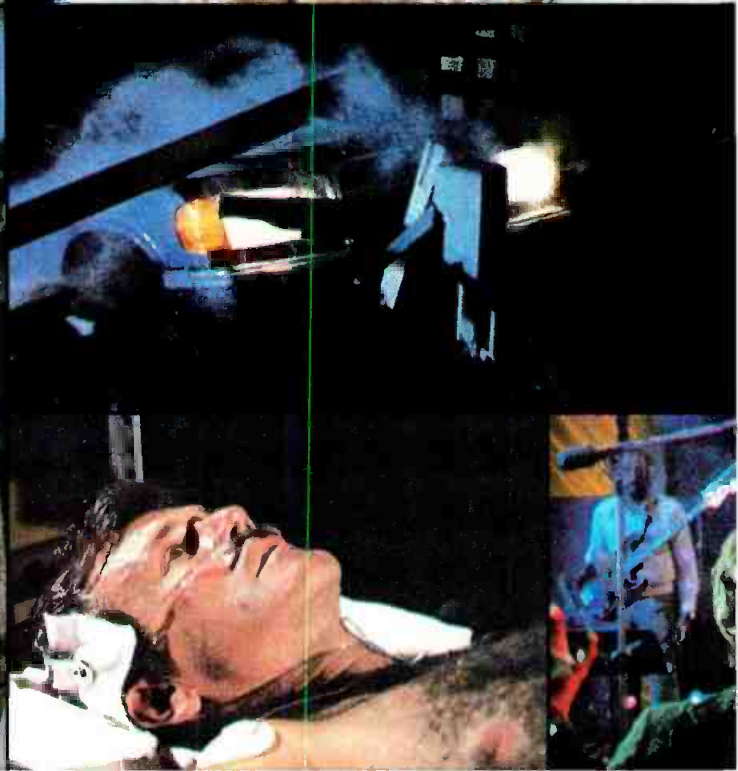
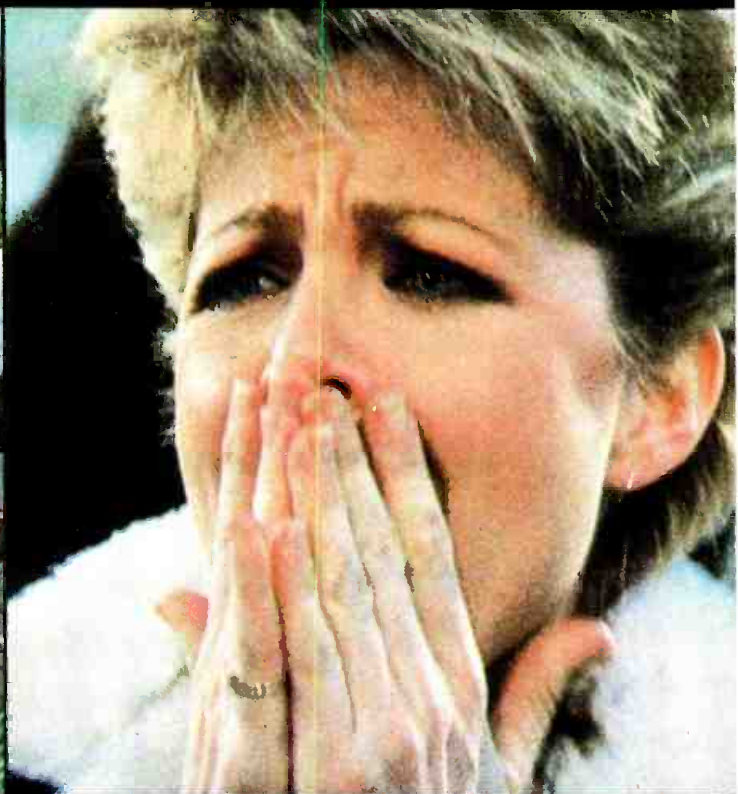
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toria Studios, "New York Reclaims its Film/TV Production Heritage." Copacabana, New York.

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

November

■ **Nov. 1**—*Women in Cable, Chicago chapter*, "Chicago Cable Update III." Midland hotel, Chicago.

Nov. 1-2—"Technological Underpinnings of Communications Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies*, extension of *Annenberg Schools of University of Pennsylvania and University of Southern California*. Part two: "Technologies of the Electronic Mass Media." Washington Program office, Washington. Information: (202) 484-2663.

Nov. 1-4—15th annual *Loyola Radio Conference*, for college and high school broadcasters, sponsored in conjunction with *Loyola University, department of communication*. Hotel Continental, Chicago. Information: (312) 670-3116.

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

Nov. 2-3—*National Federation of Local Cable Programmers* fall regional conference for Southeast. University of Tampa and office of Tribune Cable, Tampa, Fla.

Nov. 2-3—*National Federation of Local Cable Programmers* fall regional conference for Northeast. University of Southern Maine, Portland, Me.

■ **Nov. 2-4**—*Alpha Epsilon Rho, National Broadcasting Society*, Mideast regional conference. Harley hotel, Lexington, Ky. Information: (409) 294-1342.

Nov. 2-9—27th annual *International Film and TV Festival of New York*. Sheraton Center hotel, 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. 6—*New York Television Academy, student affiliate chapter, Syracuse University*, "distinguished visiting professor lecture series." Speaker: David Poltrack, vice president-research, CBS Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

■ **Nov. 7**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

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

Nov. 8-9—"Technological Underpinnings of Communi-

cations Policy," three-part tutorial sponsored by *Washington Program in Communications Policy Studies*, extension of *Annenberg Schools of University of Pennsylvania and University of Southern California*. Part three: "The Technology of Communications Common Carriage." Washington Program office, Washington. Information: (202) 484-2663.

Nov. 8-11—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel and convention center. Kansas City, Mo.

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

Nov. 11-13—*National Cable Television Association* board meeting. La Quinta hotel, La Quinta, Calif.



Added attraction

EDITOR: I am writing in regard to the article entitled "A Wow Week for Radio" which appeared in the Sept. 24 issue of BROADCASTING. The Will Rogers Institute maintained a booth at the NAB/NRBA convention. Our presence there served several purposes: We conducted free blood pressure checks for convention participants; we distributed information on health benefits available to members of the broadcasting industry from the institute, and we offered free cassettes of two celebrity radio PSA's on drunk driving,

featuring Peter Falk and Martin Sheen.

You quoted National Association of Broadcasters President Eddie Fritts urging broadcasters to join the NAB on a local level in the national campaign to curb drunk driving. "By informing your audiences and by working with local groups on this issue you can be an important part of the solution to this national tragedy," Mr. Fritts said.

This would be an appropriate place not only to mention the Will Rogers Institute's presence at the convention, but also to remind your readers that Will Rogers PSA's are available free of charge and are an excellent way for broadcasters to "... be part of the solution..."—*Martin Newman, executive director, Will Rogers Institute, White Plains, N.Y.*

AM concern

EDITOR: A few weeks ago, all excited about AM stereo and AM "rebirth," I purchased a new portable receiver to take with me on my travels around the states. How disappointing. Worse, how bad. To my dismay, most stations at night broadcast talk shows like Bruce Bad Mouth, Sally Sad Talent or Larry Loose Tongue. What a joke!

In order for us to survive, and if we expect AM and AM stereo to grow, we must provide the requirements. Expect good quality signal, good programming (not talk) and a positive sales approach. The client will come.—*James D. Clark, president, LCH Broadcasting Group, Lewisville, N.C.*

Tribute

EDITOR: Thad Holt, of happy memory, was a man of uncommon intelligence, ability, compassion and respect for his fellow man.

He was my mentor and friend from 1937 until his death in Washington Monday, Sept. 24 (BROADCASTING, Oct. 1). Truly, he was a "man for all seasons."—*Lionel F. Baxter, Bay St. Louis, Miss.*

EDITOR'S NOTE. Holt's death, at 86, was reported in the Oct. 1 issue of BROADCASTING. Baxter is a member of the board of directors of Storer Communications and is a retired vice president of the company's radio division.

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A cable TV marketing commentary from Neal Litvack, HBO, New York

Bringing former cable subscribers back into the fold

We've all been exposed to recent thinking on market segmentation in cable. Lately, efforts have gotten very sophisticated, as the focus has been on attitudinal segmentation (e.g. "wealthy wonderfals," "older resolveds") and on doing complex cross-tabs of demographic segmentation data (e.g. younger women, not working, with children living at home). While these may eventually be important distinctions to make in cable marketing, they are now very soft labels and are, for the most part, not translatable to action. Further, terms like these ignore a fundamental distinction that must be made in cable marketing, that of "former" versus "never" subscribers.

"Former" and "never" labels can be applied to almost every component of the current and nonsubscribing customer bases. With nonsubscribers, three immediate cuts can be made: the "never cables" (i.e. non-triers), "former basic onlys" and "former pays." For current subscribers, one can start with "current basic onlys," who either never or once subscribed to pay, and "current pay subs," multi or single pay, who have either downgraded or made no change in their initial cable subscription.

These are important distinctions to make, as nevers and formers are different groups of consumers, maybe even more so than the "wealthy wonderfals," "older resolveds" and others mentioned earlier.

Segmenting the cable universe this way not only allows us to acknowledge these two distinct groups; it also forces us to recognize the group of former subscribers, cable and pay, that is increasing. Former subscribers are growing rapidly in number, yet little or no effort has really been undertaken to understand them or to recapture them.

At the start of 1984, former subscribers made up 11% of the cable sub universe—the remainder being split between never subscribers and current subscribers—and 18% of the pay universe. Over a five-year period, these numbers will grow to 29% of the cable sub universe and 38% of the pay.

More significant will be the formers' rise in relation to the size of the never segment, which will decrease over time. In fact, the number of former cable and pay subs should exceed the number of nevers some time in 1989.

We've all anticipated the need to re-market former subs "one day" but have given the segment a lower priority than the never category. But consider these two points: (1) The numbers quoted earlier are cable network estimates, meaning that marketers in older systems may be looking at a very different



Neal G. Litvack is director of market planning and analysis for Home Box Office, New York. He has been with HBO since 1980, serving as manager of marketing retention and manager of advertising for its Cinemax service. Prior to joining HBO he was in product management at General Foods Corp.

mix of formers and nevers in their nonbuyer bases right now. (2) Both HBO and National Cable Television Association research points to former subs as a more likely group to be converted than never subscribers.

Formers are almost three times more likely to subscribe to cable than nevers. For pay, the probability of conversion of formers is two-to-three times that of nevers. When we overlay these conversion probabilities against the absolute size of each of the never and former segments, we find that both groups will contribute the same number of cable subs and nearly the same number of pay subs in 1984. That kind of potential cannot continue to be ignored.

Unfortunately, there are no proved tactics of recapture in our current industry arsenal. Perhaps development of programs would be made easier by knowing just who the former subscribers are.

Former cable subscribers are significantly younger than their never and current subscriber counterparts. Almost 60% of former cable household heads are younger than 35 years of age, versus 28% for nevers and 40% for currents. Formers tend to have more people residing in their homes than never subscribers, although about the same number as current subscribers. Former cable subs have lower annual incomes than current cable subs and about the same as nevers.

Next, former subscribers were measured as lighter viewers of cable than current subscribers, both in percentage of TV viewing time devoted to cable and in average number of channels watched.

Similarly, former cable subscribers, as

well as the never subscribing base, identify cable viewing as most similar to going to the movies, while current subscribers tend to think of cable as being closer to regular TV. For former and never subscribers, cable is still perceived as an occasion or event, while for current subscribers, cable has become a presumed purchase.

Former cable subs also tend to have been heavily "sold" before subscribing, to some extent subscribing simply to appease the door-to-door salesperson. Former subscribers seem to have been less committed to maintain their cable subscription long term.

This raises the question: How do we recapture the former subscribers? Reducing the price of cable, offering better programming and improving customer service are good first steps. As marketers, however, this direction can only lead our thinking. Let me therefore suggest testing or these ideas:

- Target either basic-only or basic plus one pay to this audience. We know that a number of former subscribers are highly price sensitive and that a number of formers rejected cable because they felt that they were paying too much for it. Research against former cable subscribers indicates that a large percentage did not know about or were not encouraged to downgrade to a less expensive package and who perceive cable as something that costs \$40 or \$50 a month. For these reasons, we need to sell less to resubscribing homes, to be aware of price-sensitive points like the \$20 mark and not to be too anxious to upgrade them too quickly.

- Tactically, use direct marketing, particularly mail and telemarketing, as the most efficient vehicles. Since the majority of operators know which households once subscribed, these homes can be easily and directly reached by mail or phone.

- To position the service to formers, use one of two strategies. The "product improvement platform," a message that can breathe new life into consumers' perceptions of a product or service, can serve as an umbrella term to address additions to or improvements in programming or customer service. Second, refresh the perception of cable product to skew younger and go beyond the notion of movies alone and into other program genres.

- On the retention front, introduce programs that stimulate use of the service (e.g. tune-in advertising) and encourage viewing of a wide variety of cable channels.

- Finally, keep close contact with newly recaptured subscribers. Assist them with billing problems and attempt to use this communication to red flag existing technical problems.

An important part of cable TV segmentation marketing involves the distinction between former and never subscribers. The former segment is ripe for recapturing. ■

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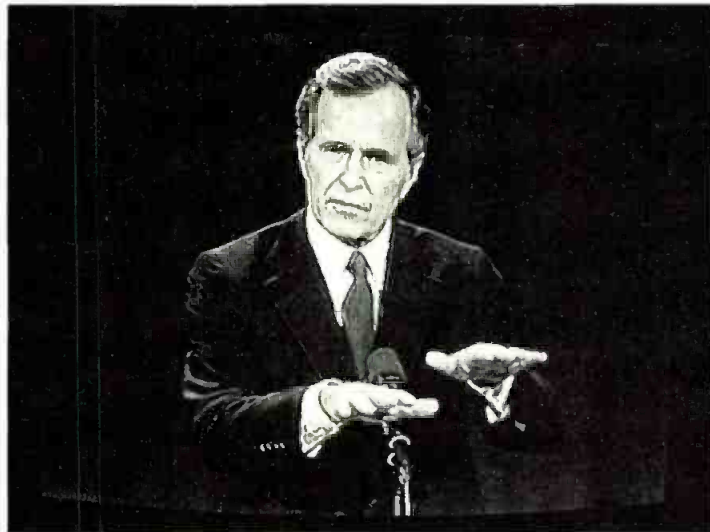
Broadcasting Oct 15

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TOP OF THE WEEK



Mondale and Reagan in Louisville, Ky.



Bush and Ferraro in Philadelphia

TV debates: pivotal points for politics

Controversy surrounds selection of panelists for presidential and vice presidential encounters; top of ticket scheduled for final debate next Sunday in Kansas City

The presidential election campaign was largely transformed last week. The Democratic candidate, Walter Mondale, the erstwhile wimp, had gone on the attack, brimming with confidence, as President Reagan tried to regroup and resume what had been assumed was an unobstructed journey to re-election. And all because of the televised,

100-minute debate on the economy and domestic issues on Sunday, Oct. 7—an event witnessed in whole or in part by an estimated 70 million viewers—and the follow-up stories on television and in the press that flowed from that event.

Strong as that story was, journalistically, it did not completely overshadow the controversy stirred by the difficulty the League of Women Voters, the sponsoring organization, had in recruiting four panelists to question the candidates. As it turned out, the panel consisted of only three members—and the league found itself in the unaccustomed po-

sition of receiving harsh criticism. Daniel Schorr, senior correspondent for the Cable News Network, in discussing the issue at a luncheon of the Washington chapter of the National Academy of Television Arts and Sciences, said the league had been "round-heeled... in its position of conniving in a deception to the public."

By what seemed a consensus of the public and the pundits, Mondale had "won" the debate. ABC News's Barbara Walters, who served as moderator, said her impression in the hall was that "Mondale felt better and better" as the debate wore on, and, like

many others, she indicated she had been puzzled by the President's performance: "I was surprised he didn't take the opportunity [of his closing argument] to soar." By Thursday, polls were showing a sharp upturn in Mondale's favorable rating among voters, and an increase in his standing with regard to the President. And if the results of the polling were not of a kind to cause alarms to start ringing in the White House—the President's lead remained formidable—they were suffi-

cient to inject new life into the Mondale campaign and renew interest in the contest by the reporters covering it.

All of which may explain why incumbent Presidents who are leading in the polls do not relish engaging their opponents in televised debates.

Even before the post-debate analysis had tapered off, Vice President George Bush and Representative Geraldine Ferraro confronted one another in a debate of vice presidential

candidates—historic in that it was the first involving a woman—in Philadelphia's Civic Center, on Thursday. For a few minutes less than the allotted 90, they exchanged views and barbs on domestic and foreign policy. Each candidate's backers claimed victory. But whoever won, the league could take some satisfaction in the attention the debate focused on the two candidates and their relationship to the presidential race. It is not often vice presidential candidates receive the

Kennedy-Nixon debate organizers take critical view

A couple of old soldiers who had fought an earlier battle—and not on the same side—in organizing a series of presidential debates, last week unburdened themselves of some feelings after watching the first presidential debate of 1984. And on one point, at least, Frank Stanton, president emeritus of CBS Inc., and J. Leonard Reinsch, retired chairman of Cox Communications, were in agreement: The purpose of presidential debates would be better served if the League of Women Voters were not involved. To a degree, that feeling grows out of the conviction that they had done it better in 1960, when they helped arrange the format for the four debates between Senator John F. Kennedy and Vice President Richard Nixon without the league's participation. But Stanton recalled proposals he had made in 1963 for a series of presidential debates whose format would have marked a sharp departure from those of 1960—and would also require radical changes in the format currently in use.

Stanton had represented CBS in negotiations with the candidates' representatives and the other networks that, once Congress temporarily suspended the equal time rule, resulted in the series of four debates that the networks sponsored and covered in 1960—the first-ever such confrontations between presidential candidates. Stanton said the breakdown of the league's panel-selection process in connection with the first debate between President Reagan and



Stanton

Walter Mondale—scores of journalists suggested by the league were vetoed by both camps—was "shocking," and added, "I don't see any need for the league. We didn't have it in 1960."

Reinsch, who is now chairman of Sunbelt Cable Corp., in Lake Worth, Fla., had been communications adviser, during his years with Cox, to Democratic Presidents and presidential candidates dating back to Harry Truman. And in 1960 he was one of those representing Kennedy in negotiating debate ground rules. Last week, he said, "I feel strongly the League of Women Voters has no business in the debate business.... They got the thing screwed up."

The league became involved in the sponsorship of presidential debates in 1976, after the FCC modified its interpretation of the equal time rule to permit broadcasters to cover such debates without incurring equal-time obligations, provided sponsorship was by a third party. Last year, the commission changed the interpretation again, this time to permit broadcasters to sponsor as well as cover debates. Although the networks individually had written to the Republican and Democratic National Committees, offering to sponsor debates between the candidates of their parties, and later conducted negotiations with the Reagan and Mondale campaigns through ABC News's Richard Wald, the candidates accepted the league's proposal.

League President Dorothy Ridings does not think that was surprising. "The public and the candidates trust the league to be fair and unbiased in sponsorship of the debates," she said, adding, "Their observations are 100% correct." Neither campaign has responded to questions as to the reason the league was selected.

The most prominent feature of the debates has been the panel of journalists putting questions to the candidates. That was a custom begun with the first Kennedy-Nixon debate. But Reinsch recalled that the panelists and the candidates were in a broadcast studio, insulated from "the extraneous effect of a live audience." And as for the selection of panelists—a matter that has become sensitive and controversial—he noted that "the candidates had nothing to say about the panels."

Whatever advantages he might feel the 1960 arrangements had over those now in effect, Stanton last week showed no interest in returning to them except for one feature—putting the candidates in a studio with no audience. But he would do with-

out a panel of questioners. ("The panel tries to perform, and gets in the way. There were times when that happened Sunday evening," he said.). "It's wrong to call them 'debates,'" he said. "They've never been debates."

The main thrust of the proposals he made to the chairmen of the Democratic and Republican National



Reinsch

Committees 21 years ago was that there be a "dialogue" between the presidential candidates—not what panels of questioners cause to more closely resemble joint press conferences. He offered virtually unlimited free prime time on CBS for a series of joint appearances during the 1964 campaign for "an exchange of views... without reliance upon a panel to put the questions and to determine the course of the discussion." He said the number and length of the joint appearances would be for the parties to decide—and said the same would apply to the parties' vice presidential candidates. The broadcasts would not, he said, be available for sponsorship.

The offer was made in the expectation that Congress would suspend the equal time rule as it applies to presidential and vice presidential candidates in 1964, as it did for the contest in 1960. But Stanton made his proposal on Nov. 21, 1963, the day before President Kennedy was assassinated (BROADCASTING, Nov. 25, 1963). Kennedy had indicated a willingness to debate the Republican nominee in 1964, and legislation suspending Section 315 of the Communications Act was moving through Congress. However, the legislation died after President Johnson showed no interest in confronting Senator Barry Goldwater (R-Ariz.), and until 1976, when President Gerald Ford found himself behind in the polls, incumbent Presidents declined to debate.

national attention normally reserved for the top of the ticket.

For all of the drama and excitement it generated, the Reagan-Mondale debate, in Louisville's Kentucky Center for the Arts, did not pull the television audience the one and only debate in which Reagan engaged President Jimmy Carter four years ago. Nielsen reported that ABC, CBS and NBC achieved a combined rating of 45.3 and a combined share of 69, which translates into 38.5 million households—or 70 million viewers, according to CBS researchers. Four years ago, the rating for the Carter-Reagan debate was 58.9 and the combined share, 84. That translated into 45.8 million households, or 80 million viewers, according to CBS researchers (see box below).

Based on overnight ratings from Arbitron and Nielsen metered markets, NBC researchers said 65 million to 70 million watched all or part of the Bush-Ferraro debate. Numbers from Arbitron's 11 metered markets showed ABC on top (13.6/21), followed by NBC (13.5/21) and CBS (13.2/20), for a three-network total of 40.3/62.

As Reagan and Mondale looked forward to their second and final debate, on foreign policy, in Kansas City, on Oct. 21, the league and representatives of the candidates were attempting to improve the process of selecting members of the panel. The panelists for the Oct. 7 debate—James Wieghart, of Scripps-Howard; Diane Sawyer, of CBS News, and Fred Barnes, of the *Baltimore Sun*—were selected in a process that saw increasingly frustrated league officials submitting lists of what finally totalled 83 names to the two camps. The Reagan and Mondale camps, in what League President Dorothy Ridings said was a radical departure from the attitude of candidates' handlers in the 1976 and 1980 presidential debates, when the league used the same or similar selection process, had struck names in wholesale lots.

By time the process was completed—or simply ended—on the day before the debate was to be held, the league found itself with only three panelists, not four, as planned. Ridings was accusing the campaigns of "abusing" the process—a charge she was to repeat last week—and the integrity of the process was being called into question. Two reporters for the *New York Times*—Gerald Boyd and Hedrick Smith—declined to fill out the panel after learning of vetoing of prospective panelists by the candidates. Charles McDowell of the *Richmond Times Dispatch* also declined an invitation; he had earlier gone on record with criticism of the concept of using panelists. CBS News said that Sawyer would be the last CBS correspondent to appear on a debate panel. League officials even turned to Walters, asking her to serve as both panelist and moderator. She, too, declined what seemed less and less an honor. In part, her refusal was based on the feeling that "it would be difficult to wear two hats." But she also said it was "a small act of protest—not against the league but the system."

The concern sweeping through the ranks of journalists was given focus by CNN's

Schorr in his colorful denunciation of the league as being "roundheeled." He said he was "shocked" by the league's performance, adding: "It should be their debate, and they shouldn't let anyone dictate to them."

Ridings herself had gone on the offensive at a press conference in Louisville on Oct. 6. "I quit being a good soldier and went public," she said last week. She accused the campaigns of "abusing" the process—a process that allowed pre-emptory challenges but a right she said she did not expect the campaigns to exercise with such abandon—and repeated the charge several times in a news conference on Tuesday night in Washington that had been called to announce the names of the panelists for the vice presidential debate.

Ridings was defending the principles at least of the process. She said Schorr's comment made her "laugh." And she said she believes "there is legitimate room in the panel selection process for some form of challenge." But she saw a need for some change. The league originally had submitted three lists of 12 names each, one list for each of the debates, to the candidates. But there was agreement on only one of the names—Wieghart's. Even after the candidates were asked to review the other two lists, the

league was unable to complete the panel. In time, 47 more names were submitted. Each camp struck about 50 names but, oddly, each one vetoing prospects approved by the other. On the Thursday before the debate, the league secured two more panelists, Sawyer and Barnes. And that was it.

The process was tightened up last week in the selection of panelists for the vice presidential debate. John Mashek, of *U.S. News and World Report* and Robert S. Boyd of Knight Ridder Newspapers had been cleared by time of the Louisville debate. To select the other two, Ridings and Carol Parr, executive director of the league, on Tuesday called in one representative each of the Mondale and Ferraro camps on Tuesday—and in the process dealt with a criticism members of the campaigns themselves had made of the process. They said the opportunity to veto names had been overwhelming. One Mondale-Ferraro spokesman said, "You're going to take your best shot, so if they give you room to wiggle, you'll wiggle." He said the league should have called the two sides in to discuss the situation. "I don't think either side knew there was a problem [in the days leading up to the first debate]" he said.

The league officials' meeting with Bush's Shirley Green and Ferraro's Brady William-

Rating the presidential debate

According to A.C. Nielsen, the combined rating/share of the Reagan-Mondale debate was 45.3/69, which delivered a total of 38.5 million TV households per average minute. This compares to the Carter-Reagan debate of 1980, which pulled an average 58.9/84 and drew 45.8 million TV households per average minute—7.3 million more households than Reagan-Mondale attracted. (For history buffs, the first 1976 debate between President Ford and candidate Carter averaged a 53.5 rating and delivered 38.1 million TV households per average minute.)

On a network-by-network basis, CBS outdrew the competition nearly two to one in number of viewing households. During the actual debate, which ran from 9 p.m. to approximately 10:45, CBS averaged a 20/30, compared to a 13.8/21 for NBC and a 12.9/20 for ABC. CBS researchers estimated that nearly 70 million viewers watched all or some part of the debate, down from the estimated 80 million viewers who watched the 1980 Carter-Reagan debate. CBS researchers said their viewer estimates were based on 1.76 viewers per household, which was the official level during the 1980 debates. Official levels for current viewers per household will not be tabulated by Nielsen for a couple of weeks, network researchers said.

The big question—what happened to the 10 million viewers between the 1980 and 1984 debates—was without a definite answer. HUT levels were down only 6%, from 70.1 in 1980 to 65.8 in 1984, but the ratings fell 23%. Network researchers acknowledged that viewers have more alternate viewing choices today than four years ago with cable and independent stations—a theory that would seem to be supported by the relatively minor drop in HUT levels. But the most common explanation heard among researchers was that viewers simply were not as interested in watching the candidates as they were four years ago. In 1980, the race between Carter and Reagan was perceived as much closer, and the debate was held nearer election day. Also, there was only one debate in 1980 compared to three for this election—two between the presidential candidates and one between the vice presidential candidates. Said Robert E. Igiel, senior vice president and group media director at N W Ayer, New York: "Carter and Reagan were not 28 points apart."

Network researchers also tended to dismiss the notion that the missing 10 million viewers wound up in the cable camp, watching the debate on CNN. But head Turner researcher Terry Siegel reported that CNN showed a significant increase in viewers during the debate. CNN averaged a 2.1/3 in the CNN universe, about 642,000 households per average minute. That compares to a 0.9/1 in the comparable period the week before, producing 275,000 households per average minute. "What normally happens during coverage of this kind," said Siegel, "is that the networks lose shares and we double ours."

son lasted more than five hours.

Ridings said that no "names were struck." But neither did either side agree with the other on names put forward by the league. An effort to reach a "consensus" failed. Finally, the league asked the two sides to draw up short lists of their own. They did, but not a single name appeared on both. Eventually, though, a name on one list was successfully matched with one on the other—and Norma Quarles of NBC and Jack White of *Time*

magazine joined Mashek and Boyd on the panel. ABC News's Sander Vanocur had been announced earlier as the moderator.

With the announcement of the second panel, the league seemed to be breathing easier. "The resolution of the question about panelists... was amiable and harmonious," Ridings said in a statement. But work remained. Ridings told BROADCASTING she would confer with White House chief of Staff James Baker and Jim Johnson, chair-

man of the Mondale-Ferraro campaign, in a conference call on Saturday (Oct. 13) to discuss "the process" to be followed in selecting the panelists for the third and final debate, on Sunday. She said that names as well as the entire process could be included in the discussion. She expects the telephone conference call—she was to be in Louisville, Baker in Washington, and Johnson at Mondale's home, in North Oaks, Minn.—to run a long time. □



Victorious Jim Mooney (l), president of NCTA, and Bert Carp, executive vice president, flank TV set rerunning final passage of Cable Telecommunications Act of 1984, with House Commerce Committee Chairman John Dingell on the screen.

Free at last: cable gets its bill

At penultimate hour, compromise on EEO eliminates last stumbling block; passage considered broad victory for industry, ending bondage to municipal regulation

Cable will never be the same.

Congress passed legislation late last Thursday establishing a national regulatory policy for CATV. Once the bill takes effect late this year, cable operators will be operating under a whole new set of rules affecting many critical aspects of their business—among them, setting of rates, packaging of tiers, meeting equal opportunity employment obligations and winning franchise renewals.

The legislation, which House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) called "the first major revision of the Communications Act of 1934," limits the regulatory power of states and municipalities over cable, but, at the same time, affirms their remaining power.

Passage of the legislation was assured Thursday afternoon when liberals and conservatives in the House and Senate came to an agreement on an amendment that would water down the EEO provision that was passed by the House a week earlier and that would insure public participation in the awarding of franchise and franchise renewals.

The guts of the legislation reflected a compromise on the regulatory issues between the National Cable Television Association on one side and the National League of Cities and the U.S. Conference of Mayors on the other. The compromise must have been a good one; each side thought it had gotten the better part of the deal.

"This bill is going to take the heart out of municipal regulation of cable," said NCTA President James Mooney, who has been the industry point man on the bill. "With the elimination of rate regulation and with sharp restrictions being placed on cities' renewal decisions, you are going to take away much of the reason for being of cable regulatory bureaucracies.... You are going to find a lot of cable regulators out of work in a couple of years."

In the long term, said Mooney, reflecting on the legislation's impact on the industry, "you are going to get stability for the assets and the business, which we haven't had, and that's going to have a very broad effect on the cable industry."

"In the short run, as rate deregulation is phased out, cable operators are going to have a great deal more flexibility in packaging and in pricing. One of things I think you are going to see is that the heavy pricing pressure will come off pay, which has been a problem. You are going to be able to engage in more rational pricing techniques. And, as

a consequence of that, you may even see a significant diminution of the essentially artificial distinction between pay and basic services."

On the other hand, the cities "are very happy to see we have finally put this issue behind us in a satisfactory way," said Cynthia Pols, legislative counsel for the National League of Cities. "You can't believe how badly the cities wanted this bill. They dread the FCC."

The legislation "takes the FCC out of our hair," she said. "It establishes for us clear regulatory authority. It gives us a five percent franchise fee without strings attached. It establishes a renewal procedure that doesn't involve a presumption of renewal. The biggest set-back is the rate regulation, but what we got there is better than what the FCC has already attempted to give us recently."

In the two weeks leading up to passage of the bill, the chief obstacle was the EEO provision. A group of conservatives, led by Orrin Hatch (R-Utah), fought to eliminate or weaken the provision, creating an ideological deadlock.

According to Larry Irving, an aide to Mickey Leland (D-Tex.), who was the author of the House-passed EEO provision, the conservative faction was "all ginned up" by its success earlier this year in blocking legislation that would reverse the Supreme Court's *Grove City College* ruling that limited

A to Z on CTA

The Cable Telecommunications Act of 1984 takes effect 60 days after enactment. The bill, clarifying the authority of the FCC and state and local governments to regulate cable, will, among other things:

- Authorize local governments to regulate cable systems through the franchise process and establish federal standards for awarding franchises. It specifically prevents cable companies from "redlining" or denying service to any potential subscribers because of "the income of the residents of the local area in which such group resides.

- Permit local franchising authorities to charge cable operators franchise fees of up to 5% of the company's gross operating revenues. The FCC is prohibited from regulating franchise fees in the future. Cable operators are permitted to pass on any increase in franchise fees when billing customers. Clarifies that the franchise fee cap of 5% of gross revenues per 12 months does not preclude up front lump sums or deferred payments if the effect of such payments will not increase the operator's financial liability in excess of that which would have accrued if such fees had been paid annually.

- Provide for rate deregulation of basic cable rates after two years except in markets in which the FCC determines there is not sufficient competition. Also, cable systems which have retiered or repriced cable services in light of the FCC's *Nevada* decision cannot be required to restore, retier or replace such services where the change in pricing or tiering occurred as of Sept. 26, 1984. Operators may also increase subscriber rates by up to 5% each year to adjust for inflation without seeking local government approval.

- Permit cable companies to obtain modification of facilities and equipment, including public, educational or governmental access access facilities or equipment requirements, if the franchising authority or an appropriate court determines that existing requirements are commercially impractical and approves the modification. Franchising authorities, when issuing new franchises or renewing existing franchises, may set facility and equipment requirements relating to channel capacity and other factors.

- Require cable operators to provide by "sale or lease" lock-boxes that subscribers could use to prevent children from viewing programing that is "obscene or indecent."

- Require when a franchise renewal is denied "and the franchising authority acquires ownership of the cable system or effects a transfer of ownership of the cable system to another person, any such acquisition or transfer shall be at fair market value," unless a provision of the franchise requires a different valuation.

- Establish a process for renewal of cable franchises based on the cable operator's past performance and proposal for future performance. An administrative proceeding may also be held to determine whether the operator has "substantially com-

plied" material terms of the existing franchise; the quality of the operator's services has been reasonable in light of community needs; the operator can provide the facilities and services described in his proposal, and the proposal will meet future cable-related community needs. The franchising authority and the incumbent cable operator may agree to renewal of the franchise without implementing the administrative procedures. The bill includes a statement of purpose that protects the cable operator from an unfair denial of the franchise.

- Permit franchising authorities to establish requirements for the designation and use of public, educational and governmental (PEG) access channels. Also allows franchising authorities to permit unused PEG channels to be used for other purposes.

- Require cable companies to offer a certain number of cable channel capacity for commercial use by parties unaffiliated with the cable operator. Operators, would, however, be allowed to set the rates for leasing channels. Cable systems with 36 to 54 activated channels would be required to lease 10% of the channels, systems with 55 to 100 channels must set aside 15%, and any system with 100 activated channels must designate 15%. It permits any person refused the right to lease a cable channel to take the cable system to federal court.

- Prohibit the crossownership of cable systems by local television stations but permits crossownership by newspapers. Prevents the crossownership of a cable system by local telephone companies except in rural areas.

- Allows the FCC in certain circumstances to grant waivers to telephone companies to allow them to own cable systems where cable services would otherwise be denied to local residents. State or local franchising authorities may own cable systems, but are not allowed to control the editorial content.

- Create a national standard for privacy protection of cable subscribers by regulating the collection, use and disclosure of personal information by cable systems.

- Allow franchising authorities to require provisions in franchising agreements for the enforcement of customer service agreements and construction-related requirements.

- Permit franchising authorities and cable operators to specify in franchise agreements that certain services "shall not be provided or shall be provided subject to conditions, if such cable services are obscene or are otherwise unprotected by the United States Constitution."

- Establish civil and criminal penalties for the theft of cable services. It creates a penalty of up to six months imprisonment and a \$1,000 fine for any person stealing cable services.

- Require the FCC to certify annually that a cable system or headquarters operation is in compliance with equal employment opportunity standards. It would not mandate that any cable system or headquarters achieve any specific numerical level of minority and female employment. However, they must establish affirmative EEO programs.

the power of the federal government to enforce the Civil Rights Act of 1984.

Leland and Irving worked hard to preserve the provision intact, but, in the end, had to give in to keep the bill alive. The Hatch amendment, one of the three passed last Thursday, gutted the EEO provision, eliminating the section that would have required most cable systems to hire a certain percentage of women and minorities.

Although Leland lost the "numbers" in the bill, Irving still felt the EEO provision was a "positive improvement" over the status quo. The legislation requires cable operators to implement affirmation action programs, he said, and gives the FCC the power "to really

turn up the heat" under uncooperative operators.

Asked whether cable had not come up "smelling like a rose" on the EEO issue, NCTA's Mooney said he "wouldn't resist that characterization."

The other problem in the final weeks came from Howard Metzenbaum (D-Ohio), who wanted to strike language that allows cities to award franchises and renewals without a formal and public process and allow public interest groups to intervene in the proceedings. Shortly after Leland gave in on EEO, Metzenbaum softened his position to make it palatable to the cable industry. As passed by the Senate, his amendment now

insures only that the public has a right to comment on franchising procedures.

The final amendment, submitted by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) took care of the rest of the issues that divided House and Senate sponsors of the bill. It eliminated the ban on newspaper-cable crossownership, clarified the franchise fee cap of 5%, grandfathered for two years state laws providing for rate deregulation, limited a cable operator's requirement to set aside channels for non-video programing. It also established a congressional commission to assess domestic and national telecommunications policy. □

Videos shine in St. Tropez sun

First International Music Video Festival features emphasis on world markets, techniques, marketing of short- and long-form productions

"Clipmania" arrived on the Cote d'Azur of France last week at the First International Music Video Festival of St. Tropez. Organizers of last week's four-day festival hope to channel the increasing importance of music video programming into an annual event. At week's end the questions of whether the festival will develop as an active marketplace, or whether four days of sun on the Cote d'Azur can annually draw the music and video industry, seemed largely unanswered.

Preliminary reviews from producers and distributors, buyers and sellers alike, gave the festival high marks as both a place of introduction for members of the infant industry, and as a marketplace of ideas. But the St. Tropez festival appears to have a way to go before it's a marketplace for video product. Most also said, however, that they went without expectations of doing much business—some said they had no tangible business plan at all—and might be willing to give the festival a second look next year. There were also more than a few who just decided to drop by, or take a vacation in St. Tropez during the festival, such as Tim Newman, who recently picked up several MTV Music Video Awards including best director.

Screenings of music videos were dispersed throughout the resort town: in a shopping mall, hotel lobbies, a local movie theater, a municipal building and on a 13-by-18-foot "Diamond Vision" screen (made by Mitsubishi) facing toward the town wharf from the end of a pier, 100 yards away.

First-Year Foul-Ups

The midday sun, which warmed the seacoast town, eased some of the aggravations that beset the inaugural festival. At least one problem was outside local control: A nationwide strike caused some participants, including several representatives of Victor Co. of Japan Ltd. (JVC), to arrive in St. Tropez with their baggage somewhere behind them, while others found baggage pick-up had been moved to the runway, beside the plane. There were occasional long waits for free transportation (42 chauffeur-driven cars) between the festival, the airport—more than an hour away in Nice—and the hotels, some as far apart as 20 miles. Registration for the festival hit 1,400, plus 400 journalists.

There were technical problems within the festival itself. The simultaneous translation for those Americans and others who could not understand the French panelists captured less than half of most dialogue. (There were only three non-Frenchmen among the 20 panelists during the first three days of seminars.) Three members of the Big Island Productions crew said they went from Australia with written assurances that exhibiting equipment with Dolby sound capability would be available for their 12-minute vid-

eo, but found none.

Patrick Morelli, who sports the lengthy title in France of president of the commission for new techniques for the literary society and for the society of multimedia authors, said that participants could not easily find videos brought to the festival because there were neither exhibit booths nor a central video library. Morelli also said that outside the colloquies, there were no other professional activities.

Rupert Schmid, an organizer of the festival, addressed some of the problems in a Thursday evening press conference, saying that it was hard to anticipate the needs of the marketplace but that the promoters were happy enough with the response and have already begun planning for a festival next year. Among the changes he said would be made were centralizing more of the festival activities and having a preliminary round of screenings before the jury actually assembles.

Yet despite these and other missteps, good humor generally prevailed.

Doing Business

Anyone expecting announcements of major deals would have been disappointed, but reports of some business being done surfaced midway through the festival.

Luca Bentivoglio, director of promotion for Spanish International Network and a producer of one of its shows, *Images*, went to the festival both to shoot a segment of *Images* and to look for music videos for SIN's Saturday afternoon youth show, *Furia*, to give it a more international look. He said he was successful in making contacts with distributors from both Europe and Japan but that the purchasing decisions would be made back in the U.S.

Henri Erlich, president of Film Search, a New York-based stock film company, stopped by on his vacation before going to VIDCOM '84, the 10th International Video-communications Market in Cannes from Oct. 13 to 17. Film Search specializes in supplying cinematographic images—such as a sunset for an Eastern Airlines spot or the time lapse footage used for some local news openings—and Erlich had with him seven minutes of material rough-cut to a James Brown number. He said it was a first effort at a "non-narrative video" and he was looking for a possible co-production arrangement with a distributor.

Colin Medlock, director of Telegenics, which distributes promo music video programming in the U.S. to more than 500 clubs, said Monday night that his company was looking at the possibility of programming for the cable and satellite industries.

Vestron Music Video was represented by Ian Ralfini, vice president, who went for a party and screening of Vestron's *Video Rewind-The Rolling Stones Hits*. He said he had also managed to discuss possible long-form co-productions with representatives of both Showtime and HBO. "To use it as a marketplace... that really didn't work. Next year it might help if they could attract some more of the talent, the artists. Having a few concerts would make it more like Cannes" (the film festival).

Bill Speed, a writer and producer for Black Entertainment Television, took sick leave to attend and serve as a juror of the video competition. Although he said he had no "clear cut" business plans, he had several results to show for his time, including "running into people I've been talking to for years on the phone." Speed also said he had seen foreign videos he may now try to obtain for the BET show, *Video Soul*, and, conversely, was able to identify black American performers for foreign distributors.

Mort Nasatir, consultant and president of the Music Video Broadcasters Association (U.S.), and another juror, said he had been contacted by a variety of people wondering what kind of product would be suitable for their respective countries. "My impression though is that there is not millions of dollars of business being done," Nasatir added.

Eric Stanley Jr., director of international sales for NBC, the only one of the three broadcast networks represented, said he had also attended without "unusual business expectations. VIDCOM is where they should go if they really want a contract in hand at the end of the day."

Whether or not the First International Music Video Festival of St. Tropez has a sequel may depend on whether the definition of music video comes to mean more than the three-to-five-minute rock promotional pieces that dominated the festival with more than 450 entries. The second largest category of material, about 100 long-form videos (mostly over one hour), was dominated by compilations of short videos or biographies and concerts of rock music. There were also 22 advertising video clips and an

Video honors. Winning awards as the top music videos at the Saint Tropez festival were: gold award, *You Might Think*, The Cars; silver award, *Say, Say, Say*, Paul McCartney and Micheal Jackson; bronze award, *Thriller*, Michael Jackson; best script, *You Might Think*; best direction, *You Might Think*; best photography, *Say, Say, Say*; best special effects, *You Might Think*, best choreography, *Thriller*; best editing, *You Might Think*; best design and costume, *Say, Say, Say*; best casting, *Say, Say, Say*.

There were also awards for best videos by nationality with American, French, Great Britain, Australian and German categories. The winner in the American category was *You Might Think*. The winner of the best video from Great Britain, *Two Tribes*, by Frankie Goes to Hollywood, is controversial and has not been shown in this country in un-edited form. There were also a variety of special prizes including the JVC creativity awards which went to videos in four categories, defined by the size of production budget.

equal number of music "documentaries."

Several jurors noted that after three days of judging they had yet to see either a classical or a jazz video.

Will Videos Be Sold Soon?

One question that organizers TF-1, the French television network, and Schmid, the 23-year-old publisher of several media trade journals, may have to ask is whether there is a need for a market dominated by a product that is not sold, but mostly given away as promotion.

In recent months rights and exclusivity payments for the future airing of certain music videos have been negotiated between MTV and four record companies accounting for an estimated 35% of the business (BROADCASTING, June 25). Britain's equivalent of MTV, Music Box, which began broadcasting throughout Europe on Feb. 4 over Skyband—Rupert Murdoch's DBS system—will make rights payments this year of about \$400,000, according to Eddy Pumer, who heads Music Box's program acquisition. The channel, which currently operates 16 hours a day—repeating four hours of original programming—and plans to go around the clock by the end of 1985, expects to turn a profit by 1987.

Pumer and Highman said Britain has been in the forefront of payments to the producers of music videos, mostly because of a copyright law stricter than just about any other in the world.

There is also pressure in the other direction, however. Pumer said that the most popular music video show in Great Britain, the BBC's *Top of the Pops*, is taped by more than 1,000 clubs for commercial use without payment. And Highman indicated Diamond Time will also "almost certainly" be starting up a free channel that will not pay rights fees.

In Tuesday's colloquy: "Technique and Creation: Film and Video," Antony Payne, executive producer for Gasp Productions (Michael Jackson's *Beat It* and Lionel Richie's *Running With the Night* among other credits) said that his company chooses to shoot videos in 35 mm rather than videotape to distribute the promos to movie theaters where, he said, they will be shown with great frequency.

Fostering New Ideas, New Markets

Not all the fermentation of ideas took place in the seminars; much of it, including business discussions, took place late at night over champagne. At one such informal seminar, an American music video director was suggesting that the interest in creating new channels for music videos was in large part created by a surplus of product. As it turns out, many of those not accepted could be packaged for a slightly older audience. "Videos could be made," he suggested, "to appeal to the daytime women's audience."

During the festival events in town, the 40-member jury was working at the Hotel Byblos, the unofficial hill-top headquarters of the festival. Each day the jurors were divided into groups of six, and over five days pored over at least 25 hours of videos. Jury

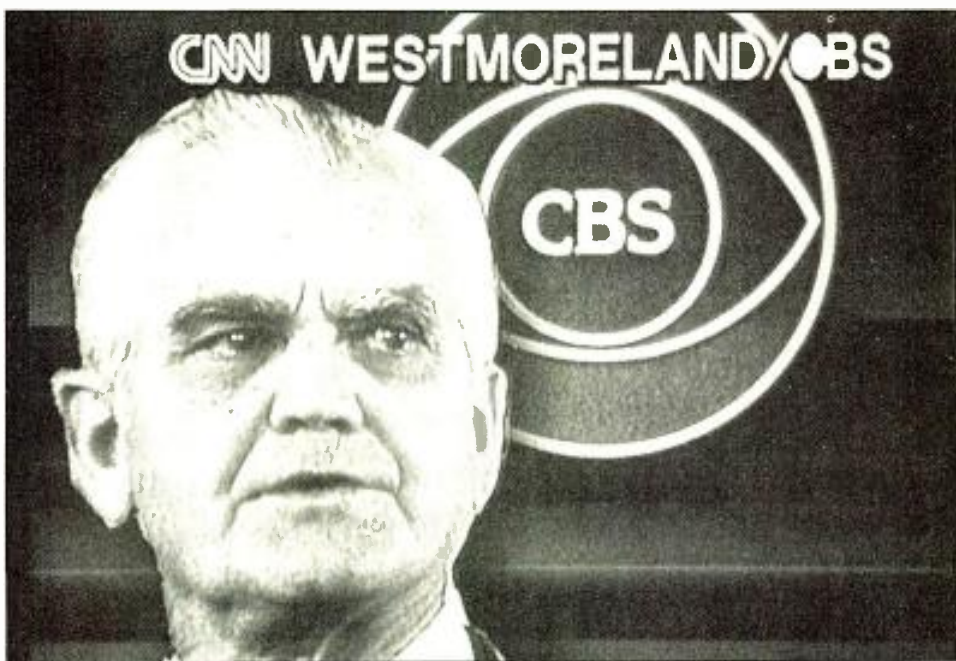
duty was extended in part because of problems with a computer program to tally the votes on a 0-20 scale (it had not been programmed to accept "not-applicable.") It would have been more strenuous except that many long-form music videos were only viewed in part.

In fact, a late development was that the jury decided not to consider compilations of short-form videos in the long. One juror said it was decided that compilations were really a hybrid form and that there was really not enough to set them up as a separate category. Some had reason not to be happy with

the decision. Stuart Shapiro, who produced the music video shows, *Night Flight* and *Radio 1990* for the USA Network, was at St. Tropez and had four entries returned.

With the core of the music-video audience generally considered to be under 25, there was one teen-ager among the approximately 50 judges, 15-year-old Tamurlaine Cohen, whose father, Herb Cohen, is a Los Angeles-based talent agent.

It was an international jury composed mostly of those from broadcast and cable television. Record companies were not represented. □



'Westmoreland v. CBS' finally under way

Attorneys' opening statements set forth basic issues in libel case: network is accused of fabricating sensational story; general is said to have lied to President; CNN still trying for live coverage

After more than two years of preparation by both sides, the libel suit brought against CBS Inc. by retired General William Westmoreland went to trial last week. In his opening statement last Thursday (Oct. 11), Dan Burt, president of the Capitol Legal Foundation, which is representing Westmoreland, depicted George Crile, who produced the documentary in dispute, as a young, ambitious producer who "needed a big story, a sensational story" that would catapult him into the limelight. Crile wanted to become, said Burt, "a famous reporter just like Mike Wallace." And to get that big story, said Burt, Crile, at the expense of, and with harm to the reputation of Westmoreland, "distorted evidence...to fabricate a conspiracy that did not exist." The documentary was the first that Crile had produced on his own at CBS News.

Westmoreland, in a suit filed in September 1982, charged that a *CBS Reports* documentary shown on Saturday, Jan. 23, 1982,

entitled *The Uncounted Enemy: A Vietnam Deception*, falsely and intentionally stated that Westmoreland, as head of American troops in Vietnam some 15 years earlier, had purposefully deceived his military superiors and President Lyndon B. Johnson with estimates of enemy troop strength that were much lower than was really the case. The deception, the broadcast reported, occurred during the five months preceding North Vietnam's Tet offensive in February of 1968, perhaps causing the unnecessary expense of American lives. Those named in the suit along with the network are Crile, the producer; Mike Wallace, principal on-air correspondent, and Sam Adams, a paid consultant to CBS for the documentary who, during 1967 and 1968, was a CIA analyst who challenged the accuracy of the enemy troop strength estimates (known as order of battle) arrived at by Westmoreland's command. Van Gordon Sauter, who was president of CBS News at the time the broadcast was aired, had also been cited as defendant but was dropped at the last moment by Westmoreland attorney's to expedite the trial proceedings (BROADCASTING, Oct. 8).

David Boies, an attorney with the New York-based law firm, Cravath, Swaine & Moore, and chief defense counsel for CBS

in the case, in his opening statement to the jury last Thursday (Oct. 11) called Burt's assertion that Crile and his ambition were at the heart of the alleged libel a "preposterous idea." Noting Wallace's deep involvement with the broadcast, Boies asked the jury to ponder what "possible incentive [he would] have to go along with it," or what CBS's motivation would be. Boies contended that Crile's future at the network at the time the broadcast was being made was "bright," and thus there was no need for him to risk it all by distorting facts.

Although some will find the trial of interest for the era in which the facts in dispute occurred, Pierre Leval, the district court judge for the Southern District of New York, who is hearing the case, made a point of telling the jury last week that while the case is broad and the issues far reaching, they have "nothing to do with your personal feelings and attitudes" about the war or press accounts of it. Indeed, said Leval, "I am taking pains to shut off tendencies [by Burt and Boies] to go beyond the issues in the case." The trial, he said, "won't get into a historical inquiry."

Leval made good on his promise. He restrained both Burt and Boies once each during their opening statements when he felt they went beyond the issues. Burt was trying to make the case that President Johnson, through means other than the official order of battle estimates, knew full well of enemy troop buildups in South Vietnam prior to Tet. But the issue, admonished Leval, "is not whether the President or anyone else correctly understood what the true figures were. We are not going to decide whether Tet was a surprise or whether President Johnson had a correct understanding of troop strengths, but whether plaintiff [Westmoreland] undertook to distort" the enemy troop estimates of his own intelligence officers.

A third factor drawing a good deal of interest to the case is CBS's unprecedented position that the press should have an "absolute immunity" from libel challenges by public figures. If the network is successful in establishing that point, it would almost assuredly be presented to the Supreme Court, which set the current standard of a partial immunity from libel challenges by public figures in the 1964 *New York Times v. Sullivan* case. That decision established the requirement that public figures suing for libel prove the material published not only is false but is published with the knowledge that it is false or with reckless disregard of the accuracy of the material.

Approximately 60 news organizations had received credentials to cover the CBS-Westmoreland case as of last week. About one-third of them included members of the electronic media, including the three major broadcast networks, CNN, the PBS *MacNeill/Lehrer NewsHour*, National Public Radio, the six local New York television stations with news operations, and WCBS(AM) New York. Also covering the trial last week were the syndicated *Entertainment Tonight* and WLS-TV Chicago, as well as several foreign entities, including Independent Television News, London, the British Broadcast-

ing Corp. and Tokyo Broadcasting.

The major networks were all treating the case as an ongoing news story, with correspondents assigned to cover the trial for its duration, expected to last between 10 weeks and four months. Each of the networks also assigned an artist to the trial, but how long their services will be required may depend on whether CNN is successful in its quest for live, gavel to gavel coverage with video and still cameras. Its latest appeal to the Second Circuit Court of Appeals in New York was filed last Tuesday (Oct. 9). The cable network asked the appeals court to enjoin the lower court from enforcing its ban against camera coverage, citing "irreparable harm" to itself and the viewing public, which it said would only have one opportunity to witness the trial as it proceeds. The network also cited its own First Amendment concerns. As of last Friday afternoon, no decision had been handed down.

However, CNN is providing pool coverage of one sort. It requested and received permission to provide feeds of all the video footage submitted in evidence throughout the trial. It's expected that between the two sides involved, some 50 or more hours of videotaped material will be exhibited to the jury. CNN legal correspondent Steve Nevas, who is covering the case, said: "We've been led to believe that we will receive a complete set" of all the taped footage exhibited throughout the trial. He said CNN took the initiative to provide the pool feed for video exhibits, to be fed from a CNN remote outside the courthouse to an AT&T switching station, "because our proposal [to provide live trial coverage] is still pending" with the appeals court.

Perhaps the most extensive broadcast coverage of the trial and the issues surrounding it last week was seen on ABC's Oct. 10 edition of *Nightline*. Featured guests included Boies and Hodding Carter, correspondent of PBS's *Inside Story*, which did a story critical of the documentary in 1983. Boies suggested Westmoreland's attempt to get a court remedy is improper. "Not since the Sedition Act" of the late 1700's, he said, "has any attempt been made to penalize in any way . . . something that was said about a high government official who was acting in his official capacity." Carter disagreed, saying Westmoreland "certainly has a right to go to court, and that's what this whole lawsuit's all about. But for me," he added, "as one who can recall a little libel and slander being thrown around at one or another in my public career [as former state department press secretary], my feeling was I could always give as good as I got."

Nightline commentator Jeff Greenfield summed up the trial and its importance this way: "CBS has said that our military leadership in Vietnam played politics with American policy and thus with American lives. General Westmoreland's charge: that one of our great news organizations distorted the truth for drama. Two institutions critical to our freedom. Both stand accused of violating their public trust. It's hard to imagine a single trial with more serious consequences than this one." □



Fuchs



Biondi

Churn at HBO: Fuchs in, Biondi out

In a sudden announcement that caught much of the industry by surprise, Time Inc. announced that Michael J. Fuchs had been named chief executive officer of HBO and that Frank Biondi, HBO chairman and CEO, had left the company because of "policy differences with Time Inc.'s management." Fuchs, who had been chief operating officer of HBO, retained his title as president.

Time Inc. spokesmen provided no information on Biondi's departure beyond that included in a two-page press release issued Friday afternoon. Biondi had been with HBO since 1978, which he joined from the Children's Television Workshop, and rose steadily through the ranks from director of entertainment program planning to his appointment as president and CEO in February 1983. Biondi was elected a vice president of parent Time Inc. in 1982, and was named chairman last March.

In those capacities, Biondi has been closely identified with HBO's growth into the most successful pay television programer. Although the reasons behind Biondi's departure were unclear—senior officials of Time Inc. declined to comment—some analysts noted that it is coincidental to a recent leveling of HBO's growth. Analysts who follow the company note that Time Inc. is scheduled to release its third-quarter earnings report this week and it is expected that the company's Video Group—which includes pay services HBO and Cinemax plus MSO American Television and Communications—will show a decline in operating income for the second consecutive quarter.

The principal force chewing into Video Group's earnings, analysts agreed, is higher programing costs coupled with the leveling off in growth of its subscriber base. According to Richard McDonald, an analyst with First Boston Corp., HBO has only gained an estimated 400,000 new subscribers this year, compared to an estimated 2.5 million subscribers last year. McDonald estimates that the Video Group's third-quarter operating income could come in under \$50 million.

Fuchs joined HBO in 1976 from the William Morris Agency as a director of special programing and sports. He came up through the programing side and was named president of HBO Entertainment Group in 1983 and president and chief operating officer of HBO last March at the same time Biondi was named chairman. □

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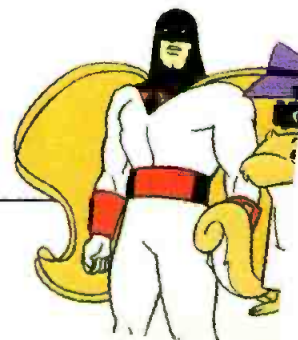
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Hanging the crepe for STV

Closings of many over-the-air pay services, including pioneer Oak, lead many to believe the medium is on its last legs; competition from cable and VCR's is cited

The shutdown on Oct. 31 of Satellite Syndicated Systems' Tulsa, Okla., subscription television service will cause scarcely a ripple in the beleaguered STV industry. The service—airing over UHF station KGCT-TV—is one of many that have gone dark recently, citing sharp declines in revenue and subscribers.

SSS spokeswoman Terry Jump told BROADCASTING the Tulsa service peaked two years ago at about 10,000 subscribers and had fallen to about 3,700 when the shutdown decision was made last month. She disclosed that, during 1983, the STV service had before-tax losses of \$1.9 million on revenues of \$2.45 million, and attributed its demise to growing competition from cable, pointing out that Tulsa has one of the highest penetration rates in the U.S.

The closure does not affect the STV service provided by SSS over its fully owned WHT(TV) Ann Arbor, Mich., which Jump claimed makes a profit from its current subscribership of 14,000.

But the Ann Arbor operation is a rare exception, and many feel STV's deathwatch has already begun. In fact, the industry may have received its mortal blow last August when Oak Industries announced its intention to shut down its subscription television operations in Fort Lauderdale, Fla., and sell its Los Angeles STV subscriber base to rival SelecTV, operating over KWHY-TV Los Angeles. (Negotiations between Oak and SelecTV broke down earlier this month and no agreement has yet been signed, but KBSC-TV Los Angeles, which transmits ON TV, remains on the market for a reported asking price of \$40 million.) In June, United Cable Television of Denver announced the sale of a 90% interest in its UHF station used to transmit ON TV in Cleveland, WBTI(TV), for \$8.5 million. Subscribership had dropped from a 1982 high of 48,000 to 17,500. A third ON TV system in Chicago, meanwhile, continues to operate.

In Dallas, the last of three STV operations that once served the market shut down Sept. 30, citing economic problems. Veu Inc., which once competed against STV services owned by Oak Industries and Golden West, had about 24,000 subscribers at the time of its demise.

Oak Industries, based in Rancho Bernardo, Calif., is a pioneer in the scrambled signal business with the most successful STV operations anywhere. The thinking today is that if Oak's ON TV cannot make it, probably no STV operator can.

According to Alan Cole-Ford, a pay TV analyst with Paul Kagan Associates of Carmel, Calif., there were 701,042 primary STV subscribers served by 18 full-power UHF stations at the end of last June, a decline from 985,560 subscribers and 19 stations a year earlier. Not a single major STV outlet has been launched during the past two years, he noted.

"You've got four or five sets of interrelated problems" contributing to STV's dramatic downturn, said Cole-Ford. "Single-channel economics have been as big a problem for STV as anything," although competition from cable and the "window" aspect of the business (a predicted short life span) have also contributed significantly to its misfortunes.

Cole-Ford said STV has had to cope with



Casarra

high per-hour operating costs associated with its reliance on major-market UHF stations and high-priced programming, up to twice the per-title cost paid by pay TV competitors in other pay media. "From 1981 to 1983 we had an ideal model for the typical major-market STV station," the analyst recalled. "The number of primary subscribers required to reach break-even increased by about 40% within 24 months. By early 1983 the breakeven level for the prototypical major-market STV was almost 70,000 subscribers. History will show that a very limited number of STV systems have ever managed to pass the 70,000 subscriber mark."

Cole-Ford believes STV's localism "never became as much of a weapon as many STV marketers thought it could. . . . That should have been perhaps more of an advantage for more operators than it became. In some cases, operators only went so far as to add local sports to their movie schedule, and in a lot of cases the local sports programs were expensive."

Anthony Casarra, president and chief ex-

ecutive officer of Golden West Television and Wometco Broadcasting, told BROADCASTING last year he would like to stay "a hundred miles away" from subscription television following Golden West's brief and disastrous STV experience several years ago.

"I'd still like to stay a hundred miles away from it," Casarra said in a recent interview. However, Golden West's parent investment company acquired Wometco's WWHT(TV) Newark, N.J., earlier this year and continues to operate an STV service for metropolitan New York City.

"We inherited STV along with other properties, including the television stations, which we wanted to be in," Casarra explained. "We don't intend to stay in [STV] long-term. In fact we're even talking to a couple of potential buyers for the STV [service]. It is not profitable from the standpoint of what's been put into it, but it is a positive cash-flow." He said Wometco is not currently marketing the STV service, which has a subscriber base of 78,000, pending relocation of the WWHT transmitter from New Jersey to the Empire State Building. "I am hopeful that by next year [Wometco] will be out of the [STV] business." The station itself, he emphasized, is not up for sale.

"I think there are markets where it can remain economically viable for some period of time, but I don't see any STV stations on the air five years from now," Casarra declared. He blamed increased cable and home video penetration, coupled with "a lack of differentiation in STV product" and technical problems, for STV's apparent demise.

When SelecTV shuttered its Milwaukee STV operation on July 7, company Chairman James Levitus admitted the operation had never shown a profit, even when the system peaked at 32,000 subscribers [about 14,000 households were paying for the service when it signed off]. SelecTV, like ON TV, has diversified its distribution base by adding low-power television stations and multipoint distribution systems to its customer base.

A cable operator's view was expressed by Larry Howe, vice president of new business development for Time Inc.'s American Television and Communications. Howe believes one possible long-term benefit of STV is development of the pay television marketplace in general. "If nothing else, it probably increased awareness and demand for pay TV product. They spend an incredible amount of money on marketing. I'm sure it also helped the rights holders, who were paid a lot for their product."

Pay-per-view programming has been heavily promoted to the few remaining STV operators. In Los Angeles this fall, for example, SelecTV and ON TV have been offering their largest PPV slate ever, including sever-



Howe

al pay television theatrical premieres and a Larry Holmes-Gerrie Coetzee boxing match tentatively set for Nov. 9. Penetration rates have ranged from about 10% to 30%, based on fees averaging around \$4 per event.

"There's no reason to think [PPV] has provided any real significant upside for those systems," Cole-Ford contends. "Many STV operators found PPV was a double-edged sword. . . . Even if you sold a fight to 50% of your subscriber base, which was deemed a resounding success for a PPV event, the idea of pre-empting the remaining 50% of your subscriber base posed a real problem, especially when you are limited to a single-channel service." Michael E. Marcovsky, a Los Angeles-based pay and cable television

consultant who served as president of Golden West Subscription Television, believes video cassette recorders have rapidly emerged as the biggest threat to STV and pay cable.

"Basically, home video has come from nowhere in the last four years," he told BROADCASTING. "I think the number of VCR homes within the next year or so is going to equal the number of pay TV homes, and actually may surpass it."

Accessibility and convenience are the primary factors driving the VCR industry, he contended. "You are your own programmer with a VCR. You get your own video programming when you want it."

Marcovsky estimated that there will be about 20 million VCR households by mid-1985, with another five million likely to be added when inexpensive playback-only units become widely available.

Most UHF stations have simply expanded their daytime formats into nighttime hours after dropping evening STV schedules. In many cases this means additional foreign language, religious or syndicated programming.

Proving, if nothing else, that hope springs eternal, some observers now predict that full-time music video outlets will take the place of STV stations. "UHF could become the FM of the future," declared Gary Smithwick, owner of WLXI(TV) Greensboro/Winston-Salem/High Point, N.C., believed to be the first full-time, full-power music video station. Like STV before it, Smithwick sees cost as the determining factor in the success of music video on UHF. □

ter has conducted research suggesting that a viable market exists for such a publication.

Frank disclosed that Paramount is planning to spend just under \$200 million for television production and development this year, a figure that represents a strengthening of its network production unit.

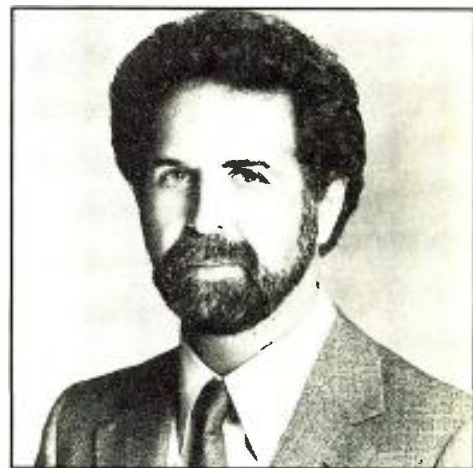
A new comedy series pilot will be forthcoming next spring from the creative team responsible for *Cheers*, he said, with continued emphasis at the studio on sitcom development.

"I've always believed that comedy is the mainstream of television," Frank contended. "Whether it's out for a year or two on a cycle. . . . I think you're going to see people eventually marching toward comedy." In anticipation of that day, Paramount has signed exclusive production agreements with several successful comedy series talents, including Steve and Madeline Sunshine, Gary Goldberg, Les and Glen Charles, Harold Gerwitz and Ian Praiser and David Lloyd.

Paramount re-entered dramatic series production this fall with ABC's *Call to Glory*, and Frank predicts it will expand network activity in that area "up to a point. We were a studio that didn't particularly want to get into drama programming, because there were tremendously high deficits involved and the after-market in syndication wasn't particularly good. . . . [but] we decided that if that's the game that's going to be played by the networks we should be in it." Exclusive series production agreements with Don Simpson and Jerry Bruckheimer, Harve Bennett, Dick Berg, Leonard Goldberg and other prominent independents have followed that decision.

In off-network syndication, Frank reports Paramount has earned "considerably over \$1 million per episode" on advance gross sales of *Cheers* and *Family Ties* in about 50 markets so far. Frank feels that Paramount's unprecedented syndication deal—whereby stations promise to support at least two more years of series production if either is canceled by NBC—has changed first-run forever. "I don't think you will see another company come out with a product after it's on the network for two or three years and not get stations to agree to take first-runs on it. That's a whole change in the marketplace that says to the networks: You're going to have to think twice now on canceling shows because there are going to be alternatives for stations, including affiliates."

The new approach may extend some day



Frank

Paramount video arm reaching success with first-run, home video

Television group now accounts for half of company's revenues, with \$500 million; comedy production remains 'mainstream' of division.

Paramount Television Group, formed in July 1983 to consolidate all video activities of Paramount Pictures Corp., expects to generate "over \$500 million in business" during 1984, according to President Richard H. Frank. The group's activities now generate about half of all studio revenues, up from 29% in 1979, the executive told BROADCASTING in an interview. First-run syndication and home video have contributed significantly to that increase, said Frank, noting that annual revenue from the latter has grown from zero to more than \$100 million in five years. "About five years ago a typical picture made 80% of its revenue from theatrical release and maybe 20% from the ancillary markets," Frank explained. "You're now looking at 45%-50% from ancillary sales."

The television unit is responsible for all studio network, syndication, home video, foreign broadcast and nontheatrical distribution activities.

Frank estimated that Paramount Television Group's revenues reached \$500 million during the fiscal year that ended July 31, but said a final breakdown will not be available

until later this fall.

Frank foresees "no changes" in PTG's operation as a result of recent senior management changes at Paramount. "As a matter of fact we see it as sort of positive. [Paramount Pictures Chairman Frank] Mancuso has been with the company for 23 years and has been working in features the entire time. My whole group has basically been here about eight years. . . . We've had a very close relationship [with the theatrical division] because of developing sequential distribution patterns and ancillary markets."

Even as the interview was taking place, management changes were still occurring, as Paramount announced Oct. 5 that former Universal Pictures President Ned Tanen has been named president of its Motion Picture Group, succeeding Michael Eisner, who became chairman of Walt Disney Productions last month. Tanen left Universal in 1982 to form his own production company.

"I don't see any major changes," Frank continued, although he believes interplay between the divisions may increase somewhat. As an example, Frank said he will meet late this month with executives from Simon & Schuster, the publishing subsidiary of Paramount's parent company, Gulf + Western, to discuss the proposed launch of a weekly magazine based on Paramount's *Entertainment Tonight* series. Simon & Shus-

to pay cable series, Frank says, pointing out that Paramount already has a 15-episode order for the drama series, *Brothers*, from Showtime. The studio nearly breaks even on the series and Frank is hopeful that production will continue long enough to enter broadcast syndication. "If Showtime canceled I would definitely take it to stations for continuation of first-run production," he said. Paramount is also producing 13 episodes of the *Rock of the '80's* music series for Showtime. "We're trying to stay one step ahead of the marketplace as it's changing."

Beyond the previously announced *America Today*, no additional series are expected from Paramount Television Domestic Syndication during the coming year. Frank says the daily series is being developed as a direct response to perceived station needs, adding that it is "very rare" for PTDs to launch more than one series per year. The studio is currently syndicating seven-and-one-half hours of first-run programming each week.

Asked about station criticism of Paramount's increase in the number of national spots carried within several of its first-run series, Frank defended the action, predicting "the number of barter minutes will continue to creep up [in first-run syndication]. Stations have to recognize that if they want quality programs in the first-run area, they're going to have to pay for them. And it will always cost a little more than they want

to pay. . . . The costs are not going down, and the costs have got to be passed on."

Frank said advertisers are unwilling to pay the same cost-per-thousand rate for syndicated fare as they do for network programming, with few exceptions. "As long as there is a lid on the network C-P-M, the most we can sell at is a little less than that." Frank claimed that Paramount is "pretty close" to network C-P-M for *Solid Gold* and *Entertainment Tonight*.

In contrast to other Hollywood production companies, Frank said Paramount has no plans to increase its output of mini-series and made-for-television motion pictures, explaining that such ventures are expensive and time-consuming. "We're picky about the kind of mini-series we do," he elaborated. "This year we're doing *Space* [12 hours for CBS] and *The Raul Wallenberg Story* [four hours for NBC]." The studio has licensed a *Winds of War* sequel to ABC for an in-house, retaining distribution rights to other markets. ABC tentatively plans to air the mini-series sequel in 1986.

Frank said Paramount does not anticipate production of action/adventure series or serials for prime time, arguing that neither performs well in off-network syndication. *Magnum, P.I.*, is an exception to that rule, he believes, and *Dallas* "will do well in some markets but not in general across the board." □

will not be directly related to farming is one on satellite hardware. According to Michaels, Mike Gustafson, a home satellite industry consultant, has agreed to review the latest dishes and receivers on the market.

Sky-Tech will broadcast *The Farm Family* from Telstar 301, transponder 9V, with time leased from Meadowlands Communications, Michaels said. □

Cablevision signs \$75-million deal with Disney Channel

In separate announcements last week, the broadcast and cable television units of Walt Disney Productions announced major developments that could have a long-term impact on the Disney Channel and production of programming for the pay cable service and over-the-air television.

On Tuesday (Oct. 9), Cablevision Systems Corp. announced it has agreed to pay a minimum of \$75 million over the next 10 years to carry the Disney Channel on all its cable systems. Under terms of the agreement, the Long Island, N.Y.-based MSO plans to offer the family-oriented pay service as part of a package at a rate below average fees for other pay networks.

Announcing the agreement at a New York news conference, Disney Channel President James P. Jimirro predicted the "landmark" deal—believed to be the largest of its kind—would be used as a model for other Disney agreements with other cable MSO's. Cablevision founder and general partner, Charles F. Dolan, said the agreement gives his company "blanket permission" to use the Disney Channel in any pay television package. Cablevision is currently the nation's 14th largest cable system operator, serving 541,000 subscribers on 11 systems in seven states. The firm has franchise awards covering one million additional homes in parts of New York City, Chicago and Philadelphia.

Walt Disney Productions Chairman and Chief Executive Officer Michael D. Eisner, in his first appearance before the press since joining Disney last month, said the company and its stockholders are committed to the Disney Channel, which has about 1.3 million subscribers on some 1,800 cable systems serving 17 million homes. There had been speculation that Disney might be considering discontinuing the pay channel, which has yet to break even in more than 18 months of operation.

In an unrelated development, Walt Disney Pictures President Richard L. Berger, responsible for the studio's motion picture and television production units, resigned his position effective Oct. 5. Paramount Pictures Corp. Production President Jeffrey Katzenberg has been appointed president of Disney's motion picture and television divisions, effective Feb. 1, 1985. Before departing, Berger confirmed that the studio's new management team has signed directors Paul Mazursky and John Avildsen to produce motion pictures for Disney, signaling a shift away from the family-oriented movies that have characterized the studio's production

Dishing up programming to farmers

'The Family Farm' will be fed over Telstar 301 to home dishes

Seeking to capitalize on the growing universe of earth stations that are popping up on American farms, Sky-Tech Inc., a Chicago-based firm headed by a former TV anchorman and radio talk-show host, will produce and broadcast, via C-band satellite, a weekly one-hour, advertiser-supported farm show to dish-equipped farmers. *The Family Farm* is set to make its debut Saturday (Oct. 20).

"This is the first major advertiser-supported programming effort to be mounted on satellite," said Sky-Tech President Seth Michaels. "It's a real crap shoot." He said other programming producers—"the big boys"—are keeping an eye on his venture to see whether the owners of backyard dishes alone can support advertiser-supported programming.

So sure is Michaels that they can support it that he is prepared to pour more than \$200,000 of his own money into producing the series. He said he has tentative commitments from advertisers of agricultural products, but will not begin airing spots until next January. He wouldn't say what the spots would cost, but said they would be considerably cheaper than those typically available on a local broadcast station's farm show.

People have been installing earth stations over the last five years or so to pick up the wealth of programming that is routinely transmitted to broadcast stations and cable systems via C-band satellites. The introduction of programming intended for them is a relatively new phenomenon. National Entertainment Satellite Network and Space Age Vid-

eo, each offering dish owners X-rated pay programming, were among the first to offer pay services aimed at the backyard dish owners (BROADCASTING, August 6). (Michaels calls both X-rated services "trash." Referring to his own venture, he said: "It's about time we got some legitimate product up there.")

According to Michaels, the number of home earth stations is just now becoming large enough to make his venture go. "This is a viable, albeit limited, market," he said. "Those dishes are not going to drop out of sight overnight."

Based on his own survey, Michaels estimated that between 750,000 and 800,000 home dishes will be in place by the end of the year. But, more important to Sky-Tech and its advertisers, between 20% and 25% of the dishes are on farms and 71% of them are in rural areas, he said.

The Farm Family is not unusual for its genre. According to Michaels, it will contain a mixture of agricultural news and commodities reports, weather and features, all geared to farmers. The entire show will be prerecorded. Highlights of the premiere will include a review of the movie, "Country," and a visit by Archie Lieberman to Scales Mound, Ill., and the Hammer family farm, which was the subject of a book by Lieberman.

Some of the programming each week will come from agricultural colleges. The University of Illinois-Veterinarian Extension, for instance, will contribute a series on animal care.

The only regular feature of the show that

output since its founding. The Disney television division is reportedly developing new motion-pictures-for-television and series for the three broadcast networks after a two-year absence.

Meanwhile, the widow and one daughter of Walt Disney, founder of the studio, have hired an investment banker and agreed to jointly consider "alternative means" of having their interests "more effectively" represented in company operations. Lillian B. Disney and her daughter, Sharon Disney Lund, disclosed in a Securities and Exchange Commission filing last week that they have retained Dillon Read & Co. as their financial adviser in the hope of acquiring more influence "in the establishment of the policies and direction" of the studio. They control 3.8% and 1.8%, respectively, of Disney's outstanding shares.

Hollywood creative community hears from regulatory nemesis

FCC chairman tells HRTS they will benefit from his deregulatory policies

FCC Chairman Mark Fowler, joking that he had placed his own life in peril, assured members of Hollywood's creative community last Wednesday (Oct. 10) that they will be among the beneficiaries of his deregulatory policies. In his maiden speech to members of the Hollywood Radio & Television Society, Fowler insisted that "America in general, and this community in particular, will be better off by government getting out of the way of the entrepreneur and keeping its sticky fingers far from the ink well of the creative community."

In introducing Fowler, HRTS President Brandon Tartikoff (who is also president of NBC Entertainment) noted that the commission, under Fowler's leadership, has been at odds with the creative community on many issues, particularly those involving network participation in program production, syndication and station ownership.

Last Tuesday, the Caucus for Producers, Writers and Directors, a trade group representing about 160 key industry figures, called for Fowler's resignation, charging that "his continued efforts to increase the dominant position of the three networks" demonstrate a lack of objectivity (see page 65).

The chairman, speaking before a luncheon audience at the Beverly Wilshire hotel in Beverly Hills, Calif., insisted that recent FCC actions "will surely benefit the writers, actors, producers and craft guilds that are so much a part of this community." Specifically, Fowler suggested his policies have expanded the programming marketplace, protected First Amendment guarantees and enabled newcomers to enter various electronic media.

"Before I became chairman, the commission was cautious—in my opinion, too cautious—about any new technology," Fowler contended. "Rules and regulations hampered development.

"I don't want that to happen again. The best way to insure that it won't be through competition. Some may think competition is too important to leave to the marketplace. Well, I don't agree."

Fowler defended the commission's proposed liberalization of station ownership rules—raising the limit from seven AM, seven FM and seven television stations to 12 of each—and insisted the objective "was not and never will be" to favor any particular group of broadcasters.

"In particular, our decision was not pro-network," he said. "It was not antinetwork. It was pro-consumer. We concluded that the rules we came up with [now under reconsideration in their applications to television] were an appropriate next step in allowing new ventures to form in broadcast programming."

Conceding that "perhaps we at the FCC have been a bit guilty of cheerleading for new technology," the chairman disclaimed any promise of success for low-power television, multichannel multipoint distribution service and direct broadcast satellites. "But I am committed to preventing them from being stillborn. We at the FCC have an obligation to allow people to 'do their thing,' so long as it interferes with no one else. That's why we have authorized new technologies. More choice; that answers the question we've always asked: What is best for the American people?"

During a brief question-and-answer session following his prepared remarks, Fowler said the FCC is not likely to take any action on its financial interest and syndication rules in the near future. "This, frankly, can wait for some time," he said, citing a more pressing agenda in telephone regulation.

Responding to a question from Paramount Television Group President Richard Frank, Fowler restated his conviction that the television industry "is a competitive market both in terms of program production and acquisition," justifying liberalization of the financial interest and syndication rules as well as the so-called 7-7-7 rule. Fowler told another questioner he is convinced network dominance would "not in any way significantly increase" as a result of expanding ownership limits to 12 television outlets. "The reason is really simple. The dominance comes from the networks, 200-some affiliates that they feed programming to. When the networks buy one of their affiliates, it doesn't increase the dominance one bit, in that sense. . . . The reasoning is that if we let other players get bigger, they will then be in the position for the first time to challenge the networks," said Fowler. "A fourth and fifth network might follow." He conceded, however, that "competition is messy and it causes some confusion."

The chairman acknowledged that he has spent a lot of time "struggling" with the issue of children's television programming, adding that the current situation "is not perfect and we have a long way to go." Nevertheless, he sees "the marketplace moving to meet a lot of children's needs. . . . For example, in cable there are several new children's channels and they're doing a pretty good time." He claimed that in absolute number of hours, broadcasters are providing more children's

programming than they did several years ago. He pointed out the FCC is enforcing the obligation of television stations to provide such programming, although no quotas are established.

Fowler defended the FCC's affirmative action guidelines, terming them "a very effective program" although it may be unfair to some smaller broadcasters. "I wouldn't say I'm totally satisfied, but I do think it is working." □

Horowitz forms new production services firm

Former Polygram Television president and chief operating officer, Norman Horowitz, has formed The Norman Horowitz Co., a Los Angeles-based intermediary between independent producers, financiers and various program markets.

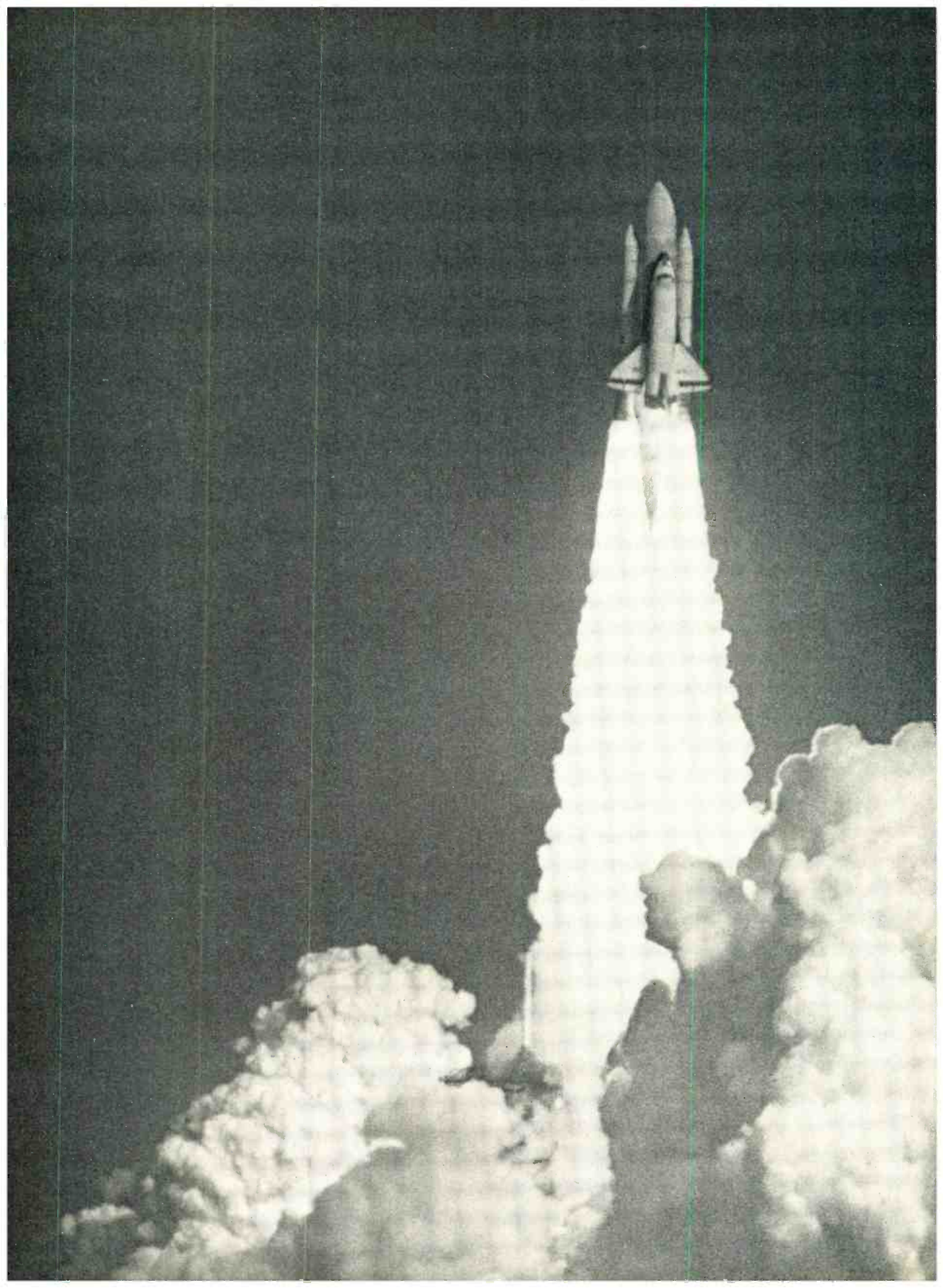
As the firm's president and chief executive officer, Horowitz hopes to provide U.S. distribution and production services for international clients, particularly those in Europe, Australia and Canada. He has recently traveled to all three areas to line up an overseas buying consortium "that would take the role of the network or independent production/distribution company in putting up a guarantee of funds to the independent producer and deliver that amount without extracting any distribution fees."

Horowitz told BROADCASTING he plans to build upon his previous associations with television producers and financiers for development of broadcast, cable and home video product. His company will be active in the licensing of foreign programming in the U.S. and vice versa, using alternate financing and profit participation agreements.

"I want to make innovative deals to handle the distribution of programming by independents," Horowitz explained. "What I ultimately want to do is be in the program packaging and co-production business. There is no single business in television right now; home video, pay, syndication, theatrical and broadcast are all linked." The planned consortium will not co-produce product of its own initially, he added, because of the difficulty of selling foreign product in the U.S. market alone.

"The American industry cannot continue to support the level of only-American programming and only-American production that it has had the luxury of affording all of these years. I think you're going to see more [foreign] co-productions. Where 10 years ago it was unthinkable, it is now not only thinkable, but being done by those looking for a piece of the broadcast, pay and cassette markets."

Before joining Polygram in 1980, Horowitz spent 10 years as president of worldwide distribution for Columbia Pictures Television and was director of international sales for CBS Enterprises from 1968 to 1970. He settled his five-year contract with Polygram last July, after the television unit was shut down in 1983. "In essence, great aspirations [at Polygram] were dulled by financial limitations," Horowitz said. □



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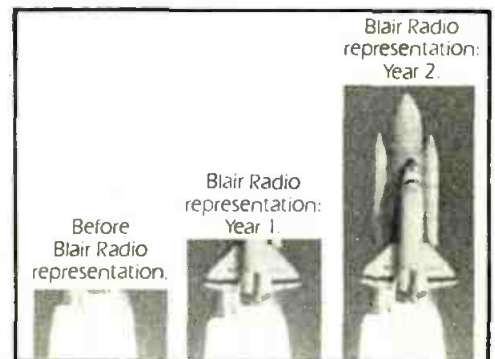
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The best people. The best equipment. The best performance. The Blair tradition.



In two years, Blair Radio boosted K____'s national sales 200%.

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CBS takes week two; baseball pushes ABC into second

CBS won the second week of the 1984-85 prime time season with a higher rating (and by a wider margin) over the competition than it won the first week. With six of the top 10 shows and none in the bottom 10, CBS led in the Nielsen national ratings for the week ended Oct. 7, scoring an 18.5 rating and 30 share, compared to a 16.0/26 for ABC and a 15.9/26 for NBC.

NBC dropped one-tenth of a rating point below its average for premiere week (Sept. 24-30), while ABC increased 1.5 rating points and CBS rose two full rating points.

Five out of seven nights on ABC were pre-empted by baseball playoffs and the presidential debate pre-empted much of Sunday night on it and the other networks, leaving Monday as the only night ABC carried its regular schedule. None of the playoff games made it into the top-10 ranked shows, but two placed in the top 20: Game four of the National League on Saturday (Oct. 6), between the San Diego Padres and Chicago Cubs, tied for 12th place, with an average 19.5/35, and game two of the American League on Wednesday (Oct. 3), between the Detroit Tigers and Kansas City Royals, ranked 19th, with a 17.8/29 average.

According to ABC researchers, the five prime time games averaged a 17.4/29, one rating point and two share points above the playoff average of 16.4/27 on NBC last year. That represented an increase of over a million TV households per average minute.

During the week reports began to surface in the press that ABC's *Call to Glory*, a serial drama about an airforce pilot and his family set in the early 1960's, was headed for a crash landing due to poor ratings. *Call to Glory* premiered with a 24.8/44 on Aug. 13, the day after the Olympics ended, and obviously benefitted from extraordinary promotion given it during ABC's coverage of the games—it was the highest rated program of that week. However, over its subsequent seven episodes, the show has steadily declined in the weekly ratings. Last week it was tied for 43d place with an average 13.5/21. Its average to date is 15.5/27 (14/24 excluding its inflated premiere). ABC executives repeated that serial dramas take a long time to achieve a large and loyal following, and said they had no immediate plans for pulling the show.

CBS won Monday, Wednesday, Thursday, Friday and Sunday nights. ABC won Saturday, and NBC, as usual, Tuesday. And although ABC edged NBC by only one-tenth of a rating point, it came in second on four nights—Tuesday, Wednesday, Friday and Sunday. The combined network rating/share for the week was 50.4/82, compared to 51.3/83 in the comparable week a year ago. HUT levels slipped to 61.9 from 62 last year.

It was a bad week for new prime time series. Except for NBC's *Bill Cosby Show* (Thursday, 8 p.m.), which achieved a 21.9/36 and ranked fifth, new series were nearly twice as prevalent in the bottom half of the rankings as in the top half. New series *Cover Up* (CBS), *Miami Vice* (NBC), *E/R* (CBS), *Hunter* (NBC) and *Hot Pursuit* (NBC) ranked, respectively, 40th, 41st, 48th, 54th and 58th. NBC's *Silver Spoons*, which averaged a 10.3/17, was the lowest-ranked series of the week.

Highlights of the week, night by night:

■ CBS on Monday stayed ahead in every time period of the evening, beginning with the season premiere of *Scarecrow and Mrs. King* (17.6/28, 20th) and continuing with a special TV movie, "Passions" (22.4/34, third). ABC was in third place with *Call To Glory* (13.5/21) and *Monday Night Football*, which averaged a 14.9/25 and trailed a Johnny Carson special on NBC opposite it (19.3/30, 16th).

■ On Tuesday night, neither ABC nor CBS was close to NBC, which achieved an even higher rating and share over its performance a week earlier. NBC averaged a 19.7/32 for the night based on its regular lineup of *A Team*, *Riptide* and *Remington Steele*. CBS stayed in third place throughout the night, with the third episode of the new series, *E/R*, averaging a 12.9/20, up two rating points over its second outing on Sept. 25.

■ CBS won Wednesday night, a traditional ABC stronghold, as ABC carried the second game of the American League championship series. The premieres of *Charles in Charge* and *Dreams*, in the 8 to 9 p.m. block, earned a 16.2/27 and 16.5/25, respectively, but still were not enough to overtake the new Michael Landon series, *Highway to Heaven*, on NBC, which averaged an 18.1/29. And although NBC maintained a 25 share average through the evening, CBS overtook both it and ABC with its *Wednesday Night Movie*, "He's Not Your Son," which averaged a 23.2/36.

■ CBS again won Thursday, although its *Magnum, P.I.* in the first hour lost to *The Bill Cosby Show* and *Family Ties* on NBC for the second consecutive week. According to NBC researchers, *Family Ties*, which averaged a 21/32, tied its best performance, and *Cheers*, although second in its time period, achieved its second-highest rating ever—19.5/29. Still, CBS steadily built an audience throughout the evening, averaging a 33/34 share in the 8 to 10 p.m. block with *Simon & Simon* and *Knots Landing*.

■ CBS's action and heavy drama lineup on Friday gave it the evening with an average 20.8/32.6, based on its regular schedule of *Dukes of Hazzard*, *Dallas* and *Falcon Crest*. NBC stayed in third throughout the night, with its new action/adventure block between 8 and 10 p.m. (*Hunter* and *Miami Vice*) losing out to the third game of the American League championship on ABC.

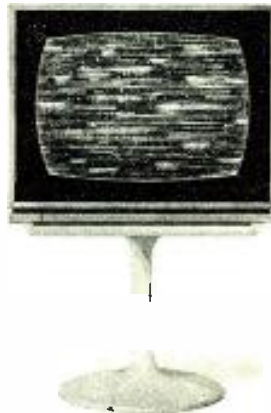
■ Game four of the National League championship on Saturday gave ABC its only nightly win of the week, a night it usually wins anyway with its regular series. CBS and NBC tied for the evening with a 13.4/24. And although NBC appeared to have the advantage over CBS between 8 and 10 p.m. by a couple of share points, it dropped six rating points in the final hour as *Hot Pursuit* fell behind CBS's new series, *Cover Up*.

■ Although most of Sunday evening was pre-empted on all three networks by the presidential debate—which carried no commercials and was not included in Nielsen's weekly ratings—it was still a win for CBS, with *60 Minutes* and *Murder, She Wrote* helping to deliver more than a 10-share-point lead over the competition.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	24.7/41	22.	Hill Street Blues	NBC	17.4/28	43.	Mike Hammer	CBS	13.7/24
2.	He's Not Your Son	CBS	23.2/36	23.	Night Court	NBC	17.4/26	44.	St. Elsewhere	NBC	13.7/22
3.	Passions	CBS	22.4/34	24.	National League-Thursday	ABC	17.0/27	45.	'84 Vote-debate analysis	ABC	13.5/23
4.	Simon & Simon	CBS	22.0/33	25.	American League-Tuesday	ABC	16.9/23	46.	Call to Glory	ABC	13.5/21
5.	Bill Cosby Show	NBC	21.9/36	26.	Facts of Life	NBC	16.7/25	47.	American League-Tuesday	ABC	13.4/24
6.	A Team	NBC	21.8/35	27.	Dreams	CBS	16.5/25	48.	E/R	CBS	12.9/20
7.	National League-Sunday	ABC	21.5/38	28.	Campaign '84-debate analysis	CBS	16.4/28	49.	Decision '84-debate analysis	NBC	12.6/22
8.	Knots Landing	CBS	21.1/34	29.	Charles in Charge	CBS	16.2/27	50.	Airwolf	CBS	12.3/22
9.	Family Ties	NBC	21.0/32	30.	Dukes of Hazzard	CBS	15.9/29	51.	AfterMASH	CBS	12.0/19
10.	Murder, She Wrote	CBS	20.3/31	31.	Gimme A Break	NBC	15.8/28	52.	Ripley's Believe It Or Not	ABC	11.7/20
11.	Falcon Crest	CBS	20.0/36	32.	Knight Rider	NBC	15.6/24	53.	Hollywood Screen Tests	NBC	11.4/21
12.	Riptide	NBC	19.7/31	33.	It's Your Move	NBC	15.5/23	54.	Hunter	NBC	11.4/19
13.	National League-Saturday	ABC	19.5/35	34.	American League-Friday	ABC	15.2/26	55.	American League-Wednesday	ABC	11.3/20
14.	Cheers	NBC	19.5/29	35.	Obsessive Love	CBS	15.2/25	56.	American League-Friday	ABC	11.2/22
15.	Magnum, P.I.	CBS	19.4/31	36.	Bengals vs. Steelers-football	ABC	14.9/25	57.	National League-Saturday	ABC	11.2/22
16.	Johnny Carson Anniversary	NBC	19.3/30	37.	TV Bloopers & Practical Jokes	NBC	14.7/23	58.	Hot Pursuit	NBC	10.6/19
17.	60 Minutes	CBS	19.1/32	38.	Partners in Crime	NBC	14.6/25	59.	National League-Thursday	ABC	10.5/19
18.	Highway to Heaven	NBC	18.1/29	39.	Different Strokes	NBC	14.4/26	60.	Silver Spoons	NBC	10.3/17
19.	American League-Wednesday	ABC	17.8/29	40.	Cover-Up	CBS	14.3/26	61.	NFL Football-game	NBC	9.0/16
20.	Scarecrow & Mrs. King	CBS	17.6/28	41.	Miami Vice	NBC	14.0/24	62.	NFL Football-post	NBC	8.1/15
21.	Remington Steele	NBC	17.5/30	42.	Hardcastle & McCormick	ABC	13.9/21				

*indicates premiere episode

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TELECASTINGS



In the marketplace

LBS Communications, New York, will syndicate a half-hour animated series, *M.A.S.K.*, starting in the fall of 1985. A budget of \$12 million has been set for 65 episodes, with DIC Audiovision handling the production assignment. LBS says 50% of the country has been cleared for the action-adventure series, which pits a "good" organization against an "evil" one. The series is offered on a barter basis.

LBS's *Inspector Gadget*, a half-hour animated television series which began in syndication during the 1983-84 season, is now starting its second year of production. DIC Audiovisions is also producing this series and has a \$4-million commitment for new programs. Initial production of the series covered 65 half-hours. The show airs on a strip basis, consisting of an original showing and three repeats. The new programs will begin in September 1985. The lineup of stations includes WNEW-TV New York, WFLD-TV Chicago, KCOP-TV Los Angeles and WCAY-TV Nashville.

Co-produced 'Romance'

Britain's Yorkshire Television Ltd. and Moonlight Productions are partners in the production of a two-hour, made-for-television motion picture, *Romance on the Orient Express*, for broadcast on NBC-TV during next February's ratings sweeps period. The international co-venture, the first for a broadcast network by the Leeds, England-based company, is described as "a logical step" for the firm by Mark Kaner, director of co-production and development for Yorkshire in the U.S.

Romance on the Orient Express will be shot

this fall in European locations, including London, Paris, Venice and other cities served by the famous train. NBC retains broadcast rights for the U.S. Yorkshire has British rights and is a partner with producer Frank von Zerneck for international rights. Yorkshire has completed co-productions for an ad hoc network set up by Metromedia, Home Box Office and Showtime. Several new pay cable deals are also in the works.

Soap special

The first national presentation of awards honoring television's prime time and daytime continuing dramas and their stars will be syndicated for broadcast between Oct. 18 and Dec. 31. Titled *The Soap Opera Awards*, the two-hour special will be produced by On The Air in association with Marty Passeta, *Soap Opera Digest* magazine and RKO Television. The program will be distributed by On The Air on a cash-plus basis.

New from Chelsea

Four new advertiser-supported television projects have been announced by Chelsea Communications, New York, formed last spring by Jeffrey Lawenda and Michael Yudin to work with advertisers and agencies, producers and the media in developing, packaging and marketing TV programming.

Nabisco, through Ohlmeyer Advertising, is underwriting *Famous Faces*, a series of one-minute programs for children to be produced by Scholastic Productions and David Wohlstader and shown on cable within the USA Network's *Cartoon Express* and *Calliope* segments.

The other projects, all aimed at syndication in broadcast television, are *The Making*

of... a half-hour pilot dealing with how projects and people are developed in the entertainment world, to be produced by Bob Giraldi Productions and co-produced with Lexington Broadcast Services, which will be responsible for sales and distribution; a half-hour pilot based on Dr. Robert Haas's book, "Eat to Win," being produced by Dave Bell Associates and underwritten by an unidentified client of Backer & Spielvogel, and an as yet untitled series of half-hour specials to be produced by Alan Landsburg Productions with backing by "a client of a major U.S. advertising agency" who, Chelsea said, for competitive reasons does not wish to be identified now.

SRA for TIO

The Television Information Office reports that the Station Representatives Association has become a contributing sponsor of TIO. The amount of money contributed by SRA was not disclosed. TIO has been supported by the National Association of Broadcasters, television networks and commercial and public television stations.

Viacom restructuring

In a restructuring move, Viacom International has folded its subsidiary, Viacom World Wide Ltd., into the parent company's Entertainment Group, which oversees Viacom's domestic entertainment operations, including Viacom Productions, Viacom Enterprises (the syndication arm), the company's 50% interest in Showtime/The Movie Channel Inc. and its one-third interest in Lifetime. As part of the restructuring, Viacom World Wide Ltd., formed initially to handle the company's interests in new technologies (such as cable, videotex and DBS) outside the U.S. will now be responsible for all of Viacom's foreign activities, including the syndication, program production and program development. Willard Block, continues as president of Viacom World Wide, will report to Bud Getzler, president of the parent company's Entertainment Group.

Viacom Enterprises has landed the worldwide distribution rights to "The Gambler III," the third feature film in the trilogy starring Kenny Rogers. The latest movie will be a four-hour, two-part presentation scheduled to be carried initially on CBS-TV. Viacom is now selling the film to TV stations and they will be able to telecast it after CBS-TV's second showing, no later than October 1989. Rights were acquired by Viacom from Gambler Sequel Productions, owned principally by Rogers. Viacom said the earlier movies in the series, "Kenny Rogers as the Gambler" and "Kenny Rogers as the Gambler, The Adventure Continues," which were telecast in 1980 and 1983, were among "the most highly watched movies of the week in the history of network television."



Under construction. Taft Broadcasting's wcix-TV has begun construction of its \$6-million communications center, to house offices and broadcast facilities of the Miami independent. The center is expected to be completed in July 1985. Shown above at groundbreaking ceremonies are (l-r): Harvey Cohen, vice president and general manager of wcix-TV, Raul Martinez, mayor of Hialeah, Fla.; Ro Grignon, Taft Broadcasting executive vice president, television, and Dudley Taft, president of Taft Broadcasting.

1984

Champion-Tuck Awards

The Champion-Tuck Awards are given to media professionals for outstanding reporting that improves the public's understanding of business and economic issues.

Formerly called the Champion Media Awards for Economic Understanding, the program embraces five areas: newspapers; magazines; local or syndicated columnists (including news and wire services); television; and radio. Entries may include documentaries, multi-part series, regularly scheduled broadcasts, investigative reporting, short articles, and special programs.

A total of \$105,000 in cash prizes will be awarded. All entries must be accompanied by an official entry form and should be postmarked no later than January 15, 1985. Winners will be announced in May.

The Champion-Tuck Awards, now in its eighth year, is administered by The Amos Tuck School of Business Administration, Dartmouth College, and sponsored by Champion International Corporation.

Judges

Elie Abel
Harry and Norman Chandler
Professor of Communication
Stanford University

Elizabeth E. Bailey
Dean, Graduate School of
Industrial Administration
Carnegie-Mellon University

James K. Batten
President
Knight-Ridder Newspapers, Inc.

Edward R. Cony
Vice President/News
The Wall Street Journal

Victor Gotbaum
Executive Director
District Council 37
American Federation of State,
County & Municipal Employees

James F. Hoge, Jr.
Chairman and Publisher
Daily News

Norman E. Isaacs
Editor/Educator

J.A. Livingston
Economics Columnist
The Philadelphia Inquirer

Ray Marshall
Bernard Rapoport Professor of
Economics and Public Affairs
Lyndon B. Johnson School of
Public Affairs
University of Texas at Austin

Peter Bird Martin
Editor-in-Chief
South-North News Service

Robert C. Maynard
President, Publisher & Editor
Oakland Tribune

Ancil H. Payne
President
King Broadcasting Co.

Jane Bryant Quinn
Financial Columnist
Newsweek

Richard S. Salant
Former President
CBS

S. William Scott
Executive Vice President
Group W Television
Westinghouse
Broadcasting and Cable, Inc.

Joseph Shoquist
Managing Editor
The Milwaukee Journal

Leon H. Sullivan
Minister
Zion Baptist Church
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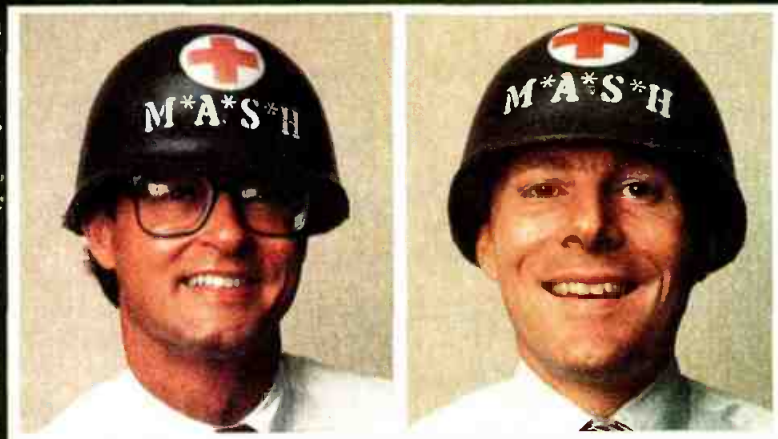


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Broadcasters vs. cable on must-carry

In FCC comments, stations and system operators differ over mandatory carriage of stereo sound, subcarriers

Whether the FCC should require cable systems to carry TV stereo and other program-related aural subcarrier offerings on must-carry signals was the commission's question of last week.

In comments at the FCC, broadcasters said yes, with many endorsing the so-called "middle ground" proposal being offered by the National Association of Broadcasters and the Association of Maximum Service Telecasters.

Cable operators were of a different view, with "may carry," not "must carry," their preferred motto.

Cable operators also were tossing around some hefty estimates of must-carry's potential financial impact. The National Cable Television Association, for example, said that a must-carry requirement could cost the cable industry anywhere from \$669 million to \$709 million. American Television and Communications Corp. said its own costs could run to \$170 million.

But many broadcasters disputed those assessments; still others responded with the NAB and AMST's "middle ground."

Under the "middle ground" proposal, a cable operator would be permitted to strip multichannel sound on nonmust-carry, and multichannel or second audio programming sound on must-carry signals when those signals are not "integrally related" to the regular programming. Cable operators also would be permitted to strip must-carry signals if they certified to the FCC that carriage would cause material interference or degradation that could be cured only by "significant" capital expenditures. In addition, cable systems could get an exemption by pleading equipment incompatibility if using equipment purchased before last March 29.

In their joint comments this time, NAB and AMST suggested defining "significant" capital expenditures as \$1,000 per must-carry channel. They added, however, that if broadcasters were willing to pick up the costs exceeding that \$1,000, cable operators should not get the exemption. They also asked that cable operators that qualify for waivers but wish to provide stereo sound or second language transmission by some other mechanism be required to give "at least equal treatment" to local must-carry signals that they give to their own.

The Association of Independent Television Stations gave the proposal its support. "INTV believes that the middle ground proposal represents a reasonable accommodation to cable systems which, as a practical matter, cannot carry MTS [multichannel television sound] services, while assuring

that in all other cases cable subscribers will have access to the same complete local television signals that are available to the general public," INTV said.

Also giving the middle ground proposal their support were ABC, the CBS Television Network Affiliates Association, Bonneville International Corp., Tribune Broadcasting Co., Gannett Co., Lee Enterprises Inc., the American Foundation for the Blind Inc. and a group of TV licensees—including Forward Communications Corp., Guaranty Broadcasting Corp., and WKRG-TV Inc.

NBC supported the proposal with one caveat: "If a cable system provides stereo or second language audio on any of its channels, including the use of vacant FM channels, it should not be permitted to strip the TV multichannel sound transmissions from must-carry signals, regardless of any other technical consideration," NBC said.

The ABC Television Affiliates Association said the costs of modifying or buying new headend equipment for multichannel sound, estimated at \$500 to \$1,000 per channel, were "insignificant." But it suggested giving cable operators 18 months from the time their first must-carry stations begin multichannel transmission to modify their systems. The affiliates also said "it would seem reasonable to require cable systems to furnish multichannel sound converters to subscribers on a phased-in basis upon request of the subscriber."

Fisher Broadcasting Inc. said the FCC should not give cable operators an unlimited exemption. Fisher, too, recommended an 18-month "grace period," running from the

time the report and order are adopted, or the first subcarrier operation is begun by a station carried on a system, whichever is later.

CBS contended that, "as a general rule," cable systems wouldn't have to commit "substantial resources" to retransmit multichannel sound signals. It noted that cable system equipment manufacturers have already begun redesigning converters and designing modifications of existing cable converters to pass the full broadcast signal without degradation. CBS further contended that NCTA and the Electronic Industries Association are "well along" in establishing a multipin connector and a premium service 'black box' adapter for use on cable-ready television receivers that would eliminate the need for converters. "It is anticipated that this modification will not only resolve the problem of potential degradation of multichannel sound signals, but also resolve any other related problems, such as those associated with scrambled signals of premium cable programming," CBS said. "Once the standardized connector and adapter are placed into general use by equipment manufacturers and cable operators, all multichannel sound problems associated with converters will be eliminated. CBS anticipates that the standardized connector could be generally available within the next year and that the adapter will be generally available within the next two years."

Zenith Electronics Corp. opposed must-carry. "Zenith sees no need or justification for requiring cable operators to carry MTS program signals to all subscribers when most of them are incapable of utilizing such signals," Zenith said. "Zenith believes that the public interest will be much better served by natural responses of the free enterprise sys-

International independence. The U.S. has moved toward a declaration of independence—for itself and others—regarding international telecommunications policy. The State Department figure who has a key role in developing such policy told a communications seminar in Montego Bay, Jamaica, that "sovereign nations" should make decisions regarding their telecommunications industries. Those decisions, said Ambassador Diana Lady Dougan, State's coordinator for international communication and information policy, "should not be delegated to, or worse, expropriated by, international organizations"—an apparent reference to the International Telecommunications Satellite Organization.

Dougan, who was addressing a communications seminar for 16 English-speaking countries of the Caribbean, in Montego Bay, Jamaica, said the U.S. "is proud of its instrumental role" in creating Intelsat and is "firmly committed to protecting" its economic and technical viability. But Dougan was speaking against a backdrop of controversy regarding the growing interest of entrepreneurs in the U.S. and elsewhere in operating separate international satellite systems. Intelsat has not expressed opposition to dozens of U.S. applications for systems that would provide transborder service. But Intelsat, in resolutions and in letters its members have sent to the U.S. government, has gone on record in opposition to U.S. proposals for trans-ocean service.

Dougan said the coordination of separate systems with Intelsat that is required under international agreements "should be designed to promote efficiency, not obstruct new entrants to the field." She said the process is "becoming costly and time-consuming." She then expressed the view that decisions regarding the regulation of a country's telecommunications industry is a matter for "sovereign nations"—and made clear she was not speaking only of the U.S.: "We will not impose our own preferences on others, but believe that opportunities are at hand that should be easily accessible to you if and when you care to use them."

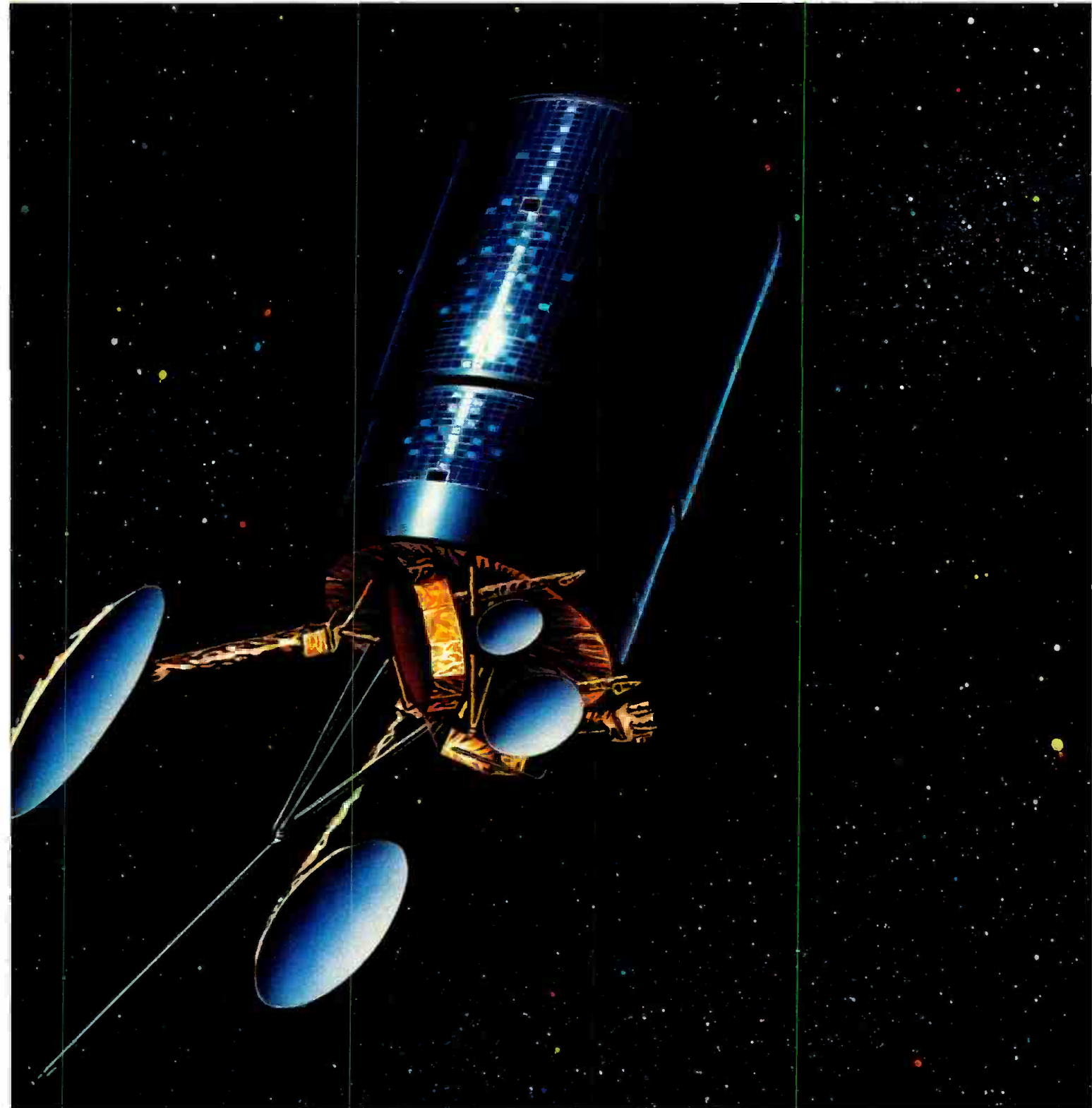
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DONAHUE

tem to marketplace needs and demands than by imposition of must-carry regulations."

Dolby Laboratories Inc. also was opposed. "Given the current state of technology and developing nature of this new service, it would be contrary to the best interest of the broadcasters, the cable operator and the subscribing public to prematurely force cable systems to deliver a signal in the MTS format," Dolby said.

Cox Communications Inc. proposed what it described as a "balanced approach" to the situation. Under the Cox proposal, a cable system would not be required to carry program-related sound if it doesn't have the necessary equipment. Also under Cox's proposal, a system undertaking a rebuild would be permitted to continue using its old equipment, even if that can't carry the program-related aural offerings; no must-carry obligation would be imposed upon a system receiving equipment through intra-company transfer from a co-owned cable system. But a must-carry requirement would be imposed upon a cable system when the system acquires new equipment that could make that carriage possible, as long as equipment compatible with carriage is "reasonably available." In addition, if a cable operator carried the TV stereo and second language services of nonmust-carry programming (either distant signal or nonbroadcast), then the cable operator should provide must-carry protection for local broadcasters' TV stereo and second language services, Cox said. At the same time, the must-carry should apply only to local broadcasters, and the broadcaster should be required to make some minimal threshold showing—for example, by demonstrating that it provides TV stereo or sec-

Caveat emptor. Entrepreneurs in the U.S. and elsewhere with ambitions to establish international telecommunications systems have been advised to think carefully before investing large amounts of money in such enterprises. Andrea Caruso, secretary general of Eutelsat, a European telecommunications satellite organization, said in a speech that the business is "risky" and the environment "hostile." But one thing can be guaranteed "to the supporters of competition," he added. If private initiatives materialize, there will be losers—and they "will most certainly not be the PTT administrations [the entities that run European communications systems]" or parties making up the existing international and regional systems—Intelsat, Inmarsat, Eutelsat and Arabsat.

Caruso, who was speaking at Intelevent '84, at Cannes, France, took a decidedly hostile approach to deregulation in public telecommunications—indeed, his speech was entitled "Deregulation and Disorder in Satellite Communications." He said permitting "privatization" of telecommunications, particularly in Europe, would mean "encouraging fierce competition in 'creaming off' of traffic, with a consequent gradual abandoning of interest in the prime, i.e., social, mission of public telecommunications services." And he said those in government considering deregulation of international telecommunications should "be careful" before permitting "the disruption" of Intelsat, Inmarsat and Eutelsat, which are relatively recent products of the governments that are their members. "They are among the very few international, intergovernmental ventures which work to everybody's satisfaction," he said. "You carry with you the pride of their success; do not change your attitude just for the sake of deregulating."

ond language programming during some minimum percentage of its broadcast day—for carriage.

The Jerrold Division of General Instrument Corp. urged the commission to delay the implementation of a must-carry rule until market demand can justify the economic burden placed on operators incorporating the necessary equipment modifications or replacements. Jerrold urged the adoption of a single standard for multichannel sound so TV set and cable converter manufacturers can develop compatible product lines. It said the FCC should allow for demodulation of audio signals at the cable headend so the multichannel service may be carried to the subscriber by normal and/or alternate trans-

mission means. It further said TV sets capable of receiving multichannel sound should be required to have two audio input terminals. "These two audio input terminals should have a standard specification, including: type of terminal, impedance level and a required audio voltage range," Jerrold said. "These specifications should be determined by the television set manufacturing industry."

Group W said consideration of specific subcarrier must-carry rules was premature. "Sufficient data has not been accumulated to allow conclusions to be drawn on the technical questions of how best to broadcast a stereo signal or the manner in which cable systems may best carry a stereo signal, much less on the question of whether there will prove to be a regulatory need for specific must-carry regulations," Group W said. "In the uncertain atmosphere which exists at this time, the adoption of specific subcarrier must-carry regulations is not in the public interest and would not serve the broadcast station or the cable system."

American Cablesystems Corp., Century Communications Corp., Perry Cable Corp., Rogers Cablesystems Inc., United Artists Cablesystems Corp. and United Cable Television Corp. also were opposed to must-carry, even when subscribers want, or have the facilities, to receive the service. "In the final analysis, the commission must recognize that it is the cable subscriber that will ultimately pay the price for cable retransmission of stereo sound and SAP, and it is the individual cable operator who can best make the marketplace decisions as to when and at what price subscribers are willing to pay to receive such programming," they said.

Said Viacom International: "The costs to the industry of complying with MTS could be enormous, and would far outweigh any benefits that might accrue to broadcasters and television viewers as a result of such regulations. Compliance with MTS must-carry rules at this time would require cable operators to discard or modify much of their equipment at a cost of hundreds of millions of dollars."

Tele-Communications Inc. said it had reviewed all currently proposed techniques for transmitting TV stereo with TV signals and

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January Start in Syndication

Keeping a secret. The Reagan administration has come under renewed fire for policies and programs that critics say deny the public the information to which it is entitled. The new criticism comes in a new book, "Keeping America Uninformed: Government Secrecy in the 1980s," which talks of "a historic change in policy" brought about by the administration's "pendant for secrecy" and the militant anticommunism that seems to animate it.

The book was written by Donna A. Demac, a lawyer and professor of telecommunications at New York University. It is being published by Pilgrim Press, the publishing arm of the United Church of Christ, and costs \$8.95 (paperback).

The secrecy measures cited in the book include the powers President Reagan has conferred to reclassify public information and the expanded use of what it says are politically motivated visa and film restrictions. It also cites efforts by the White House, Justice Department and conservative members of Congress to weaken the Freedom of Information Act, as well as attempts to impose new secrecy restrictions on the academic and scientific communities.

In a preface, Ben H. Bagdikian, a veteran journalist and author of "The Media Monopoly," warns that "a sinister wind is blowing through the American democratic process."

had found all to be "seriously" flawed. "We therefore strongly urge the commission to defer imposition of standards at this time, thereby avoiding the rapid proliferation of television receivers designed to exploit a less than satisfactory technique. In light of the rapid development of digital techniques, as applied to audio, it is not unreasonable to expect that a wholly satisfactory method of transmitting the stereo during the vertical interval would be discovered within a matter of months if the proponents are sent back to the drawing board."

Among the other cable operators opposed to must-carry: Western Communications Inc., Times Mirror Cable Television and Heritage Communications Inc. □

Mirror bill passes Congress

Legislation would penalize U.S. advertisers that place ads on Canadian stations and is designed to retaliate against similar Canadian bill; some observers do not feel U.S. bill will have much effect

The "mirror bill," so called because it is intended to do to Canadian stations what a Canadian tax law does to American stations, finally passed both houses of Congress last week, some four years after it was first introduced, in the final year of the Carter administration. But while the congressional action represents a victory for the perseverance of U.S. broadcasters with stations along the border, there was some question as to how effective the new law would be in persuading Canada to repeal or modify its law troubling the Americans. Canadians expressed the view the effect of the new law would be minimal.

The legislation, passed as an amendment to a trade bill approved by the Senate and House last week, would deny a tax break to American advertisers who buy time on Canadian stations for advertising aimed primarily at American audiences. The Canadian Parliament adopted such a law applicable to Canadian advertising on American stations in 1976, in an effort to protect Canadian broadcasters from competition south of the border—and has resisted pleas and pressures from the U.S. government to repeal it ever since.

The U.S. Trade Representative in 1980 found the Canadian law discriminatory, and mirror legislation was introduced in Congress. The bill died in the 97th Congress, and for a time U.S. officials felt Canada would be willing to yield on the issue without the pressure the bill was designed to exert. When Canada instead held firm, the Reagan administration asked that the mirror bill be reintroduced.

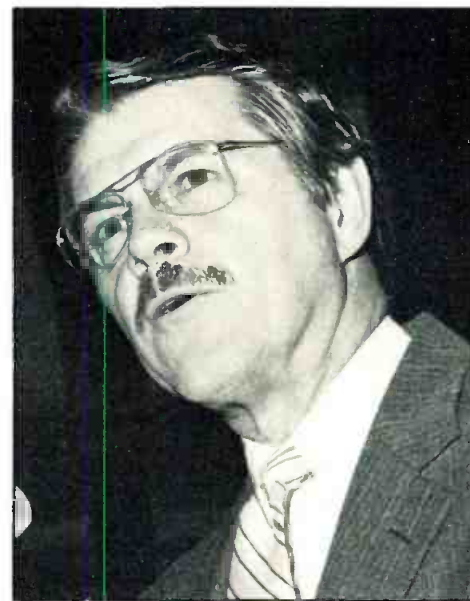
Leslie G. Arries Jr., president and general manager of WIVB-TV Buffalo, one of the leaders in the fight to secure mirror legislation, estimated the 30 to 35 television stations along the border have lost between \$50 million and \$100 million in Canadian advertising since 1977, when the Canadian law—C-58—went into effect. He said the Buffalo market alone, the principal one affected, now earns between \$3 million and \$3.5 million annually from time sold to Canadian advertisers when it once earned \$12 million. And but for C-58, he said, "we would have gone to \$15 million."

Arries said passage of the mirror legislation should show the Canadians "we have the attention of the administration and Congress." He expressed the hope that the demonstration—coming at a time of a change in government in Canada—"augurs well" for a change in Canada's attitude on the issue. He noted that the new prime minister, Brian Mulroney, has stated his interest in improving relations with the U.S. "And this," he said, speaking of the tax issue, "has been an irritant."

However, Canadian embassy officials offered little ground for optimism that Ottawa would be more forthcoming on the issue. One noted that Canadian governments—

Conservative as well as Liberal—have maintained a consistent position on the issue since C-58 became law. Another noted that the new American law is not likely to cause the kind of concern in Canada that could lead to a request for the government to change its policy. He said only one radio station is likely to be affected—CKLW(AM), in the Detroit-Windsor market—and it's not among the top-rated, either.

Ernest Steele, president of the Canadian Association of Broadcasters, expressed the view the "overall" impact of the legislation would be "minimal." And the Canadian broadcasters' apparent lack of concern was probably indicated when he said there was "no way they could object." The U.S. government "applying the same rules to Americans advertising on Canadian stations is in the same position as the Canadian government regarding Canadian advertisers," he said. "That's the prerogative of the U.S. government."



Arries

However, Steele indicated the Canadians would not be as relaxed if the bill passed by the Congress had been broader. U.S. broadcasters had talked of seeking restrictions on Canadian teletext technology in the U.S. or denying Canadian program producers copyright protection on material transmitted by U.S. cable systems, as their American counterparts are denied protection in Canada. "We were afraid of a broader bill," he said. □

Contestants contest. The Supreme Court has let stand a lower court ruling that ABC, CBS and NBC are not violating antitrust laws when they limit the appearances a contestant may make on game shows. Martin Allen Fine, a Los Angeles lawyer who had won over \$10,000 in prizes on games shows, sued the three networks and five game-show producers after being ejected from the *Joker's Wild* set set in February 1982 because he had exceeded the number of times a person may appear on a network game show. Fine had won \$5,393 on *Tic Tac Dough* in 1978, \$5,682 in prizes and cash on *Password Plus* in 1980 and \$211 in prizes on *Blockbusters*. And he wanted to continue his streak. But NBC limits contestants to three shows in a lifetime, ABC to one in one year or two in five years and CBS, one in one year or three shows in a lifetime. Networks said they do not want contestants who appear to be professionals; they say the appeal of the shows is that participants resemble audience members' skills and ability. The U.S. Court of Appeals for the Ninth Circuit accepted the networks' argument, and said Fine failed to show any "anticompetitive effect" of the restrictions or that the networks conspired in drafting their respective eligibility rules. Fine had appealed to the ninth circuit after a U.S. district court in Los Angeles had granted networks and producers summary judgment.

Washington Watch

Not Fowler fans. Caucus for Producers, Writers & Directors has asked FCC Chairman Mark Fowler to resign. In press release, group said Fowler had "forfeited the objectivity required of his office." Group alleged Fowler had been attempting to "increase the dominant position" of television networks. It cited efforts to repeal network syndication and financial interest rules and multiple ownership ruling that would have permitted networks to increase their television station holdings.



German connection. USIA-TV last week linked Washington and Raistings, Germany, to enable U.S. and West German trade officials to discuss role played by Federal Republic of Germany and its Ministry of Post and Telecommunications in International Telecommunications Satellite Organization. Discussion was another event celebrating Intelsat's 20th anniversary. Shown on monitor at left is U.S. Trade Representative William Brock and, on monitor at right, Dr. Christian Schwarz-Schilling, minister of FRG, Post and Telecommunications, and Intelsat's director general, Richard Colino.

Arlington grant upheld. FCC Review Board has upheld administrative law judge decision granting application of Urban Telecommunications Corp. for new TV on channel 14 in Arlington, Va., subject to its sole owner divesting his interests in WCAV-TV Nashville. Theodore M. White, black resident of Washington and Urban owner, also owned 75% of Page Broadcasting, which owned 5% of Television Corp. of Tennessee, licensee of WCAV-TV (BROADCASTING, April 9). Board also denied competing applications of Washington's Christian Television Outreach Inc., Century Communications Inc., Capital Communications of Washington Inc., Grant Broadcasting Corp. and WCST Inc. In addition, board dismissed application of Washington Television Inc. for same channel in Washington. Board found Urban superior on integration grounds.

Proposals endorsed. In comments at FCC, National Association of Broadcasters has supported commission proposals to conform its AM groundwave field intensity curves and skywave field strength curves to new international agreements; favored increases in power for Class III stations in Alaska, Hawaii, Puerto Rico and U.S. Virgin Islands (when consistent with international and domestic protection requirements) and urged higher power authorizations, if necessary, for Class IV stations in same areas, subject to international notification. In addition, NAB asked commission to consider increased power for Class III stations in continental U.S. It also recommended that FCC allow new allocations flexibility by permitting operation at "intermediate" nominal power levels within minimum/maximum power limits of station's particular class and urged commission generally to designate applications for AM station power increases of less than 20% as "minor changes."

New combo okayed. In summary decision, FCC Administrative Law Judge Frederic Coufal has granted application of Sheboygan County Broadcasting Co., sole remaining applicant for new UHF TV in Sheboygan, Wis. Company already owns WHBL(AM) and WWJR(FM), both Sheboygan. Judge noted that commission rules generally prohibit creation of co-located radio-television combinations, but that applications for UHF-radio combinations are open to consideration. "It is concluded that it is not likely Sheboygan will have local television service unless the license for a UHF channel is granted to someone in the community with the necessary resources and expertise to foster such an enterprise," Coufal said. "Sheboygan County appears to have the qualifications to operate successfully a UHF construction permit in the community." Attorney for Sheboygan said two competitors for channel dropped out.

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Stock Index

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	65	66	1/4	-	1.89	11
N Capital Cities	153	160	1/2	-	4.06	16
N CBS	77	79	1/2	-	1.90	10
O Clear Channel	14	14	1/2	-	1.72	17
N Cox	46	47	3/4	-	3.14	16
A Gross Telecast	76	76	3/4	-	0.33	18
O Gulf Broadcasting	9	9	1/4	-	5.41	41
O LIN	19	21	1/2	-	8.33	17
O Malrite Commun	12	12	1/2	-		15
O Orion Broadcast	132	132				1,681
O Price Commun.	11	11	1/4	-	2.22	36
O Scripps-Howard	26	27	1/4	-	2.75	16
N Storer	39	42	3/8	-	7.08	646
O SunGroup Inc.	6	6	3/4	-	3.70	5
N Taft	59	63	3/4	-	6.67	13
O United Television	17	17	3/4	-	1.41	29

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	19	19	1/4	-	1.30	16
A Affiliated Pubs	47	48	1/4	-	1.56	15
N American Family	21	21	5/8	-	0.58	11
O Assoc. Commun.	15	14	1/2	-	3.45	72
N A.H. Belo	41	43	7/8	-	4.56	13
N John Blair	27	27	1/2	-	0.91	15
N Chris-Craft	30	30	1/8	-	1.24	21
N Cowles	43	43	5/8	-	0.29	36
N Gannett Co.	43	46	1/2	-	6.18	17
N GenCorp	35	35	1/4	-		10
O General Commun.	67	67	1/4	-		15
N Insilco Corp.	16	16	3/4	-	0.75	9
N Jefferson-Pilot	34	34	1/2	-	0.72	10
O Josephson Intl.	9	9	1/2	-	5.56	73
N Knight-Ridder	26	27	1/2	-	4.55	13
N Lee Enterprises	25	25	3/4	-	0.97	14
N Liberty	23	24	1/8	-	4.66	11
N McGraw-Hill	40	43	1/4	-	6.36	15
A Media General	60	59	1	-	1.69	11
N Meredith	48	48	3/4	-		12
O Multimedia	33	34	1/4	-	3.60	15
A New York Times	33	33	5/8	-	1.49	15
O Park Commun.	28	14	29	-	2.59	20
N Rollins	13	13	7/8	-		20
N Schering-Plough	34	35	3/8	-	3.53	10
T Selkirk	18	18				39
O Stauffer Commun.	52	52				13
A Tech Operations	40	40	3/8	-	1.24	14
N Times Mirror	37	37	3/8	-	1.00	11
N Tribune	30	30	1/2	-	3/8	14
O Turner Bcstg.	20	22	1	-	9.09	333
A Washington Post	79	79	3/4	-	0.31	15

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	40	41	1/4	-	0.61	12
O Compact Video	4	4	1/2	-	5.56	17
N Comsat	25	26	3/8	-	3.79	10
O Doyle Dane B.	16	16	3/4	-	1.49	15
N Foote Cone & B.	50	51	5/8	-	2.42	11
O Grey Advertising	126	126				8
N Interpublic Group	31	31	5/8	-	1.19	11
N JWT Group	33	33	3/4	-	1.48	10
A Movielab	5	5	1/4	-	2.38	8
O Ogilvy & Mather	34	34	1/4	-	0.73	15
O Sat. Syn. Syst.	8	8	1/2	-		12
O Telematlon	6	6				6
O TPC Commun.	15	15	1/6	-		2
A Unitel Video	7	7	5/8	-	4.92	13
N Western Union	19	18	7/8	-	0.66	458

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	6	6	1/8	-	4.08	128
N Coca-Cola	60	62	1/4	-	2.81	14
N Disney	57	58	1/8	-	5/8	1.08
N Dow Jones & Co.	38	40	1/2	-	6.17	19
O Four Star	4	4				4
O Fries Entertain.	5	5	1/8	-	2.50	4
N Gulf + Western	29	27	3/4	-	4.95	8
O Robert Halmi	1	1	1/4	-	3/16	4.96
A Lorimar	31	29	1/2	-	2	6.78
N MCA	42	43			7/8	2.03
N MGM UA	11	12	1/8	-	1/4	2.06
N Orion	10	10	3/4	-	3/8	3.49
O Reeves Commun.	6	6	1/8	-	2.08	23
O Sat. Music Net.	1/4	1/4				4
O Telepictures	16	15	1/2	-	5/8	4.03
O Video Corp.	18	18	1/2	-	3/8	2.03
N Warner	19	19	5/8	-	1/4	1.27
A Wrather	13	13	3/8	-		91

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	5	5	3/4	-	1/8	2.17
O AM Cable TV	2	2	7/8	-		10
N American Express	32	33			1/2	1.52
N Anixter Brothers	17	17	1/2	-	1/4	1.43
O Burnup & Sims	6	6	3/8	-	3/8	5.88
O Cardiff Commun.	9	9	5/8	-	1/16	9.92
O Comcast	17	17	5/8	-	1/4	1.42
N Gen. Instrument	20	21			1/8	0.60
N Heritage Commun.	16	16	5/8	-	1/8	0.75
T Maclean Hunter X	21	21				29
A Pico Products	6	6	1/2	-	1/8	1.92
O Rogers Cable	4	4	5	-	1/8	2.50
O TCA Cable TV	14	14	1/2	-	1/4	1.72
O Tele-Commun.	19	20	1/8	-	7/8	4.35
N Time Inc.	40	40	3/4	-	1/4	0.61
N United Cable TV	26	14	26	-	1/4	0.94
N Viacom	30	31	1/2	-	3/8	4.37

	Closing Wed Oct 10	Closing Wed Oct 3	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS MANUFACTURING						
N Arvin Industries	24	25			7/8	3.50
O C-Cor Electronics	7	7	3/4	-	1/2	6.45
O Cable TV Indus.	3	2	7/8	-	1/4	8.70
A Cetec	8	8	1/2	-	1/4	2.94
O Chyron	10	13	1/4	-	2	20.75
A Cohu	8	8	3/4	-	3/8	4.29
N Conrac	14	14	3/8	-	1/8	0.87
N Eastman Kodak	71	72	7/4	-	3/4	1.06
O Elec Mis & Comm.	8	9	1/4	-	1/2	5.41
N General Electric	53	54	1/4	-	3/8	0.69
O Geotel-Telemet	1	1	3/8	-		15
N Harris Corp.	26	26	3/8	-	3/8	1.42
N M/A Com. Inc.	17	18	1/4	-	3/4	4.11
O Microdyne	6	6	1/4	-	3/8	6.00
N 3M	77	75	1/4	-	2	2.82
N Motorola	34	35	5/8	-	1/8	4.56
N N.A. Philips	36	36	1/8	-		9
N Oak Industries	4	4	3/8	-	1/8	2.86
A Orrox Corp.	3	3	3/4	-		9
N RCA	36	34	3/4	-	1	3/8
N Rockwell Intl.	28	28				9
N Sci-Atlanta	8	8	7/8	-	5/8	7.04
N Signal Co.s	30	30				12
N Sony Corp.	15	15	5/8	-	1/8	0.80
N Tektronix	56	56	1/8	-		9
A Texscan	7	7	1/4	-	1/4	3.57
N Varian Assoc.	35	37	3/4	-	2	1/4
N Westinghouse	25	24	3/4	-	5/8	2.53
N Zenith	24	24	3/8	-	3/8	1.54
Standard & Poor's 400	182.64	183.24			.60	0.33

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

LOVE 94 FM IS NOW OWNED BY GILMORE BROADCASTING

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you can't
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As the owners
of Anthony Abraham
Chevrolet, Miami's largest
auto dealership, we know a good
city when we see one.

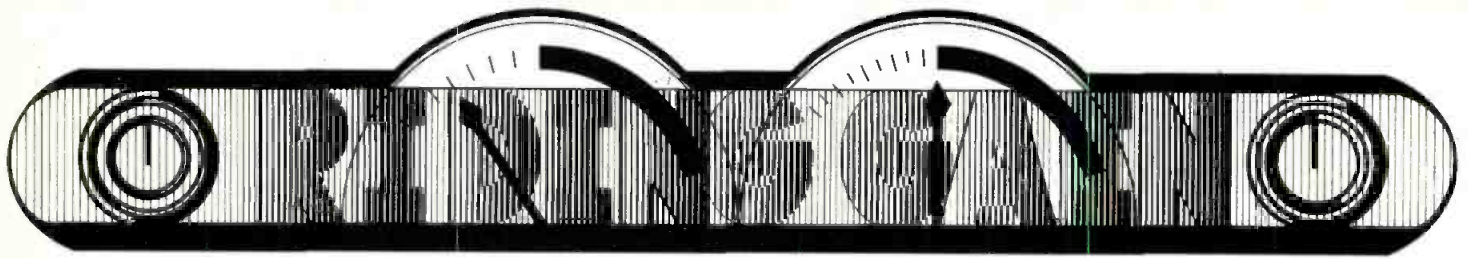
And as the owners of five very
successful radio and television
stations across the country, we know
a good station when we hear one.

So when we started looking
to acquire another radio station in a
major market, it was Love at first
sight. Miami's Love 94, WLVE-FM, to
be specific.

Miami's always sounded good to us.
We at Gilmore Enterprises look forward
to sounding good to Miami.

GILMORE BROADCASTING
NEW OWNERS OF LOVE 94 FM





The week's worth of news and comment about radio

In honor of AM

The National Association of Broadcasters is sponsoring a series of four regional seminars, "The Revitalization of AM Radio." They will be held in St. Louis, Oct. 23-24; Portland, Ore., Oct. 25-26; Orlando, Fla., Feb. 26-27, and Charlotte, N.C., Feb. 28-March 1.

The first seminar, to be held at the Henry VIII Inn and Lodge in St. Louis, will feature a report on AM's potential, called "The Re-marketing of AM Radio," which was commissioned by McGavren Guild Radio and prepared by Philadelphia-based research consultant Dr. Ted Bolton.

Also at the first seminar, NAB's science and engineering department will unveil a 70-page AM technical improvement report, authored by NAB's engineering advisory committee, and the Radio Advertising Bureau will present a session on the marketing of AM radio to advertisers. Other highlights include a management session conducted by Jim Hooker of Chicago-based Media Sales Training Systems on leadership style, and panel discussions of AM radio success stories and programing strategies. During the second day of each seminar, there will be a luncheon featuring an audio/visual pre-

sentation on AM radio by Charles Trubia, senior vice president/director of radio, Ted Bates & Co.

Cost to NAB members will be \$135, if preregistered, and \$155 for on-site registration (cost is discounted for additional persons accompanying NAB members).

Rising toll

RKO General Inc. has filed an updated statement with the FCC putting errors in advertising charges by RKO Radio Networks at \$7.9 million, in the period Jan. 1, 1980, to the present. RKO had previously reported billing errors to ad agencies of \$5.6 million covering the period Dec. 1, 1982, through May 31, 1984 (BROADCASTING, Aug. 20). The \$7.9 million in billing errors, the second adjustment made by RKO in the past four months, is in addition to \$314,000 owed in compensation to stations from spring 1983 through January 1984.

An RKO General spokesman said RKO Radio Networks has been sending out corrected invoices to affected agencies over the past four weeks offering either cash rebates or make-good spots.

Meanwhile, FCC Administrative Law Judge Edward Kuhlman ruled last Wednesday (Oct. 10) that the billing errors issue

could be explored during RKO General's ongoing character hearings at the FCC on whether the company is qualified to be a station licensee.

Light touch

KLFM(FM) Great Falls, Mont.; WCMB(AM) Harrisburg, Pa., and WVOC(FM) Columbus, Ga., have become the first stations to air Drake-Chenault Enterprises' new "Lite Country" format ("Riding Gain," April 30). "The format is targeted to the 25-44 demographic and has a music texture similar to adult contemporary," said Jay Albright, national programming consultant for Drake-Chenault. "Although those stations will still be country," said Albright, "the programing will include carefully selected pop music." According to Albright, compatible contemporary songs "are given airplay only if research indicates they are favorites of country music fans."

The "Lite Country" format concept is the result of a nationwide country music research project conducted in six cities among 30- to 50-year-olds. "The sound is ideal to position a station between existing country and adult contemporary outlets," said Denny Adkins, senior vice president for Drake-Chenault. Some "compatible" contemporary performers included in the format are: the Eagles, Bread and Linda Ronstadt.

The format can be interfaced with a station's cart operation using Drake-Chenault's "Playlist Plus" computerized music system. It is also available as a syndicated tape package.

Audio companion

More than any other medium, radio reaches working women and gets their attention. That is the message of a new report, "Working Women—In Tune With Radio," issued by Arbitron Ratings.

The study, which sees working women as a market of growing importance to advertisers and broadcasters, notes that working women spend 25.5 hours a week with radio, or "almost triple the amount of time [they] devote to newspapers and magazines combined."

"Radio is a constant part of a working woman's day," the report continues. "During the day, they spend 58% of their media time with radio. Sixty percent of all working women listen at work; half of them tune in all day."

Women, the study found, tend to stick to a few of their favorite formats when listening at work: "Easy-listening stations draw one-third of all women at work (in a top 10 market). Easy-listening and contemporary hit radio stations attract nearly 60% of the younger audience. Easy-listening and oldies stations capture older listeners." Overall, the study found, "as a group, working

Motorola gets Australian boost

The Australian Department of Communications announced last week that it had selected the Motorola C-Quam system as the nation's standard for AM stereo broadcasting. However, the nation's commercial and government-owned AM stations will not be authorized to begin stereo broadcasting until early next year.

According to Peter Westerway, first assistant secretary, broadcasting policy and planning division, DOC, the nation's broadcasters are excited by the prospects of stereo broadcasting. "The AM people feel they will be able to redress the competitive disadvantage they have with FM stereo."

"This is the first government action that supports the Motorola program," said Motorola's Chris Payne. "We think the Australians have served themselves well. . . . It clears the way for fast growth of AM stereo in their country."

Payne said he hoped the Australian decision would spark similar ones in other countries, notably Canada and South Korea. "In the international community, it sets a good example of how to get on with AM stereo and get it to the general public."

The announcement culminated several months of decision-making. A working group comprising representatives of government and the broadcasting and consumer electronics industries, Westerway said, found last spring that all four AM stereo systems now in use in the U.S. were acceptable as the national standard. After deciding that a single standard was necessary and after testing available receivers, he said, the group recommended either C-Quam or Kahn Communications' Kahn system. The final decision then fell to the policymaker within the DOC, he said, and they came up with Motorola. Their decision was based, in large part, on the belief that the C-Quam system is more likely "to come out on top" in the U.S. and the rest of the world.

Leonard Kahn, inventor and chief proponent of the Kahn system, was upset by the DOC's announcement and he said some of the Australian broadcasters who have been experimenting with the Kahn and Harris systems are too. "They are absolutely livid," he said. The government "knuckled under to pressure from Motorola and the receiver manufacturers." He was uncertain whether the Harris and Kahn proponents in the country have any recourse. "I don't know what can be done."

women are loyal to radio" and "the formats they enjoy are as diverse as their life styles. Radio delivers working women throughout the week, whatever the format."

Of the growing size as well as importance of the market, the report notes that "more than two-thirds of women, aged 18 to 34, work—nearly triple the number of women at that age working 20 years ago. These women are important advertising prospects because they are setting up households and are likely to make their first major purchases and investments."

They are important, too, the report continues, because their earning potential is increasing, and because they "try to get the most out of their money, whether they spend, save or invest." Among other things, the report says, 86% own a car, 66% own a home, 73% have a checking account, 61% have a savings account and 65% traveled domestically last year.

Arbitron said that listening estimates for working women in more than 260 markets are available through Arbitron Information on Demand (AID), computer program for custom audience estimates.

Break open the champagne

A major CBS Radio network affiliate, Midwest Communications Inc.'s WCCO(AM) Minneapolis, celebrated its 60th anniversary on the air, Tuesday, Oct. 2, with a dinner at the city's Amfac hotel where both CBS dignitaries and noted Minnesotans were in attendance. Among the speakers were CBS/Broadcast Group President Gene Jan-

kowski, CBS Radio President Bob Hosking and CBS newsmen Harry Reasoner and Charles Osgood. For the occasion, the station chose 60 Minnesotans—one for each year from 1924 to 1984—who have either made significant contributions to the lifestyle of Minnesota or to society, and named them to the station's "Honor Roll of Good Neighbors." Speaking on their behalf was Muriel Humphrey, wife of the late Minnesota senator and U.S. Vice President, Hubert H. Humphrey.

Hosting the event before some 600 former and present WCCO(AM) employees were the station's morning on-air team of Charlie Boone and Roger Erickson, both of whom have worked together in the same time slot for 25 years. WCCO(AM) affiliated with the CBS Radio Network on Dec. 15, 1928.

Morning audience

Mutual Broadcasting has signed over 200 stations for its early morning news magazine program, *America in the Morning* (BROADCASTING, Sept. 10), according to Ben Avery, vice president, station relations for the network. The program, which made its debut on Sept. 17, features world, national and business news; weather and sports information; reports from Mutual correspondents, and live interviews with major newsmakers. Hosted by Mutual newscaster Jim Bohannon, the program is currently being carried in five of the top 10 markets as well as 83 of the top 150 markets. It airs from 5:05 a.m. to 5:30 a.m. NYT following the Mu-

tual's broadcast of *The Larry King Show*, which was cut back from its five-and-one-half-hour format to five hours (midnight to 5:00 a.m. NYT).

Talknet milestone

NBC's two-year-old Talknet network has signed its 200th radio affiliate—Gannett Radio's KPRZ(AM) Los Angeles. The Talknet format includes call-in financial and personal advice programming (six hours of live programming during weekdays and seven hours on weekends). KPRZ(AM), which airs Al Ham's "Music of Your Life" format, will program Talknet daily, from 8 p.m. to midnight.

Scare tactic

Los Angeles-based IDB Communications Group is sponsoring distribution of a live radio network Halloween drama, to be broadcast at 10-11:30 p.m. NYT on Oct. 31. The satellite services company has signed radio personalities Gary Owens and Casey Kasem, along with actresses June Lockhart, Lynn Redgrave and Jean Kasem, to perform in the production, which will benefit the U.S. Committee for UNICEF. Redgrave's husband, John Clark, will direct the drama. The adaptation of Ray Bradbury's "October Country" will originate by satellite from the Directors Guild Theater in Hollywood via Satcom I-R, Westar III and Westar IV. Information regarding broadcast rights for the third annual event is available at (213) 870-9000.

Journalism

Cleveland TV station's review request turned down by Supreme Court

Libel case, won by WEWS-TV in trial court and later reversed, returns to lower court

Scripps-Howard Broadcasting Co. last week was back to square one in its defense of a \$65.5-million libel suit against its WEWS-TV Cleveland. The suit had been brought by the Lexington township fire chief and his wife and involved a story the station broadcast regarding the recovery from their yard of a motorboat that had been reported stolen. A state trial court had dismissed the suit, holding that the story involved was essentially accurate, but an appeals court reversed that decision and the Ohio supreme court refused to review. And last week, the U.S. Supreme Court denied Scripps-Howard's petition that it hear the case. So the matter goes back to the lower court for trial.

The case is unusual in that WEWS-TV won handily in the trial court, where the risk of a libel decision going against the plaintiff is greatest, and lost in the appeals courts, where defendants generally prevail (see page 70). However, the scenario followed in the WEWS-TV case did not come as a surprise

to some observers of the performance of the Ohio courts in media cases. The courts, whose members are elected, have been the subject of considerable criticism by the media.

Indeed, the petition seeking Supreme Court review went to the unusual length of attacking the record of the Ohio courts in media cases. "By reversing the summary judgment granted to the station," the petition said, "the Ohio appellate courts once again have rendered it virtually impossible for television stations in Ohio accurately to report on law enforcement activity without facing the specter of debilitating defamation liability." It said that Ohio television stations "now risk interminable litigation in all defamation suits based on news reports of police action, however accurate the report and diligent the reporters."

The WEWS-TV case arose out of a raid by sheriff's deputies, armed with a search warrant, on the property of Lexington township Fire Chief Lester Barber, on Feb. 10, 1982. A stringer for the station, Larry Schock, who accompanied the deputies, provided

videotape of the raid as well as the information on which a story was prepared stating that the township's police and fire chiefs "may soon be indicted." It said the deputies had found a motorboat that had been recovered from a reservoir two and a half years earlier, adding: "The [fire] chief and Police Chief Paul Kelly claim they couldn't find the boat's owner. But using the boat's registration number, police found the owner *just like that*." The report closed with the statement that the detective who led the raid "will present his evidence to the grand jury, and ask indictments against both the police and fire chief for hiding the boat."

Barber claimed the boat had been found, apparently abandoned, in the reservoir and that attempts to find the owner through the boat's registration number had failed. He also denied that he had "hidden" the boat. The detective later offered sworn testimony that he had traced the owner, in a call to the state's Bureau of Watercraft in Columbus, in less than 10 minutes, and that the owner said the boat had been stolen. There also was testimony that, when found, the boat had

been obscured by a camper top that was on it and tarpaulins and plywood piled on or against it. And the detective said in a deposition he had told Schock that the case would be presented to a grand jury and that it might indict either of the chiefs involved.

The trial court held that both the fire chief, because of that position, and his wife, Janet, who was township clerk, an elected official, were "public officials." As a result, under the standard set by the Supreme Court in such cases, the plaintiffs must prove the damaging statement was not only false but was made with "actual malice"—that is, with knowledge that it was false or with reckless disregard of whether it was false or not. The trial court said the plaintiffs had failed to satisfy that burden and that "gist or sting" of the news report was true—and dismissed the suit. But while the appeals court agreed that the plaintiffs were public officials, it said that jurors "could find the accusation to be false" and "that it was falsely made with actual malice"—and remanded the case for trial.

Scripps-Howard, in its petition, contended the record provides no basis for such a conclusion and said that, "in its haste to remand for further proceedings, the court of appeals created from whole cloth evidence which . . . simply does not exist." In that connection, the petition noted that the appeals court "rewrote" the report in its opinion to say the police and fire chiefs were "soon to be" indicted rather than "may soon be" indicted. The petition also said the appeals court had erred in "conjuring" a factual issue as to whether Chief Barber "had intended to

conceal the boat" and said that was material because, the court felt, the chief's "state of mind" was relevant to a determination of whether the station knew the report was "false."

The petition attacked the state supreme court's decision on the ground it "summarily" denied review of the appeals court's action. It simply said "no substantial constitutional issue exists." Scripps-Howard said that was "in clear derogation of the constitutional obligation of appellate courts to undertake an independent review of the record" in such cases.

Attorneys for the Barbers, in urging the Supreme Court to deny the petition for review, said summary judgment should be granted only where "the justice of its application is unusually clear." And they said the Ohio courts have adopted principles employed in the federal courts that favor plaintiffs. "Inferences to be drawn from the underlying facts contained in the record," the opposition said, "must be viewed in the light most favorable to the party opposing the motion and if, when so viewed, reasonable minds can come to differing conclusions, the motion must be overruled."

In the view of Scripps-Howard, however, the decision of the Ohio appellate courts is bound to have a chilling effect on efforts of the media to report on the activities of law enforcement officials. "Ultimately, incessant and unwarranted litigation of frivolous libel claims can only serve to deprive the public of information—crucial to our system of self government—about law enforcement activities and official charges of governmental wrongdoing."

And if the petition failed to persuade the Supreme Court to review the case, Scripps-Howard attorney Bruce Sanford hopes it served another function. "We tried to get the Supreme Court interested," he said, to alert it to the fact "there are [libel] cases where summary judgment is being denied where it shouldn't be." The high court normally does not take a case until it is ready for final disposition. "Until the Supreme Court sees a large number of these, it won't take any." □

Good news for broadcasters and libel suits

Study finds decisions against media in decline; awards stay about same

In the same week in which trial of retired General William C. Westmoreland's \$120-million libel suit against CBS began (see "Top of the Week"), the Libel Defense Resource Center released the results of a survey of libel actions filed against the media over the past two years, and they showed that things are looking up for those members of the media that find themselves on the business end of such suits. For broadcasters, things looked particularly bright.

The findings of the LDRC—an information clearinghouse organized by leading media groups to monitor developments in libel and privacy litigation—document a loss rate

for media when cases go to trial before judges or juries of 54%. But that is down from 89% in the two-year period between 1980 and 1982 that was covered in an earlier study. Before juries, the loss figure is 62%, also down from 89%. Those improvements are the first in those categories in the past several years.

In other respects, the new LDRC study is basically consistent with earlier data, both as to damages awarded at trial and as to the results of post-trial appeals. In both areas, the media are doing as well as, if not better than, in the past.

As for damages, the average initial award remained essentially unchanged at slightly more than \$2 million, although the number and percentage of cases in which million-dollar awards were entered was up (from 20% to almost 33%), as was the average size of punitive damages, when they were awarded. But on appeal, 68% of judgments adverse to the media were reversed in the two years covered by the study, about the same as the 69% of those reversed at that stage in the earlier study. And if judgments entered by the trial court notwithstanding the verdict are included, the reversal rate improves to 75%, compared to 71% in 1980-1982.

If reduced damage awards are also included, the reversal or modification rate is close to 78%, the same figure reached in the earlier study. For the media were continuing to record successes in challenging the "mega-verdicts" often awarded at trial. Although almost a dozen additional awards of \$1 million or more were awarded in the past two years, not a single million-dollar award has been affirmed on appeal. Those awards that were finally handed out, according to the report, were small—they averaged \$60,000, down from the \$120,000 average in the earlier two-year period. The size of the largest affirmed award was also down, from one of \$400,000 to one of \$200,000.

The report also provides an analysis of the success of defendants according to type of media. And it shows that the greatest improvement over the past two years was shown by broadcast defendants. They were successful in 73% (eight of 11) of their actions, as compared to only 11% (one of nine) cases in the previous two-year period. Newspapers continued to suffer the greatest number of losses, but magazines were confronted with the highest percentage of million-dollar verdicts. The report says that 75% of magazine losses exceeded \$1 million—but that all six awards affirmed on appeal involved newspaper defendants. In the earlier study, newspapers were found to have accounted only for 50% (seven of 14) of the finally affirmed awards.

In a statement accompanying the study, Henry R. Kaufman, LDRC's general counsel, described the improvement in the media's performance in libel cases as "noteworthy," coming, as it does "on the eve of a number of important and widely publicized libel trials." (Besides the Westmoreland case, there is the one in which Israel's Ariel Sharon is suing *Time* in connection with a story on his role in the massacre of Palestinians in their camps in Beirut last year, when he was defense minister.) If a pending motion for summary judgment is denied, the


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case is expected to go to trial by the end of this month.) But he said the time for celebration has not yet arrived. The period covered by the study is too short and the level of losses still too high, even if reduced, he said, "to proclaim victory in the fight to bring libel trial results more in line with the true merits of those claims that go to trial and more in accord with the constitutional protections guaranteed to media libel defendants." □

Dissension over 'NewsHour' format

Two studies turn up dissatisfaction with hour-long show; producers say they are considering options in advance of upcoming Program Fair but that majority like program

The *MacNeil/Lehrer NewsHour* was one of 41 programs (out of 91) chosen in the first "preference round" of the Public Broadcasting Service's annual Station Program Cooperative (the mechanism by which noncommercial stations collectively choose programming). As a survivor of that round (which was completed Sept. 21), *NewsHour* progressed to the next phase—PBS's Program Fair in Seattle Oct. 28–Nov. 1, where the program's producers hope to convince the station buyers to renew *NewsHour* for another year.

In the meantime, however, producers of the evening hour-long news program have been meeting with representatives of the PBS network—most recently in New York in early October—to discuss, among other things, the format of the program and the scheduling problems its hour length presents to some stations. Said Al Vechionne, president of MacNeil-Lehrer-Gannett Productions, which co-produces *NewsHour*, "We have been listening carefully to the stations and we are trying to digest what it is they have told us by way of critique and we are trying to come up with something sensible and intelligent over the next few weeks we have between now and the Program Fair.

The program's scheduling problems surfaced in a recent survey conducted by the noncommercial Southern Educational Communications Association of its 47 TV member licensees, representing 118 noncommercial stations. According to SECA, the half-hour version of the *MacNeil/Lehrer NewsHour* was preferable to the current hour-long program. Answering the question: "Assuming no changes in either format or cost, and assuming that SPC-12 were being held today, how would you vote?"—19 licensees, representing 63 stations, gave the show "a firm no." According to SECA, three licensees "liked" the one-hour version and one station expressed a preference for the hour-long program. Many "of those who indicated that they might support the *NewsHour* in SPC 12, did so reluctantly with a decided preference for the half-hour," SECA said. Major objections to *NewsHour* now, SECA said, centered on problems of scheduling the hour for "maximum audience impact and a feeling that the program in its one-

hour format has lost its sense of mission or purpose."

The SECA survey followed another report, prepared by the Corporation for Public Broadcasting's program fund and presented to the CPB board last month. The CPB program fund staff was joined by an independent news producer, two public television station managers and directors, a state public television network director and a journalist, to review the *NewsHour* since its change in length.

According to the report, the review panelists agreed that a nightly news presence was needed on public television, and that *NewsHour* was "balanced and fair." They also agreed that *NewsHour*'s "segments should be shorter, crisper and better paced." Of major concern to the station representatives on the panel was the problem of scheduling the hour format; they felt "there [was] no flexibility in this format for their needs." Moreover, they said that declining audiences are seriously affecting adjacent programming and that *NewsHour* "is not living up to what [Robin] MacNeil and [Jim] Lehrer promised to deliver at the time the new series was proposed and subsequently bought by the stations." Among the criticisms was that *NewsHour* does not provide viewers with "all their news"; interviews "are frequently tiresome," and "there are too many headlines and listings and not enough enlightening information."

Vechionne was quick to assert, however, that "a minority of PBS stations have expressed dissatisfaction with the one-hour format." At the conclusion of the first SPC preference round, 73 of 136 stations, ("a majority" of the PBS network stations, Vechionne said), voted that they wanted to see more of *NewsHour* at the Seattle Program Fair.

NewsHour's producers are "one year into this project," Vechionne said. "You must remember it's early in this [SPC] process, which goes through December. We have listened very carefully to the complaints that have been registered by those who are dissatisfied with the program for one reason or another," he said, adding that, "we probably will make some changes. Some. I don't know what they will be," he said.

"The overview, which is far more significant," Vechionne said, "is this: The program is one year old. It is a revolutionary, new concept. . . . I know of no revolutionary new format from *Hill Street Blues*, to the *Today Show* 32 years ago, to *60 Minutes* 15 years ago, to the original *MacNeil/Lehrer Report* nine years ago—I know of none of those programs that caught on in one year."

Vechionne said that stations in San Antonio and Austin (both Texas), Jacksonville, Fla., Tucson, Ariz., and Boise, Idaho, and the Kentucky Authority for Educational Television have decided to put *NewsHour* on the air in prime time. "We are hearing from the squeaky wheels. We are not hearing from the majority voice," Vechionne said.

Among the stations' suggestions is the creation of "modular hour," produced in two half-hour segments so that stations could schedule the segments separately, if necessary. According to Vechionne, such an idea is "premature." He added that the producers

"will remain dedicated to the idea of serious, in-depth journalism. . . . That is not going to change. But within that philosophical outline, we think there are things we can do and are prepared to do, which will make for a better program. We have to sort them out, and then we'll present them to the stations." □

Pentagon to establish national press pool

The Pentagon has begun implementing the program approved by Defense Secretary Caspar Weinberger to cover small-scale military operations that are expected to be of short duration. The first step, as announced last week, was the creation of a pool of 11 journalists who would constitute a "national press pool" that would accompany U.S. military forces. Six of the members would represent the television networks.

Creation of the pool is one of the recommendations contained in the report of a panel that was established in the wake of the widespread criticism of the military's refusal to permit journalists to accompany its forces in the invasion of Grenada last year until the third day. The function of the panel, headed by retired General Winant Sidle, was to recommend measures for assuring media coverage of military operations without jeopardizing their success or the lives of military personnel.

The "national press pool," as the Pentagon refers to it, would be convened and transported to the scene of the planned military action under strict rules of secrecy. Reporters and photographers would be permitted to file stories and pictures "when the operation commenced or as soon thereafter as practical," said Michael I. Burch, assistant secretary of defense for public affairs, in briefing reporters on the pool.

The organizations that he said have been designated to participate are ABC, CBS, NBC, Cable News Network, *Time*, *Newsweek*, *U.S. News & World Report*, the Associated Press and United Press International. A radio network will be announced later, as will a photographer from an organization not yet identified. Burch said daily newspapers will not be represented because they are served by one or both wire services. But he said that the pool might be enlarged to accommodate other news organizations, provided logistics and the circumstances of the operation permit it.

As detailed by Burch, the 11-member pool would consist of reporters from each of the four TV networks, plus a two-person camera and sound team; reporters from each of the wire services, a pool reporter representing the three national magazines involved, the network radio reporter and the photographer.

The exclusion of newspaper reporters from the pool stimulated a flurry of critical reaction. In a statement published in the newspaper, Arthur Ochs Sulzberger, publisher of *The New York Times*, called the ban "incredible." He said it "reveals the administration to be out of touch with journalism, reality and the First Amendment." □

CBS Inc. posts hot third quarter

Net income up 46% over year before;
Broadcast Group profits up 34%

CBS Inc. last week reported gains in net income amounting to 46% for the third quarter of 1984 and 60% for the first nine months, compared with the same periods of 1983, on revenue increases of 17% and 15%, respectively.

For the third quarter, net income reached \$48.8 million, up from \$33.4 million a year ago, while earnings per share were \$1.64 as compared with \$1.12, on revenues that rose to \$1.19 billion from \$1.02 billion. For the first nine months, the comparable figures were \$176.3 million in net income, up from \$109.9 million, with net income per share averaging \$5.93 versus \$3.70 and with revenues totaling \$3.58 billion as compared with \$3.11 billion for the year-earlier period.

In continuing operations, income rose 41% in the third quarter and 58% in the nine months.

Operating profits of the CBS/Broadcast Group in the third quarter rose 34%, to \$64.8 million, on a 16% revenue increase to \$568.4 million, with "the strong performance of the CBS-TV network" cited as "the key factor in the group's improved results." For the nine months the broadcast group's operating profits reached \$276 million, up from \$176 million, while revenues climbed to \$1.9 billion from \$1.6 billion.

"We are very pleased with the continued growth and progress of our base businesses," Thomas H. Wyman, CBS chairman and chief executive, said of the third-quarter results. "Their competitive performances in most areas are strong, and operating profit margins continue to improve. Our broadcast and recorded music operations both had strong quarterly results, and publishing made excellent progress in this, its seasonally most important quarter. While the Columbia Group improved from the prior year, its results fell short of expectations, despite the continued solid progress of the group's domestic toy lines."

For the quarter, CBS/Records Group profits rose 52% to \$16.3 million on revenues that were up 15% to \$297.3 million. The CBS/Publishing Group's profits gained 24% to \$47.3 million on revenues up 10% to \$202.4 million. The CBS/Columbia Group's revenues increased 41% to \$108.1 million, but the group recorded a loss of \$8.3 million—a little more than half of the \$15.7-million loss in last year's third quarter, when it ceased operations of its domestic video game software business.

CBS said the records group's third-quarter revenue and profit gains reflected "solid

marketplace success for new record releases such as Julio Iglesias's *1100 Bel Air Place* and Quiet Riot's *Critical Condition*, as well as for established hits including Bruce Springsteen's *Born in the U.S.A.* and Cyndi Lauper's *She's So Unusual*."

Key factors in the Columbia group's third-quarter operating loss were said to include "continued losses in the musical instruments business and adverse market conditions abroad for a video game product line which is distributed under overseas license by CBS Toys International."

The Columbia group's third-quarter rev-

enue gain was credited "entirely to the continued sales strength of the group's domestic toy lines."

For the first nine months, CBS/Records Group profits went from \$75.6 million a year ago to \$104 million this year while revenues increased from \$832.6 million to \$953.3 million; CBS/Publishing Group profits went from \$34.4 million to \$41.9 million on revenues that rose from \$428.5 million to \$457.1 million, and CBS/Columbia Group losses dropped from \$13.3 million to \$11.5 million while revenues went from \$203.1 million to \$261.1 million. □

Bottom Line

MGM/UA pay-out. Board of directors of MGM/UA Entertainment Co. have declared quarterly cash dividend of five cents per share on common stock, payable Nov. 9 to stockholders of record Oct. 19.

□

Startup losses. Multimedia Inc., Greenville, S.C., said it expected third-quarter earnings to be lower than year ago because of unexpectedly large losses from Sports Time, its pay-cable sports venture in partnership with Anheuser-Busch and Tele-Communications Inc. Walter E. Bartlett, president and chief operating officer of group broadcaster, publisher and cable operator, said Sports Time had not generated enough revenues to offset originally anticipated operating losses. Earlier this year, Multimedia estimated its share of Sports Time losses would be five cents to 10 cents per share for 1984. Bartlett said range is now expected to be 20 cents to 30 cents per share for full year.

□

Moody's move. Moody's announced it has lowered ratings on two issues of 20th Century Fox subordinated debentures totaling \$100 million, from Ba3 to B2 (on scale of Aaa1 to C3). Ratings service cited shrinking shareholders equity and increasing debt leverage caused by "sale of high-quality, cash-generating assets and significant bank borrowings." Part of changing financial picture reportedly may be explained by attempt of co-owners, Marvin Davis and Marc Rich, to pay \$600-million debt incurred when two bought studio in 1981. On income side, Moody's noted "lackluster box-office results of company's film production." Hours of Fox television product on network schedules declined this season to 3.5 per week from last year's 8.5.

□

Stock sale. John Blair & Co. has completed sale of 100,000 units, each consisting of one 10 3/4%, senior, subordinated six-year note and 27 warrants, exercisable until Sept. 15, 1989, to purchase common stock at \$36.75 per share. Exercising of all warrants would increase shares outstanding from eight million to 10.7 million. Net proceeds are "principally to repay short-term bank debt," company said. Moody's lowered rating on existing 13 5/8 debentures due in 1998 to Ba2 (on scale of Aaa1 to C3) and gave same rating to new offering, citing increased leverage resulting from "aggressive acquisition program the company initiated last year."

□

Lorimar offering. Lorimar announced it has filed for \$75-million offering of subordinated convertible debentures, due in 2004. Company said proceeds would be used to reduce debt and for general corporate purposes, including possible acquisitions. Company has said, however, it has no acquisition commitments at present.

□

Price rated. Price Communications has been assigned rating of 14 (single B+) by Duff & Phelps, Chicago-based corporate ratings firm. Robert Price, president of New York-based group owner of four AM's and two FM's, said that talks with investment bankers indicated that offering of debt could be made at beginning of next year to help refinance current debt.

Many Fifth Estate firms to post

Analysts say ABC should show increase over year before while NBC will be about the same; slow spot sales cause some to reduce their expectations for some group owners

The next few weeks will see the arrival of third-quarter earnings results for most publicly owned media companies. According to some New York-based securities analysts who closely watch the companies, while results from the broadcasting industry are expected to be good, they will probably be a shade less than originally predicted because television spot sales fell short of expectations. One analyst expects Time Inc. to come in with some especially good numbers; another expert predicts NBC will be flat or down; some companies have given clues to their own performances. And CBS's good results were just announced last week (see page 72).

■ The Olympics should not make "an incrementally significant amount of money" for ABC, according to Barry Kaplan of Bear Stearns & Co. In addition, almost half the cost of election coverage, estimated at about \$40 million, falls in the third quarter, he said. Kaplan expects the parent company to post \$1.40 per share for the third quarter, compared to last year's \$1.08, with most of the increase coming from the owned and operated television stations. As was the case in the first quarter, they benefited from Olympic revenues without incurring significant additional costs.

For the first time, results of ESPN, purchased by ABC on June 18, will be included for a full quarter, and are expected to increase the losses posted by the video enterprises division. Kaplan said it was difficult to determine whether net interest—interest income minus interest expense—would decrease as a result of the \$202-million purchase: "They also had a lot of money coming in from the Olympics, so it is hard to figure out on a quarterly basis."

■ RCA is the only one of the three network owners that does not provide separate revenue and operating profit figures for its broadcast group. However, Mark Reilly of F. Eberstadt & Co. said that NBC's contribution to RCA would be flat or perhaps down a little from last year. Earnings per share for the parent company, he said, should increase 35% to 75 cents-80 cents.

"For the full year we are projecting operating profits for NBC of around \$170 million, or a little more, compared to last year's \$156 million," he said, "but in terms of comparison this will be the toughest quarter for NBC. This year it's got the election costs and the high cost of baseball contracts, and both of those hit pretty hard in third quarter." RCA is expected to show improved results in consumer electronics and commercial electronics.

Third-quarter spot sales have also been slower at NBC, with a single digit increase expected. The network held its audience share better than the other networks through most of the summer, Reilly noted, and for a

while was continuing to improve during daytime. He said, however, it did not gain the advantage hoped with *Santa Barbara* and the Olympics: "*Santa Barbara* about as well as what it represents demographically but higher profit/loss basis my impression is that it has no net impact."

■ Weaker-than-expected spot sales have affected other group owners, including Capital Cities, noted Smith Barney's Atorino, who said his original earnings projection had been shaved to \$2.35 per share. Results from Capcities' broadcasting segment should provide an indirect indication of how ABC affiliates outside the O&O markets—Capecities has four—fared during the Olympics. Two other Capcities TV stations are CBS affiliates and a seventh station, independent WFTS(TV) Tampa-St. Petersburg, Fla., was recently purchased for \$30 million.

An early July rise in the price of newsprint will raise costs for the company's publications segment, which provided the majority of 1983 revenue. No surprises are expected from its cable operation, which accounted for 9% of 1983 revenue.

■ Barbara Russell of Prudential-Bache is looking for a "very positive surprise" from Time Inc. She said her estimate of quarterly earnings at 65 cents to 70 cents per share compares to the 55-cents-per-share "street estimate" of most other analysts. The 47 cents per share Time reported last year included a 13-cents-per-share write-off of *TV-Cable Week*, which was discontinued at the end of the quarter.

Russell said profit margins in Time's Video Group will decline, but "not as much as some people thought." She estimated an operating profit margin for HBO of 20% and added that efforts to upgrade Cinemax would have a significant impact on the group's earnings. ATC, she said, is "showing slow but steady improvement," and margins in the magazine group are expected to be "seasonally on target."

Tele-Communications Inc. is a hard company to make quarterly predictions on, said Russell, because much of the final result will be affected by the timing of system purchases and sales. For the third quarter, nine

earnings per share for the quarter, ending Sept. 30, will be \$1.50, up from last year's \$1.55, according to Bear Stearns & Stearns's Kaplan, both because it no longer has a substantial portion of its theme parks business on the books and because sales of animated material to the networks are down: "They were really highly dominant in that business last year; there was nowhere to go but down." Taft's seven TV stations include three ABC affiliates which should bring in "substantially more than last year" and a Miami independent with some ratings problems, according to Kaplan. Also included are a programming distribution arm, Worldvision Enterprises, which he said should make up for reduced animation revenue, six AM's and seven FM's. In the balance, Kaplan said he expects operating profit of the entertainment group to be flat or down a little.

Several Fifth Estate companies have given BROADCASTING an advance look at their results and pointed out unexpected events or misguided appraisals of securities analysts. Times Mirror Co. said its third-quarter net income should be flat, or 66 cents a share. The Los Angeles-based publisher of the *Los Angeles Times* said its Olympics-related costs rose while advertising failed to meet expectations. A.H. Belo announced that estimates in the 50 cents to 60 cents range were too high and did not reflect promotional costs and discounting of classified advertising for *The Dallas Morning News*. Tribune Co. will post a 20 cents-per-share gain for the quarter from the sale of property. Alan S. Donahoe, vice chairman and chief executive officer of Media General, said that the company's third-quarter earnings "may be down a few pennies a share" from the "exceptionally high third quarter last year," which posted \$1.14. None of these companies expected surprises from their broadcasting groups. □

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Changing Hands

PROPOSED

WKOW-TV Madison, WXOW-TV La Crosse, WAOW-TV Wausau and WQOW-TV Eau Claire, all Wisconsin □ Sold by Liberty Broadcasting Inc. to Wisconsin Television Network Ltd. for \$22 million. **Seller** is TV station group subsidiary of Tele-Communications Inc., publicly traded, Denver-based cable MSO with 2.2 million subscribers, headed by Bob Magness, chairman. **Buyer** is owned by Sharad K. Tak, president and co-founder of computer software and technical services firm based in Vienna, Va. He recently purchased WKIO(FM) Urbana, Ill. ("Changing Hands," July 2). WKOW-TV is ABC affiliate on channel 27 with 871 kw visual, 174 kw aural and antenna 1,190 feet above average terrain. WXOW-TV is ABC affiliate on channel 19 with 132.1 kw visual, 26.4 kw aural and antenna 930 feet above average terrain. WAOW-TV is ABC affiliate on channel 9 with 204 kw visual, 20.4 kw aural and antenna 990 feet above average terrain. WQOW-TV is ABC affiliate on channel 18 with 1150 kw visual, 115 kw aural and antenna 740 feet above average terrain. *Broker: Howard E. Stark.*

KLCL(AM)-KHEZ-FM Lake Charles, La. □ Sold by Perry Broadcasting Co. to Elting Enterprises Inc. for \$1.7 million. **Seller** is principally owned by Perry S. Samuels

who recently sold his only other broadcast property, WLYK-FM Milford, Ohio ("Changing Hands," March 26). **Buyer** is owned by John Elting. It also owns WSER(AM) Elkton, Md., and WPED-AM-FM Crozet, Va. KLCL is on 1470 khz full time with 5 kw. KHEZ-FM is on 99.5 mhz with 34.6 kw and antenna 400 feet above average terrain. *Broker: Chapman Associates.*

WCVL(AM)-WLFQ(FM) Crawfordsville, Ind. □ Sold by WCVL Inc. to Composite Communications Inc. for \$775,000, comprising \$700,000 cash and remainder in note. **Seller** is principally owned by John L. Sinclair and family. It owns WANT(AM) Richmond, WNIS(AM) Portsmouth, WTID(FM) Suffolk and new FM in Mechanicsville, all Virginia. It also owns cable systems serving Hendricks county and Pittsboro, both Indiana, and cable system serving West Yellowstone, Mont. **Buyer** is equally owned by Daniel E. Brunette, Gary L. Havens, C. Bruce Hubley, Alexander C. Keddie and John W. Patten. It also owns WIKS(AM) Parkersburg, W.Va., and WNUS(FM) Belpre, Ohio. WCVL is on 1550 khz full time with 250 w. WLFQ is on 103.9 mhz with 920 w (CP for 1.1 kw) and antenna 500 feet above average terrain.

KAOC-FM Port Lavaca, Tex. □ Sold by Double "R" Radio Inc. to Crossroads Broadcasting Inc. for \$435,000 cash, including

\$150,000 noncompete agreement. **Seller** is owned by D. Ray Muse and Ronald L. Bailey. It also owns KGUL(AM) Port Lavaca, Tex. **Buyer** is owned by John Sharp, state senator from Victoria, Tex., who has no other broadcast interests. KAOB is on 93.3 mhz with 100 kw and antenna 663 feet above average terrain.

WNNO-AM-FM Wisconsin Dells, Wis. □ Sold by Voss Radio Inc. to L. Robert Van Genderen and Jerome A. Gerke for \$375,000, including \$50,000 noncompete agreement. **Seller** is principally owned by Gary Voss and his wife, Blanche. They have no other broadcast interests. **Buyer**, Van Genderen is Mitchell, S.D., broadcast consultant. Gerke is Watertown, S.D., freelance advertising time salesman. They have no other broadcast interests. WNNO is daytimer on 900 khz with 1 kw. WNNO-FM is on 107.1 mhz with 3 kw and antenna 320 feet above average terrain. *Broker: The Keith W. Horton Co.*

KPIK(AM) Colorado Springs □ Sold by KPIK Broadcasting Inc. to Colorado Contemporary Broadcasting Inc. for \$375,000 cash. **Seller** is owned by David J. Lynch and John A. Claro. It owns KBYE(AM) Oklahoma City, Okla. and recently sold KJOE(FM) Shreveport, La. ("For the Record," Aug. 13), pending FCC approval. **Buyer** is owned by Ramon Castillo, and his wife, Christa (90%) and Robert Armendariz (10%). Castillo is Colorado Springs real estate investor. Armendariz was formerly employed with Armed Forces Radio & Television Service. It has no other broadcast interests. KPIK is daytimer on 1580 khz with 5 kw.

WNON(FM) Lebanon, Ind. □ Sold by Broadcast Communications Inc. to B.A.S. Broadcasting Inc. for \$350,000, comprising \$150,000 cash and remainder in note. **Seller** is owned by Emmett E. DePoy. It also owns WFBM(AM) Noblesville, Ind., and has applications for low-power television stations in Columbus and Carmel, both Indiana. **Buyer** is owned by James A. Lorenzen (83.3%) and Stuart Roberts (16.7%). They are Toledo, Ohio, sales executives with no other broadcast interests. WNON is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Keith W. Horton Co.*

For other proposed and approved sales see "For the Record," page 78.

AUGUST SALES!!

WFSL-TV	Lansing, Michigan	\$9,000,000
WBOS (FM)	Boston-Brookline, Massachusetts	\$6,830,000
WUFO (AM)	Amherst-Buffalo, New York	\$ 400,000
WKLV/WBBC (FM)	Blackstone, Virginia	\$ 375,000
WUHN/WUPE (FM)	Pittsfield, Massachusetts	\$2,000,000
WELV/WDRE (FM)	Ellenville, New York	\$ 780,000
WDRV/WLVV (FM)	Statesville, North Carolina	\$4,000,000

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10/15/84

CABLE

Systems serving Bourbon, Potosi, Saint Clair, Saint James, Steelville, and Sullivan, all Missouri □ Sold by Meramac Valley Communications Inc. to Cardiff Communications Inc. for approximately \$5 million. **Seller** is Sullivan, Mo.-based cable operator headed by William P. Bagley, president. It has no other cable interests. **Buyer** is publicly traded, Englewood, Colo.-based cable MSO headed by Pat Patterson, president. It owns cable systems in four states with 17,500 basic subscribers. Purchased system passes 8,500 homes with 4,600 basic subscribers and 32 miles of plant.

DBS ranks cut in half

Commission rejects applications of four firms for failing to meet its first-round 'due diligence' deadline; DBSC, STC, USSB, Dominion are left

The FCC last week gave Direct Broadcast Satellite Corp., the only common carrier among the original high-power direct broadcast satellite applicants, permission to move forward with the construction and launch of its two broadcast satellites.

The authorization, however, is contingent upon DBSC's coming up with the funding to complete its contract with Ford Aerospace and Communications for the construction of the satellites by April 5, 1985.

At the same time, the FCC formally canceled the permits of four other first-round DBS applicants, including CBS, Western Union, Graphic Scanning and RCA Americom for failure to meet its "due diligence" requirement prior to last July 17.

In addition, the FCC ruled on some proposals for system modification put forth by the three permittees that have already met the due diligence test and have been given the regulatory green light. It approved the request of Comsat's Satellite Television Corp. to reconfigure its two-satellite DBS system and broadcast six channels of service to the entire continental U.S. (CONUS), rather than just the eastern half of CONUS, but it denied requests for additional channels from United States Satellite Broadcasting, a subsidiary of Hubbard Broadcasting, and Dominion Video Satellite, a start-up company based in Naples, Fla.

The FCC gave its eight 1982 DBS permittees a deadline by which they had to meet the commission's due diligence requirement or face losing their permits. The requirement was intended to prevent the warehousing of valuable orbital slots and DBS channels. To satisfy the due diligence standard, according to the order, the permittees had to "complete contracting for construction" of their satellites by July 17, 1984. And the contract, it said, had to call for the building of the satellites "definitely and immediately."

DBSC, a start-up company headed by Wilbur Pritchard and based in Bethesda, Md., had reportedly come close to losing its conditional constructional permit, which it and seven other companies had been awarded in 1982. Loss of the CP, according to DBSC's latest FCC filing, would have put it out of the DBS business.

The indications were that the Mass Media Bureau had planned to recommend at a scheduled FCC meeting three weeks ago that DBSC's CP be canceled because of the firm's failure to meet the due diligence test, but Commissioner Mimi Dawson, wishing to take a closer look at the item, pulled it from the agenda. When the order finally emerged last week after being approved by the commissioners "on circulation" (without a formal meeting), it gave DBSC the go-ahead.

The order indicated that, at least initially, the FCC was troubled by DBSC's contract with Ford Aerospace. As first submitted, it

said, the contract "provided that the construction and payment schedules... would not commence until certain financial guarantees were arranged by DBSC."

Later, DBSC "attempted to modify the nature of its contract by providing for the initiation of work by Ford on a pay-as-you-go basis until the more secure financial guarantees are arranged to initiate the specified construction and payment schedules," the order said. "It also provides for discontinuation of the contract and a substantial penalty... in the event that the specified financial arrangements are not secured by March 31, 1985."

Despite the lack of a firm contract, the FCC chose not to revoke DBSC's permit. "It is arguable that DBSC could have misinterpreted the commission's meaning of 'complete contracting for construction,'" the order said. "It did have a 'construction contract' well prior to the July 17 deadline. Furthermore, that contract contained extensive specifications, reflecting the engineering and design work already performed for DBSC's system. In addition, DBSC has made other significant and continuing efforts to advance its system and the DBS industry generally."

Although the FCC allowed DBSC to keep its permit and granted it authority to launch its satellites, it said it would not set aside specific channels and orbital slots for DBSC

unless it came up with "the cash sum and presentation of letters of credit" by next April 5. To do otherwise, the order said, would be unfair to the so-called second-round DBS applicants who may move "more expeditiously" in contracting to build their satellites. The FCC is expected to award permits to all or some of the second-round applicants before the end of the year.

The FCC stressed that its extension of the DBSC permit is, in no way, precedential. "All applicants and permittees are on notice that a contract with a contingency such as DBSC/Ford's will not satisfy the due diligence requirement in the future."

Ron Coleman, a Washington attorney and an executive vice president of DBSC, was delighted by the news. "We may have been more duly diligent than some of the other applicants," he said. DBSC has paid \$200,000 to Arianespace for two launch reservations, it has struck an agreement with Wold Communications for Wold to market DBSC's transponders and it has taken other steps to show its good faith, he said. He said DBSC is close to making arrangements to finance its satellites, but declined to talk about them. "We don't want to queer the deal."

CBS and Western Union had told the FCC they did not plan to pursue the DBS business at this time, did not contract for satellites and, thus, could not have been surprised by the FCC's decision last week revoking their DBS permits. RCA hadn't contracted for satellites either, but it had asked that its amended application be considered this fall

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Up in the air with DBS

DBS permittee	Operational satellites	Transponders per satellite	Coverage of each satellite	Channels of service	Orbital slots (west longitude)
DBSC ¹	2	10 ¹	Half CONUS*	10	101,148
STC	2	3	CONUS	6	110
USSB ²	2	6	Half CONUS	3	110,148
Dominion Video ³	2	6	Half CONUS	6	119

* CONTinental U.S.

¹ Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

² Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 110 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone. USSB has requested two additional channels for each of its satellites. If granted, it could offer four channels of service to each time zone.

³ Dominion has requested two additional channels for each of its satellites. If granted, it could offer eight channels of service to each half of CONUS.

with the second-round DBS applicants. The FCC ruled, however, it would be unfair to include RCA in the second round. "To now consider its application as a second-round proposal, after it voluntarily missed its due diligence deadline and the [second-round] cut-off date, would violate the rights of the other permittees and applicants and effectively destroy the commission's very necessary processing rules with no countervailing benefit." If it's still interested in DBS, RCA will have to become part of the third processing group.

Graphic Scanning claimed to have met the due diligence test. It said it reached an agree-

ment on a satellite construction contract with RCA Astro Electronics, but that it could not be finalized until a mobile radio case involving Graphic's ability to hold FCC licenses was resolved. The FCC was unsympathetic. "Graphic did not timely show an ability and willingness to commit itself to its DBS system," the FCC said. "It had over one-and-a-half years to negotiate and complete a contract, which it did not do."

STC had formerly planned to provide six channels of service to the eastern half of CONUS with its two three-transponder satellites co-located at 101 degrees west longitude. For economic reasons, however, it de-

ecided to relocate the satellites to 110 degrees west, spread out the beams of each transponder and provide six channels of service to the entire CONUS. The FCC found no problem with the proposal. "These changes do not entail the use of any available orbit/spectrum resource and the position is available, and no other parties have taken action which would be prejudiced by this grant."

The FCC denied the requests of USSB and Dominion for additional channels because the requests were not made in compliance with procedural rules, not specified in the order. "Well-established procedural rules will not be ignored," it said. "Granting requests such as these could, on balance, jeopardize the overall development of the service." The FCC said, however, that the requests will be handled in the second-round applications.

In other actions contained in the order, the FCC granted USSB's requests for some different channels and for permission to serve the eastern half of CONUS from 110 degrees west longitude, rather than 101 degrees. □

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British study tracks VCR use

Recording and playback habits analyzed; recorders have 22% penetration level

Eight of 10 homes equipped with videocassette recorders tape at least one television program a week and the average home tapes nearly five, in the meantime playing back 80% of these recordings, nine times out of 10 within a week after the taping. At least, that is the way it is in the United Kingdom, according to a study conducted there by AGB Research PLC, London, said to be Europe's largest market research company. VCR penetration at the time of the study was put at 22% of UK homes.

The study was conducted for the Broadcasters' Audience Research Board, which is owned jointly by the BBC and commercial television stations and which oversees TV audience measurement in the UK. The study was designed to measure the recording and playback of TV programs; viewing of

bought and rented cassettes was not counted. Three hundred VCR households participated, using a specially designed diary.

AGB said the study found that time-shift viewing accounts for 10% of all viewing in VCR homes. Specifically, the results included: 81% of VCR homes record at least one TV program in the course of a week, and on average they record 4.7 (470 per 100 households per week); 80% of all recordings are played at least once and 92% of the playbacks occur within seven days after the recording; 12% of the recordings are played twice.

The biggest influence on playback rates, AGB found, was whether the program was being viewed at the time it was recorded: Of programs viewed and taped simultaneously, 63% were played back; of those not viewed during taping, 84% were played back. (Of all programs taped, 20% were being viewed during the taping.)

The highest playback rate (87% versus the overall average of 80%) was registered by UK-originated dramatic programs and serials. Other high scorers included situation comedies (86%), non-UK dramas (84%) and quiz and game shows (also 84%). Below-average scores were turned in by children's programs (72%), feature films (75%) and sports programs (76%).

AGB said that the presence of children in a household did not appear to influence the playback rate, and that except for one-person households (where the playback rate dropped to 68%), household size was not a factor. There was little variation in playback rates based on the age of the housewife as long as she was in the 25-54 age range, but playbacks tended to exceed the average if she was under 25 (85% rate) or in the 55-64 age group (84% rate).

Dr. Stephan Buck, AGB's group director of research, thought there may be implications for the U.S. in the UK findings. "While viewing behavior in the UK undoubtedly differs from that in the U.S.," he said, "our survey results may provide some insight into what is happening in the U.S. or what can be anticipated to occur when VCR penetration reaches the level prevailing in the UK."

Buck said that diaries were used in the study because meter methodology does not yet permit identification of the programs being played back. But, he added: "Developments are now under way that will allow us to distinguish the exact identity of the time-shift material either through a meter code incorporated at the time of recording or through a code transmitted by the broadcaster at the time of transmission. When that occurs AGB household meters and PeopleMeters will be able to provide specific program playback information."

AGB Research, which conducts TV audience research in 12 countries, also pioneered in the development of the PeopleMeter, an electronic device for collection of demographic data on TV program audiences. The PeopleMeter is being introduced in the U.S. by AGB's American subsidiary, AGB Television Research Inc., which plans an eight-month test of the device in Boston starting late this fall (BROADCASTING, Sept. 17). □

The CBA goes to Washington

Only a few months old, the Community Broadcasters of America—the low-power television industry's trade association (BROADCASTING, Aug. 6)—is lobbying in Washington like some of the long-established groups. In a recent trip to Washington, CBA officers met with members of Congress, FCC commissioners and executives of the National Association of Broadcasters to introduce them to the organization as well as to begin pushing some of the items on the CBA agenda.

The Washington tour came only a few days after the CBA held its first organizational meeting in Denver where it nominated members of a permanent board of directors. At the meeting it also voted to set aside \$500 for the establishment of a "Coalition for LPTV" to be headed by Washington attorneys to assist CBA in resolving its number-one priority: the cable copyright issue.

And the group got Representative Robert Kastenmeier (D-Wis.), chairman of the House copyright subcommittee, and Senator Charles McC. Mathias (R-Md.), to write a letter to the Copyright Office requesting that the "distant signal" interpretation of the Copyright Act not be applied to LPTV stations until after January when Congress reconvenes and legislation can be introduced to address the problem.

(Since the Copyright Act of 1976 was

written prior to the establishment of low-power television as an industry, according to CBA, LPTV stations carried by cable systems are treated as a "distant signal," subject to a substantial royalty fee even if the LPTV station is located—in CBA's words—"right across the street" from the cable system.)

Traveling to Washington on CBA's behalf were Lee Shoblom, owner of an LPTV station in Lake Havasu City, Ariz., and interim CBA treasurer and board member as well as an NAB board member; Robert Allen, Washington attorney and CBA general counsel, and John Kompas and Jacquelyn Biel, CBA organizers and Minneapolis-based communications consultants.

Kastenmeier and Mathias wrote in their letter to David Ladd, register of copyrights, that "we are informed that cable systems would be very reluctant to include low-power stations within their complement of local services on a 'may carry' basis, which in turn would seriously damage the development of low-power television." Kastenmeier added the LPTV stations cannot practically be classified as a "distant signal" since their maximum signal can only reach 10 to 20 miles. He requested the copyright office address the problem administratively. If it could not be resolved that way, Kastenmeier said he would introduce legislation to do so in the next Congress. □



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As compiled by BROADCASTING, Oct. 3 through Oct. 10, 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

■ **KOY(AM)-KQYT(FM)** Phoenix; **WRBQ-FM** Tampa, Fla.; **WRBQ(AM)** St. Petersburg, Fla.; **WGSN(AM)** Birmingham, Ala.; and **WRVA(AM)-WRVQ(FM)** Richmond, Va. (KOY: 550 khz; 5 kw-D; 1 kw-N; KQYT: 95.5 mhz; 96 kw; HAAT: 1,570 ft.; WRBQ-FM: 104.7 mhz; 100 kw; HAAT: 555 ft.; WGSN: 610 khz; 5 kw-D; 1 kw-N; WRVA: 1140 khz; 50 kw-U; WRVQ: 94.5 mhz; 200 kw; HAAT: 455 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to Edens Broadcasting Inc. for \$43,148,317 cash. Seller is radio subsidiary of San Antonio-based publisher and station group of five AM's, four FM's and four TV's, headed by Bill Moll, president. It retains ownership of TV's. It also owns cable systems serving 146,000 subscribers and publishes 27 daily and 75 nondaily newspapers. Buyer is owned by Gary Edens, president and chairman; Michael D. Osterhout; J. Phillip Goldman; Leonard G. Jones; Robert M. Home, vice president, and 13 other partners and corporate partners. Edens is former president of Harte-Hanks Radio. Filed Oct. 5.

■ **KGMS(AM)** Sacramento and **KSFM(FM)** Woodland, both Calif. (AM: 1380 khz; 5 kw; FM: 102.5 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Kula Broadcasting to Duffy Broadcasting Corp. of Sacramento for \$10 million, comprising \$4 million cash and remainder note. Seller is principally owned by Alexander J. Krisik, president; Theodore J. Wolf; A. Judson Sturtevant, and H.W. Dustin. They recently sold **KFAX(AM)** San Francisco ("Changing Hands," April 23), and now have no other broadcast interests. Buyer is Dallas-based station group of two AM's and two FM's owned by Robert J. Duffy, chairman. It also owns The Christal Co., New York-based national radio sales rep firm. Filed Oct. 5.

■ **KBBK(FM)** Boise, Idaho (92.3 mhz; 44 kw; 2,500 ft.)—Seeks assignment of license from Magicland Broadcasting Co. to Mary Lake Communications Inc. for \$400,000 cash. Seller is owned by Bert Oliphant, who has no other broadcast interests. Buyer is owned by John C. Culpepper III, who also owns **WTBB(FM)** Bonifay, Fla. His father owns **KAGC(AM)** Bryan, **KDOK(AM)** Tyler and **KEYP(AM)** Whitehouse, all Texas; **WWWQ(AM)-WPFM(FM)** Panama City, Fla., and has interest in **KKYS(FM)** Bryan, Tex. Filed Oct. 5.

■ **WCVL(AM)-WLFQ(FM)** Crawfordsville, Ind. (AM: 1550 khz; 250 w-U; FM: 103.9 mhz; 920 w; HAAT: 500 ft.; CP for 1.1 kw)—Seeks assignment of license from WCVL Inc. to Composite Communications Inc. for \$775,000, comprising \$700,000 cash and remainder note. Seller is principally owned by John L. Sinclair and family. It also owns **WANT(AM)** Richmond, **WNIS(AM)** Portsmouth, and **WTID(FM)** Suffolk (pending FCC approval), and new FM in Mechanicsville, all Virginia. It also owns cable systems serving Hendricks county and Pittsboro, both Indiana, and cable system serving West Yellowstone, Mont. Buyer is equally owned by Daniel E. Brunette, Gary L. Havens, C. Bruce Hubley, Alexander C. Keddie and John W. Patten. It also owns **WIKS(AM)** Parkersburg, W.Va., and **WNUS(FM)** Beipre, Ohio. Filed Oct. 4.

■ **WNON(FM)** Lebanon, Ind. (100.9 mhz; 3 kw; HAAT:

300 ft.)—Seeks assignment of license from Broadcast Communications Inc. to Bas Broadcasting Inc. for \$350,000, comprising \$150,000 cash and remainder note. Seller is owned by Emmett E. DePoy. It also owns **WFBM(AM)** Noblesville, Ind., and has app.'s for LPTV's in Columbus and Carmel, both Indiana. Buyer is owned by James A. Lorenzen (83.3%) and Stuart Roberts (16.7%). They are Toledo sales executives with no other broadcast interests. Filed Oct. 2.

■ **WHN(AM)** New York (1050 khz; 50 kw-U)—Seeks assignment of license from Mutual Radio Inc. of New York Inc. to Doubleday Broadcasting Co. for \$13 million cash. Seller is subsidiary of Amway Corp., Ada, Mich.-based manufacturer and distributor of home products, principally owned by Richard DeVos and Jay Van Andel. It purchased WHN in 1980 for \$14 million. This sale completes divestiture of its radio properties (BROADCASTING, Sept. 10). Buyer is station group subsidiary of New York-based publisher, Doubleday & Co., principally owned by Nelson Doubleday, president. Sale complements Doubleday's **WAPP-FM** New York. Doubleday Broadcasting owns one AM's and seven FM's and is headed by Gary Stevens, president. Filed Oct. 5.

■ **KKBQ(AM)** Houston and **KKBQ-FM** Pasadena, Tex. (AM: 790 khz; 5 kw-U; FM: 92.5 mhz; 100 kw; HAAT: 1,919 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to Gannett Texas Broadcasting Inc. for \$35 million cash. Seller is selling all of its radio properties (see above). Buyer is Rochester, N.Y.-based publisher and station group of seven AM's, seven FM's and six TV's, headed by Allen H. Neuharth, chairman. It publishes 25 daily newspapers and 35 nondaily newspapers. Filed Oct. 4.

■ **WPRZ(AM)** Warrenton, Va. (1250 khz; 1 kw-D)—Seeks transfer of control of Northern Virginia Broadcasting Inc. from Bruce A. Houston to Praise Communications Inc. for no consideration. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Sally L. Buchanan. It has no other broadcast interests. Filed Oct. 9.

Actions

■ **WTWG(AM)** Birmingham, Ala. (1220 khz; 1 kw-D)—Granted assignment of license from Radio Broadcasting Co. of Birmingham Inc. to Good News Broadcasting Co. for \$78,000 cash. Seller is principally owned by Linda Spivey, who has no other broadcast interests. Buyer is owned by Gary L. Acker, who owns **KWAS(FM)** Amarillo, Tex.; **KPAS(FM)** Fabens, Tex.; **KFIX(FM)** Laredo, Tex.; has recently purchased **WCOV(AM)** Montgomery, Ala. ("For the Record," Aug. 13), pending FCC approval, and owns 60% of **WROS(AM)** Jacksonville, Fla. Action Sept. 27.

■ **KBOT(AM)** Cabot, Ark. (1350 khz; 2.5 kw-D)—Granted assignment of license from Cabot Broadcasting to Douglas N. Schneider for \$123,000, comprising \$20,000 cash and remainder note. Seller is owned by David Phillips and Raymond W. Loewy, who have no other broadcast interests. Buyer is engineer with CBS News, Los Angeles. He has no other broadcast interests. Filed July 24.

■ **KYOU(AM)-KGRE(FM)** Greeley, Colo. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.5 mhz; 25 kw; HAAT: 470 ft.)—Granted 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 Lloyd Jones and family. It publishes *The Tulsa Tribune*, and has no other broadcast interests. Action Sept. 28.

■ **WPLC(FM)** Marathon, Fla. (106.3 mhz; 3 kw; HAAT: 190 ft.)—Granted transfer of control of FM 106 Inc. from Paul L. Crogan (100% before; none after) to Frank R. Kulisky (none before; 100% after) for \$5,075.50. Seller owns 49% of app. for new FM in Key West, Fla. Buyer owns 49% of **WFKZ(FM)** Plantation Key, Fla. Action Sept. 3.

■ **WWJZ(AM)** Sanford, Fla. (1400 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Metro Orlando Broadcasters Inc. to Emmet Broadcasting Co. of Florida Inc. for \$378,000, comprising \$75,000 cash, assumption of \$110,000 debt and \$193,000 note. Seller is owned by William A. Masi. It also owns **WCVF(AM)** Ocoee, Fla. Seller

purchased station in July 1983 for \$238,000. Buyer is owned by Grenville T. Emmet (70%) and Herbert F. Fisher (30%). Emmet and family own **WAGE(AM)** Leesburg, Va., and **WSME(AM)-WEBI(FM)** Sanford, Me. Action Sept. 28.

■ **WDAX-AM-FM** McRae, Ga. (AM: 1410 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 300 ft.)—Granted 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. Action Sept. 26.

■ **WFNE(FM)** Forsyth, Ga. (100.1 mhz; 3 kw; HAAT: 300 ft.)—Granted 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. Action Oct. 1.

■ **KHEI(AM)** Kihei and **KVIB(FM)** Makawao, Hawaii (1110 khz; 5 kw-U; FM: 94.3 mhz; 3 kw; HAAT: minus 22 ft.)—Granted assignment of license from Valley Isle Broadcasting Ltd., debtor-in-possession, to William S. Sanders for \$395,000, comprising \$50,000 cash and remainder note. Seller is principally owned by Kris Engel, who has no other broadcast interests. Buyer has interest in **KKZZ(AM)-KOTE(FM)** Lancaster-Palmdale and **KKBZ-AM-FM** Santa Paula, all California; **KPER(FM)** Hobbs, N.M., and **Kachina Cable Communications**, operator of cable system in Fort Collins, Colo. He had interest in **KVKM(AM)-KGE(FM)** Monahans, Tex., and **KDHI(AM)-KQYN(FM)** Twentynine Palms, Calif., which were recently sold ("Changing Hands," April 9, April 16). Action Sept. 19.

■ **KID-TV** Idaho Falls, Idaho (ch. 3; ERP vis. 100 kw, aur. 14.4 kw; HAAT: 1,600 ft.; ant. height above ground: 201 ft.)—Granted assignment of license from KID Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$4 million cash. Sale is contingent on sale of **KID-AM-FM** (see below). Seller is principally owned by Lucille J. Ricks and family (25%), and S. Warren Wright (6%) and 60 others owning less than 10%. They have no other broadcast interests. Buyer is owned by John Price. It also owns **KROW(AM)-KNEV(FM)** Reno; **KKRD(FM)** Wichita, Kan.; **KHYV(AM)-KBEE(FM)** Modesto, Calif.; **KBUG(AM)-KCPX-FM** Salt Lake City; **WVA(AM)-WCP(FM)** Wheeling, W.Va., and **WEZL(FM)** Charleston, S.C. It has also purchased **KGA(AM)-KDRK(FM)** Spokane, Wash. ("Changing Hands," Aug. 6) pending FCC approval. Action Oct. 2.

■ **KID-AM-FM** Idaho Falls, Idaho (AM: 590 khz; 5 kw-D; 1 kw-N; FM: 96.1 mhz; 100 kw; HAAT: 1,500 ft.)—Granted assignment of license from KID Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$2 million, comprising \$200,000 cash and remainder note. Seller is same as in sale of **KID-TV** Idaho Falls, Idaho (see above). Buyer is owned by Charles J. Saunders and family, who also own **KCLS(AM)** Flagstaff, Ariz. Action Oct. 2.

■ **WTIM(AM)-WTJY(FM)** Taylorville, Ill. (AM: 1410 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 310 ft.)—Granted transfer of control of Sky Communications Ltd. from Dwain L. Munyon (60% before; none after) to Marsha L. Megginson (none before; 60% after) for \$53,139, comprising \$13,139 cash and remainder note. Seller and buyer have no other broadcast interests. Action Sept. 19.

■ **KOAM-TV** Pittsburg, Kan. (ch. 7; ERP vis. 316 kw; aur. 63.1 mhz; HAAT: 1,092 ft.; ant. height above ground: 1,159 ft.)—Granted assignment of license from Mid-Continent Telecasting Inc. to Mid-Atlantic Communications Inc. for \$12 million cash. Seller is owned by Lester L. Cox and Francis Baxter, who have no other broadcast interests. Buyer is owned by Thomas H. Draper (55%) and six others. It also owns **WBOC-TV** Salisbury, Md. Action Sept. 27.

■ **KOBQ(TV)** Wichita, Kan. (ch. 33; ERP 1,383 kw vis.; 138.3 kw aur.; HAAT: 1,007 ft.; ant. height above ground:

1,010 ft.)—Granted assignment of license from Wichita 33 Ltd. to William Forster for \$50,000, comprising \$36,000 cash and \$24,000 noncomplete agreement. Seller is owned by Juanita Peay and Ronald E. Hayes. Peay has no other broadcast interests. Hayes has interest in KSPR-TV Springfield, Mo., and has interest in app. for new TV in Bloomington, Ind. Buyer owns 50% of app. for new TV in Milwaukee. Action Sept. 21.

■ **KDLH(TV)** Duluth, Minn. (ch. 3; ERP vis. 100 kw; aur. 20 kw; HAAT: 990 ft.; ant. height above ground: 816.5 ft.)—Granted assignment of license from Palmer Communications Inc. to KDLH TV Associates for transfer of stock, value to be determined by independent appraisers, preliminary estimate to be made 10 days before closing and final determination within one year. Seller is Des Moines, Iowa-based station group with four AM's, four FM's and three TV's. It is headed by William O. Ryan, president. Buyer is equally owned by sisters Bonnie J. McCloskey, Vickie A. Miller and Jenny W. Sutton. They own 6.64% of Palmer and are three of seven co-trustees of Daniel David Palmer Trust, owner of 80.06% of Palmer Communications. Action Sept. 21.

■ **WGUF-AM-FM** Gulfport, Miss. (AM: 1130 khz; 500 w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Granted app. for assignment of license from WGUF Inc. to Caravelle Broadcast Group of Miss. for \$550,000, comprising \$250,000 cash and remainder note. Seller is owned by Horton D. Turnbeaugh, who has no other broadcast interests. Buyer is owned by Roger L. MacBride (70%), Howard L. Schrott (10%), Robert E. Beacham (10%) and two others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C. Filed Oct. 1.

■ **KSIM(AM)** Sikeston, Mo. (1400 khz; 1 kw-D; 250 w-N)—Granted transfer of control of Prime Time Broadcasting Corp. from Robert A. McCord and Charles Leemon (50% each before; none after) to Kristerr Broadcasting Inc. (none before; 100% after) for \$470,000, comprising adjustment for liabilities of approx. \$30,000 and remainder cash. Sellers have no other broadcast interests. Buyer is owned by Terry L. Jackson and his wife, Chris. Terry Jackson is general manager of station. He has no other broadcast interests. Action Oct. 1.

■ **KMZQ(FM)** Henderson, Nev. (100.5 mhz; 98 kw; HAAT: 1,180 ft.)—Dismissed app. for assignment of license from Pargo Broadcasting Co. to Pinnacle Communication Corp. for \$1,350,000 cash, including \$200,000 noncomplete agreement. Seller is owned by Stanley J. Karas, president; Arthur Stambler and his wife, Phyllis; Joseph Hennessey; Thomas Siebert and his brother, Craig, and Lynda Lovett. Hennessey, Stambler, Lovett and Thomas Siebert are Washington communications lawyers. They also own WANB-AM-FM Waynesburg, Pa. Buyer is owned by Larry Shipp, president; Tim Roberts and James D. Ireland (30% each), and Ivan Braiker (10%). Braiker was senior VP with Transtar Radio Network, subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group with two AM's and four FM's. He owns 29% of Highsmith Co., which recently purchased KLHT(AM)-KREM-FM Spokane, Wash. ("Changing Hands," July 9). Action Oct. 8.

■ **WBHN(AM)** Bryson City, N.C. (1590 khz; 500 w-D)—Granted assignment of license from 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 WKLPI(AM)-WQZK(FM) Keyser, W. Va. Mullens and Durst owned 50% of WBTQ(FM) Buckhannon, W.Va. Action Sept. 27.

■ **WWIT(AM)** Canton, N.C. (970 khz; 5 kw-D)—Granted assignment of license from WWIT Inc. to Mountain Broadcasting Inc. for \$390,000, comprising \$75,000 cash and remainder note. Seller is owned by David Greene, who has no other broadcast interests. Buyer is owned by Gary Ayers (90%) and Denise Cloer (10%). Ayers is news director at WBHN(AM) Bryson, N.C. Cloer is salesperson at WWIT. Action Oct. 10.

■ **WNBB(FM)** Grifton, N.C. (99.3 mhz; 3 kw; HAAT: 266 ft.)—Dismissed app. of Hornet Broadcasting Inc. to Campbell-Hauser Corp. for \$70,000 cancellation of note. Action Sept. 23.

■ **KROR(AM)** Myrtle Creek, Ore. (1360 khz; 5 kw-D)—Granted assignment of license from Coy Wayne Baker to Robert W. Larson for \$230,300, comprising \$60,000 cash and remainder note. Seller has no other broadcast interests. Buyer is chief engineer at LPTV stations K31AE and K19AD Myrtle Creek, Ore. He also owns 12% of app. for two LPTV's in Douglas county, Ore. Action Sept. 17.

■ **WPDC(AM)** Elizabethtown, Pa. (1600 khz; 500 w-D)—Granted assignment of license from Penn Broadcasting Corp. to JVJ Communications Inc. for \$125,000, comprising \$25,000 cash and remainder note at 10%. Seller is principally owned by Roger A. Nuehoff and Robert K. Zimmer-

man, who also owns WRKZ(FM). It also owns WHUT(AM)-WLHN(FM) Anderson, Ind.; WCVS(AM)-WFMB(FM) Springfield, Ill.; WAVZ(AM) New Haven and WKCI(FM) Hamden, both Conn., and WRSC(AM)-WQWK(FM) State College, Pa. Buyer is owned by S. Vincent Grande (27%), John R. Hess (27%), John Simmers (18%), Bob Walter (26%) and Louis J. Castriota (2%). They are York, Pa., investors with no other broadcast interests. Action Sept. 20.

■ **WNR(P)** Ponce, P.R. (ch. 20; ERP vis. 102 kw, aur. 10.2 kw; HAAT: 822 ft.; ant. height above ground: 76.6 ft.)—Granted assignment of CP from Norman E. Parkhurst III to Maria Esther Rivera for \$16,000. Seller has no other broadcast interests. Buyer's son, Franklin D. Lopez, owns 33.3% of app. for new TV in P.R. Action Sept. 27.

■ **WDIX(AM)** Orangeburg, S.C. (1150 khz; 5 kw-D; 500 w-N)—Granted assignment of license from Keymarket Communications of Columbia Inc. to Garden City Broadcasting Co. for \$85,000 cash. Seller is Aiken, S.C.-based station group with three AM's and three FM's. Buyer is principally owned by Robert R. Hilker and William R. Rollins. It also owns WCG(AM) Belmont, N.C.; WEGO(AM)-WPEG(FM) Concord, N.C.; WSVM(AM) Valdese, N.C.; WVVV(FM) Blacksburg, Va., and WYNNR(AM)-WPIQ(FM) Brunswick, Ga. It also owns app. for TV in Belmont, N.C., and has CP's for four LPTV's in North Carolina. Hilker also owns 10% of Lake Cable TV Inc. Huntersville, N.C. Action Sept. 19.

■ **WGNS(AM)** Murfreesboro, Tenn. (1450 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Larry G. Womack, receiver, to Rutherford Group Inc. for \$476,000, comprising \$71,400 cash and remainder note. Seller was appointed receiver by Chancery Court for Davidson county on Jan. 31. ("For the Record," Feb. 27). He has no other broadcast interests. Buyer is equally owned by S. Bart Walker and Ray Kalil. Walker owns WQZQ(AM) Lebanon, Tenn., which is being sold subject to FCC approval (see above). He is also station manager of WAMB(AM) Donelson, Tenn. Kalil is owner of Weight Watchers franchise for middle and eastern Tennessee. Action Sept. 25.

■ **KULM(FM)** Columbus, Tex. (98.3 mhz; 3 kw; HAAT: 200 ft.)—Granted app. for assignment of license from Hawkins Broadcasting Inc. to Shilling & Banuet Farms for

\$175,000, comprising \$30,000 cash and remainder note. Seller is Marble Falls, Tex.-based station group owned by Steve W. Hawkins and his wife, Janette (90%), and his father, James W. Hawkins (10%). It owns one AM and two FM's. James Hawkins owns 10% of KVLF(AM) Alpine, Tex. Buyer is owned by James A. Shilling (80%) and Alberto Banuet (20%). They are Garwood, Tex., farmers and investors who have no other broadcast interests. Action Oct. 2.

■ **WKLV(AM)-WBBC(FM)** Blackstone, Va. (AM: 1440 khz; 5 kw-D; FM: 93.5 mhz; 1.8 kw; HAAT: 370 ft.)—Granted assignment of license from Blackstone Broadcasting Corp. to Blackstone Communications Inc. for \$375,000, comprising \$100,000 cash and remainder note. Seller is owned by David Ulmstead and his wife, Pamela, who have no other broadcast interests. Buyer is owned by Michael C. Rau (68%); his grandfather, Robert Rau (20%), and E.B. Crutchfield Jr. (12%). Michael C. Rau is staff engineer with NAB. They have no other broadcast interests. Action Sept. 27.

■ **KGA(AM)-KDRK-FM** Spokane, Wash. (1510 khz; 50 kw-U; FM: 93.7 mhz; 56 kw; HAAT: 2,380 ft.)—Granted assignment of license from Community Spokane Corp. to Spokane Broadcasting Co. for \$5,750,000 cash. Seller is Salinas, Calif.-based MSO, headed by David J. Benjamin. It owns seven AM's and two FM's. It purchased stations in 1981 for \$3.6 million. Buyer is Salt Lake City-based station group owned by John Price. It owns four AM's and six FM's. Action Sept. 17.

Facilities changes

Applications

AM's

Tendered

■ **WZBR** (1520 khz) Amory, Miss.—Seeks CP to change

HIGHSMITH BROADCASTING COMPANY

has acquired

KRPM - FM

Tacoma/Seattle, Washington
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Archie Taft & Associates represented the Seller.



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freq. to 1170 khz and make changes in ant. sys. App. Oct. 9.

Accepted

- KFPW (1230 khz) Fort Smith, Ark.—Seeks CP to change TL. App. Oct. 5.
- KSSK (590 khz) Honolulu—Seeks MP to make changes in ant. sys. App. Oct. 5.
- KLO (1430 khz) Ogden, Utah—Seeks CP to change TL and change to DA pattern. App. Oct. 5.
- KRKO (1380 khz) Everett, Wash.—Seeks CP to make changes in ant. sys. App. Oct. 9.

FM's

Tendered

- *KCHO (91.1 mhz) Chico, Calif.—Seeks CP to change freq. to 91.7 mhz and change ERP to 7.71 kw. App. Oct. 2.

Accepted

- KNSA (107.5 mhz) Anchorage—Seeks CP to change TL and change HAAT to minus 295 ft. App. Oct. 9.
- KFPW-FM (100.9 mhz) Fort Smith, Ark.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 200 ft. App. Oct. 9.
- New (99.7 mhz) Wasilla, Ark.—Seeks CP to change TL; change ERP to 51 kw, and change HAAT to minus 157 ft. App. Oct. 3.
- KCRR (102.7 mhz) Bullhead City, Ariz.—Seeks CP to change TL; change ERP to 100 kw; change freq. to 102.7 mhz, and make changes in ant. sys. App. Oct. 9.
- KWFM (92.9 mhz) Tucson, Ariz.—Seeks CP to change ERP to 86.9 kw and change HAAT to 2,036 ft. App. Oct. 9.
- KALF (95.9 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 7 kw, and change HAAT to 1,265 ft. App. Oct. 2.
- KBBQ (103.1 mhz) Victorville, Calif.—Seeks CP to change SL to 1,000 ft. south of Victorville city limits. App. Oct. 2.
- WDOQ (101.9 mhz) Daytona Beach, Fla.—Seeks CP to change TL; change HAAT to 981 ft., and change HAAT to

100 kw. App. Oct. 3.

- WMEZ (94.1 mhz) Pensacola, Fla.—Seeks CP to change TL and change HAAT to 1,466.16 ft. App. Oct. 9.
- WAAC (92.9 mhz) Valdosta, Ga.—Seeks CP to change ERP to 100 kw and change HAAT to 501 ft. App. Oct. 9.
- KCIX (105.9 mhz) Boise, Idaho—Seeks CP to change ERP to 48.6 kw and change HAAT to 2,699.44 ft. App. Oct. 9.
- WDDD-FM (107.3 mhz) Marion, Ill.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. Oct. 9.
- KZEV (103.1 mhz) Clear Lake, Iowa—Seeks CP to change HAAT to 328 ft. App. Oct. 2.
- WWKS-FM (104.9 mhz) Vanceburg, Ky.—Seeks CP to make changes in ant. sys. App. Oct. 2.
- *WMUW (88.5 mhz) Columbus, Miss.—Seeks CP to make changes in ant. sys. App. Oct. 9.
- KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change SL to 5838 Hwy 93 South, Whitefish, Mont. App. Oct. 2.
- WGFB (99.9 mhz) Plattsburgh, N.Y.—Seeks CP to change ERP to 100 kw and change HAAT to 984 ft. App. Oct. 9.
- WGGN (97.7 mhz) Castalia, Ohio—Seeks CP to change TL; change ERP to .355 kw, and change HAAT to 744.625 ft. App. Oct. 9.
- WEAZ (101.1 mhz) Philadelphia—Seeks CP to change TL; change ERP to 14 kw; change HAAT to 941.36 ft, and change aux. ant. to main ant. App. Oct. 3.
- WMGK (102.9 mhz) Philadelphia—Seeks CP to change ERP to 12 kw and change HAAT to 1,010.24 ft. App. Oct. 9.
- *WWAS (88.1 mhz) Williamsport, Pa.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 9.
- KXXK (106.5 mhz) Galveston, Tex.—Seeks CP to change SL to 2501 Palmer Hwy., Texas City, Tex. App. Oct. 2.
- WRUT (97.1 mhz) Rutland, Vt.—Seeks CP to change TL; change ERP to 1.15 kw, and change HAAT to 2,591.2 ft. App. Oct. 9.
- WAVA (105.1 mhz) Arlington, Va.—Seeks CP to change

TL; change ERP to 29 kw, and change HAAT to 668 ft. App. Oct. 9.

- KMNT (102.9 mhz) Centralia, Wash.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,057 ft. App. Oct. 2.
- KEYF (98.5 mhz) Grand Coulee, Wash.—Seeks CP to change ERP to 29 kw and make changes in ant. sys. App. Oct. 2.
- KENB-FM (96.1 mhz) Worland, Wyo.—Seeks CP to change ERP to 50 kw; change HAAT to 382 ft., and change freq. to 96.1 mhz. App. Oct. 9.

TV's

Accepted

- WBNA (ch. 21) Louisville, Ky.—Seeks MP to change ERP to vis. 2,000 kw, aur. 200 kw; change HAAT to 850 ft.; change to DA, and change TL. App. Oct. 9.
- KDOR (ch. 17) Bartlesville, Okla.—Seeks MP to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; change to DA, and change TL. App. Oct. 4.
- WTZA (ch. 63) Kingston, N.Y.—Seeks MP to change SL. App. Oct. 5.
- KTDZ (ch. 24) Portland, Ore.—Seeks MP to change HAAT to 1,785 ft.; change to DA, and change TL. App. Oct. 9.
- WSJU (ch. 18) San Juan, P.R.—Seeks MP to change SL outside community of lic. App. Oct. 4.
- KXWY-TV (ch. 20) Casper, Wyo.—Seeks CP to change ERP to vis. 68 kw, aur. 6.8 kw; change HAAT to 1,744 ft., and change TL. App. Oct. 5.

Actions

AM's

- WPIK (990 khz) Flomaton, Ala.—Returned app. to change freq. to 1090 khz. Action Oct. 1.
- WDLP (590 khz) Panama City, Fla.—Granted app. to increase day power to 5 kw; increase night power to 2.5 kw; install DA-2, and make changes in ant. sys. Action Oct. 1.
- WKXY (930 khz) Sarasota, Fla.—Granted app. to increase power to 5 kw; change TL, and make changes in ant. sys. Action Oct. 1.
- WIYN (1340 khz) Rome, Ga.—Granted app. to construct new tower at present TL and increase height of tower. Action Oct. 1.
- KUOM (770 khz) Minneapolis—Granted app. to change hours of operation by adding night service with 2.5 kw; increase day power to 25 kw; install DA-N; change TL, and make changes in ant. sys. Action Sept. 26.
- KGLE (590 khz) Glendive, Mont.—Granted app. to increase power to 1 kw. Action Oct. 1.
- WENY (1230 khz) Elmira, N.Y.—Returned app. to change freq. to 1200 khz; change city of lic. to Southport, N.Y.; increase day power to 5 kw; increase night power to 1 kw; install DA-2, and make changes in ant. sys. Action Oct. 1.
- KORE (1050 khz) Springfield-Eugene, Ore.—Granted app. to change power to 5 kw. Action Oct. 1.
- WKST (1280 khz) New Castle, Pa.—Granted app. to increase day power to 5 kw. Action Oct. 2.
- WLRP (1460 khz) San Sebastian, P.R.—Granted app. to increase day power to 2.5 kw; install DA-D, and make changes in ant. sys. Action Oct. 1.
- WKVL (1550 khz) Clarksville, Tenn.—Granted app. to increase day power to 2.5 kw. Action Oct. 2.
- KRPX (1080 khz) Price, Utah—Granted app. to increase day power to 10 kw, night power to 5 kw. Action Oct. 1.
- KIBG (1550 khz) St. Stephens, Wyo.—Granted app. to change TL. Action Oct. 1.

FM's

- KEZQ (100.3 mhz) Jacksonville, Ark.—Granted app. to change TL; change ERP to 44.2 kw; change HAAT to 1,369 ft., and make changes in ant. sys. Action Sept. 8.
- KPDJ (92.3 mhz) Eureka, Calif.—Granted app. to install aux. sys. Action Sept. 28.
- KCMJ-FM (92.7 mhz) Indio, Calif.—Dismissed app. to change ERP to .946 kw. Action Oct. 2.
- *KCLB (91.1 mhz) Santa Rosa, Calif.—Dismissed app. to change TL; change transmitter; change ant.; change ERP to 3 kw, and change HAAT to 23.52 ft. Action Oct. 2.
- WEBE (107.9 mhz) Westport, Conn.—Denied app. to

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Broadcast Engineering Consultants
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Coldwater, Michigan 49036
Phone: 517-278-7339

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G. Pat Marr, Texas 214/236-3156

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Broadcast/RCC/cellular/satellite
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demographic analysis
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Bethesda, Maryland 20814
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contact: Darrell E. Bauguess

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

change SL to 50 Washington St., South Norwalk, Conn. Action Sept. 14.

■ WINZ-FM (94.9 mhz) Miami—Granted app. to change TL; change HAAT to 1,023 ft., and make changes in ant. sys. Action Sept. 27.

■ WTMI (93.1 mhz) Miami—Granted app. to change TL; change HAAT to 1,023, and make changes in ant. sys. Action Sept. 27.

■ WKKS-FM (104.9 mhz) Vanceburg, Ky.—Granted app. to make changes in ant. sys. Action Sept. 28.

■ WNOE-FM (101.1 mhz) New Orleans—Granted app. to change TL and change HAAT to 1,004 ft. Action Sept. 28.

■ WPGC-FM (95.5 mhz) Morningside, Md.—Dismissed app. to change TL; change SL to 6301 Ivylane, Suite 800, Greenbelt, Md.; operate transmitter by remote control; change transmitter; change ant.; change ERP to 16 kw; change HAAT to 881 ft.; install aux. ant., and make changes in ant. sys. Action Oct. 2.

■ WDMS (100.7 mhz) Greenville, Miss.—Granted app. to change HAAT to 450 ft. Action Sept. 24.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Granted app. to change SL to intersection of State Hwys 26 and 126, West Carthage, N.Y. Action Sept. 25.

■ WSRQ (94.5 mhz) Eden, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,532 ft., and make changes in ant. sys. Action Sept. 28.

■ WSFM (99.3 mhz) Harrisburg, Pa.—Granted app. to change ERP to 2.48 kw and change HAAT to 528 ft. Action Sept. 27.

■ WKCD-FM (93.5 mhz) Mechanicsburg, Pa.—Denied app. to change TL; change ERP to .525 kw; change HAAT to 720 ft., and make changes in ant. sys. Action Sept. 25.

■ WGIT (92.1 mhz) Hormigueros, P.R.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 580 ft., and make changes in ant. sys. Action Sept. 24.

■ *KPCW (91.9 mhz) Park City, Utah—Granted app. to move ant. to new tower and change HAAT to 57 ft. Action Sept. 28.

■ WSEY (96.7 mhz) Sauk City, Wis.—Granted app. to change TL; change ERP to .475 kw; change HAAT to 1,656 ft., and make changes in ant. sys. Action Sept. 24.

TV's

■ WTJP (ch. 60) Gadsden, Ala.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,139 ft.; change to DA ant., and change TL. Action Sept. 26.

■ *KPBS (ch. 15) San Diego—Granted app. to change HAAT to 2,007 ft.; change ant., and change TL. Action Sept. 26.

■ WJTC (ch. 44) Pensacola, Fla.—Granted app. to change ERP to vis. 3,258 kw, aur. 325.8 kw. Action Sept. 27.

■ WTWC (ch. 40) Tallahassee, Fla.—Granted app. to change to DA and change ERP to vis. 3,160 kw, aur. 316 kw. Action Sept. 26.

■ KWHF (ch. 14) Boise, Idaho—Granted app. to change ERP to vis. 185.35 kw aur. 18.535 kw. Action Sept. 26.

■ KWWL (ch. 7) Waterloo, Iowa—Granted app. to change ant. Action Sept. 26.

■ WZTZ-TV (ch. 66) Marlborough, Mass.—Granted app. to change SL outside community of lic. and operate transmitter by remote control. Action Sept. 28.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change ERP to vis. 31.6 kw, aur. 3.1 kw; change HAAT to 635 ft.; change ant., and change TL. Action Sept. 26.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change HAAT to 655 ft. and change TL. Action Sept. 27.

■ WHSI (ch. 51) Portland, Neb.—Granted app. to change ERP to vis. 2,565 kw, aur. 256 kw; change HAAT to 912.08 ft.; change to DA, and change TL. Action Sept. 27.

■ *KOED-TV (ch. 11) Tulsa, Okla.—Granted app. to change ERP to vis. 291.7 kw, aur. 29.2 kw and change HAAT to 1,713 ft. Action Sept. 26.

■ WOAC (ch. 67) Canton, Ohio—Granted app. to change ERP to vis. 1,230 kw, aur. 123 kw; change HAAT to 860 ft; change ant., and change TL. Action Oct. 2.

■ KOTV (ch. 6) Tulsa, Okla.—Granted app. to install aux. ant. Action Sept. 27.

■ WDAU-TV (ch. 22) Scranton, Pa.—Granted app. to install aux. ant.; change ERP to vis. 1,381 kw, aur. 138 ft.; change HAAT to 1,487 ft.; change to DA, and change TL. Action Sept. 26.

■ WUAA (ch. 16) Jackson, Tenn.—Granted app. to change ERP to vis. 215 kw, aur. 21.5 kw; change HAAT to 538.13 ft.; change TL, and change ant. Action Sept. 26.

In Contest

ALJ Joseph Chachkin made the following decisions:

Flagstaff, Ariz. (Minority Television of Flagstaff Inc. and Ware Communications Inc.) TV Proceeding. Granted joint request for settlement; dismissed Ware's app. with prejudice; granted Minority Television's app. for new TV station at Flagstaff, and terminated proceeding. By MO&O, Sept. 21.

Glendale, Ariz. (Arizona Number One Radio Inc., et al.) FM Proceeding. Granted motion for summary decision by Newmountain Broadcasting Corp. and resolved air hazard issue in its favor. By order, Sept. 21.

Frisco, Colo. (Frisco Electronics, et al.) FM Proceeding. Granted motion by Frisco Electronics and dismissed its app. with prejudice. By order, Sept. 25.

Burlington, N.J. (Delaware Valley Television Ltd., et al.) TV Proceeding. Granted motion by Burlington 48 Inc. and dismissed Delaware Valley Television's app. with prejudice. By order, Sept. 21.

Ithaca, N.Y. (Oswego Broadcasting and Communications Inc. and Ithaca TV Associates) TV Proceeding. Granted joint motion for settlement and dismissed Oswego's app. with prejudice. By MO&O, Oct. 1.

Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) ED/TV Proceeding. By separate orders: granted motion by Family Media to add comparative coverage issue against Amarillo, and granted petition by Amarillo to add technical issue against Family Media. By MO&O's, Sept. 25 and Sept. 26.

ALJ Frederic J. Coufal made the following decision:

Hamilton, Tex. (A. Tony Beltran, et al.) FM Proceeding. By separate orders: dismissed Stephen Nye Barton's app. with prejudice; granted motions for summary decisions by Hamilton Broadcasting Co., and resolved air hazard and financial issues in its favor. By orders, Sept. 24.

ALJ Joseph P. Gonzalez made the following decisions:

San Bernardino, Calif. (Religious Broadcasting Network, et al.) TV Proceeding. Granted motion by Amerasian Broadcasting Service Ltd. and dismissed its app. with prejudice. By order, Sept. 28.

Tampa, Fla. (Gary E. Wilson, et al.) TV Proceeding. Granted motion by Grand Bay Television Ltd. and deleted air hazard issue against it. By MO&O, Sept. 27.

ALJ Byron E. Harrison made the following decisions:

New Orleans (Horizon Broadcasting Inc., et al.) TV Proceeding. By separate orders: granted motion for summary decision by Mary Ann S. Bohi; resolved air hazard in her favor; granted motion for summary decision by Crescent City Communications Co., and resolved air hazard issue in its favor. By orders, Sept. 25 and Sept. 26.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd., et al.) TV Proceeding. Granted joint petition by Womens Media and Opal Thornton and dismissed Poplar Lake Telecasters Ltd., app. with prejudice. By order, Oct. 1.

ALJ Walter C. Miller made the following decision:

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. By separate orders: granted motion for summary decision by T&H Broadcasting Co.; resolved air hazard issue in its favor; granted motion for summary decision by Contemporary Communications Inc., and resolved air hazard issue in its favor. By MO&O's, Sept. 26 and Sept. 27.

ALJ James F. Tierney made the following decision:

Honolulu (Lee Optical and Associated Companies Retirement and Pension Fund Trust, et al.) FM Proceeding. Granted petition by C.E. Inc. to add air hazard issue against Lee Optical and Phillip R. Antoine and Lan Thi Vuong-Antoine. By MO&O, Sept. 25.

Call letters

Applications

Call	Sought by
New FM	
KDCY	Davis Communications Inc., Cotulla, Tex.
Existing AM	
WTNN	WJED Floyd Broadcasting Inc., Somerville, Tenn.
Existing FM's	
KZSQ-FM	KVML-FM Melvin Winters, Sonora, Calif.
WBZJ-FM	WRTL-FM Capitol Communications of Illinois Inc., Rantoul, Ill.
WNNK-FM	WTPA-FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa.

Grants

Call	Assigned to
New FM's	
KQTA	Pillar Mountain Broadcasters Inc., Kodiak, Alaska
KXAR-FM	Sandia '76 Inc., Hope, Ark.
KROK	West Central Broadcasting Co., De Ridder, La.
*WLRP	Stockton State College, Pomona, N.J.
New TV's	
KREQ	The Mad River Broadcasting Co., Arcata, Calif.
WSMH	Flint Family Television Ltd., Flint, Mich.
WXXV-TV	Four-O Inc., Gulfport, Miss.
WOCD	G&M Broadcasting Inc., Amsterdam, N.Y.
Existing AM's	
KCFO	KAKC Salem Media of Oklahoma Inc., Tulsa, Okla.
WIVK	WHIG Dick Broadcasting Co. of Tennessee, Knoxville, Tenn.
WOSH	WYTL Value Radio Corp., Oshkosh, Wis.
Existing FM's	
KLZE	KPEN Dowe Communications Co., Los Altos, Calif.

Summary of broadcasting as of August, 31 1984

Service	On Air	CP's	Total *
Commercial AM	4,753	170	4,923
Commercial FM	3,637	418	4,055
Educational FM	1,157	173	1,330
Total Radio	9,547	761	10,308
FM translators	789	444	1,233
Commercial VHF TV	536	26	561
Commercial UHF TV	357	252	609
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,179	273	1,490
VHF LPTV	199	74	273
UHF LPTV	96	136	232
Total LPTV	295	210	505
VHF translators	2,868	186	3,055
UHF translators	1,921	296	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	12,328	53	12,381
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales manager. AM/Aspen, CO. Must be experienced, aggressive, creative, able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

Seeking hard-working sales manager. Must be proven leader in sales management/community involvement. Fabulous North-country lifestyle. Send track record, resume, salary history to WCCY/WHUH, P.O. Box 407, Houghton, MI 49931.

Major market opportunity with great smaller market lifestyle. Group-owned KSJQ-FM 97, Manteca, needs community-oriented station manager to develop sales in 2 adjacent Arbitron-rated markets. Must become part of the community. If you're tired of big market headaches, California's San Joaquin Valley could offer perfect challenge. Excellent salary plus benefits of major group owner. Rush resume to Michael O'Brien, Vice President, Jonsson Communications Corporation, P.O. Box 2424, Sacramento, CA 95811. EOE. We may have a home for you.

General manager. Top-rated highly successful major West Coast Christian station. Immediate opening for aggressive, take-charge executive experienced in religious station management or sales management. Prefer someone who is presently employed in similar situation and seeking a move up the ladder. Top bracket salary and incentives. Send full resume and references in confidence to Box Z-31. EOE.

Program director, WORT-FM, Madison, WI. Develop/oversee all programming at diverse, non-commercial station, strong audience. Demonstrated management/programming experience required. Open until filled. 608-256-2695 for application. Equal opportunity employer.

WQKS/KISS 96 seeks experienced general sales manager. Must be able to train, lead, recruit, motivate large local sales force, maintain personal account list. We need aggressive, take-charge individual with strong managerial skills. Send resume, salary history, references to Alan Miller, General Manager, WQKS-FM, P.O. Box 180, Williamsburg, VA 23187. Equal opportunity employer.

General manager. Help build FM, AM stations to be purchased as part of new radio group. Aggressive sales record/good programming knowledge. Great opportunity, including equity. Resume to Simmons Communications, 1600 Summer Street, Stamford, CT 06905.

General manager. Profitable Atlanta suburban fulltime AM talk station seeks sales-oriented mgr. Strong programming/community involvement background. Mkt. growth unmatched. Small equity possible, based on performance. 404-953-1798.

Manager. Only Christian station, Midwest city of 300,000+. Must have good sales record. Compensation \$25K+. Resume/references to Box Z-54.

General manager, strong sales record. New class C FM station, small Midwest market. Expanding 3-station group. Start now. Great opportunity for results-oriented person. Call Paul A. Bailion, 612-222-5555.

Community club awards (CCA), 30-year-old media-merchandising plan, has two immediate openings Midwest (multi-state) territory. Fulltime, Monday/Friday travel. Media management sales required. Substantial draw against commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

General manager: acquiring station. Great Western market. Ready to match exceptional growth of existing properties. Seek experienced broadcaster ready to prove you can put it together for fast-moving, expansion-oriented group. Now looking at stations 6 & 7. Grow with us. Earn income commensurate with your skill/performance. Now interviewing. EEO. Resume please. Constant Communications Company, 107 Burnham Road, Lake Oswego, OR 97034.

General manager. Broadcasting group seeks full charge GM. Large Midwest station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE. Write Box Z-82.

Sales manager. If you're a good sales manager looking to move up (in market size) and, eventually, up within an organization, we'd like to talk to you. Send us a letter, we'll call you. Box Z-83.

WCSC-AM/WXTC-FM, Charleston, South Carolina's most prestigious radio stations, seeking general manager. Previous general management experience necessary. Excellent salary/company benefits. Please send resumes to President, WCSC, Inc., P.O. Box 186, Charleston, SC 29402. EOE, M/F.

HELP WANTED SALES

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct and agency sales. Salary plus commission, established list, expenses, other benefits. Contact Steve Katomski, KGEO/KGFM, Box 260, Bakersfield, CA 93302, 805-327-3587.

General sales manager - ARK-LA-TEX area. If you're interested in managing staff of seasoned veterans and talented rookies, we would like to hear from you. Station has good ratings, great consultants, programming personnel. \$36,000 base salary. Write Box Y-142.

Sales help needed. Single station market serving over 150,000 people. Over 900 businesses need account executives to sell. This is career opportunity, need professionals to do the job. Taking applications for two top-notch sales reps. now. Draw against commissions. One hour drive to LA, San Diego, mountains or beaches. Great family town. If interested, contact Jerry Hartline, P. O. Box 1076, Hemet, CA 92343.

Tigers needed. Florida Keys. We're hot; you must be, too. Hungry to earn big bucks with brand new contemporary FM on air soon. Open territory. Get the meaty accounts with us, not someone else's scraps. Small market, but big opportunity. Fit the description? Write Box 333, Tavernier, FL 33070. We'll call you.

Account executive - heavy hitter with urban contemporary background. Selling established AM powerhouse, sunny Jacksonville, FL. 904-642-0530. EOE, M/F.

Nashville - 92Q (WQQK) and WVOL seeking one aggressive street fighter to sell urban contemporary stations. Highly rated in latest Arbitron with 14.0 share combo 12+. Currently selling for good rates. Big on sales research. People-oriented/innovative. Minimum two years radio sales experience required. Resumes to John Haggard, Senior Vice-President, WQQK/WVOL, 1320 Brick Church Pike, Nashville, TN 37207. EOE/MF.

Sales manager. 25,000-30,000. Christian formatted Indiana station. Opportunity to become manager. Don't apply without proven sales record. Resume, references, sales record to Box Z-55.

Long Island's fastest growing radio station. We want winning account executives. Salary/commission/benefits. Resume to Station Manager, WGLI Radio, 1290 Peconic Avenue, Babylon, NY 11704, EOE.

Retail sales manager. Find, hire, train, motivate salespeople in retail department. If you're creative, streetwise, knowledgeable about direct retail selling, ready to work hard, send your ideas and resume to Carey Davis, VP/Director of Sales, WMCA, 888 Seventh Ave., NY, NY 10019. Equal opportunity employer.

South Alabama. Great growth opportunity for experienced sales person. Salary and commission. WTCG, CBS Radio, 303 South 3-Notch St., Andalusia, AL 36420. 205-222-8849. EOE.

Premiere AM/FM, western Mass., wants special person. Fill top level sales position. Established account list available. Offer excellent salary/commissions. Resume: WUPE/WUHN, Box 1265, Pittsfield, MA 01202. EOE/MF.

HELP WANTED ANNOUNCERS

Anchorage, Alaska - population 250,000. Leading adult easy listening station seeks experienced announcer. No beginners. Tape/resume: Bob Stevenson, KHAR, P.O. Box 111566, South Station, Anchorage, AK 99511. EOE.

Established, group-owned, Midwestern major market Christian radio station seeks true communicator for primetime talkshow. Competitive compensation program for right person. Creative challenge, expanding commercial format. EOE. Resume to Box Z-44.

Morning person with sense of humor. Dominant AM/FM operation, southeast Texas, PBP or news experience helpful. Contact Art Lay, Manager, KTXJ/KWYX, P.O. Box 6090, Jasper, TX 75951. EOE/M/F.

Entry-level position. Texas FM. 6-midnight shift plus production. \$4/hour. Six day week. Send resume to Box Z-73.

Afternoon drive. WFMD looking for individual who gets involved in community and sounds like it. Fulltime AM, A/C format heavy on country crossover, strong emphasis on news, sports, information. With Washington and Baltimore both less than an hour away, it's very important that we remain the local station in this strong, growing market, Frederick County, MD. No time/temp/canned humor tapes, please. T&R: John Fieseler, WFMD, Box 151, Frederick, MD 21701. EOE, M/F.

Personality announcer. Professional station. Beautiful small town, middle Tennessee. Must be able to talk with & about local people/happenings. Prefer pro. Call/write: Aaron Durham, WAKI, Box 409, McMinnville, TN 37110, 615-473-6535. EOE.

HELP WANTED TECHNICAL

Chief engineer - growing group broadcaster needs experienced, motivated chief engineer talented in all areas of radio operation. Successful combo. Excellent benefits/additional opportunities. Reply in confidence to American Media, Inc., P.O. Box 230, Patchogue, NY 11772. EOE.

Chief engineer. FM/directional AM. Dynamic new ownership. Immediate position. Involved with major facility upgrade. Attractive coastal Connecticut location. Call Gary Girard, GM, WNLC/WTYD, 203-442-5328.

HELP WANTED NEWS

WSUS Radio/ cable TV. Expanding news department. \$225 + /week to start. Resumes/audio cassettes to Bob Aaronson, WSUS, P.O. Box 102, Franklin, NJ 07416. No phone calls. Personal interview required of finalists. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Freelance writers for motivational PSAs, aired on 1,200 stations. Pay: \$400 for 13 spots. For guidelines, write Stephen Winzenberg, Second Thoughts, 9500 W. Illinois Rt. 15, Belleville, IL 62223.

One very special person to operate new contemporary satellite FM in the Keys. Must do it all, from announcing/production to answering phones/running office. Tremendous responsibility. Chance to earn your way into management with growing small-market group. Desire and attitude are everything. EOE. Box 333, Tavernier, FL 33070.

Audio perfectionist: Must have complete RF & audio knowledge. Successful CHR FM & new fulltime AM being built this year. Resume to Box Z-53.

Radio program producer/writer. Nationally syndicated country music series seeking experienced producer/writer. Experienced in location music recording, scheduling, budget mgmt., script dialogue, all phases production. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

Radio program associate producer. Nationally syndicated country music series seeking experienced associate producer. Assist in all phases production, remote recording, talent coordination. Resume to The Linear Group, PO Box 18267, Asheville, NC 28814.

Program director - small market Ohio AM/FM AC format looking for PD with initiative/communicative skills. Air shift and PD responsibilities with position. Send tape/resume to WCSM, Box 492, Celina, OH 45822.

Immediate openings: top rated Virginia station has room for you to learn/grow. Great opportunities for air talent. Tape/resume to Norman Brooks, P.O. Box 2189, Staunton, VA 24401. EOE.

SITUATIONS WANTED MANAGEMENT

I have a general manager associated with me for 6 yrs. who wants to make a move. If your organization can use a dedicated, ambitious mgr. w/exceptional sales, programming, & administrative skills, call corporate mgr., 609-882-7191.

Innovative top 10 market manager, now owner of successful small market FM, seeks medium market challenge as GM or turnaround consultant. Positive results guaranteed. Best references. Box Z-39.

24th market station manager now available to relocate, Northeast. Successful, young, cooperative, sales/network oriented. Let's work together! Box Z-45.

General manager, in-depth knowledge of radio covering 20 years successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader, motivator. Results and profit-oriented. Need a consistent winner? Write Box Z-59.

Current GM with both medium market and top ten/major group management experience seeks GM or corporate position, NE. Write for prospectus demonstrating historic climb to market dominance over competition that had never been beaten. Box Z-67.

SITUATIONS WANTED ANNOUNCERS

Entry level position/Emerson College grad. Seeking entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music director and/or air shift desirable, too. Will consider most anywhere. California, East, Northeast preferably. No country or news formats, please. Available now! Highly organized, reliable and motivated! Write Mr. Steven, c/o 19 Lyon Road, Chestnut Hill, MA 02167; 617-322-5646, leave message.

Give me a listen. Experienced broadcaster seeking change. Good pipes, enthusiastic PBP, native Midwesterner. John, 309-326-1158, before 6CDT.

Two years' commercial experience small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Ambitious beginner making career change to learn the business. Desire combo position with strong interest in production/sales. Related experience. Versatile background, mature outlook. Solid tape/resume. Mike, 414-462-9695 mornings, CDT.

Talk show host/interviewer ready for bigger market. Many, many years experience. For vivid sample, write Box Z-81.

SITUATIONS WANTED TECHNICAL

Professional broadcast engineer, 20 years hands-on experience in design, construction, maintenance, preparation of applications, ownership, seeks position as technical director with progressive broadcast group. Resume/professional references on request. Reply Box Z-25.

SITUATIONS WANTED NEWS

Veteran news broadcaster. Major markets, all phases, direction, writing, reporting, performing, editing. Can add relevance, impact, human interest ratings punch to your news product. 313-668-7066.

Capable newsmen. Excellent voice/delivery. Tape/resume available. Richard Harris, 940 Irving Pk. Rd, Bensenville, IL 60106, 312-766-0427.

Veteran sportscaster, 11 years experience PBP, includes NCAA basketball, college grad. Dan, 316-231-6205.

Sportscaster, 3 year sports director, seeks medium or large market opportunity. Excels in studio and PBP. If it's a big market sound you want, call Marc, 314-946-0925.

AP winners - male and female team, New York City area. For winning tape, 201-221-1853.

Airbourne traffic. I love radio and flying! Humorous, creative, personable, dependable. Will relocate! Dave, 317-248-9453.

News director available. 5 years medium market experience. Good voice; copy. Currently in NH radio sales. NH, VT, ME area preferred. Box Z-41.

Experienced newscaster, quick writer, organized, intelligent delivery. Personable, hardworking; want to relocate, Northeast small to medium market. Box Z-48.

Sports anchor/reporter - award winning sports anchor/reporter/writer. 12 years solid experience - including reporting, show host, PBP in nation's #2 market. If you want exciting/dedicated approach to sportscasting, I'm your man. Will consider weekends if weekdays not available. Call Ed Thomas, 415-992-0669; write 783 Skyline Drive, Daly City, CA 94015.

Talk all night—specializing in all-night format, blending human interest, controversy, humor, information. Experienced interviewer, let's talk. Prefer Northeast/Midwest. 617-767-3281, Art Murphy.

Experienced newsmen. Established anchor, successful writer. Now participating in New York City radio. Prefer Minneapolis/St. Paul market. Ange, 718-338-8328, between 12-1 PM EDT.

Award winning sportscaster/PBP/news writer. 9 years' experience. Hard worker. Doesn't go by the clock. Tired of working for losers. Looking for stability, pleasant working atmosphere. 305-246-5713.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market pro. 20 year programming pro looking for new challenge. Do you have unique, competitive situation requiring positioning, motivation, experience, leadership? Maybe you should give me a call. Jack, 619-270-6878.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Idaho Educational/Public Broadcasting System. Idaho State Board of Education is seeking candidates for the position of general manager of the Idaho educational/public broadcasting system. The general manager is administrator of non-commercial public broadcasting system in Idaho, which includes public television stations on university campuses in Boise, Pocatello, Moscow. The general manager, in consultation with local interest groups, institutional and public school administrators and TV station managers, is responsible for final programming and budgetary decisions and planning of entire system including all stations, the state microwave/translator network, and central service and administrative functions of the system. The general manager is responsible to the State Board of Education which is the governing board for all public education in Idaho and is licensee of all three PBS stations. Preferred qualifications: Candidates shall possess Bachelor's Degree, with preference given for graduate work; at least six years of experience in public broadcasting including evidence of progressively responsible management positions through the senior level; the ability to communicate effectively with subordinates, peers, and superiors; demonstrated ability to interact with leaders in education, government and community; an understanding of/commitment to basic purposes and values of public broadcasting and demonstrated ability to represent effectively those values; and demonstrated ability to identify financial needs of the system and attract the funds required. Salary \$40,000 to \$42,000. Send letter of application, resume, three contactable references, post-marked no later than November 1, 1984, to State Board of Education, c/o Mike Mitchell, Chairman, IE/PBS Screening Committee, Len B. Jordan Building #307, 650 West State Street, Boise, ID 83720.

HELP WANTED SALES

General sales manager. Network affiliate, Southeast. Experience in handling local sales team/handling national business required. Previous sales management experience preferred. Excellent opportunity, growing company. Send resume to WSAW-TV, PO Box 2429, Savannah, GA 31402. EOE.

Tremendous growth has necessitated immediate sales openings. Central California, Spanish TV chain. Lucrative compensation package to professional, self-starters. Rush resumes to Sainte Broadcasting Corporation, PO Box 3689, Modesto, CA 95352.

Account executive. Small market, group owned network VHF. Position involves direct, agency, developmental work. Requires aggressive, disciplined salesperson. Media experience preferred. EOE. Write Box Z-42.

WDAU-TV, Scranton-Wilkes-Barre, PA, has excellent opportunity for experienced account executive. Candidates must be experienced in all phases of local-regional sales. If you are a self-starter, have thorough understanding of TV sales, have ability to create written presentations, develop new business, desire future management opportunities, send resume with letter detailing why you should be considered to Bill Ferrell, General Sales Manager, 415 Lackawanna Avenue, Scranton, PA 18503. Include salary requirements. All inquiries held in strictest confidence. No phone calls. EOE.

HELP WANTED TECHNICAL

VTA Technologies, a research, development, manufacturing firm in Hollywood, Florida, is accelerating its expansion plans and therefore has following openings: digital design engineers, software engineers, analog engineers. Challenging opportunity for engineers with television engineering background and ability to apply advanced technologies to new areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hemsley, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

West coast cable system with master control/production facilities seeks maintenance engineer with good technical training, at least five years experience. Must be knowledgeable on all tape machine formats, especially 3/4 inch format. Must be able to troubleshoot, analog and digital circuits to component level. Call Bob Martin or Jack Goldie, 415-998-7344. EOE.

Maintenance engineer - Sacramento, California, UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRBC-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

West Coast television station seeks chief engineer. Beautiful town, heavy recreation area, modestly priced housing. Resume to Box Z-51.

Maintenance supervisor. Knowledge of UHF transmitter, 3 years experience in solid state repair. 1" experience & 3/4" VCR. Must know systems & able to manage maintenance department. \$15,000 to \$20,000, depending on experience. Call/send resume to Carl Natone, Director of Broadcasting, KSMQ-TV, 1900 8 Avenue, NW, Austin, MN 55912. Excellent benefit plan. EOE/AA.

Top 20 market VHF network affiliate, Sunbelt, has opening for news gathering (ENG) technician. Requires at least two years TV operations experience. TV maintenance experience preferred. Duties include field setup, operation, maintenance of news microwave and related equipment. Must work closely with reporters, photographers, news department on daily basis. Must be able to work all shifts including weekends. Resume to Box Z-69. EOE.

Manager of engineering - major market network NBC television affiliate, 43rd ADI, has opening for mgr. of engineering to succeed present chief engineer who's retiring. We're seeking applicants with minimum of 5 years experience as chief engineer or assistant chief. Qualified applicants must have strong maintenance background and familiarity with state-of-the-art equipment. Must have operational background, proven leadership ability/administrative skills, with ability to communicate effectively with station and corporate management. Human resources is an important part of our operation; therefore, this position will require outstanding people skills, particularly with regard to day-to-day supervision/training of engineering staff. EOE/M/F. Resume/salary history to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721.

HELP WANTED NEWS

TV specialist: produce video packages, PSAs, other program material for commercial and educational television stations. Desire at least three years major/medium market reporting background; news writing plus ENG shooting/editing skills. Requires Master's degree in communications field. Position closing date 11/15/84. Resume to R.E. Thomas, Chairman, Information Department, College of Agriculture/Home Economics, Washington State University, Pullman, WA 99164-6244. An equal opportunity/affirmative action employer

Anchor/reporter. Join hard-working news team and anchor award-winning nightly news for unique cable operation. Staff of eight; competitive with broadcast. Considerable reporting experience required; Salary: mid-teens. Mature and hard working only. Apply: tape and resume by November 1 to Personnel Department, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Meteorologist. Florida capitol city ABC affiliate. Successful candidate will be good communicator with at least two years experience. Tape/resume to Dan Ellington, News Director, WTXL-TV, P.O. Box 13899, Tallahassee, FL 32317. EOE.

Expanding news operation. Medium market Sunbelt station needs three news reporters and two news photographers to meet immediate plans for news growth. If you have experience, we can offer you an opportunity to grow with us. No beginners, please! Send tape, resume, salary requirements to Walter Saddler, News Director, WJTV, P.O. Box 8887, Jackson, MS 39204. No phone calls. EOE.

Consumer reporter: we need person with versatility and flair who's both responsible in story selection and execution, and can create a compelling story with touch of humor. Right person is self-starter who can generate the story ideas, field produce and write the stories, and ideally be capable with live studio reports and live shots from the field. Send letter, tape, resume to: Mimi Pizzi, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Weekend anchor/producer - aggressive New York State network affiliate has immediate opening for qualified weekend anchor/producer. Applicant must have excellent producing, writing, on-air skills; proven reporting experience. Resume/salary requirements to Box Z-58. Equal opportunity employer.

Top-rated CBS medium Midwest affiliate has opening for general assignment reporter. Weekend anchor-producer duties may be included. Two years commercial experience, familiarity with ENG editing essential. Resume to Box Z-68. EOE.

Sportscaster openings. Interested? Send tape/resume to Steve Porricelli, Primo People, Inc. Box 116, Old Greenwich, CT 06870. 203-637-3653.

Producer. Small market station with news commitment. Learn/grow with pros. Beautiful coastal resort area. Great opportunity for producer looking for major responsibility. News Director, WECT-TV, PO Box 4029, Azalea Station, Wilmington, NC 28406.

Creative TV editor/shooter - Washington, DC experience. Resume/tape to Nightly Business Report, 236 Massachusetts Ave., NE, #204, Washington, DC 20002.

Researcher/producer - self-starter. TV journalism experience. Resume to Nightly Business Report, 236 Massachusetts Ave., NE, #204, Washington, DC 20002.

Weekend anchor/reporter: three years' experience preferred. No beginners. Send tape, resume, references, salary requirements to Larry Stirewalt, News Director, WGHP-TV (Greensboro-High Point-Winston-Salem), Box HP-8, High Point, NC 27261. No phone calls. EOE.

WRCB-TV seeks co-anchor to complement established male lead anchor. Degree in journalism, 2 years anchor experience preferred. Solid writing/reporting skills necessary. Tapes/resumes to Keith Nichols, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, 615-267-5412. Equal opportunity employer.

Weekend anchor. Medium Midwest market. Must be strong writer, have previous anchoring experience. College degree required. Resume to Box Z-84. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer: group owned, top 15, net affiliate seeks producer, two to five years experience. Must have strong writing skills, with field production experience. Must be able to produce quality programs for prime. Resume to Box Z-7.

Associate producer/television host. Public television station with expanded signal coverage throughout Southern California. Must have two years fulltime production experience with some hosting experience. Salary \$15.7K to \$18.6K, excellent family benefits. No tapes please. Send letter/resume, postmarked by 10/26/84, to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

Creative services producer/photographer—dominant Midwest NBC affiliate seeks creative, talented, self-motivated producer/photographer to head award-winning EFP unit. Duties include producing and shooting commercial and promotional spots. Requires proven track record, outstanding photographic eye, ability to work well with clients. Not a beginner's position. Send tape/resume to Bob Brooks, VP, Prog./Opns., KTVI, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

Promotion. Seek highly creative writer-producer with television promotion and/or news experience. Self-starter, upbeat attitude musts. Tape/resume to Carolyn Lawrence, Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

Television producer. We need person who can document experience in both studio and location production, who is ready for upward career move, interested in doing mix of commercial and religious programming, and who is looking for complex, creative, fast-paced context within which to work. We are medium-sized, Midwest network affiliate, number one in market, with new facility and expanding staff needs. Send letter/resume to Box Z-50. Expect prompt reply.

Consumer reporter: we need person with versatility and flair who's both responsible in story selection and execution, and can create a compelling story with touch of humor. Right person is self-starter who can generate the story ideas, field produce and write the stories, and ideally be capable with live studio reports and live shots from the field. Send letter, tape, resume to: Mimi Pizzi, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Field producer: Good Company needs that special field producer who can work creatively with our reporter. Reporter has great sense of humor and loves to try the unusual. The field producer must also be skilled with logistics of live remotes. The ideal candidate has at least a year's field producing experience and some shooting/editing skills. Please send a letter, tape, resume to: Mimi Pizzi, KSTP-TV, Good Company, Dept. FP, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Producer/director - creative, quality conscious individual to direct news, commercials, special programs. Prefer minimum 1 year news directing experience. Send tape, salary requirements, resume to Production Manager, WXEX-TV, 21 Buford Road, Richmond, VA 23235. Equal opportunity employer.

Producer/director. Highly creative, highly motivated person. Minimum two years' experience in commercial television directing. Emphasis on promotion and commercial experience. Knowledgeable in EFP with minimum 1 year experience in this area. College degree or equivalent experience. Reply to Production Mgr., WPTF-TV, P.O. Box 1511, Raleigh, NC 27602. EOE.

KOCO-TV promotion manager. Must be experienced all phases of television station promotion, which includes audience promotion, creation of campaigns and execution, sales promotion, ability to work with sales department to create sales promotion brochures, work with station clients, understanding of research and implementation of research material, community relations involvement, responsibility for station image/press relations. Only written applications accepted. Send to Al Parsons, Box 14555, Okla. City, OK 73113. Equal opportunity employer.

Production manager. Head top-notched, creative staff. Pros need only apply. Must be strong manager/creative genius. All new equipment being added. Send sample of your work to Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. EOEM-F.

CMX 340 editing position, Hawaii. 2 years on-line commercial experience. Salary range: \$30,000. Phone 3 pm EDT. Charlie Riley, KITV, 808-545-6229. EOE.

Director/newscasts: we're looking for leadership skills, with ability to direct top-rated, fast-paced news show. Also opportunity to produce special projects such as parades & telethons. Experience, enthusiasm, talent are musts in this unique Southeast medium market. Resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35801. EOE.

Senior producer - ITV services - Responsible for supervision/management of six-person instructional television services unit for statewide ETV network. Bachelor's in journalism, mass communications, or radio and television or film, plus minimum of five years experience in television producing/directing or equivalent nine years experience. Deadline: November 8. \$26,146 minimum. Apply to Lee Rockwell, University of Nebraska Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Art director. Do you want to join the team at soon to be #1 independent in Miami-Ft. Lauderdale market? If you are creative, motivated person, with 3 years' design and production experience in television art department, this position could be for you! WBFS, channel 33, the new independent, south Florida, looking for innovative art director. Must have heavy print background in TV Guide and newspapers; must have ability to work under pressure in meeting deadlines; must be able to prepare/maintain monthly budget. Independent experience preferred, not necessary. Photography/illustration skills a plus. Resumes only to Dept. A, 1712 East Randol Mill Rd., Arlington, TX 76011. Equal opportunity employer, M-F.

Production manager. Fast growing television station in fast growing Dallas-Ft. Worth market seeking aggressive leader for their production facility. Must have at least 3+ years exp. in commercial and/or corporate/industrial production management, preferably with station that takes equally aggressive stance on production. Base salary with commission. Resumes to KTXA, Dept. P-M, 1712 East Randol Mill Rd., Arlington, TX 76011. Equal opportunity employer, M-F.

Promotion manager. Start up VHF, Fajardo/San Juan, PR. Experienced person who can write, direct, produce promotions for on-air, print, radio. Resume, salary, demo tape to WPRV-TV, P.O.B. 521060, Tulsa, OK 74152. EOE.

SITUATIONS WANTED MANAGEMENT

GM currently running profitable LPTV looking to move to full power. Write Box Z-64.

Production manager seeks station interested in developing production department as profit center. Current employer billed over \$250K last year due to my efforts. For better looking bottom line, call me! 201-785-3294, tonight!

Operations manager. Major market experience. Strong production, promotion, programming background. Emmy award winner. Can make things happen at your station. Excellent references. Box Z-79.

SITUATIONS WANTED NEWS

TV sports reporter. 84 MS TV journalism. Major market network affiliate sports experience. Can and will do everything except windows. Seeking entry level position. Single. Will relocate. Opportunity more important than salary. Rick, 317-849-3913.

News director medium market or assistant news director large market. Managing editor medium market ready to move up. Box Z-40.

Young, aggressive female reporter/anchor at cable station wants anchor/reporter job with network affiliate. Strong writer, bi-lingual French, B.A. English. Experienced interviewer. Host own live talk show with phone-in participation. Can shoot, edit, produce. Box Z-43.

Meteorologist with awards, computer experience, science reporting. AMS seal of approval. Available now. Call Stuart, 314-962-8419.

TV sports reporter/photographer. '84 U-Kansas grad. BS broadcast journalism. 2 1/2 yrs.' sports reporting experience. Currently working PT at local cable co. Can shoot, edit, report. Seeking entry level position. Tracey Graham, 612-722-4675, 7 AM-noon CDT, or 3112 Minnehaha #104, Minneapolis, MN 55406.

Meteorologist: Missouri J-school graduate is solid reporter, good forecaster, wants to improve your ratings. Has 3 years radio, 2 years commercial television experience. Mark, 314-631-3285.

Eager to start work in news, promotions. Experience in TV, radio, print, PR. Organized. Attractive. Fluent Spanish. Elizabeth, 215-644-6079.

SITUATIONS WANTED TECHNICAL

Employed chief engineer seeks broader horizons. 16 years television experience, 5 years as chief. Strong on construction, maintenance, people management. Northeast preferred. 215-582-5046.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Music video programs/programming. Seeking position in music video program, cable TV. Programming knowledge, production, promotion, studio operations. Will consider all inquiries. Over 5 yrs. experience in Boston mkt., in TV/radio, & college. Emerson College grad (broadcasting). Exceptional knowledg most areas of TV. Super knowledge/experience in music & industry. Highly organized, motivated, responsible. Will consider all areas U.S., especially CA, E & Northeast. Will relocate. Mr. Stevens, c/o PO Box 35, Waban, MA 02168, 617-322-4423.

Program director. Responsible, versatile, experienced. People, production, promotion, product purchasing, profit person. Call Ed, 312-388-4335.

Promotion. Highly creative writer/producer. Looking for #2 position, top 20 market. 203-453-5719.

Entry level position. Syracuse U. grad. Seeking entry level position in TV production. Prefer New England. Opportunity more important than starting salary. John, 617-754-7391.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Electronic media producer II. The Evergreen State College, Olympia, Washington. Responsible for video production, instruction, and management. Requires four years' college in television production, communication, instructional media or equivalent, three years experience in video. Additional college substitutes for up to two years experience. Salary \$1871 - \$2396 monthly, plus benefits. Deadline October 30, 1984. Call 206-866-6000, ext. 6361, for application forms. EOE.

HELP WANTED SALES

Expanding video production facility needs first rate marketing director. Proven track record in related field plus 5 years minimum experience a must. We are aggressively challenging the competition in Washington, DC market and you will be major player. Send resume to Jonathan Park, 150 S. Gordon Street, Alexandria, VA 22304.

HELP WANTED TECHNICAL

Experienced wave guide engineer, experience in path alignment, only qualified need apply. Resume required. Ellis Communications Corporation, P.O. Box 657, Dunnellon FL 32630, 904-489-7742.

Experienced tower erectors. If you don't care about the quality of your work, don't apply. Ellis Communications Corporation, P.O. Box 657, Dunnellon FL 32630, 904-489-7742.

HELP WANTED INSTRUCTION

Mass communication. Search re-opened. Assistant professor position (tenure-track) available September, 1985. Salary to \$28,000, depending on qualifications/experience; possibility of evening & summer teaching for additional remuneration. Ph.D., at least 3-years' professional/teaching experience required. Duties: teach TV production; TV writing; media criticism; cable TV management; introduction to broadcasting; advise students, participate in dept. activities. Minorities/women encouraged to apply. Send curriculum vitae and letters of recommendation by November 30, 1984, to Dr. John MacKerron, Acting Chairperson, Department of Speech/Mass Communication, Towson State University, Towson, MD 21204. Equal opportunity/affirmative action employer.

Assistant professor telecommunications. Full time, tenure track position. Ph. D. preferred, teaching experience required. Teach undergraduate and graduate courses in established, production-oriented program. Should be able to teach audio and/or video production and any of the following: writing, law, programming, management. Competitive salary/benefits. Available January, 1985. Send resume, transcripts, three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer.

Radio/television instructor - assistant or associate professor. Lincoln University has full time position in mass communications beginning January, 1985. Responsibilities include teaching courses in radio/television production and broadcast journalism; assisting students in work at campus 40,000 watt FM stereo station, teaching some print journalism courses. Applicants must have earned doctorate in journalism or mass communications, or M.A. and demonstrated professional reputation, at least two years of professional experience in teaching and/or any of the professional media. Must have competence to administer programs in both broadcasting and journalism. Experience in print journalism helpful. To apply, request Lincoln University application form, and submit resume, three letters of recommendation, official transcripts to Personnel Office, Lincoln University, 820 Chestnut Street, Jefferson City, MO 65101. An equal opportunity/affirmative action employer. Deadline: November 1, 1984.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Broadcasting's largest source of copper strap, ground screen, #10 wire, flyscreen. 317-962-8596, ask for copper sales.

CCA 25000DS FM (1972), CSI FM 3000E (1982), 1TA 5KW FM, Harris MS15, two Bird 25KW dummy loads. Call M. Cooper/Transcom Corp., 215-379-6585.

5KW AM Bauer 5000J (1968), RCA BTA-1R 1KWAM. Both on-air. Call M. Cooper/Transcom Corp., 215-379-6585.

Automation system, SMC DP-2 1500 event programmer, 3 random select carousels, 4 Otari decks. Fred Cantu, 512-327-7790.

Electronically evaluated videotape. 3/4" U-matic videocassettes. All sizes, low prices. Also, C-type 1-inch 30 minute videotape, \$24.99. Satisfaction guaranteed. Fast, free delivery. Call collect, Carpel Video, Inc., 301-845-8888.

Television editing suite - Ikegami HL-78 w/Cannon 1.6 zoom, (6) Sony 3/4" VCR's, Adda timebase corrector, Crosspoint latch 6142, Cezar decisionmaker, TEK 528/1420. (2) Sony 19" Profeel monitors, Sony KV 1945-RS receiver, Teac 3300, custom furniture, rack, and wire/connectors. Terms available or discount for cash. 804-628-5315.

CCA FM trx. 10,000 B plate transformer. Brand new; not needed. Make offer. E. G. Reynolds, 404-536-5501; 534-9998.

New Ampex audio recorders final close-out. We purchased all of Ampex Canada's inventory. ATR-700, ATR-800, AG440-C & ATR 800 amplifiers, motors, heads, consoles, etc., 25-50% discount. NorthWestern, Inc., 800-547-2252.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

360 foot AM utility tower #380. Standing. KXEX, Fresno, CA, 209-233-8803.

New Cetec console. Cetec/Shaeffer 2000 series, eight channel stereo audio board. New! Cost \$4,000. Ship for first \$3000. 619-270-6878.

RADIO PROGRAMING

ID's. Dallas sound got you down? Fresh new ID packages, reasonable prices. Canary Productions, 145 Barcladen Rd., Rosemont, PA 19010. 215-527-8812.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

FM SCA'S. 6 Upper Midwest markets. For lease - satellite interconnected. Contact Richard Becvar, 515-752-3341.

COMEDY

Free joke packet. Writers: George Bissessar, Morrie Gallant, Sylvia Kaye, Patrick Kehoe, Roberta Page, Wayne Scott. Contact Robert Makinson, GPO Box 3341, Brooklyn, NY 11202, 718-855-5057.

RADIO

Help Wanted Sales

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

Help Wanted Programing, Production, Others

SOUTHWEST TOP 50 MARKET

Easy listening station seeking sharp/aggressive operations manager. Oversee all on-air operations. Send resume (no calls, please) to KKNG, 110 NE 48th Street, Oklahoma City, OK 73105. Swanson Broadcasting, an equal opportunity employer.

For fast Action Use
BROADCASTING'S
Classified Advertising

Help Wanted Management

LOCAL SALES MANAGER

Music of your life AM station, with good higher demo ratings, seeking experienced local sales manager who is capable of enthusiastically training/leading large sales staff. Please rush letter/resume, providing references and earning history, to:

Vincent A. Lopopolo
KLIV
P.O. Box 995
San Jose, CA 95108

EQUITY POSITION

New broadcast investor/operators need GM/PD with documented turnaround experience. Assist in acquisition/operation of top 150 market station. Equity position and competitive salary offered by growth-oriented firm, with commitment to quality programming. Send resume, salary history, letter outlining accomplishments in complete confidence to C.L. Muka, 5417 N. Monitor St., Chicago, IL 60630

ASSISTANT CONTROLLER

Expanding radio group has created new position on its headquarters accounting staff. Responsibilities include preparation of financial statements. Computer exposure desirable. Accounting degree/radio experience required. CPA certification a + \$35K. Resume to Box Z-75

Situations Wanted Management

CEO

Radio, TV, CATV. Seeking something interesting. Write directly to Box 288, Wenham, MA 01984.

TELEVISION

Help Wanted News

ASSISTANT NEWS DIRECTOR

We are seeking the "complete" news manager and journalist to assist in operation of large major market news department. This individual will be number two person on our team. Candidate must possess strong communicating, creative and leadership skills. Only highly experienced news professionals should apply.

Send resume and background materials to Bill Goodman, News Director, KPRC-TV, Channel 2, Box 2222, Houston, TX 77001.

Help Wanted Programing, Production, Others



Talent position now available for PM Magazine. Seeking bright, articulate person to work with male co-host already on staff. One year of television on-air experience necessary. Field producing experience desired. Send resume and tape to Ron Obston, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer., M-F.

Help Wanted Technical

CHIEF ENGINEER

Aggressive Southwest #1 ABC VHF needs chief who can run his/her own show. Must have good people skills. Experience in planning, control, scheduling of capital budgets and projects a must. Complete knowledge of digital, analog, electronic theory. Strong maintenance background necessary. Excellent salary and benefits. Send resume to Box Z-46. EOE.

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Expanding broadcast equipment manufacturing company near Pittsburgh, Pennsylvania, needs creative engineer for television transmitter analog and digital circuit design. Products address VHF, UHF, LPTV MDS and ITFS markets, and operate in the video to 3GHz range. BSEE required. Please submit resume to Information Transmission Systems Corp., 375 Valley Brook Road, McMurray, PA 15317, or contact Robert M. Uetich, President, 412-941-1500

Help Wanted Sales

MARKETING DIRECTOR

Expanding video production facility needs first rate marketing director. Proven track record in related field plus 5 years minimum experience a must. We are aggressively challenging the competition in Washington, DC market and you will be major player. Send resume to Jonathan Park, 150 S. Gordon Street, Alexandria, VA 22304.

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Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, October 25, 1984, from 10:30 a.m. to 4 p.m., at National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, amendments to By-Laws, committee reports on Development, Finance/Audit, Governance/Nominations, Membership, Programming, Technology/Distribution. The Board committees will meet on Friday, October 26, at same location. For further information concerning these meetings, please contact the office of Executive Secretariat, 202-822-2018

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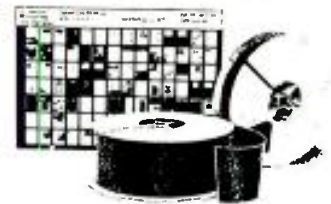
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GA	Sub	AM/FM	\$1,450K	\$400K	Brian Cobb	(202) 822-8913
Rky Mt	Med	AM	\$1,200K	\$150K	David LaFrance	(303) 534-3040
RI	Met	AM	\$1,000K	Terms	Ron Hickman	(401) 423-1271
CA	Sm	AM	\$950K	\$150K	Brian Cobb	(202) 822-8913
CA	Sm	FM	\$650K	\$200K	Jim Mergen	(818) 366-2554
NB	Sm	AM	\$560K	\$68K	Bill Lytle	(913) 383-2044
TN	Met	AM	\$375K	Terms	Ernie Pearce	(615) 373-8315
NC	Sm	AM	\$350K	\$88K	Mitt Younts	(202) 822-8913
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For information on these and other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



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Class C FM, ski country U.S.A., southwest Colorado. Will increase our power to 100,000 watts by next summer. Seeking small investor to participate with us in this expansion. 303-247-2240; P.O. Box 2455, Durango, CO 81301.

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Gold Coast AM. 300,000+ population in primary signal area. High growth, affluent metro market. \$650,000, terms. Box Z-80.

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Small market. Low downpayment. Owner/Operator. \$275,000. Box Z-78.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), 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

James Behling, from WHTV Milwaukee, joins WCVT-TV there as VP and general manager.

Gary Kleiman, VP, general manager, WAJE (AM) Ebensburg, Pa., joins WSBY (AM)-WQHQ (FM) Salisbury, Md., as general manager.

James Clark, general manager, United Cable Television, Boise, Idaho, named central division manager, overseeing 13 cable systems in Illinois, Texas, Minnesota, Nebraska, Louisiana, Michigan and Indiana.

David Earnhardt, executive producer, KHOU-TV Houston, named operations manager.

Jay Clark, operations manager, WABC (AM) New York, joins KRLA (AM) Pasadena, Calif., in same capacity.

George Sandoval, VP and general manager, KDVR (TV) Denver, named VP, community and government affairs. **Ed Trimble**, corporate VP, sales and marketing, BMA Broadcast Group, owner of KDVR; KPDX (TV) Vancouver, Wash., and KFXL (TV) Sacramento, Calif., succeeds Sandoval.



Reiss

Jeffrey Reiss, former vice chairman, Cable Health Network, New York, until its merger with Daytime to form Lifetime, and still among principal shareholders and member of board of directors of CHN Inc., has formed own firm, Reiss Media Enterprises, to provide consulting services and acquire cable and broadcast properties.

Sharon Maeda, executive director, Pacifica Foundation, Los Angeles-based noncommercial radio network, named chief executive officer.

Jerry Presley, manager of special projects, Daniels & Associates, Denver, named VP, operations-customer service.

Susan Podkrash, financial manager, St. Regis Paper Co., Dallas, joins KFKS (FM) Denton, Tex., as business manager.

Sharon Hendricks, office manager, WKIX (AM)-WYYD (FM) Raleigh, N.C., named treasurer of parent, Adelphi Broadcasting Co.

Joseph Seaver, head of own consulting firm, joins noncommercial KCEI (TV) Los Angeles as chief financial officer.

Katherine Ball, from Independent Living Inc., New Castle, Del., joins noncommercial WYYE (FM) Philadelphia as assistant manager, administration.

Marketing



Metter

Bert Metter, executive VP, executive creative director and member of board of directors, J. Walter Thompson USA, New York, named vice chairman.

VP's elected senior VP's. BBDO, New York: **Bruno Crea**, associate media director; **Stephen Grubbs**, associate director of net-

work programming; **Fran Kahn**, associate director of research, and **Robert Reisenberg**, associate director of network programming and manager of program development.

Jan Steinert, senior VP, general manager, Stone & Adler, New York, joins FCB Direct/East, New York, direct response unit of Foot, Cone & Belding, as managing director. **Gerard Duffy**, broadcast group supervisor, Foote, Cone & Belding, New York, named VP. **Rose O'Connell**, broadcast group supervisor, FC&B, Chicago, named VP.

Named VP's, Young & Rubicam, New York: **Alan Catling**, account supervisor; **Susan Royer**, associate research director; **Diane Flynn**, executive producer; **Gary Goldstein**, creative supervisor, and **Howard Kaplan**, creative supervisor.

Appointments, AC&R Advertising, New York: **Michael Widener**, VP, director of media, and **Seymour Laster**, VP, director of research, to senior VP's; **Marge Langone**, associate media director, to VP.

James Witham, senior art director, Quinn & Johnson/BBDO, Boston, named VP.

Wayne Bullock, executive director, Cable Ad-Net-East, Bala Cynwyd, Pa., named president.

Appointments, Blair/RAR: **Michelle Jennings**, New York sales manager, to VP; **Gary Lewis**, director of training, radio representation companies of John Blair & Co., New York, to New York marketing manager and director of training; **Brian Robinson**, senior VP, general manager, Midwest, Blair Radio, to VP, West Coast sales, San Francisco; **Lawrence Julius**, account executive, Blair Radio, New York, to same capacity at Blair/RAR, and **Sally Alzapiedi**, sales assistant, New York, to national sales coordinator.

Patty Gilhooly, director of planning and operations, John Blair & Co., New York, named VP, financial services, television and radio representatives divisions.

Ronald Mitchell, group senior VP and director of automotive marketing and planning, Campbell-Ewald, Warren, Mich., named executive VP and director of agency planning.

Appointments, Herbert S. Benjamin Associ-

ates, Baton Rouge: **Jackie Robbins**, media supervisor, to VP and media director. **Kirk LoCicero**, assistant VP, broadcast production, to VP, broadcast affairs. **Penni Wade**, assistant secretary-treasurer, to secretary, and **Patti Hassel**, assistant secretary-treasurer, to treasurer.

Edward Sylvia, creative director, Frank Block Advertising, St. Louis, joins D'Arcy Mac-Manus Masius there as senior writer.

Janeen Bjork, program adviser, TeleRep, New York, named associate program director.

Dirk Herman and **Ed Hughes**, media planners, Iatham-Laird & Kudner, Chicago, named media supervisors.

Gregg Seigel, marketing associate, Avery-Knodel Television, New York, named account executive.

Mindy Lang Sherman, broadcast supervisor, Geer, DuBois Inc., New York, named associate media director.

Dick Hainmer, former VP, Eastern sales manager, Mutual Broadcasting System, New York, joins CBN Cable Network there as Eastern sales manager.

Ruth Robertson, account executive, Katz American Television, Boston, named manager, Boston office.

Aleen Kulis, production manager, and **Jeffrey Novak**, controller, Chuck Ruhr Advertising, Minneapolis, named VP's.

Ken Roberts, account executive, Christal, New York, named manager, Dallas office.

Karen Ross, from Metzdorf-Marschalk, Houston, joins Taylor Brown & Barnhill there as media planner-buyer.

Jane Sobel, research manager, computer services, McGavren Guild Radio, New York, named assistant director, research department. **Alan Gates**, research analyst, McGavren Guild Radio, named research manager.

Milana Miljenovic, senior broadcast buyer, Creamer Dickson Basford, Pittsburgh, named broadcast supervisor.

Michael Sobol, from KSFQ (AM) San Francisco, joins Weiss & Powell there as general sales manager.

Michael Brochstein, VP, director of marketing, market development division, Blair Television, New York, named VP and sales manager of Blair's CBS led team there.

Jacqui Good, from KWCH-TV Wichita, Kan., joins Associated Advertising Agency there as associate producer-writer, AV/broadcast department.

Mary Beth Newkomet, account executive, Ruder Finn & Rotman, Washington, named account supervisor.

Karen Barton, from NutriSystem, Jenkintown, Pa., joins Gillespie Advertising, Princeton, N.J., as account executive.

Tony Foske, from TeleRep, New York, joins

LBS Communications there as research analyst.

Evelyn Texada-Parker, account executive, Louisiana Suburban Press, Baton Rouge, joins Herbert S. Benjamin Associates there as media buyer.

Evelyn Sias, manager, research information, Group W Satellite Communications, Stamford, Conn., named manager, local ad sales.

Joe Kissack, from Carnation Co., Charlotte, N.C., joins Blair Television, Atlanta, as account executive.

David Brandeburg, Southwest regional director, Radio Advertising Bureau, joins WIRE (AM) Indianapolis as general sales manager.

Bill McGlamery, general sales manager, WWLT(FM) (now WYAY(FM)) Gainesville, Ga., joins WCNN(AM) Atlanta in same capacity.

Jeanette Banning, general manager, WGMD(FM) Rehoboth Beach, Del., joins WSBY(AM)-WQHQ(FM) Salisbury, Md., as sales manager.

Bob Vistocky, account executive, WLS-AM-FM Chicago, joins KTKS(FM) Denton, Tex., as sales manager. **Cynthia Mayer Williams**, from KMGC(FM) Dallas, joins KTKS(FM) as account executive.

John Moore, account executive, WDDD(FM) Marion, Ill., joins WTOA(FM) Carbondale, Ill., as sales manager.

John Nizamis, regional sales manager, WTVR-TV Richmond, Va., named local sales manager.

Peter Dunn, from Harrington, Righter & Parsons, New York, joins WHEC-TV Rochester, N.Y., as national sales manager. **Glenn Becker**, from Turner Broadcasting Sales, New York, joins WHEC-TV as account executive.

Karen Ashburn, sales merchandising assistant, WPHL-TV Philadelphia, named account executive.

David Haeg, account executive, WLTE(FM) Minneapolis, joins co-owned WCCO(AM) there as agri-business manager.

Jim Wagner, from WTVO(TV) Rockford, Ill., joins Katz Television Continental, Chicago, as account executive.

Robert Turner, from Ogilvy & Mather, New York, joins Katz Radio there as account executive.

Mark Mohn, account executive, CBS Radio, New York, joins Katz Independent Television there as account executive.

Leann Chambers, from KWJJ(AM) Portland, Ore., joins KYUU(FM) San Francisco as account executive.

Randi Near, national sales coordinator, WXIX-TV Cincinnati, named local sales account executive.

Craig Sandler, from WAYV(FM) Atlantic City, and **Al Williams**, from WXTU(FM) Philadelphia, join WYSP(FM) Philadelphia as account executives.

Marge McDowell and **Bob Koontz**, account executives, KRLA(AM) Pasadena, Calif., join KJORB(FM) Los Angeles in same capacity.

Kathy Fleenor, from Harrington, Righter &



Humanitarian concerns. Anthony D. Thomopoulos, president of ABC Broadcast Group, was awarded the 1984 National Conference of Christians and Jews entertainment division's humanitarian award at ceremonies at the Beverly Hilton hotel. Thomopoulos was cited for his "leadership in the entertainment and broadcasting industries for over a quarter century... his dedication to education as a member of the board of directors of Georgetown University and the Sundance Institute... his loyal service to community organizations... and especially his support of the ideas and programs of the NCCJ as a member of its board of governors." Pictured above are Aaron Spelling, dinner chairman and president, Aaron Spelling Productions; Thomopoulos; ABC News correspondent Barbara Walters, and Howard B. Allen, chairman, NCCJ.

Parsons, Los Angeles, joins KXTV(TV) Sacramento, Calif., as local account executive.

Andrew Camerota, from sales division, Lukens Chemical Co., Westborough, Mass., joins WQTV(TV) Boston as account executive.

Programing

Jeffrey Katzenberg, president, production, Paramount Pictures Corp., joins Walt Disney Productions as president, motion picture and television divisions, effective Feb. 1, 1985.

Mark Estren, executive producer, PBS's *Nightly Business Report*, New York, joins Financial News Network there as senior director of news and programing. FNN is moving its editorial and production headquarters from Los Angeles to New York.

Gary Khammar, VP, sales, RCA/Columbia Pictures Home Video, Los Angeles, named senior VP, sales.

Kim Dawson, production executive, Showtime/The Movie Channel, New York, named director, current programing.

Walter Kaufman, VP, business affairs, West Coast, Viacom Enterprises, Los Angeles, named VP, acquisitions.

Stuart Stringfellow, Midwest sales executive, Columbia Pictures Television, Chicago, joins King World there as Midwest division manager. **Marianne Catalino**, director of marketing sales, Carter-Grant Productions, Los Angeles, joins King World there as Western division account executive.

Phyllis McGrady, acting senior producer, *Good Morning America*, ABC, New York, since resignation of **Susan Winston** (see below) in July, named senior producer, assuming full administrative and creative responsi-

bility for early morning program.



Fahn

Michael Fahn, manager, domestic sales, D.L. Taffner, Los Angeles, named VP, syndicated sales.

Jean MacCurdy, VP, current programs, Hanna-Barbera Productions, division of Taft Entertainment, Los Angeles, named VP, children's programs.

Roxanne Brown, from home video division, Viacom, New York, joins Worldvision Home Video there as director of sales and marketing. **Harrington Silva**, manager, international sales administration, Worldvision, New York, named director of sales, Latin America, Los Angeles.

David Lewine, marketing vice president, video division, Playboy Enterprises, named senior VP, home video/pay television, remaining based in Los Angeles.

Willard Lochridge, former VP, special programing, ABC Radio Networks, New York, joins The Source—NBC's young adult radio network—there as VP and general manager.

Ellen Endo-Dizon, program executive, ABC Entertainment, Los Angeles, joins Embassy Television there as director, creative affairs.

Richard D. Lindheim, VP, current programing, Universal Television, Los Angeles, named senior VP, series programing. **Bruce Berman**, production VP, Universal Television, resigns.

Paul Culberg, VP, marketing and sales, Media Home Entertainment, Los Angeles, joins New World Video, newly created home video

subsidiary of New World Pictures, Los Angeles, as executive VP.

Susan Winston, former executive producer, *Good Morning America*, New York, joins Paramount Pictures Corp., Los Angeles, as producer, *America Today*.

David Rodriguez, regional manager, Home Box Office, Kansas City, Mo., named regional director, mountain states region, based in Denver.

Kielyn Farmer, executive VP, Satellite Syndicated Systems, Tulsa, Okla., joins Satellite Program Network, former subsidiary of SSS, now independently run, Tulsa, as VP, international division.

Sylvia Della, director of programming, Wometco Home Theater, New York, joins WW Entertainment there as sales manager, home video-pay television.

Tom Lucas, director, sales and marketing planning, MTV Networks Inc., New York, named director, marketing, for VH-1, new 24-hour music service.

Richard Vogt, station relations research specialist, ABC-TV, New York, joins LBS Communications there as director of research.

Judy Gold, executive VP, Westwood One, Los Angeles, joins Transtar Radio Networks there as VP, marketing, special programming division.

Appointments, Embassy Television, Los Angeles: **Marc Hirschfeld**, member of casting department, to manager, comedy casting; **Debra Rubinstein**, head of casting, Republic Entertainment International, Los Angeles, and **Dennis Cornell**, independent casting director, to casting directors.

Robert Wallen, director, prime time sales proposals, ABC-TV, New York, named VP, prime time sales proposals.

Richard Coppola, special effects designer, Liberty Studio, New York, joins Hayes Productions, San Antonio, Tex., as staff animation designer, director and cameraman.

Jonathan Meath, freelance producer, joins Business Times, New York, as associate producer, *Management Report*.

Tim Maschler, freelance writer, joins Columbia Pictures Television, Los Angeles, as executive script consultant, *Crazy Like a Fox*.

Randy Seidman, graphics operator, Prism, Bala Cynwyd, Pa., named sports producer and facilities coordinator.

David Bennett, from Nashville Television Production, Nashville, joins The Program Factory there as staff producer.

Edna Worthington, film director, WPRI-TV Providence, R.I., named production manager.

Mark Vogelzang, program manager and music director, noncommercial WKYU-FM Bowling Green, Ky., joins noncommercial WHY-FM Philadelphia as assistant manager, programming.

Ron Eisenberg, from WRC(AM) Washington, joins WCAU(AM) Philadelphia as host of noon talk show.

Steve York, from KHTR(FM) St. Louis, joins WZOU(FM) Boston as midday air personality, succeeding **David Marz**, named weekend air

personality, WZOU. **David Jones**, from WPRO-FM Providence, R.I., to part-time weekend personality, WZOU.

Patricia Mohn, promotion manager, WXIX-TV Cincinnati, named program director.

Dominik Nardo, from KWTW(TV) Oklahoma City, joins WCPX-TV Orlando, Fla., as director.

Jay Stevens, production director, WWM(FM) Sylvania, Ohio, joins WOMC(FM) Detroit as production coordinator and air personality.

News and Public Affairs

Appointments, WFMZ-TV Allentown, Pa.: **Brad Rinehart**, producer, to news director; **Rich Lerner**, recent graduate, Temple University, Philadelphia, to sports director; **David Murphy**, recent graduate, Temple University, to anchor-reporter; **Jennifer Morse**, recent graduate, Ithaca College, Ithaca, N.Y., to assignment editor; **Mike Werteen**, assistant director, to director; **Dan Reese**, segment producer, to producer; **Rebecca Funk**, part-time segment producer, to segment producer; **Lisa Kelechava**, part-time segment producer, to associate producer; **David Cohrac**, part-time ENG operator, to full-time ENG operator, and **John Beedle**, freelance production assistant, to editor.

Esther Kartaganer, producer, *60 Minutes*, New York, named senior editor.

Patrick O'Brien, budget and finance executive, Associated Press, New York, named to

newly created position of director of strategic planning and budgeting.

Gerry O'Reilly, head of own production company, joins Visnews, London, as general manager, Visnews Centre, London studio and facility.

Appointments, WUHQ-TV Battle Creek, Mich.: **Don Alvarez**, reporter, WEWS(TV) Cleveland, to executive producer and 5:30 p.m. co-anchor; **Ellen Akins**, anchor-reporter, WPNB-TV Traverse City, Mich., to co-anchor, 5:30 p.m. news, and **Matt Zaffino**, from WGTU(TV) Traverse City, to meteorologist.

Jeri Love, editor, KFVB(AM) Los Angeles, named news director, succeeding **Ed Pyle**, resigned.

Ed Richards, from WGAR(AM) Cleveland, joins WOMC(FM) Detroit as news director and morning news anchor.

Appointments, WBAL-TV Baltimore: **Bob Yuna**, from WLWT(TV) Cincinnati, to news director; **Charles Mann**, satellite operations manager, WBZ-TV Boston, to managing editor; **Vicki Mabrey**, news writer, to reporter and anchor; **Cathy Brice**, from WCBM(AM) Baltimore, to news writer; **Andy Malis**, production assistant, WBAL-TV, and **Marc Delon**, from WMAR-TV Baltimore, to news writers.


Ric Sarro, anchor-reporter, KING(AM) Seattle, named financial editor-reporter.

Scott Pope, weekend anchor, WHO-TV Des Moines, Iowa, named weekday news anchor. **Susy Robinette**, from KNTV-TV Las Vegas, named weekday anchor, WHO-TV.

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Willard Scott, weatherman, *Today* show, NBC, New York, assumes additional responsibilities as feature reporter for NBC-owned WNBC-TV New York.

Shirley Hancock, acting co-anchor, 5 p.m. news, KOIN-TV Portland, Ore., named co-anchor, 5 p.m. news.

Ann Rubenstein, co-anchor, early evening news, WCCO-TV Minneapolis-St. Paul, joins NBC News, Chicago, as correspondent.

Paul Martino, weekend anchor-producer, WKRG-TV Mobile, Ala., joins KDKA-TV Pittsburgh as reporter.

Chris Blatchford, anchor-reporter, WTVJ(TV) Miami, joins noncommercial WPBT(TV) there as Broward (Fla.) bureau chief.

Sharon Green, Mutual Broadcasting System, Arlington, Va., named part-time correspondent.

Technology

Larry Harris, president, Metromedia Telecommunications, New York (cellular radio) division and former chief of Mass Media Bureau, FCC, Washington, resigns to start own firm, Crico Communications, to acquire radio paging companies. Firm is being backed by CRI Inc., Rockville, Md.-based real estate concern, and will also be based in Rockville.



Gregg Burton, director of network operations, Rainbow Programming Services, Woodbury, N.Y., named to newly created position of VP, technical services, for Rainbow Network Communications, which provides technical services for RPS.

Stanley Becker, director, engineering, Orrox Corp., Santa Clara, Calif., named VP, engineering.

Richard Kearns, from Dun & Bradstreet, New York, joins Times Fiber Communications, Wallingford, Conn., as VP, marketing, communications systems division.

Kathleen Wagner, from Tele-Communications Inc., Denver, joins Satellite Syndicated Systems there as Rocky Mountain affiliate director.

Robert Megar, field operations manager, Video Star Connections, Atlanta, joins Video-com Satellite Associates, Dedham, Mass., as field supervisor.

Neil Glassman, sales manager, Radio Systems, Edgemont, Pa., joins Bradley Broadcast Sales, Rockville, Md., as broadcast sales representative.

Gene Doren, director of engineering, non-commercial KLRN(TV) San Antonio, Tex., and noncommercial KLRU-TV Austin, Tex., named VP, engineering, for licensee, South West Texas Public Broadcasting Council.

Promotion and PR

Appointments, public relations, NBC, New York: **Betty Hudson**, VP, corporate projects, to VP, corporate relations and advertising, corporate communications; **Frank Pintauro**,

VP, advertising and creative services, to VP, corporate advertising and promotion; **Elaine Conway**, director, corporate relations, to VP, corporate projects, and **Robert Cornet**, VP, editorial services, to VP, corporate affairs, corporate communications.

Pamela Haslam, account supervisor, Burson-Marsteller, New York, joins CBS/Broadcast Group there as director, communications and information.

Pattie Yu Hussein and **Nick Nichols**, associates, Needham Porter Novelli, Washington public relations firm, named senior associates.

John Harr, VP, presentations and special projects, ABC-TV, New York, named VP, office of communication, ABC Broadcast Group.

Marilyn Gottlieb, manager, public relations, Ogilvy & Mather, New York, joins SSC&B:Lintas USA there as director of public relations.

Ellen Rubin, manager, original programing publicity, East Coast, Home Box Office, New York, named director, original programing publicity, East Coast. **Brian Lindquist**, senior publicist, media relations, West Coast, HBO, Los Angeles, named manager, media relations, West Coast.

Martha McClements, from KTSP-TV Phoenix, joins KVOA-TV Tucson, Ariz., as graphics coordinator.

Allied Fields

Joseph Flaherty, VP, engineering and development, operations and engineering, CBS, will receive Award of Recognition from New York State Broadcasters Association for contributions to broadcast engineering.

Joseph Chairs, VP, radio station group, Outlet Broadcasting, and **Walter Liss**, president, broadcast division, Cox Communications, elected to board of directors, Radio Advertising Bureau, New York.

George Lale, production coordinator, American Image Productions, Memphis, named supervisor of internal operations. American Image produces station identifications and audio-video promotional spots for radio and television.

Named to television and film acquisition committee, United States Information Agency, Washington: **Alexander Cohen**, Broadway producer; **John Hall Jr.**, assistant national executive secretary, American Federation of Television and Radio Artists, and **Ronald Perelman**, president and chief executive officer, Technicolor.

Appointments, National Cable Television Association, Washington: **Mark Bykowski**, economist, U.S. Bureau of Mines, Denver, to director of research and policy analysis; **Katherine Rutkowski**, assistant director, technical research, NCTA, to director of technical services, and **Ann Dorman**, consultant to NCTA, to director of industry affairs.

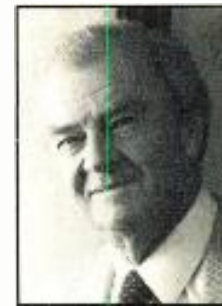
Sidney Bernstein, president of Granada Group and founder of Granada TV, London, will receive directorate award from international council of National Academy of Television Arts and Sciences. Award is given annually for "outstanding contributions to the arts and sciences of international television.

John Calver, promotion director, KATV(TV) Little Rock, Ark., named to ABC Television Network Promotion Advisory Board, succeeding **Rich Brase**, WVUE(TV) New Orleans, resigned.

Elected officers, Michigan chapter, Broadcast Pioneers: **Jerry Colvin**, from WUHQ-TV Battle Creek, Mich., president; **Dick Sommerville**, WSMA(AM) Marine City, Mich., vice president.

Deaths

Clete Roberts, 73, television reporter and newscaster, died of respiratory failure following brain aneurysm Sept. 30 at Cedars-Sinai hospital, Los Angeles. He was most recently news producer for noncommercial KCET(TV) Los Angeles and had completed narration of PBS documentary last summer. His 50-year broadcasting career included service as radio reporter for NBC's Blue Network and ABC Radio during World War II, followed by television news reporting and anchoring positions in Los Angeles with KNBC(TV), KTLA(TV), KCOPTV, KHJ-TV and KNXT(TV) (now KCBS(TV)). He played role of news correspondent in several television programs, including *M*A*S*H*. He is survived by his wife, Mary, two daughters and one son.



Moeller

Donald S. Moeller, 62, president and general manager, KYTV(TV) Springfield, Mo., died of heart attack Oct. 9 at his home in Springfield. Past president of Missouri Broadcasters Association and member of NBC affiliates board, Moeller had been with station 15 years. Before that he was general manager of WGAN-AM-FM-TV Portland, Me. Survivors include his wife, Pauline, and two sons.

Charles J. Young, 84, retired scientist with RCA Laboratories, Princeton, N.J., died Oct. 2 at Medical Center, Princeton. He held over 65 patents in facsimile transmission and applications of electronics to graphic arts. He is survived by his wife, Esther, two sons and daughter.

Robert W. Ehrman, 73, retired policy officer, Africa desk, Voice of America, United States Information Agency, Washington, died of pneumonia Oct. 4 at George Washington hospital, Washington. After he retired in 1970 he continued to write scripts for VOA on freelance basis. In 1940's, Ehrman was producer for WTOP(AM) and WMAL-TV (now WJLA-TV), both Washington. Survivors include his wife, Evelyn, son and daughter.

Albert F. Murray Jr., 90, retired radio and television engineer, died of congestive heart failure Oct. 8 at Carriage Hill Nursing Home, Bethesda, Md. Following service in World War I, he was research director in Philadelphia for RCA Victor Television and Philco Television. Following service in World War II (in radio communications and guided missile divisions), he worked as independent television consultant in Washington. He is survived by his wife, Elizabeth, two sons and daughter.

Positive thinker powers Selcom Radio

In the New York community of station representatives, the appointment of a newcomer, fresh from the provinces, as president of Selcom Radio last December came as somewhat of a surprise. But to Lou Faust, former president of Selcom Radio and now president of Selcom Inc., a subsidiary of Selkirk Communications Ltd. of Toronto that incorporates both Selcom Radio and Torbet Radio, the move was a logical step for Barbara Jeanne Crooks, whom he tapped for the job. "She is a tireless and dedicated worker who has great rapport with people," says Faust. Crooks, 45, is the only woman now heading a major radio rep company in the U.S.

The Dallas-born executive spent 24 years in that city rising through the ranks of radio sales before taking over the reigns at Selcom Radio in December of 1983. She assumed her new role at a time that the national radio representation business was undergoing dramatic change: the consolidation of rep firms under large corporate umbrellas, launching what could be called the era of the megareps. Selcom's annual billings for 1984 are expected to be about \$50 million, up 20% from 1983 and a far cry from the \$3 million the company recorded in 1977.

Crooks's interest in advertising dates back to her childhood in Dallas, where her father, Frank Orlando Starz, was head of advertising for Interstate Theaters. "There were always celebrities and dignitaries in the house," she recalls.

Upon graduation in 1959 from Southern Methodist University in Dallas, where she majored in both radio-television and psychology, she approached Hal Bakke, then operations manager of KBOX(AM) (now KMEZ(AM)) Dallas, for a job as a copywriter. She remembers Bakke telling her he wanted someone with experience. "That's who you'll have as soon as you hire me," Crooks told Bakke. She got the job, and was soon elevated to traffic and continuity director. Later that year she joined KLIF(AM) Dallas in the same capacity before returning to KBOX in 1960.

After three months as traffic and continuity director in her second tour of duty at KBOX, Crooks was persuaded by the late John F. Box Jr., then executive vice president and managing director of Balaban Stations, which then owned KBOX, to try her hand at selling.

Someone was needed to handle theater accounts, recalls Crooks. "I had the contacts and experience in producing commercials," she says. She detoured briefly, however, on her way to the theater business. Skimming through the Yellow Pages, she saw an unlikely account that she promptly sold. No body around KBOX believed it when she



BARBARA JEANNE CROOKS—president, Selcom Radio, New York; b. Aug. 30, 1939, Dallas; BS, Southern Methodist University, Dallas, 1959; traffic and continuity director, KBOX(AM) (now KMEZ(AM)) Dallas, 1959; traffic and continuity director, KLIF(AM) Dallas, 1959; account executive, KBOX(AM) Dallas, 1960-64; account executive, KIXL(AM) (now KKDA(AM)) Dallas, 1965-70; account executive, KOAX(FM) Dallas, 1970-74; president, David Jeanne Co., Dallas (during which time she managed Selcom Radio's Dallas office), 1974-77; vice president and Dallas office manager, Selcom Radio, 1978-81; vice president and Western regional manager, Selcom Radio, Dallas, 1981-83; senior vice president, Selcom Radio, New York, 1983; present position since December 1983; m. Stan Crooks, May 31, 1963 (separated, January 1984); children—Beverly, 19; and David, 16.

brought in a 13-week schedule for the Bosco Nut and Screw Co. Crooks says she received a telegram from Box saying: "I don't know what it is, but if it pays, you're a hero."

KBOX was to become her training ground in radio sales. She stayed there for five years, becoming one of station's top billing sales people before moving on to account executive jobs at KIXL(AM) (now KKDA(AM)) and KOAX(FM), both in Dallas. In 1974, Crooks decided to go it alone and formed her own company, the David Jeanne Co. (combining her son's first name with her daughter's middle name). In that capacity, she acted as an outside rep for WFAA(AM) Dallas, handling the station's regional sales. It was also during that time that she began her association with Selcom Radio by helping the company open a Dallas office and functioning as its manager. At the time, says Crooks, Selcom Radio, which was primarily a regional rep company of FM stations in the West, had a client list of 28.

In 1978, she joined Selcom Radio full time as vice president and manager of the Dallas office. In 1981, she was named vice president and Western regional manager for Selcom Radio, overseeing not only Dallas but the Los Angeles, San Francisco, Seattle and eventually Houston offices. In September of last year she was elevated to senior vice president of Selcom Radio, spending most of her time at its headquarters in New York. Meanwhile, the company was expanding its client base, becoming more national in scope.

It was in September 1983 that Selkirk Communications Ltd. purchased Torbet Radio from Bonneville International. Selkirk then created a radio rep subsidiary, Selcom Inc., and named Lou Faust, Selcom Radio president, head of it.

Crooks was Faust's "first choice" to succeed him at Selcom Radio.

Today, Selcom Radio represents 168 stations nationwide. The company, under Crooks, has a staff of 85 in 13 offices, the newest in Minneapolis. And Selcom Radio along with Torbet Radio formed a nonwired network (grouping of stations together as one buy for advertisers) called Supernet. Also participating are Eastman Radio and Masla Radio.

A new growth area for Selcom, according to Crooks, is sports selling. It recently began representing Golden West Broadcasters' KMPC(AM) Los Angeles, which carries California Angels baseball games and Rams professional football games.

Crooks says she sees nothing wrong with today's "megarep" structure "as long as rep companies keep the radio station's best interests in mind." As for nonwired networks, they represent about 10% of the total spot business and, she says, they will continue to grow at a "marginal" pace.

What has been the key to Crooks's success? A "positive attitude" that she attributes to Dallas-based psychologist, Dr. Anne McGee Cooper, author of the book "Time Management For Unmanageable People." "She taught me to view life as being full of marvelous opportunities disguised as impossible situations," says Crooks.

The Selcom Radio president now divides her time between New York and Dallas, commuting to Texas an average of two weekends a month. Crooks says that she used to be a workaholic but is now trying to balance her relatively new position at Selcom Radio with helping to raise two children and participating in outside activities ranging from reading, especially books on psychology and management, and writing (she is working on a novel), to snow skiing and mountain climbing.

One of her more recent avocations was raising a thoroughbred horse. It was the potential "thrill of victory" that attracted her, she says, a feeling with which she has become familiar in her vocation as well. ■

U.S. judge has dismissed nine of 11 charges in 10-year-old libel suit retired army officer has brought **against CBS Inc.**, producer and correspondent for its **60 Minutes**. And although Judge Charles S. Haight Jr. said there is sufficient dispute as to facts involved in two charges to submit them to jury for trial, CBS said it was "delighted" with decision. "We consider it a vindication of CBS News. It is as nearly as we can determine a complete victory." At issue in case is whether former **Lieutenant Colonel Anthony Herbert** was libeled in *60 Minutes* segment, "The Selling of Colonel Herbert," and by *Atlantic* article, written by Barry Lando, who also produced segment. Both appeared in 1973, and attacked Herbert's credibility in connection with charges he made, and published in book, "Soldier," regarding war crimes by U.S. forces in Vietnam. One of two charges to be heard by jury involves statement in *60 Minutes* piece; other was contained in article. **Jury must decide whether statements not only were false but were made with reckless disregard of whether they were false.** Herbert had sought \$22.5 million from CBS, Lando and correspondent Mike Wallace, and same amount from Lando and magazine. However, judge found no ground for suit against magazine, which he said had not solicited Lando's manuscript and had no obligation to do independent research. Case already figures in decision of Supreme Court that was landmark in libel law. Court in 1979 ruled that journalists in such cases must answer questions regarding their "state of mind" at time they prepared offending material (BROADCASTING, April 23, 1979).

Raising eyebrows. *Congressional interest in the Intelsat-vs.-separate-systems issue was on the rise last week, as indicated by the letters flowing from Capitol Hill offices on the issue. Among other things, they reveal that Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Senator Barry Goldwater (R-Ariz.) are in disagreement on the issue—as are their opposite numbers on the House side.*

Packwood and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, last week wrote FCC Chairman Mark Fowler to request a study on the effects of authorizing alternative international satellite communications systems. They say the pending applications for separate systems promise the advantages of competition—but also raise questions of "how to preserve the advantages of a single global system."

While Dingell and Packwood were urging a study, Goldwater and Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, along with Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, and Representative James D. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee, were seeking to block Dingell on a front he had opened a week earlier with a letter to President Reagan. Dingell, in the letter that was also signed by 50 other House members, asked the President to defer a decision on authorizing separate systems until the next Congress has an opportunity to examine the issues involved ("Closed Circuit," Oct. 8).

Goldwater and Percy, in separate letters to the White House, expressed opposition to further delay. Goldwater said he had declined an invitation to sign the Dingell letter in part because of a desire to see "an early announcement of the administration's policy. . . ." Other signers were Senators Edward Zorinsky (D-Neb.), Richard G. Lugar (R-Ind.) and Nancy Kassebaum (R-Kan.) and Representative Ernest F. Hollings (D-S.C.).

Wirth and Broyhill, who in the past have urged the administration to move expeditiously in establishing policy that would permit separate systems, last week expressed their concern about delay in a letter to Dingell. They said Congress has already considered the issues involved in hearings but that further congressional action will yield little that is new until the administration makes its recommendations. They said Congress needs the administration's "best judgment" regarding the implications of the proposals for separate systems.

Court of Appeals for Second Circuit in New York has granted CNN's motion for expedited consideration of its appeal seeking authority to provide live coverage of **CBS-Westmoreland trial** last week (see story, page 41). Opposition briefs are due today (Oct. 15). Only opposition to date was expressed by U.S. Judicial Conference. Appeals court said it would hear oral arguments as soon as possible.

WPix Inc. has gone to court in effort to gain access to final presidential debate, on Sunday, for cameras of its **Independent Network News** division. WPix, in complaint filed with U.S. district court in New York City, contends denial of independent access for INN **violates free press and equal protection guarantees of Constitution.** Complaint, which names **League of Women Voters and ABC, CBS and NBC** as defendants, also alleges that existing arrangement under which those networks are only ones allowed to have cameras in hall, **violates antitrust laws.** It seeks order prohibiting league from denying INN's cameras "reasonable access" to hall in Kansas City to film debate between President Reagan and Walter Mondale. WPix also seeks order prohibiting networks from imposing "unreasonable" fee for access to pooled coverage they make available. Complaint says networks charge WPix \$15,000 to have INN tap into pool; WPix has paid fee under protest. It says WPix estimates it could record debate, using its own equipment, for \$3,000. Complaint, filed on Oct. 10, had sought access to vice presidential debate, on Oct. 11, as well as to final debate between presidential candidates. But after league raised questions regarding two issues—whether it would be feasible to grant INN access being sought and whether WPix is raising First Amendment issue or is simply concerned about charges for access to pool, Judge A. I. Sofaer said he lacked information on which to make judgment. Accordingly, he asked parties to be prepared to discuss those issues at date this week he will set.

New first-run television program distribution company has been formed by King World Productions President **Robert King** and Bennett Group President **Alan Bennett**, in association with **Columbia Pictures Television. The Program Source**, as group is being called will be financed by CPT but managed independently. Studio will continue to produce and distribute first-run programming through its own syndication unit, with The Program Source acting autonomously in acquiring programs from independent producers. Before launching shortlived news magazine, *Breakaway*, last year Bennett held programming positions with Katz Television, Kaise Broadcasting and several individual stations. King has headed King World, first-run distributor of game show and other programming, since 1973. First show from The Program Source will be announced at NATPE convention in San Francisco next January.

Author Harold Robbins and 20th Century-Fox Television have entered into long-term **agreement** for Robbins to write, develop and produce projects for television and theatrical release. Arrangement is Robbins's first with major studio and includes his previously unproduced published works, as well as future novels and original material plus works of other authors that are owned or controlled by Harold Robbins International. HRI President Robert Weston and 20th Century-Fox Television President Harris Katleman disclosed two projects already under development: **Empire** ABC-TV series written by Robbins as Glen Larson production, and **Descent from Xanadu**, mini-series based on Robbins's best-seller of same name. Under terms of agreement, HRI will be headquartered at Fox.

FCC Mass Media Bureau last week announced that responses to petitions for reconsideration of its **12-12-12 multiple ownership ruling** are due Oct. 18.

Outlet Communications Inc. has agreed in principle to purchase **WPDS-TV Indianapolis** for \$22 million from USA Communication Inc., subject to FCC approval. Outlet is wholly-owned subsidiary of Rockefeller Group and owns five radio and five television stations. Last summer, Outlet announced its intention to buy WATL-TV Atlanta.

Arbitron advisory committee and National Association of Broadcasters executive committee have endorsed proposal that stations using "hot call letters" be delisted from rating books for cooling-off period of perhaps six months. Problem arose from FCC deregulation of call letters, permitting one station in market to pick up call letters dropped by another station—technique that usually means second station profits disproportionately in ratings. Ed Giller of Gilcom Corp., vice chairman of NAB radio board and head of Arbitron council, announced decision last week following industry survey that showed **58% favor delisting option**. Opinion has been sent to Electronic Media Rating Council for evaluation; Arbitron has said it will accept EMRC recommendation.

Senate measure (S. 607) authorizing total \$675 million for **Corporation for Public Broadcasting** for fiscal years 1987-89 and \$100 million for **Public Telecommunications Facilities Program** for FY 1985-87 was sent to **White House** for President's signature Oct. 10, along with Labor, Health and Human Services and Education appropriations bill, H.R. 6028. Last includes CPB appropriations of \$200 million for FY 1985, and is likely to be signed by Reagan.

Bob Banner Associates, in co-venture with **Group W Productions**, confirmed last week that it plans to produce first-run weekly one-hour syndicated series next fall based on **Music of Your Life**, successful radio format pioneered by veteran programmer Al Ham and targeted to listeners aged 35-years and older. One-hour **Music of Your Life** television special will be syndicated in late January by two companies. According to Group W announcement, it will be hosted by singer Toni Tenille and present live performances by three guest stars per show of "the best-loved and most-listened-to music of the past four decades." Stars will fulfill musical requests of three couples who have written to program "about their personal attachment to a certain number." Dancers and live orchestra will also be featured in series, produced by Stephen Pouliot with Bob Banner as executive producer.

ABC's Talkradio network appears to be undergoing some **budgetary cuts**. According to informed sources, several staffers will be let go at end of year. Action comes amid reports that **overnight Talkradio programming will shift from KABC(AM) Los Angeles to new ABC Radio broadcast facilities in New York** beginning in January. Switch will affect Talkradio personalities Ira Fstell, whose show is on-air from midnight to 3 a.m. NYT, and Ray Briem, whose program is fed to stations from 3 a.m. to 8 a.m. NYT, both of whom will continue with KABC(AM) locally. Move is said to be cost-effective one because overnight broadcasts can be transmitted directly to Satcom I-R for national distribution from East Coast uplink. Michael Jackson, Dr. Toni Grant and Dr. Susan Forward will continue their Talkradio programs from KABC(AM), sources say.

Ted Salter & Associates and **KDAY(AM) Santa Monica, Calif.**, have formed **joint venture** to produce twice-weekly **cable television series highlighting black-oriented music videos**. Program, **Video Reflections** of KDAY, will feature top 10 countdown with KDAY air personalities conducting interviews with major black recording artists. According to KDAY General Manager Edward Kerby, series will be distributed beginning this month on nine southern California cable systems serving up to 500,000 viewers. "This program is an extension of the radio station into the community," Kerby explained, "and fills a void in the black marketplace."

Pentagon beat fast **retreat from its decision not to include daily newspaper reporters in national pool of journalists that would accompany military** in future operations similar to U.S. invasion of Grenada last year (see page 71). Representatives of individual newspapers and of American Newspaper Publishers Association had strongly protested original makeup of what was to be 11-member pool. Under new plan, reporter would be selected by one of eight newspapers designated by ANPA. In related development, **Washington Post** reported that Pentagon "has proposed ground rules that expose the pool to an extraordinary degree of battlefield censorship." It would, newspaper said, be similar to censorship imposed during



Marshall



Gumbel

On low-power technology and TV's role. *There may be some so-called new technologies out there that will offer opportunity to minorities. But low-power television isn't one of them, according to Pluria Marshall, chairman of the National Black Media Coalition (above left). "Low-power television is a joke, to say something nice about them," Marshall said at the NBMC's three-day media conference in Washington last week. "I'd advise you not to put a nickel into them. Ain't nobody making money off them but lawyers, engineers and equipment people." Eugene Jackson, president of Unity Broadcasting Network, appeared to be of a similar mind. "I wouldn't put a dime into it [LPTV]," he said.*

On another front, Bryant Gumbel (right), co-anchor of NBC's Today, spoke at last Thursday's luncheon, addressing the challenges those trying to enter the television industry face. "At its best," Gumbel said, "what television can do and what it is expected to do, is to raise the level of consciousness and hopefully to raise the level of understanding [of its viewers]. I'm one of those who happen to believe that television succeeds more often than it fails," he said, adding that for it to continue to do so, it must, among other things, "somehow disengage itself from a ratings race that is . . . counterproductive to the ends of journalism and to the audience." He urged the conference attendees not to enter the television industry with a preconceived notion of what it should be, but rather "with a realistic idea of what it is . . . Succeeding in the business," he said, depended on "professional ability and tenacity."

World War II and Korean war. There was no censorship during Vietnam war. Pentagon spokesman said no such "ground rules" are on file. However, he did not rule out possibility that they would emerge in release of subsequent plans that, like national pool, would implement recommendations of Side panel. That panel had been created to review—and make recommendations for improving—relations between press and military in wake of military's exclusion of journalists from Grenada until third day of invasion. Former CBS News President Richard Salant, who was member of commission, believes similar news blackout is possible in future despite Defense Department's approval of commission's recommendations. He plans to discuss that matter at Radio-Television News Directors Association conference at Sheraton Center Hotel, in New York, on Oct. 19.

NBC News said its entire **Decision 84 live election night (Nov. 6) coverage** will be made **available via satellite to BBC** for broadcast in the United Kingdom. BBC will use NBC News election research and polling results as well as big chunks of NBC election night coverage, taped highlights and computer-driven graphics and electronic map used in updating state summaries in presidential race. For its own programing, BBC will anchor coverage in London and have secondary anchor reporting from BBC facility in Washington, and NBC will also make positions available to BBC reporters at its remote pickups from headquarters of major candidates and from political party headquarters in Washington. NBC News, acting as worldwide pool producer, is also providing election-night coverage to European Broadcasting Union (Eurovision) and to broadcasting networks in Australia and Japan.

Editorials

Extra baggage

No matter who "won" or "lost" the misnamed debates between Ronald Reagan and Walter Mondale on Oct. 7 and George Bush and Geraldine Ferraro on Oct. 11, it is clear that joint appearances of leading candidates before national television audiences are important functions in the political process. It is also clear that in arrangement and format, they need repair.

For starters, the presence of the League of Women Voters as the producer of these events is open to review, as is the role of interrogators who are screened by the candidates' organizations.

There is something to be said for the kind of presentation that was proposed by Frank Stanton, then CBS president, in 1963 and recalled by him in a story appearing on page 36 of this issue. Stanton would cut out the distractions and let the candidates go at each other in a format closer to a true debate. His proposal was forgotten in the 16 years that passed without confrontations by presidential candidates after the 1960 Kennedy-Nixon debates that Stanton had a big hand in arranging.

The hiatus was caused by incumbent Presidents' tacit use of the equal-time law as a device to avoid debates. Debates were resumed and the League of Women Voters got into the act after the FCC ruled that debates were news and thus exempt from Section 315 if not arranged by broadcasters. Gerald Ford, behind in the polls, agreed to debate Jimmy Carter.

The last obstacle to sensibly arranged debates was removed a year ago when the FCC agreed broadcasters could make the arrangements. Perhaps by 1988, the broadcasters will be back in charge and the show can be put on professionally.

Room for one more

As often happens in military operations, execution fell short of concept in the first "national press pool" that the Pentagon announced last week. The omission of a newspaper representative in the 11-member pool that the Pentagon first presented was a gaffe that could have queered the media cooperation required by a pool if it is to be successful. To its credit, the Defense hierarchy corrected the omission overnight, but not before reminding everybody that the education of the military to the journalistic facts of life is incomplete.

By definition, pools are exclusionary and hated by those who are left out. The trick in forming pools that will be accepted, however grudgingly, is to stick to the principle that every major element of journalism will be included. For newspapers, it is not enough to say that AP and UPI will be represented, as they were from the outset last week. Newspapers want one of their own on the scene, if only to establish their independence of the wire services. Never mind that in practice the *Washington Post* may choose to use an AP dispatch if the newspaper pool is represented by, say, a *Chicago Tribune* correspondent. The *Post* wants to be free to make that selection.

Ed Joyce, president of CBS News, was correct in criticizing the Pentagon for including reporters from each of four television networks, ABC, CBS, CNN and NBC, plus a pooled camera operator and sound technician, while counting 1,700 daily papers out in the original pool organization. Joyce was recognizing the dailies' legitimate complaint and the probability that it could lead to the discreditation of a good idea imperfectly applied. Certainly television has no reason to complain about its six-member representation in a 12-member pool, although some station news direc-

tors may feel slighted as a category.

In principle, the media must agree that pools are necessary compromises when military operations are too small to accommodate large delegations from the Fourth and Fifth Estates. At the same time, the military must agree to limit interference with the operation of the pool to the extent essential to protect the mission.

There are disquieting reports of a future directive to emanate from the Pentagon conferring powers of censorship beyond those that battlefield security requires. Before the Pentagon stumbles into another gaffe for lack of understanding of the outside world, it had better call back for consultation some of the media representatives who served on the Sidle commission that recommended pools with minimum restraints.

How sweet it is for cable

Speak no more of the luck of the Irish; talk instead of the luck of cable. After last week's hairbreadth passage of the Cable Telecommunications Act of 1984 there was no room for doubt that the industry was leading a charmed life—even if deservedly so.

That takes away not at all from the credit due Jim Mooney and his colleagues at the National Cable Television Association for their skill in negotiating the legislative rapids that so often threatened to swamp the bill in midcourse. Considering that he was as often fending off NCTA's own members as he was persuading reluctant congressmen, Mooney's feat has to be considered a textbook example for communications lobbyists. In the end, he had shepherded a bill that got continually better as it went along, not worse, as is the Washington norm.

But the real winner is cable itself, not its trade association, and for reasons that go far beyond the regulatory or franchising process. The asset value of every system in the land will jump when the President pens the cable bill into law, enhancing the industry's ability to attract investment capital. Marketplace realities will replace municipal vagaries. In ways great and small, cable operators will find their lot changed, and for the better.

In the final analysis, no matter how much opposition the cable bill attracted, there was no hard core that wanted to finish it off. That bespeaks a respect for and interest in cable that are at once a great compliment and a heavy obligation. The industry should relish the first and heed the second.



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