


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Nov 12

**THE FUTURE  
COMES ALIVE IN  
SEPTEMBER '85**



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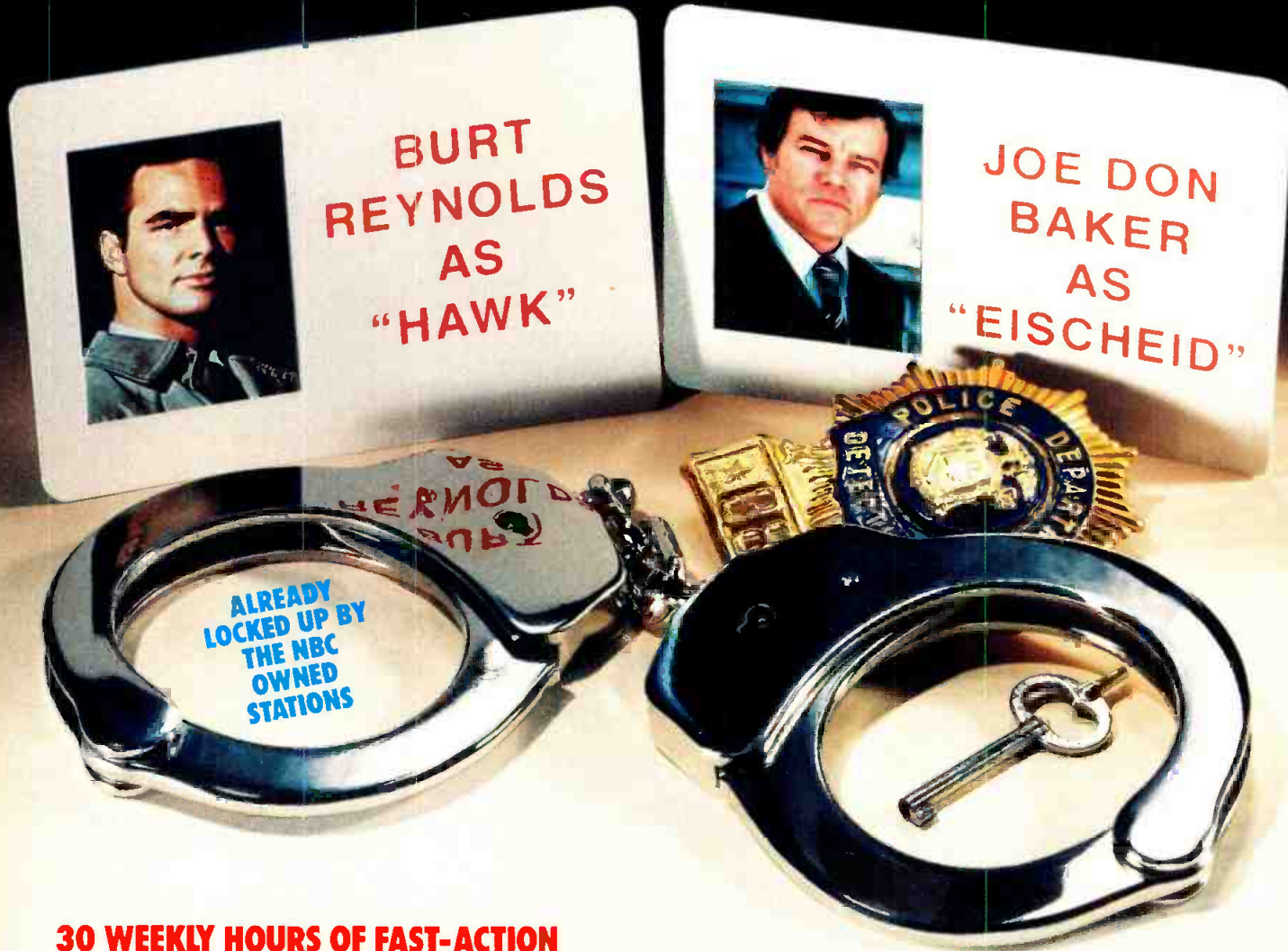




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# Broadcasting Nov 12

## Networks taken to task over election projections FCC opens RKO stations to competing applicants Coverage from TVB convention

**ELECTION 84** □ Elected officials blast broadcast networks' practice of projections on election night, but evidence suggests turnout may not have been affected dramatically. CBS first in race to crown Reagan with second term. **PAGE 35.**

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**OPEN SEASON** □ FCC votes to open 13 RKO stations to 162 competing applicants. **PAGE 42.**

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## The bears have it

Those who have been recently accustomed to seeing double-digit increases in revenue of networks and group owners may have to wait out next year—that is, if current economic prognosticators are correct. One Wall Street analyst projects that three-network revenue will rise but 7% next year, with ABC perhaps declining (after 1984's banner year, up 36% over last year in first three quarters). Projections for real GNP growth are about 3%, says another analyst, who notes that last year, at same time, double that increase was projected. Combination of sober economic outlook and hard-to-match 1984 may also keep operating profit in single-digit range. Companies currently in budget review may already be taking hard line on cost increases.

## Coattail effect

FCC Commissioner Dennis Patrick has especially good reason to be pleased that President Reagan won re-election. Patrick, former White House aide nominated by Reagan to fill out year and half of Republican commission seat that expires June 30, likes job and wants reappointment.

When Chairman Mark Fowler moves along, Patrick and fellow-Republican Commissioner Mimi Dawson would be logical candidates as Fowler's successor. (Fowler told BROADCASTING last week he intends to fill out remainder of his term, which expires June 1986. He declined to speculate on whether he would seek renomination.) Contest for chairmanship between Patrick and Dawson could prove awesome: both have friends in appropriate places. Dawson was once top aide to Senator Bob Packwood (R-Ore.), now chairman of Senate Commerce Committee, which has jurisdiction over FCC (and that committee has demonstrated that it likes to have say on whom White House nominates to commission). Patrick, however, has friends at White House, which does actual nominating.

## Profit in partnerships

Overlooked success story in CBS earnings report is "joint ventures," which comprise Tri-Star Pictures, CBS/Fox Video and new Trintex videotex venture. Although only one of ventures is more than two years old (CBS/Fox, founded in mid-1982) category this year is expected to show after-tax profit of nearly \$10

million. Carrying load while other two ventures get up to speed, CBS/Fox is generally regarded as largest player in rapidly growing home video industry. Three films Tri-Star has so far produced, "The Muppets Take Manhattan," "The Natural" and "Places in the Heart," have all done well at box office.

## Transformation

Satellite broadcasting venture that comes from merger between Satellite Television Corp. and United Satellite Television Corp. may end up looking more like latter than former. Planners from partners are now talking about broadcasting five-channel service via Telesat Canada's Anik C-II satellite, which USCI has been using since its debut year ago this week, rather than Satellite Business Systems's SBS IV, which STC had planned to use. If beam of Anik C-II were shifted south and west, it would provide wider coverage area and subscribers could still use relatively small dishes—.75 meters in hottest parts of beam. SBS IV could have delivered signals to .6-meter dishes, but its coverage would have been much smaller. Regardless of which satellite planners choose, they will move it to 110 degree west longitude so that service can be shifted to STC's two high-power DBS satellites after 1986 launch.

## Spring for drop-ins

FCC is still moving on plans to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18). Commission's Office of Plans and Policy has finished draft report on matters it thinks rulemaking should include. Mass Media Bureau is now hoping to get rulemaking out before end of March.

## NAB overruns

National Association of Broadcasters is planning to keep closer watch on spending at its annual convention in Las Vegas next spring. NAB, much to its surprise, discovered expenses for 1984 event ran higher than expected, largely due to unexpected costs caused by strike. Biggest element in overrun is attributed to opening-day extravaganza, which was estimated to cost \$100,000 but actually came in at almost twice that figure. In order to prevent repeat, NAB Secretary-Treasurer Mike Harwood has been charged to take more active role in controlling costs.

## Delight in delay

Networks won't have poor Labor Day weekend ratings to cite as factor in next season's averages for National Football League telecasts. Season will start week later in 1985 and 1986, much to delight of network executives, who note that later start can mean difference between single-digit and double-digit ratings. NBC, for example, received 7.3/21 for its first game Sunday Sept. 2. Year ago, it garnered 6.5/19 for game telecast that weekend. NFL tries to avoid scheduling games during Labor Day weekend, but does so to prevent scheduling playoff games on Christmas as result. (Ratings are down on that holiday, too, due to preoccupation with holiday activities.) More network revenues are at stake for playoffs because of higher spot price tags.

## Paying the piper

After FCC dropped its distant signal and syndicated exclusivity rules, Copyright Royalty Tribunal hiked compulsory copyright license fees cable operators must pay to carry distant signals. Impact of rate increases is just now being measured. In 1983, first year they were in effect, boosts cost cable operators additional \$25 million or more. Total fees collected for year: \$69.2 million. Increases will probably be subject of contentious CRT review next year.

## Casualties

Comsat has fired at least 10 more employees of Satellite Television Corp. as it continues to trim domestic broadcast satellite subsidiary in anticipation of move to New York and merger with United States Communications Inc. Most of those dismissed worked in marketing and operations and engineering departments. Another "six or eight" employees were moved into Comsat's other divisions. Further cuts are anticipated, sources said.

## Pulling out

U.S. withdrawal from UNESCO at end of year, as scheduled, is seen as certainty. State Department official familiar with administration thinking on matter said controversial international agency had taken some steps to meet U.S. concerns—particularly regarding its budget planning—but not enough to ease Reagan administration's misgivings. Among those is what U.S. perceives as UNESCO staff's interest in anti-freedom of press measures.





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## NCTA dues to go up

The board of the National Cable Television Association is expected to revamp its dues structure this week to increase revenues for fiscal 1985, according to NCTA Chairman Ed Allen.

Additional revenue from dues are needed, Allen said, to offset falling revenue from the association's annual convention and unanticipated 1984 lobbying expenses.

Meeting at the La Quinta resort in Palm Springs, Calif., today and tomorrow (Nov. 12-13), the board is also expected to adopt, with some additions or subtractions, a 1985 "break-even" budget calling for revenues and expenses of \$6.5 million, Allen said.

The big problem clouding NCTA's financial picture is the drop-off in revenue from the national convention. Allen said last June's show in Las Vegas generated a net profit 40% less than anticipated due to the poor turnout of exhibitors and cable operators. He declined to reveal the actual figures.

The financial picture is exacerbated by the "substantial" lobbying expenses stemming from the association's massive push to win passage of the cable deregulation legislation earlier this year. "The board literally said, 'Do what is necessary,'" Allen said. "Now we have to pay the piper."

On the Sunday prior to the meeting, an ad hoc "blue-ribbon committee" headed by John Goddard, president of Viacom Cablevision, was to consider the NCTA staff's proposal for reforming the dues system. Allen, who has seen the proposal, said the committee was likely to modify it before passing it along to the board. And the board, he said, will probably make changes of its own before adopting it.

The board will be doing more than raising dues to balance its budget. Total expenditures for fiscal 1985, which begins Feb. 1, 1985, according to the proposed budget, are being trimmed by about \$60,000, Allen said. This year's convention chairman, Trygve Myhren, chief executive officer of American Television and Communications, Allen said, is under instructions to cut the show's expenses. "We may not need all the limousines and the laser-light shows," he said.

Because the board's regular September meeting was dominated by discussion of the cable bill, whose fate was then very much in doubt, that meeting's principal purpose—the mapping of goals for 1985—was deferred to this week's meeting. With the board's approval, Allen said, NCTA's top priority for 1985 will be to win "copyright relief" for cable operators.

By interpreting the 1976 copyright law "overly literally" without regard for the intent of Congress, Allen said, the Copyright Royalty Tribunal and the Copyright Office of the Library of Congress have burdened cable operators with excessive copyright fees. (The operators must pay the fees to import and retransmit distant broadcast signals.) "Cable operators are required to pay for pro-



Allen



Myhren

gramming we are not even carrying," he said.

Another priority will be to influence FCC rulemakings implementing provisions of the cable legislation. In two years, the bill prohibits municipal regulation of rates of cable systems in markets with "effective competition." The FCC has six months, he said, to define "effective competition" and to determine the extent of rate regulation that is to be allowed in markets without such competition. The bill also imposes equal-employment-opportunity requirements on cable operators, he said, and gives the FCC nine months to specify certain procedures and reporting requirements.

## CATA agenda for '85

The Community Antenna Television Association, which represents the nation's smaller cable operators, has put two issues at the top of its 1985 agenda: copyright and the "discriminatory" pricing of cable programming.

Following CATA's board meeting last week, Executive Director Steve Effros said the board had established a copyright committee that will help formulate the cable industry's copyright policy. It will also have the funds necessary to lobby for changes in the copyright law or the way the laws are applied, he said. Last year, CATA was instrumental in introducing legislation that would have offset, in large part, the effects of a cable copyright rate hike in 1982.

The committee will not know exactly what it will do, Effros said, until it can map out an industry strategy with the National Cable Television Association and other elements of the cable industry, which have slightly different ideas about copyright. Turner Broadcasting System, for instance, has been trying to push through legislation that would exempt affiliates of superstation WTBS(TV) Atlanta from paying the higher copyright fees that were adopted in 1982.

CATA's members have two problems with cable networks that the association

will try to help resolve next year, he said. The small cable operators object to minimum monthly affiliation fees, he said, and to the networks' offering of volume discounts to large MSO's. The small operators view such practices as "discriminatory" and harmful to their "competitive positions," he said. CATA will be exploring legal as well as marketplace solutions, he said. The latter could involve setting up programing "co-operatives" among small operators to increase their negotiating power, he said.

## Ripon rip-off?

In a decision that may have national implications, a Wisconsin county court ruled last week that the franchise fee the city of Ripon, Wis., has been charging its cable franchisee, Ripon Cable Co., is "a tax" and "invalid."

Judge Eugene McEssey of the circuit court of Fond du Lac county ruled that the fee, 3% of Ripon Cable's annual basic revenue, was "invalid because it exceeds the city of Ripon's costs of administration and/or policing [Ripon Cable's] use of the city's streets." The city's fee is "a tax on income rather than a license fee."

Case law in the state, he pointed out, holds that fees collected by a city in exchange for the right to operate any kind of business must be used for regulating the business, "not for revenue purposes."

The ruling stemmed from a suit filed by Peter Athanas, owner of Ripon Cable and chairman of the Community Antenna Television Association. Ripon Cable serves 2,000 homes in the community, which is about 70 miles northeast of Milwaukee.

CATA Executive Director Steve Effros, who called reporters to tell them about the decision, said he thought the case "provides an excellent basis" for similar "legal challenges of franchise fees on general municipal-law theory in many states."

The decision does not conflict with the new cable law that was passed by Congress last month and that goes into effect late next month, Effros said. The law does not give municipalities authority to impose franchise fees, he said. It simply places a 5% cap on such fees, he said.

## VH-1 makes ready

VH-1, the new video music channel to be launched Jan. 1 by MTV Networks Inc., announced last week that it has three million subscribers committed by cable operators and that 13 advertisers have been signed to start with the new channel on its launch date. The advertisers were identified as American Motors, Chame Debaron, Chrysler, Cosmar Products, Dodge, Ford, IFM, JCI, Jovan, Kiwi, MGM-UA, Styleland and Wrigley.

Don Imus, the morning drive-time personality on WNBC(AM) New York, will become an on-air video jockey for VH-1. He will continue to host the WNBC program. An MTV

spokesman said plans call for a total of four on-air VJ's for the new channel. The original MTV uses five VJ's.

### Movie news

American Movie Classics announced it has signed a 10-year agreement with RKO Pictures for rights to use the entire RKO library of almost 700 films on the American Movie Classics pay-cable channel.

Among the films: "Citizen Kane" with Orson Welles; "Flying Down to Rio" with Ginger Rogers, Fred Astaire and Dolores Del Rio; "Fort Apache" with Henry Fonda and John Wayne; "Gunga Din" with Cary Grant; "Hunchback of Notre Dame" with Charles Laughton; "King Kong" with Fay Wray; "Room Service" with the Marx Brothers; "Annie Oakley" with Barbara Stanwyck and Melvin Douglas; "The Body Snatcher" with Boris Karloff and Bela Lugosi, and "Mr. Blandings Builds His Dream House" with Cary Grant and Myrna Loy.

The American Movie Classics channel and the Bravo channel form Rainbow Programming Services Co.'s two-channel Rainbow Service. Arthur H. Baer Jr., president of the parent company, said that "we have already launched the [AMC] channel on 44 systems and have commitments to launch on 24 more by year's end."

### The national ACE's

The National Cable Television Association will present its national ACE awards for cable programming Dec. 4 at the Beverly Wilshire hotel in Los Angeles. The black-tie affair was scheduled to attract cable operators who will be in the area for the Western Cable Show which begins Dec. 5 in Anaheim, Calif. The presentation of awards in 32 categories will be preceded by a champagne reception and followed by a dinner dance. According to NCTA, the two-hour ceremony will be taped for telecast by superstation WTBS(TV) Atlanta on Jan. 6.

### Beaver on Disney

Most of the original cast of *Leave It to Beaver*, the popular network television series of 1957-63 widely seen in syndication since then, is reunited (and supplemented) in *Still the Beaver*, a new half-hour comedy series launched on the Disney Channel last Wednesday (Nov. 7) at 8 p.m. NYT. The new series, produced for Disney by Universal Pay Television Programming Inc., presents Barbara Billingsley, Tony Dow, Ken Osmond and Jerry "The Beaver" Mathers in their original roles and adds new characters in updating the lives of the fictional Cleaver family. Two new episodes will premiere each month on the Disney Channel.

### Localizing CCI

The Southern California Cable Television Marketing Council expects to spend more than \$1 million in customizing and using the national Council for Cable Information's local campaign as its major subscriber acquisition and retention program for 1985. The Southern California Council's marketing push, officials said, will emphasize TV and radio along with print and will include a con-

sumer call-to-action program through an 800 telephone number. The council will also assist member systems in customizing the direct-mail program.

The California local campaign will start next March 1, two weeks after the Council for Cable Information's national media phase begins. A second flight is tentatively set to coincide with CCI's planned second national radio and television flight in the fall.

Frank McNellis of Valley Cable TV, chairman and president of the Southern California Council, said the CCI campaign "is tailor-made for informing the American viewer of the benefits and choices cable offers," is "ideally suited for our market and complements our current aggressive subscriber acquisition efforts." Kathryn Creech, president of CCI, called it "a tremendous compliment"

to have the Southern California Council, representing more than 500,000 subscribers and nearly two million homes passed, participate in the CCI campaign. "Cable's presence in the second largest U.S. market will be firmly established," she said.

### 'SI' on HBO

*Sports Illustrated* magazine's editorial selection of "Sportsman of the Year" will be presented live on Home Box Office on Dec. 18 at 8-9 p.m. NYT. Merlin Olsen will be host for the tribute to *SI*'s choice of outstanding sports figures of 1984 and the presentation of the sportsman of the year award to be held at the Vivian Beaumont Theater at Lincoln Center for the Performing Arts in New York.

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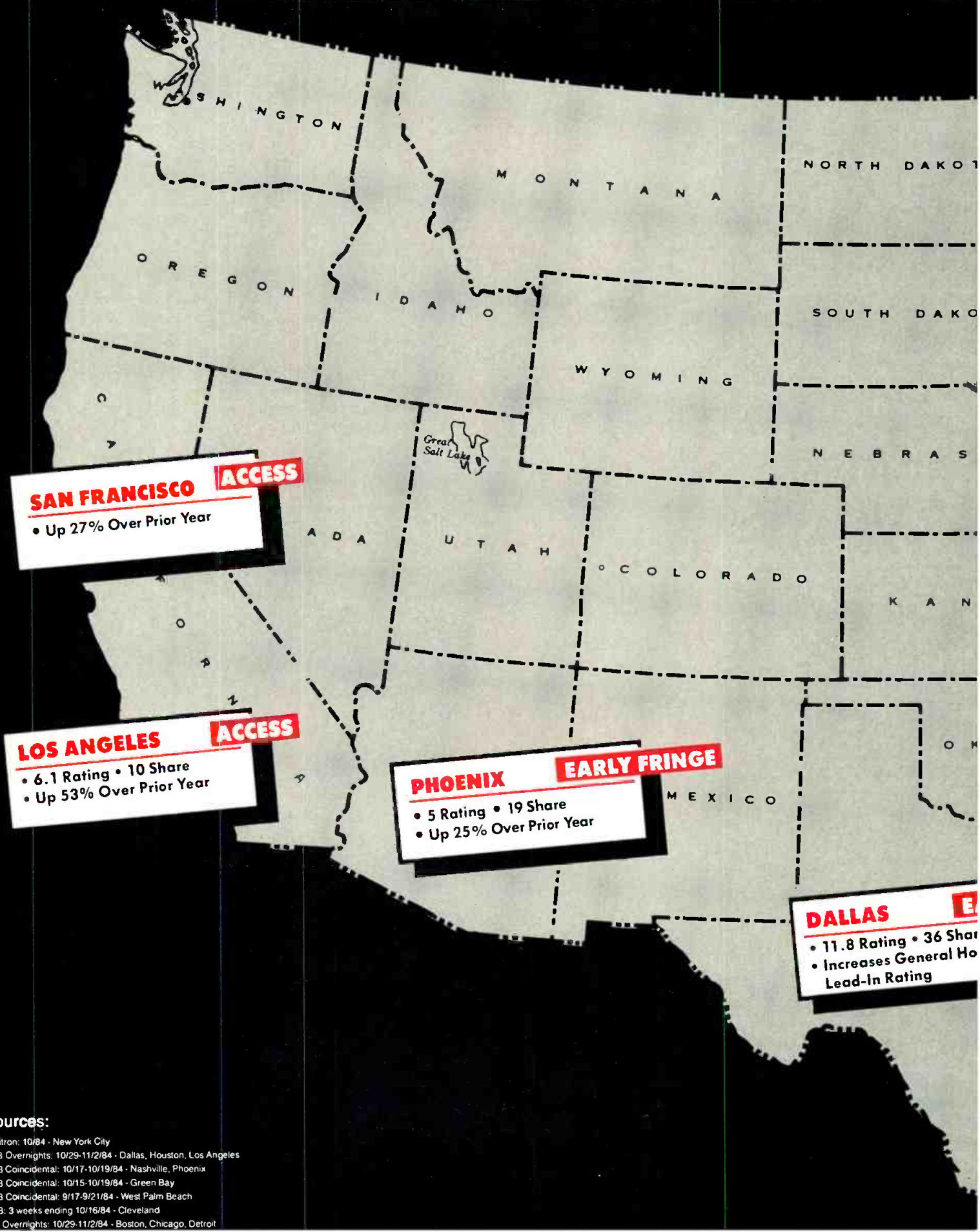
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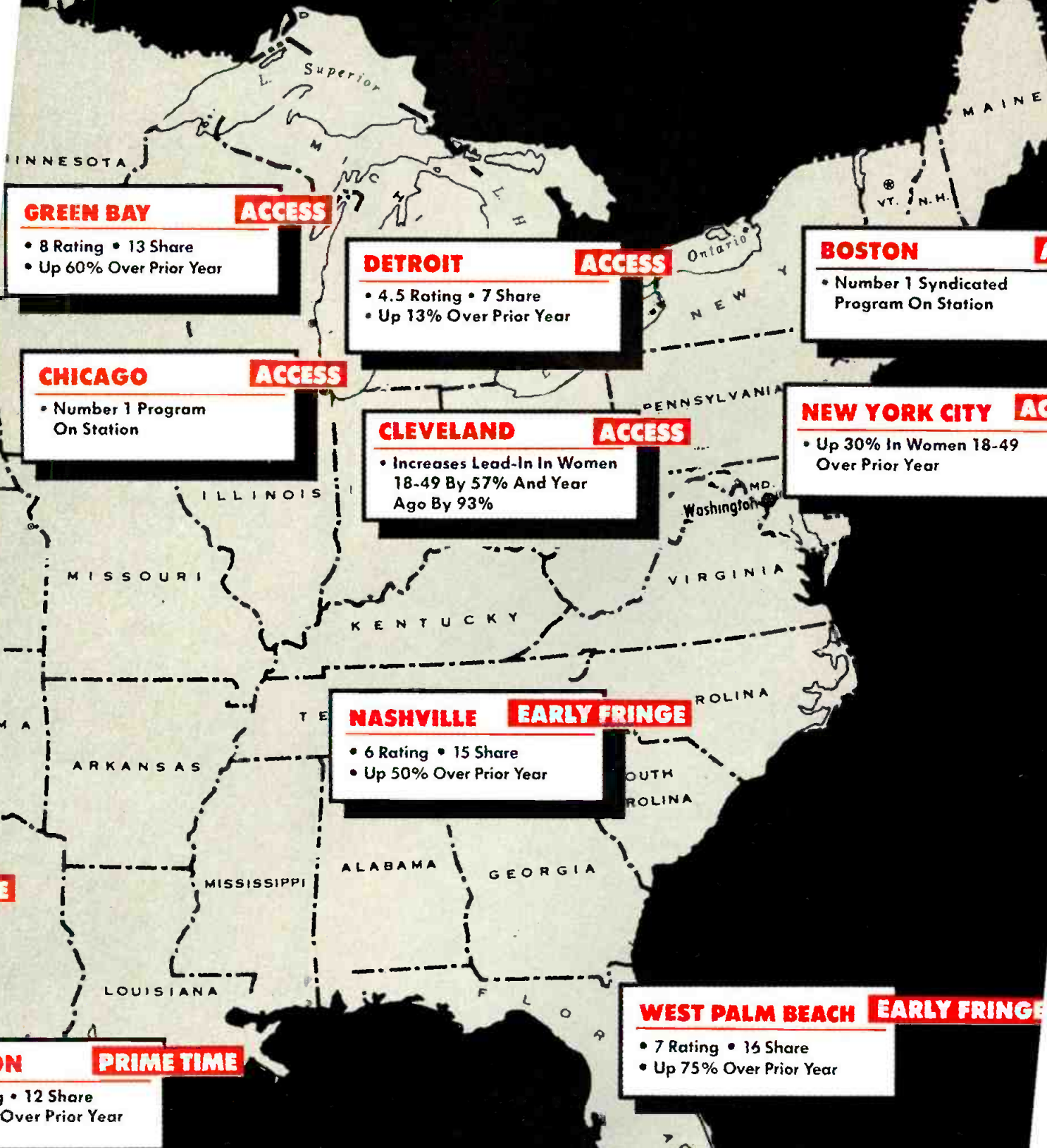
# DALLAS HAS



## Sources:

Arbitron: 10/84 - New York City  
ARB Overnights: 10/29-11/2/84 - Dallas, Houston, Los Angeles  
ARB Coincidental: 10/17-10/19/84 - Nashville, Phoenix  
ARB Coincidental: 10/15-10/19/84 - Green Bay  
ARB Coincidental: 9/17-9/21/84 - West Palm Beach  
ARB: 3 weeks ending 10/16/84 - Cleveland  
NSI Overnights: 10/29-11/2/84 - Boston, Chicago, Detroit

# FLEXIBILITY!



# Business Briefly

## TV ONLY

**Ford Motor Co.** □ Two-week flight is scheduled to begin later this year in about 20 markets in campaign aimed at black audiences. Markets will include Miami, Pittsburgh and San Francisco. Commercials will run in sports, fringe and prime time periods. Target: adults, 21-54. Agency: Burrell Advertising, Chicago.

**General Bio-Land** □ First-quarter 1985 campaign for Roach Free spray is in planning stages with at least 20 markets under consideration. Commercials will be positioned in daytime and fringe periods. Target: women, 18-49. Agency: Graces Media Service, Houston.

**Tom Thumb Supermarkets** □ First-quarter campaign begins in early January for 11 weeks in Dallas and Austin, Tex. Commercials will run in all dayparts. Target: women, 25-54. Agency: Arnold Harwell McClain & Associates, Dallas.

**Jean Pierre Products** □ Love Affair douche will be spotlighted in six-week

flight starting in mid-January in seven markets, including Baltimore, Washington, Philadelphia and Chicago. Commercials will be placed in daytime and fringe positions. Target: women, 18-49. Agency: Transworld Advertising/Marketing, Encino, Calif.

**Rydelle Laboratories** □ West Coast promotion for Zact toothpaste will begin in late November for six weeks in about 10 markets, including San Francisco, Sacramento, Calif., and Phoenix. Commercials will appear in fringe periods. Target: adults, 18-34; 18-49. Agency: Laurence, Charles & Free, New York.

## RADIO ONLY

**Just Pants** □ Retail chain will begin one-week flight in late November in approximately 80 markets, although final number has not been determined. Markets include Detroit and Pittsburgh. Commercials will run in all dayparts on weekdays and weekends. Target: persons, 12-24. Agency: Cohen &

Greenbaum, Chicago.

**Ground Round Restaurants** □ Four-week flight promoting pasta products will begin later this week in about 17 markets. Commercials will be carried in all dayparts. Target: women, 18-44. Agency: Ingalls Associates, Boston.

## RADIO AND TV

**Moto Photo Inc.** □ Two-week flights will be conducted by photo processing firm, starting this week on radio in Louisville, Ky., and on television in early December in Tulsa, Okla.; Louisville, Ky., and Victoria, Tex. Commercials will be carried in all dayparts on both radio and television. Target: adults, 18-49. Agency: Brown-Boyed & Associates, Tulsa, Okla.

**Ashley's, The Discount Store** □ Christmas promotion will be unveiled next week and run in 10 markets on television and 20 to 25 on radio for

## Rep Report

WVEU(TV) Atlanta: To Independent Television Sales (no previous rep).

□

WJKA-TV Wilmington, N.C.: To Avery-Knoedel Television (no previous rep).

□

WGRD(FM) Grand Rapids, Mich.; WPIC(AM)-WYFM(FM) Sharon, Pa.: To Weiss & Powell from Torbet Radio.

□

WYAY(FM) Gainesville, Ga: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

KIOC(FM) Orange, Tex.: To Republic Radio from Christal Radio.

□

KBNY(FM) Nampa, Idaho: To Republic Radio from Selcom.

□

KWLO(AM)-KFMW(FM) Waterloo, Iowa; WMRZ(AM) Davenport, Iowa: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

□

KAAP(AM)-KKBZ(FM) Ventura, Calif.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

KREQ(FM) Healdsburg, Calif.; WKOP(AM)-WAAL(FM) Binghamton, N.Y.; WXQT(AM)-KQXL-FM New Roads, La.; WZLD(FM) Cayce, S.C.: To Weiss & Powell from Selcom.

# AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**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.

**STOCKING STUFFERS—Weeks of December 10 and December 17—**AP celebrates Christmas and Hanukkah with twenty-five, sixty-second scripts, each with a special holiday theme. Scripts move in advance December 1.

**FLASHBACK '84—Weeks of December 17 and December 24—**Relive 1984's biggest news events in our fifty-part series, Flashback '84. Twenty-five scripts move in advance December 8. Twenty-five more run December 15.

**PEOPLE IN THE NEWS—**AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

**THIS MORNING—**A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move before morning drive.

For more information call, (202) 955-7200

**AP Associated Press Broadcast Services.**

# Great Music is Back on TV!

The TV Special for January!  
The Weekly TV Series for Fall!

Music That Recalls Magic Moments in Your Life.  
Performed by the Original Artists and the Music  
Of Your Life Singers and Dancers. An Hour Filled  
with The Hits—from the 40s, 50s, 60s and 70s Right  
Up To The Present—That Bring Back Laughter and  
Tears. Plus Salutes to Those Memorable Years.  
Lavishly Produced in the Bob Banner Tradition.

## The Music of Your Life

Your Host  
**TONI TENNILLE**



Special  
Guest Star

**JOHNNY  
MATHIS**



Special Guest Star  
**PATTI PAGE**



Special Guest Star  
**ANDY GIBB**



Musical Theme by Barry Manilow

Based on the Hit's Radio Format That has Swept the Country

Produced by



bob  
banner  
associates

in association with



Call (212) 307-3670 now to bring  
The Music of Your Life  
to your station.

# WHEEL'S ON A





# ROLL!

## Among affiliates in the top 10 markets, "Wheel of Fortune" is the undisputed winner of the October Book!

Rank	Market	Station	Time Period	Oct. '84 RTG./SHR.	Increase Over Oct. '83 TP RTG.*
# 1	New York	WCBS	7:30	14.0/24	+ 100%
# 1	Chicago	WLS	6:30	16.6/31	+ 113%
# 1	Philadelphia	WPVI	7:30	25.5/43	+ 44%**
# 1	San Francisco	KRON	7:00	10.9/20	+ 175%
# 1	Boston	WNEV	5:30	10.1/22	+ 100%**
# 1	Washington	WDVM	7:30	11.7/23	+ 20%**
# 1	Detroit	WDIV	7:30	21.2/36	+ 11%**
# 1	Dallas	KXAS	6:30	15.2/26	+ 50%**
# 1	Miami	WTVJ	7:30	13.1/22	+ 8%

\*Same time period

\*\*Wheel aired in same time period, October 1983 ARB

Source:

Arbitron Metered Market Overnights, 9/26-10/23, 1984, pure program averages. Computed by King World Research, based on actual ARB Figures.

© 1984 Arbitron

# WHEEL OF FORTUNE

National Advertising By  
**AMELOT**  
ENTERTAINMENT SALES  
New York

Produced and distributed by  
**THE HOTTEST TEAM  
IN TELEVISION**



**KINGWORLD**  
NEW YORK BEVERLY HILLS

## AdVantage

**Baby faces.** New campaign for Baby Fresh, pre-moistened towelettes for infants, is scheduled to break next week on network television in commercial spotlighting different personalities of different babies. Campaign for Baby Fresh, which is described as multimillion-dollar effort, will continue through 1985. Created by J. Walter Thompson, New York, TV commercial for Scott Paper Co. focuses on roll call of names that are as different as infants shown in spot: Maggy, Zack, Sophie, Jack, Jason, Jenny, Shawn and Kenny. Kate Guenther, JWT account representative, said concept of individual baby names was added to new commercial to "personalize" their message.



Scott's Baby Fresh



Grace's deficit campaign

**Deficit advertising.** W.R. Grace & Co. last week launched multimillion-dollar campaign on network television, spot TV and cable in effort to persuade viewers to apply pressure on Congress to reduce federal spending. Grace has allotted \$600,000 to advertising between now and end of year and several times that amount for 1985 urging viewers to lobby Congress on deficit. Commercial calls for public to dial toll-free number for free booklet containing suggestions on reducing deficit. Commercials began in spot television last Tuesday in New York, Chicago and Los Angeles and on following day on ABC, NBC and cable networks. Television schedule for 1984 will continue until Dec. 17. Commercial stresses that "every baby born in 1985 will have \$50,000 debt strapped to its back."

## RADIO-TV NEWS DIRECTORS ASSOCIATION INTERNATIONAL CONFERENCE and WESTERN CABLE SHOW

Coming in our December 3 issue. We'll be advancing both these major Fifth Estate events, the journalists in San Antonio and the cable operators/programers in Anaheim. That issue will also have lineups of exhibitors as well as agendas to guide you through the sessions at each of these shows.

On the scene at both: our editors and hundreds of extra copies of BROADCASTING. ¶ It's a double opportunity to get across your advertising message.

Closing date is November 19.

## Broadcasting

The News Magazine of the Fifth Estate

New York  
630 Third Ave., 10017  
(212) 599-2830

Washington Headquarters  
1735 DeSales Street, N.W. 20036  
(202) 638-1022

Hollywood  
1680 N. Vine St. 90028  
(213) 463-3148

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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

## The Fifth Estate Broadcasting

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

Sol Taishoff, *editor-in-chief (1904-1982)*.  
Lawrence B. Taishoff, *publisher*.

### Editorial

Donald V. West, *managing editor*.  
Leonard Zeldenberg, *chief correspondent*.  
Mark K. Miller, *senior news editor*.  
Kira Greene, *assistant to the managing editor*.  
Harry Jessell, *associate editor*.  
Doug Halonen, Matt Stump, Kim McAvoy,  
John Eggerton, *assistant editors*.  
Susan Dillon, *staff writer*.  
Anthony Sanders, *systems manager*.  
Jeanne A. Omohundro, LSF Fitzpatrick,  
Randall M. Sukow,  
*research assistants*.

Robert Orr, Todd F. Bowie, *production*.

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

*Editorial Consultant*  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting

**Yearbook**  
Mark Jeschke, *manager*.  
Joseph A. Esser, *associate editor*.  
David Seyler, *staff assistant*

### Advertising

*Washington*  
John Andre, *sales manager (equipment and engineering)*.

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

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

*Hollywood*  
Tim Thometz, *sales manager*.

### Circulation

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

### Production

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

### Administration

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

Albert Anderson.  
Irving C. Miller, *financial consultant*.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, *director*.

### Bureaus

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

Stephen McClellan, *associate editor*.  
Vincent M. Ditingo, *senior editor: radio*.  
John Lippman, *assistant editor*.  
Geoff Foisie, *staff writer*.

Marie Leonard, June Chauhan,  
*advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

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

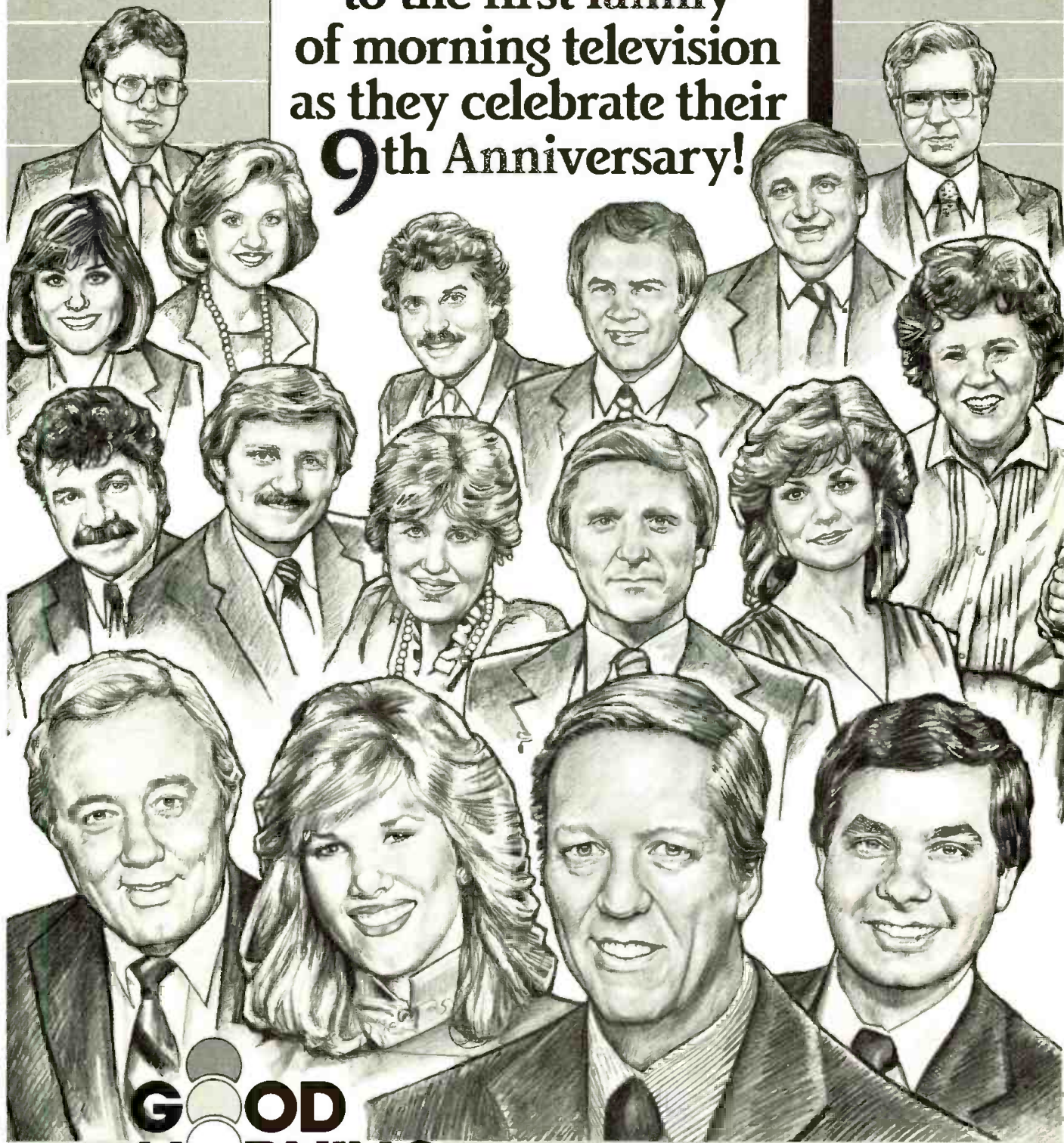


American  
Business  
Press Inc

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

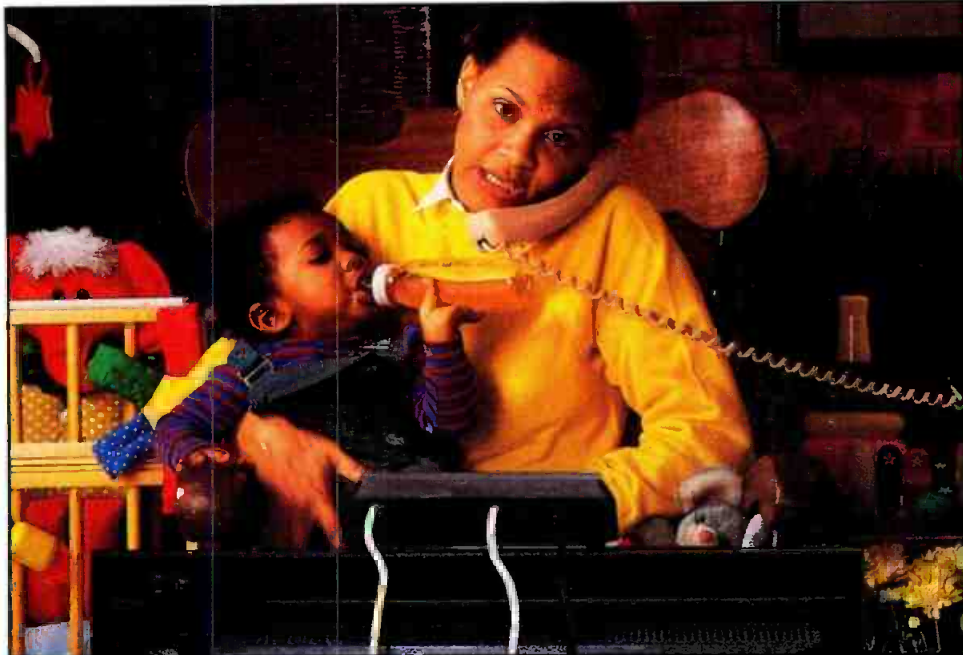
TELEVISION. Cablecasting.

**Congratulations  
to the first family  
of morning television  
as they celebrate their  
9th Anniversary!**



**GOOD  
MORNING  
AMERICA**

ABC TELEVISION NETWORK 



# Now Lifetime lets people talk back to their TV sets.

**Starting in January, Lifetime introduces  
2-way talk television to America.**

This January, Lifetime premieres a \$20 million investment in exciting, informational programming with an explosive difference—audience involvement by telephone.

## **TV that makes contact with your customers**

Two-way talk television is a proven and powerful way of creating viewer involvement.

"Good Sex!", with Dr. Ruth Westheimer, is a live call-in show that has been keeping America spellbound—drawing a phenomenal phone response from all fifty states.

We're integrating this call-in concept into other areas of Lifetime's informational programming, making it even more interesting and entertaining.

## **Expanded lineup of celebrated hosts**

The Lifetime lineup already includes such leading personalities as Regis Philbin, Ruth Westheimer, Richard Simmons and Joan Lunden.

And we're adding additional well-known personalities whose live shows will bring viewers to their TV sets and telephones.

## **TV that's talked to, and talked about**

Every day, viewers will dial in on their passions: money, leisure, lifestyles, opinions and, of course, sex.

Lifetime will attract and hold an audience of interested, involved subscribers with a highly entertaining and provocative mix of call-ins, contests, viewer polls and information access.

Lifetime is creating television that's worth talking about.

 **Lifetime**™



about one month. Commercials will run in all dayparts on television and in daytime slots on radio. Target: adults, 25-54. Agency: Campbell-Mithun, Chicago.

**Illinois Board of Tourism** □ Board begins series of two-week flights later this week in 16 markets on radio and television. Commercials will be

scheduled in various dayparts to promote tourism in Chicago. Target: adults, 18-49. Agency: Zechman & Associates, Chicago.

## Monday Memo

A TV advertising commentary from Earl L. Jones, VP/sales director, KTXA(TV) Dallas, KTXH(TV) Houston, WBFS-TV Miami

### Success formula for TV selling

My partner, Milt Grant, and I—like so many others with an entrepreneurial dream and an eye for the BIG chance—moved to Texas four years ago, and like so many others before us, found that fabled state overflowing with riches and almost boundless rewards.

However, we didn't run cattle or drill for oil. Instead we opened a couple of independent TV stations: KTXA Dallas (channel 21) and KTXH Houston (channel 20).

Based on our experience—going from ground zero to properties with a value of \$125 million in the span of a single presidential term—independent television stations may be the oil wells of the 1980's, provided you bring to your operation a sense of the marketplace, an appreciation of your audience, a respect for new technology and a commitment to credibility in all your advertiser-agency relationships.

The numbers achieved at both our stations—ratings in the high teens and shares in the high 20's—are, we believe, unprecedented for new independents, and, at the very least, eminently respectable for most affiliates.

Now that I've established where we're coming from, let me move to the real point. It's this: I love our business. It is the most exciting and rewarding career possible. And it disturbs me when I see the few opportunists that have been so visible the last few years.

I mean that small minority of television stations that hurt our industry by making blunders: giving away or trading off inventory; promising monster ratings and delivering ones and twos; failing to properly air contracted schedules, or limping along on old or second-hand equipment.

During our years at KTXA and KTXH, we have evolved a formula for success that avoids these pitfalls. Over the next few paragraphs I'd like to offer—as a sort of payback to our industry—a few management principles we live by. They may help other ambitious people gain some of the success we've been fortunate enough to realize.

The rules I'm about to outline have one major goal: to build credibility with advertisers. Without credibility, no station—regardless of ratings—will be worth a damn to its ownership over the long haul.

Jones's first law: *Hold Out Achievable Expectations*. When we go to an agency or cli-



Earl L. Jones is vice president, director of sales and a founding partner of KTXA(TV) Dallas, KTXH(TV) Houston and WBFS-TV Miami. He also has a minority interest in KLRN(TV) Little Rock, Ark. Jones was general sales manager at WDCA-TV Washington and was an account executive with TeleRep and Petry Television as well as a media buyer at Grey Advertising.

ent, our projections are solid, based on available research, and conservative. We almost always underestimate the case. In my early broadcast career I kept hearing from buyers that Houston and Dallas were unresponsive TV markets with limited opportunities for many advertisers. I promised myself that if I ever got to Dallas or Houston I would be positive, receptive and open with every advertiser.

Jones's second law: *Buy The Best Technology*. We've invested in the most current equipment. As an example, we've installed at both stations an Eclipse traffic expense that virtually guarantees accuracy and pinpoints attention on the scheduling requirements of all our advertisers.

Jones's third law: *Hire The Best, Most Experienced Managers*. In addition to the usual requirements—they must be aggressive, hungry, determined, organized—all of our top managers must have extensive, proved major-market experience.

Why is major-market experience so vital to independent stations like ours? Because sales managers make instant decisions that

affect a station's success and failure, profit and loss.

Sales managers must know inventory control and pricing and must have strong national contacts. They must develop and manage a local sales staff, at the same time maintaining a positive relationship with their national representative. And that demands people who have faced and solved these challenges before.

Experienced sales managers—particularly the really good ones—are devout believers, as I am, in continuing sales training. We hear regularly about the current generation of salespeople. But very few stations do anything tangible to change the situation. Which brings me to . . .

Jones's fourth law: *Institute Strong Sales Training*. Each of our stations maintains intensive sales training. We stress business and media knowledge. We emphasize high selling standards.

Isn't it time every station and station group—either on its own or through the industry's trade associations—put similar training policies in place?

We've found that intelligent, well-trained account executives have raised our perception in the advertising community. They have helped distinguish our salespeople dramatically from others in an industry competing for the same media dollars. Reason: Our people have the training and knowledge to truly benefit and assist advertisers and agencies.

We are one of the few TV operations to maintain a national sales manager in New York. It's a basic part of our philosophy. The nearer we are to the advertiser and agency, the quicker and more effectively we can respond.

Jones's fifth law: *National Rep Selection*. Look for performance instead of "client services." Picking the right national rep is primary to building any successful TV operation. Some reps are riding on old reputations. Be sure to pick a rep that is committed to your station.

Our theme has always been "In Search of Excellence." This means performing every part of the job professionally. Fresh, responsive programing . . . realistic rating estimates and rate structure . . . an uncompromising credibility in all relationships with the advertising community . . . the best in both managers and technology.

The above is either a set of impossible standards or the easiest, most logical game plan in the world. It's up to you. □

SHOWBIZ INSIDE OUT

# Entertainment: Coast to Coast

Coming January 1985—a new and different one hour weekly radio show that zeros in on the “inside” stories from the entertainment capitals of the world. Music and movie reviews, video, television, concerts, exclusive celebrity interviews, direct reports from affiliates across the country, a rundown of the top hits of the week—all on ENTERTAINMENT: COAST-TO-COAST.

Co-hosts Kris Erik Stevens and Keri Tombazian are joined each week by other feature editors, to take listeners through the glittering, fast-paced world of entertainment.

ENTERTAINMENT: COAST-TO-COAST captures this vital part of America’s young adult lifestyle. Reserve it in your market. Contact Susan Jacobi (212) 975-6917.



The Programming Service  
with the CBS Difference

# MASH

M\*A\*S\*H  
49  
SHARE

M\*A\*S\*H  
51  
SHARE

M\*A\*S\*H  
53  
SHARE

WALTONS  
12  
SHARE

WONDER WOMAN  
15  
SHARE

KOTTER  
17  
SHARE

M\*A\*S\*H  
42  
SHARE

M\*A\*S\*H  
52  
SHARE

BJ LOBO  
15  
SHARE

ROCKFORD FILES  
11  
SHARE





# PINS DAYTON!

**FOR FOUR YEARS,  
IT'S OCCUPIED THE NUMBER 1 SPOT  
IN ITS TIME PERIOD!**

"From 5:30 to 6:00 on Monday through Friday, almost half of Dayton's sets in use are tuned to MASH. That puts Dayton in the same league as America's biggest markets!"

STANLEY G. MOUSE  
PRESIDENT AND  
GENERAL MANAGER  
WHIO-TV



"There's a beer commercial that says, 'It just doesn't get better than this.' That's how Dayton feels about MASH."

JOHN E. CLARK  
PROGRAM MANAGER  
WHIO-TV

The battle reports from Dayton are filled with news of MASH's four-year average 18.7 rating and 47 share! (The losing armies were led by Alice, Wonder Woman, Charlie's Angels and Welcome Back, Kotter.)

In more than 50% of its markets, MASH is Number One, and attracting new recruits every day! That's why there are never enough cheers for MASH!

Enlist in MASH today!

# M\*A\*S\*H

The biggest winner of all time.



# Datebook

## This week

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

**Nov. 11-14**—*Association of National Advertisers* 75th annual meeting. Camelback Inn. Scottsdale, Ariz.

**Nov. 13**—*New York Television Academy*, student affiliate chapter, *Syracuse University*, media professionals series. Speaker: Dick Stockton, sportscaster, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

■ **Nov. 13**—*Women in Cable*, *Washington* chapter, meeting, "Cable Customer Satisfaction." Speaker: Jeri Baker, International Communications Research. National Cable Television Association headquarters, Washington.

■ **Nov. 13**—*Media Institute* fall business/media luncheon. Speaker: Henry Cato Jr., *Washington Journalism Review*. Mayflower hotel, Washington. Information: (202) 342-7571.

**Nov. 14**—"Women at the Top," series sponsored by *American Women in Radio and Television*, *Washington* chapter. Topic: law/government. Panelists include Linda Cincinnati, Department of Justice; Mimi Weyforth Dawson, FCC; Anne Jones, former FCC commissioner, now with Sutherland, Asbill & Brennan, and Mary Jo Manning of Wilkes, Artis, Hedrick & Lane. Moderator: Lenore Ehrig, former administrative law judge, FCC, National Association of Broadcasters, Washington.

**Nov. 14**—*National Academy of Television Arts and Sciences*, *New York* chapter, luncheon. Speaker: Larry Grossman, president, NBC News. Copacabana, New York.

■ Indicates new or revised listing

■ **Nov. 14**—*American Film Institute* Elton H. Rule lecture series in telecommunications. Speaker: Columbia Pictures Television President Barbara Corday. AFI campus, Los Angeles. Information: (213) 856-7600.

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

**Nov. 14-16**—*Oregon Association of Broadcasters* fall meeting. Hilton, Eugene, Ore.

**Nov. 14-17**—*Society of Professional Journalists*, *Sigma Delta Chi*, national convention, during association's diamond jubilee. Speakers include Bob Schieffer, CBS News, and John Chancellor, NBC News. Panelists include Sam Donaldson, ABC News, and Larry Speakes, deputy press secretary to President Reagan. Hyatt Regency, Indianapolis. Information: (312) 649-0224.

**Nov. 15**—Deadline for papers for high definition television colloquium, sponsored by *Government of Canada*. Theme: "Progress in HDTV, EDTV and Other Improved Television Systems." Information: Dr. Elmer Hara, Canada Department of Communications, 300 Slater Street, Ottawa, Ontario, K1A 0C8; (613) 993-6460.

■ **Nov. 15**—*Federal Communications Bar Association* monthly luncheon meeting. Speakers: Henry Baumann, senior vice president and general counsel, National Association of Broadcasters, and Brenda Fox, general counsel, National Cable Television Association. Touchdown Club, Washington.

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

**Nov. 16**—*Pacific Pioneer Broadcasters* luncheon with presentation of PPB's Distinguished Achievement

Award to Elton Rule, vice chairman, ABC Inc. Sportsmen's Lodge, Los Angeles.

■ **Nov. 16**—Deadline for nominations for Matrix Awards of *Women in Communications*. Information: Vivian Manuel, VM Communications, 370 Lexington Avenue, suite 1713, New York, 10017.

**Nov. 16-17**—*Alpha Epsilon Rho*, *National Broadcasting Society*, Southeast regional conference. University of Florida, Gainesville. Information: (409) 294-1342.

**Nov. 16-17**—*National Black Programing Consortium's* presentation of "Prized Pieces" awards of fourth annual video and film competition/festival. Columbus Museum of Art, Columbus, Ohio. Information: (614) 252-0921.

**Nov. 16-18**—*Foundation for American Communications* environmental issues conference for journalists, "Toxics and the News," co-sponsored by *Capital Cities Communications*. The Houstonian, Houston.

**Nov. 16-18**—*National Radio Broadcasters Association* "Radio Sales University." John Carroll University, University Heights, Ohio.

**Nov. 16-19**—Radio executives conference, sponsored by *Associated Communications Attorneys Inc.* Speakers include FCC Commissioner James Quello, FCC Mass Media Bureau Chief James McKinney and engineers Jules Cohen and Tom Johnson. Rose Hall Beach hotel, Montego Bay, Jamaica. Information: Joyce Winston, (305) 576-7973.

**Nov. 17-18**—"Producing the Independent Motion Picture," seminar sponsored by *Producers Chicago*, group of independent producers. Facets Multimedia Center, Chicago. Information: (312) 337-5647.

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

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

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

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

**Dec. 5-7**—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex. Future conventions: Sept. 11-14, 1985, Nashville, Opryland, and Sept. 10-13, 1986, Dallas, Anatole.

**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 14-17, 1985**—First *NATPE International* production conference. New Orleans Hilton, New

## Major Meetings

Orleans. Information: (212) 949-9890.

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

■ **April 14-17, 1985**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**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, 1985**—*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.

■ **May 19-23, 1985**—*National Public Radio* annu-

al convention. Marriott City Center, Denver.

**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 6-9, 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 6-12, 1985**—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

**Aug. 4-7, 1985**—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

**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.

**Sept. 11-14, 1985**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

■ **Nov. 11-13, 1985**—*Television Bureau of Advertising* 31st annual meeting. Hyatt Regency, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

# AN OVERNIGHT SENSATION

After its first seven weeks, "Diff'rent Strokes"  
is the hit of the Fall syndication season.



## DIFF'RENT STROKES

DISTRIBUTION  EMBASSY  
EXCLUSIVELY THROUGH TELECOMMUNICATIONS

1901 AVENUE OF THE STARS, SUITE 1601 • LOS ANGELES, CALIFORNIA 90067 • 213-553-3600

## Stay Tuned

A professional's guide to the intermedia week (Nov. 12-18)

**Network television** □ **CBS:** *Ellis Island* (three-part mini-series), concluding Tuesday and Wednesday, 9-11 p.m.; *Donald Duck's 50th Birthday* (animated/live action salute), Tuesday 8-9 p.m. **NBC:** *Victims For Victims: The Teresa Saldana Story* (drama), Monday 9-11 p.m.; *Fatal Vision* (two-part mini-series), Sunday and Nov. 19, 9-11 p.m. **PBS** (check local times): *Breathing Easy* (health-related variety special), Wednesday 9-10 p.m.

**Network radio** □ **ABC Direction Network:** *A Smoker's Guide to Quitting* (five-part news series), Monday-Friday (check local times). **ABC Information Network:** *The Power Brokers* (five-part mini-documentary), Monday-Friday (check local times).

**Cable** □ **Arts & Entertainment:** *The Critic* (satire), Sunday 8-10:10 p.m. **EWTN:** *Boast of Kings* (documentary), Monday 8:30-9:30 p.m. **HBO:** *The Hitchhiker*\* (mystery-suspense anthology series), Tuesday 10-10:30 p.m.; *Greater Tuna* (comedy), Wednesday 8-9



Greater Tuna on HBO

p.m.; *The Glitter Dome* (suspense drama), Sunday 8-10 p.m. **Lifetime:** *Informathon: Diabetes Update '84*, Wednesday 8-11 p.m., repeated 11 p.m.-2 a.m. **Showtime:** *Master Harold ... And The Boys* (Broadway adaptation), Monday 8-9:30 p.m.; *Robin Hood: The Swords of Wayland*\* (premiere film for adventure series), Saturday 8-10 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York): *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, through Thursday. *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. Also, four seminars with John Mortimer. "Writing for Television," 5:30-7 p.m. Tuesday and Friday, 12:30-2 p.m. Wednesday and Friday. *Charlie Brown—A Boy For All Seasons: 20 Years on Television*, retrospective featuring all 26 Peanuts animated specials, as well as newer Saturday morning material, Peanuts commercials and videotaped interviews with creator Charles Shultz, producer Lee Mendelson and animator Bill Melendez, Friday through Jan. 31, 1985. Also includes seminar with Mendelson and Melendez, Thursday 12:30-2 p.m. For information and air times call (212) 752-7684.

\* indicates premiere episode

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

## Also in November

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

**Nov. 19**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Bob Giraldi, Bob Giraldi Productions. Copacabana, New York.

**Nov. 20**—Seventh annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*, to be delivered by David Broder, associate editor, *Washington Post*. Capital Hilton, Washington.

■ **Nov. 20**—*American Women in Radio and Television, Washington chapter*, meeting, "Counting the Numbers: A Special Panel on Ratings." Panelists: Joseph Philport, Arbitron; Patricia Dignam, Nielsen; David Poltrack, VP-research, CBS Inc., and John Carmody, *Washington Post*. U.S. Chamber of Commerce, Washington.

**Nov. 27**—*International Radio and Television Society* newsmaker luncheon. Speakers: Peter Jennings, ABC; Bill Kurtis, CBS, and Tom Brokaw, NBC. Waldorf Astoria, New York.

**Nov. 27**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

**Nov. 28**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime. Copacabana, New York.

**Nov. 28**—*New York Women in Communications* meeting. Speaker: Lesley Stahl, CBS News, on "The 1984 Presidential Campaign and its Aftermath." Summit hotel, New York.

**Nov. 29**—*Philadelphia Cable Club* meeting. Speaker: Kay Koplovitz. USA Network. Ovarions Club, Spectrum, Philadelphia.

■ **Nov. 29**—*Massachusetts Institute of Technology* communications forum, "Media Diplomacy." Marlar Lounge, Cambridge.

**Nov. 30**—*Columbia University, Research Program in Telecommunications and Information Policy*, conference, "Tracing New Orbits: Competition and Cooperation in Satellite Development." Columbia University, New York.

■ **Nov. 30**—Presentation of First Amendment Defender Award by *Catholic University of America, Columbus School of Law, Institute for Communications Law Studies*, to Elie Abel, director of Stanford University's communications department, and former NBC News correspondent. Caldwell Hall auditorium, Catholic University, Washington.

## December

**Dec. 1**—Deadline for proposals for seminar workshops of *Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual convention, to be held June 6-9 in Chicago. Information: (717) 397-5727.

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

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

**Dec. 4**—*American Advertising Federation's* eighth

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## Errata

Radio Advertising Bureau's new computerized co-op network, which will soon be available to association members, will not offer free computer access time as reported in Nov. 5 "Riding Gain."

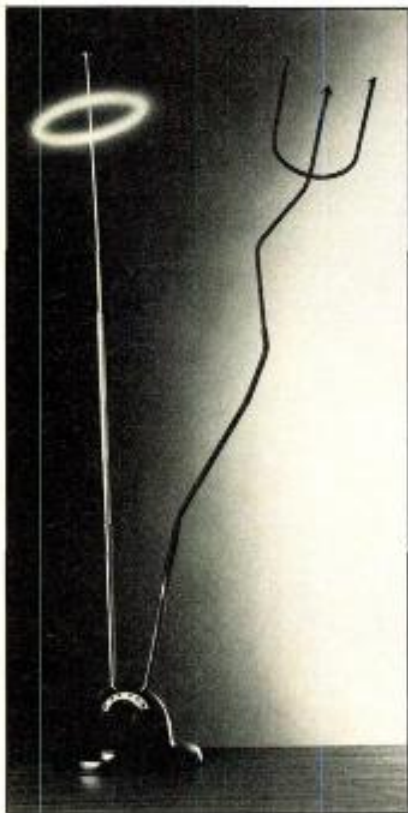
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Speaking will be Norman Lear, Jack Valenti, Morton Dean, and many other leaders of the television industry advertising, and citizen groups.

To be discussed: TV regulation, Programming, and Content; Advertising trends; and Media influence on moral and social issues.

At the Sheraton Boston Hotel, Thursday, December 6th from 8:30-5:00, and Friday, December 7th, from 9:00-2:00. Full conference attendance (including two lunches) \$195. Students: (Sessions only) \$95.

For more information and to register, call NATAS at (617) 259-8656 or Emerson College at (617) 578-8538.

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## Open Mike

### Quote correction

EDITOR: So your readers do not receive a false impression, please correct the following which appeared in the Oct. 29 BROADCASTING coverage of the Radio-Television News Directors Association regional conference in New York.

1. The quote "Radio news directors have a total insensitivity to sales" was taken out of context. I was quoting a representative of one of the wire services at the National Association of Broadcasters/National Radio Broadcasters Association programing conference in Los Angeles who had come to that conclusion after years of dealing with radio news directors.

2. Joe Sullivan & Associates Inc. is not a management placement firm, but an executive search and recruitment firm. The former represents individuals and the latter is retained by clients. There is an enormous difference.—*Joseph J. Sullivan Jr., president, Joe Sullivan & Associates Inc., New York.*

### Book note

EDITOR: Just a note to say that I am both very pleased and very disappointed by your Oct. 8 review of Ford Rowan's book, "Broadcast Fairness: Doctrine, Practice, Prospects." The review is a good one, and that is what

pleases me. What disappoints me is the failure to give any mention to the role of The Media Institute.

The Media Institute funded this book, owns the copyright to it, sent out the only press release about it and is actively marketing it. Without The Media Institute, this book would not exist.

Nor is this merely an omission without real consequence but to us. The fact is that while other media critics (including some who, like us, are occasionally characterized as "conservative") have been calling for retention of the fairness doctrine, we have funded a book calling for its repeal.—*Patrick D. Maines, president, The Media Institute, Washington.*

### No-shows

EDITOR: For 15 years we have been reading urgent requests printed in BROADCASTING from station executives who plead for responsible help. I am the first to admit that it is a problem. However, it is not one-sided.

For the first nine guest sessions, with station administrators, this year—we had four no-shows (44%). Of those no-shows, one called three weeks ahead of time. Three, however, failed to call, show up or phone or write an apology (33%).—*John C. Jeppi, president, The Broadcasting Institute of Maryland Inc., Baltimore.*

annual Advertising Law and Public Affairs Conference. Speakers include Floyd Abrams, partner, Cahill, Gordon and Reindel; Robert Pitofsky, dean, Georgetown University Law Center, and attorney William Rogel. Capitol Hyatt Regency, Washington.

**Dec. 4—Academy of Television Arts and Sciences** forum luncheon with Ted Turner, chairman and president, Turner Broadcasting System. Century Plaza. Los Angeles. Information: (818) 506-7880.

**Dec. 5—"Women at the Top,"** series sponsored by *American Women in Radio and Television, Washington chapter.* Topic: talent/writers/performers. National Association of Broadcasters, Washington.

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

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

■ **Dec. 6—New York County Lawyers' Association** public forum, "Cable TV Companies as Telephone Companies?" 14 Vesey Street, New York.

■ **Dec. 6—Ohio Association of Broadcasters** sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

**Dec. 6-7—"TV and Ethics: Who is Responsible?"** national conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College.* Speakers include Norman Lear, TV producer, and Jack Valenti, president, Motion Picture Association of America. Participants include Ralph Baruch, Viacom International; Len Matthews, American Association of Advertising Agencies; David Henderson, Outlet Broadcasting; Herman Land, Association of Independent Television Stations, and Pluria Marshall, National Black Media Coalition. Sheraton Boston, Boston. Information: (301) 593-8650.

**Dec. 7—Deadline** for entries in 25th annual International Broadcasting Awards, sponsored by *Hollywood Ra-*

*dio and Television Society,* honoring "world's best radio and television advertising." Information: HRTS, 5315 Laurel Canyon Boulevard, suite 202, North Hollywood, Calif., 91607-2772; (818) 769-4313.

**Dec. 8—Foundation for American Communications** conference for journalists, "Economics and the News," co-sponsored by *Arizona Republic/Phoenix Gazette.* Phoenix Hilton, Phoenix.

**Dec. 8—National Federation of Local Cable Programers** fall regional conference for far West. Santa Ana College, Santa Ana, Calif.

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

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

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

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

**Dec. 14—Broadcast Pioneers, Washington area chapter,** fifth annual awards banquet. Kenwood Country Club, Bethesda, Md.

**Dec. 18—Golden Jubilee Commission on Telecommunications** first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

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

### January 1985

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

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Entries must be postmarked  
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**Women's group honors 'Amelia'**  
"WINING" ABOUT "AMELIA," the relationship between executive, Pam Slemon, with physical violence Sim son, who has been unavailable for comment, is executive producer of special projects, including the station's coverage of the primaries. Sharp did not calls from the Daily News management would say about the management was reviewed, and it was

**WORKING WOMAN**

**Stapleton highlights awards**  
NEW YORK — When? — like Isabel's

Los Angeles.

**Jan. 6-8**—California Broadcasters Association winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel, Palm Springs, Calif. Information: (916) 444-2237.

**Jan. 9**—"Women at the Top," series sponsored by American Women in Radio and Television, Washington chapter. Topic: community relations. National Association of Broadcasters, Washington.

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

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

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

**Jan. 14-16**—Community Broadcasters of America first LPTV convention. Moscone Center, San Francisco.

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

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

■ **Jan. 15**—Deadline for entries in 27th American Film Festival, sponsored by Educational Film Library Association. Information: (212) 227-5599.

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

**Jan. 16**—Caucus for Producers, Writers and Directors general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

**Jan. 22-24**—40th annual Georgia Radio-Television Institute, sponsored by Georgia Association of Broadcasters. University of Georgia's Center for Continuing Education, Athens.

**Jan. 22-26**—First Pacific International Media Market, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

**Jan. 23**—Academy of Television Arts and Sciences forum luncheon with Thornton Bradshaw, chairman and chief executive officer, RCA Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

**Jan. 25**—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by U.S. Festivals Association. Marriott hotel, Chicago. Information: (312) 834-7773.

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

**Jan. 28-Feb. 1**—MIDEM, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

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

### February 1985

**Feb. 1-2**—Alpha Epsilon Rho, National Broadcasting Society, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

**Feb. 3-5**—Louisiana Association of Broadcasters annual convention. Holiday Inn Central (Holidome), Lafayette, La.

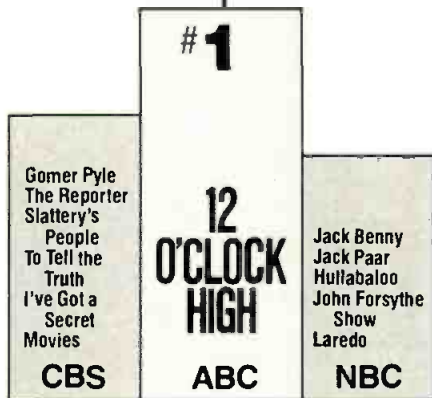
**Feb. 3-6**—National Religious Broadcasters Association 42nd annual convention. Sheraton Washington, Washington.

**Feb. 6-11**—International Radio and Television Society annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

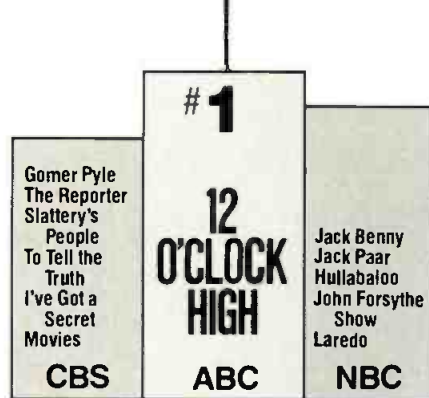
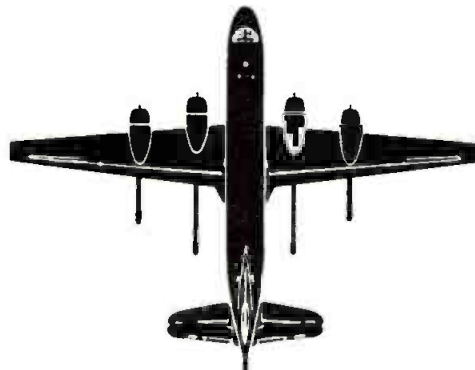
**Feb. 7**—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.



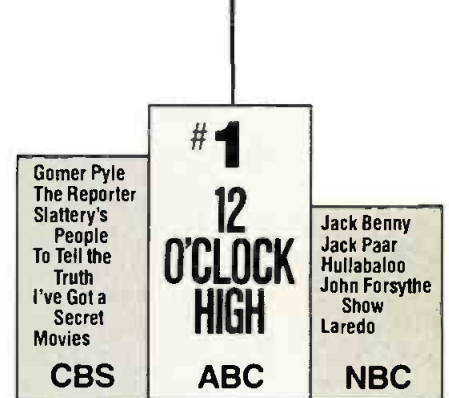
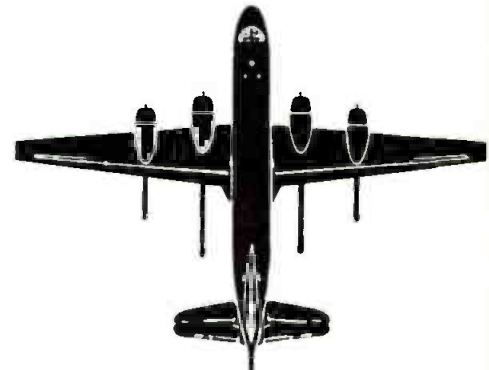
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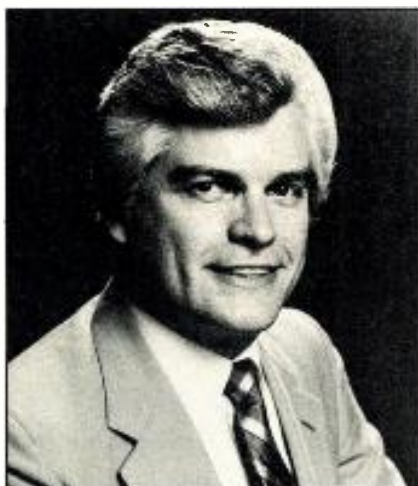


*Robert Lansing and Paul Burke* ("Naked City," "Dynasty") star in the series, which is rich with guests such as *Burt Reynolds, William Shatner, Sally Kellerman, Jack Lord, Robert Blake, Bruce Dern, Dina Merrill, Wayne Rogers, Dabney Coleman, Ted Knight, Peter Graves, Martin Milner, Beau Bridges* and *Peter Fonda*.

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**WOR-AM**  
New York, NY

**WRKS-FM**  
New York, NY

**KFRC-AM**  
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**WGMS-AM/FM**  
Washington, DC

# Broadcasting Nov 12

Vol. 107 No. 20

TOP OF THE WEEK

## The networks' losing win on election night

Few pay much attention to journalistic artistry, many are concerned about effect razzle dazzle has on voting

The bands are stilled and the balloons are down. The presidential election campaign that was conducted on television is over, its conclusion—a landslide re-election victory for President Reagan—validated on television. And while some politicians have settled down to think about 1986 and 1988, others have taken up what has come to be the conventional post-election exercise: beating up on the networks for calling the election hours before the polls closed on the West Coast—and in the process, critics say, adversely affecting voter turnout. Hearings on the issue were promised. But along with the criticisms of the networks last week there was some evidence that the effect of early vote projections on voter turnout is relatively negligible.

The reporting itself was typically slick and dazzling, with the networks providing live coverage from all parts of the country and projecting voting and demographic information generated by thousands of workers in the field—ABC alone said it had up to 90,000 in 47 states—in state-of-the-art computer-driven graphics. For some seven hours, the American public was told not only who the victors were—often only minutes after the closing of polls—but who elected them and why and, within the limits of the network commentators and analysts, what it all means for the parties and the country, possibly the world. The \$20 million the three networks were said to have budgeted for the night did not seem an excessive estimate.

If the night was robbed of a large measure of suspense when, first CBS, at 8 p.m., then ABC, at 8:13, and, finally, NBC, at 8:31, reported that, on the basis of their calculations, Reagan had topped the magic electoral-vote number of 270 (when polls in 26 states were still open), the networks did what they could to hold viewer interest. Interviews with the likes of White House chief of staff James Baker III and House Speaker Tip O'Neill Jr. (D-Mass.) and the defeated Senator Charles Percy (R-Ill.) were a staple on all the networks, including Cable News Network.

But perhaps of greater viewer interest



A problem with getting ahead of themselves

were the remaining Senate and House races. As CBS News's Lesley Stahl put it, at 7:10 p.m. NYT, "the real drama" was in the contest for the House, where Republicans were hoping to gain 26 seats and thus recapture ideological control. That effort ultimately failed. Actually, there was considerable drama in some Senate races, too—particularly those in North Carolina, where Senator Jesse Helms (R) won re-election, in a race ABC called at 8:43 p.m., and Illinois, where Representative Paul Simon (D) won, in a race NBC called at 1:30 a.m. One of the earliest "upsets" called was ABC's projection of Republican Mitchell McConnell's victory over Democratic incumbent Walter Huddleston of Kentucky, at 7:31 p.m.

Once the suspense of who would win (the Presidency) was eliminated, the editorial interest shifted to how large the victory would be. About the time Stahl—who along with anchor Dan Rather, Bob Schieffer and Bill Moyers, sat at a large circular desk that dominated the center of the studio—made the comment regarding the "the real drama," Rather said, "The President has a chance for an historic 50-state sweep." That matter did provide a measure of suspense, more on some networks than on others. While ABC, whose coverage was coanchored by Peter Jennings and David Brinkley, gave Minnesota to Mondale at 10:12 p.m., NBC's Tom Brokaw did not make a similar call until 1:52 a.m. Wednesday. CBS never did tell its viewers during its special election coverage if Reagan had scored his "historic sweep." Rather at 1:30 a.m. called Minnesota "the only holdout" from a 50-state sweep and said the contest there was "too close to call."

(Indeed it was close. When all precincts had finally reported, Mondale was found to have won by 15,000 votes out of some two million cast.) ABC had gone home early, at 1:13 a.m., its work done. CBS and NBC called it a night at 2 a.m.

In one case, at least, an early call led to some internetwork squabbling—ABC's projection at 6:30 p.m. of a Reagan victory in New Hampshire. Like CBS and NBC, ABC had said it would not project a winner in a state while the polls were still open—or, in a state where polls close at different times, until a majority of them had closed. And ABC was accused of making its call in New Hampshire before a majority of the polls there had closed. ABC denies it. The question is complicated by the fact that the state permits each community to pick its own voting hours. But an official in the state's secretary of state office last week said it was "probably safe to say" that a majority of the polling places had closed by 6:30 p.m. Dixville Notch, the first jurisdiction in the country to conclude and report its vote for President, had closed its polling place at 12:05 a.m.

As for attracting and holding viewers, ABC, CBS and NBC were up against a major problem. In a sense, the suspense had gone out of the evening long before 8 p.m. With polls throughout the presidential campaign having been consistent in indicating a substantial victory for Reagan, the networks had a tough time holding their own against the offerings of independent stations and cable television systems. The networks' combined share for the 7-11 p.m. NYT period was 53, well below their combined share of



CNN's Chris Cutler and Don Farmer

75 for the preceding Tuesday, when entertainment programming was on the schedule. Even more revealing, the networks' combined share Tuesday night was down 14 points from the 67 share they achieved four years ago. And the combined rating for the networks' election night coverage—35.1—was off more than 11 points from the mark made in 1980. As for the contest among the networks, CBS won with a 12.2 rating and 18 share while ABC was second with an 11.5 rating and an 18 share and NBC third with an 11.4 rating and a 17 share, according to A. C. Nielsen Co. figures.

The fall-off in viewing did not mean Americans had gone out for the evening. A spokesperson for Cable News Network said its audience was twice that of the previous Tuesday between the hours of 7 and 11 p.m. NYT. Within its universe of 31 million homes, CNN had a 2.1 rating and a 3 share. And over its 10 hours of coverage—from 5 p.m. to 3 a.m. it averaged a 1.7 rating and a share of 3. Viewers also were flocking to the independents and the movies many of them were showing. Of all the Nielsen metered stations, WTG(TV) Washington was number one with a 21.3 rating and 31 share between the hours of 7 and 11 p.m. The main attraction was Clint Eastwood's "Dirty Harry."

□

Both Mondale, in his concession speech, and Reagan, in his victory statement, talked of the evening as being not an end but a beginning. The same can be said of the controversy over the manner in which the networks project results and characterize trends. Both projections and "characterizations" of trends are based on exit polling. The networks also rely on vote counts at sample precincts as well as other available information in making projections. But the projection of Reagan as the winner by all three networks by 5:30 p.m. PT generated "hundreds if not thousands" of complaints to network affiliates and infuriated officials on the West Coast, according to ABC News's Gary Shepard. Ralph Munro, Washington secretary of state, who is convinced the projections have a negative effect on voting, said the projections were "terribly unfair" to voters west of the Mississippi, where the polls were still open. "It's like having your ballot opened before you have a chance to cast it," he said.

The networks had made clear before elec-

tion night what their policies would be. ABC, CBS and NBC said they would not project a winner in a state until the polls closed—even though, in many states, they could have expected exit polling to provide a strong basis for projections as early as 3 or 4 p.m. The networks were sensitive to charges their projections depress voter turnout—so sensitive that anchors at the three networks repeatedly urged viewers in states with polls still open to vote. Frequently, they would even cite ballot issues being voted on—a limit on hospital rates in Arizona and the death penalty in Oregon, ABC's Peter Jennings noted at one point. But all three networks said they would declare a winner in the presidential contest when projections indicated a candidate had received the 270 electoral votes needed to win. Not to do so, they said, would constitute suppression of news. CNN, which did no exit polling of its own, said it would wait until the polls on the West Coast had closed to make its own declaration of a Reagan victory. And it did not declare a Reagan victory until 11:07. But throughout the evening, it had reported the other networks' projections, including their projections of a Reagan win, when they were made. It also kept a running count of the mounting electoral vote. Bob Furnad, executive producer of political coverage for CNN, said the policy was in response to concern over the possible impact of early projections on the vote. However, it was not clear how reporting CBS's "call" of a Reagan victory would not have as much impact as a call CNN itself had made.

But among the big three, only ABC said it would not characterize—that is, report a trend—until the polls closed. CBS and NBC continued the practice of reporting trends. (Indeed, Rather opened the CBS *Evening News* program at 6:30 p.m. with a report that

### An FCC election view

FCC Chairman Mark Fowler said President Reagan's re-election amounted to a "vindication" of the principles Reagan has "articulated and addressed." What it means for the FCC is more of the same. "We're going to continue on our track," he said. "Our program basically is one that is dedicated to maximizing and fostering individual freedom."

In the year ahead, look for the FCC to work harder than ever to improve its dialogue with Congress. Don't look for speedy action on the FCC's controversial proceeding on the network syndication and financial interest rules. Fowler said that item is still on the commission's back burner, and he declined to say whether the item would be addressed in 1985. "There are other items that are far more important, particularly in the telephony area," Fowler said.

Also, don't count on Fowler moving on to other things in the coming year. He said he now intends to fill out his term, which expires in June 1986. "None of us on my staff has lost his fire," Fowler said. "We still believe in what we're trying to do."



SIN's Teresa Rodriguez and Alvarez-Calderon

a CBS/*New York Times* poll conducted earlier in the day indicated forecasts of a "substantial win" for the President "may be borne out if voting trends don't change by the time all the polls have closed." And NBC's Tom Brokaw said on the *Nightly News*, before the election special began at 7 p.m., that Reagan "appears to be holding his commanding lead over Mondale.") For ABC, the departure was not only a response to growing pressure and criticism from members of the public and Congress concerned about what they saw as an adverse effect of characterizations on voter turnout. It was also intended as a signal to Congress that networks might be prepared to abandon characterizations before polls close in return for legislation providing for uniform poll closing.

The networks' response to criticisms about early projections of results in presidential elections has been that they cannot be expected to withhold information regarding the election of the next President. They said a uniform poll-closing law would make it impossible for them to call a presidential election until the polls close in all parts of the country. But to those network officials who have made that suggestion, members of Congress have said, will you commit not to characterize—indicate trends—before the polls close? An ABC official on Tuesday said, "We are prepared to commit not to characterize."

The immediate reaction was mixed. Representative Tony Coelho (D-Calif.), chairman of the Democratic Congressional Campaign Committee, told a news conference he was "pleased with the networks' performance," in that the networks waited for the polls to close in a state before projecting a winner. But the performance did not please Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee and one of the bitterest critics of the networks' practice of projecting results. He issued a statement on election night asserting that the coverage had fallen "far short of the restraint" he had hoped for and that Congress had requested, in a concurrent resolution calling on the networks not to project a presidential winner until all polls were closed. He praised ABC and CNN for not characterizing trends in states where polls were still open—but said even that step fell short of "the restraint that is necessary." He noted that the networks had projected an

electoral college victory for Reagan with only 3% of the actual votes counted and with polls still open on both coasts. Thus, a uniform poll closing law—combined with commitments not to characterize trends while polls were open—might have dealt with the situation troubling Wirth.

But Representative Al Swift (D-Wash.), a member of the Telecommunications Subcommittee and head of a House Task Force on Elections—and author of the resolution calling on the networks to exercise “restraint”—was less than comfortable with ABC’s approach. He had been even harsher in his criticism of the networks’ performance than was Wirth. In a statement on Wednesday, he called the networks’ coverage “heavy handed and arrogant,” and said “the glee with which the American TV networks thumbed their noses at the American public was disgusting.” Swift promised that hearings would be held in the new Congress “on all proposals” that members suggest for legislative remedies. And, since he is sensitive to the problem the First Amendment poses for those seeking legislative solutions, he said “other avenues” will be pursued. Swift referred specifically to an effort to dry up the sources of information the networks use in making projections: “We will explore the possibilities of a nationwide campaign to urge people to refuse to answer exit polls to protect their fellow citizens’ vote.”

As for the ABC decision, announced on Monday, to refrain from characterizing trends before polls close, Swift said that had encouraged him. “I felt then that if the networks showed reasonable restraint... there may have been an avenue in which this could be solved amicably between parties,” he said. But, he added, “CBS shot that possibility dead at 5:02 p.m. PT.” But, he was asked, what of ABC’s willingness to commit itself to refrain from characterizing races be-

## Active indies

Not everyone was glued to the returns on election night. Independent stations offering alternative programming did very well in many markets. In fact, according to A.C. Nielsen’s index of nine metered markets, the highest rated station, 8-11 p.m., was WTTG Washington with a 21.3 rating and a 31 share. The big attraction—Clint Eastwood as “Dirty Harry.” Other markets in which an independent station was number one were Los Angeles (KCOB, 16.5/26) and Chicago (WGN-TV, 15.8/23). Independents came in second in both Philadelphia (WPHL-TV, 10.9/16) and Detroit (WKBD-TV, 15.6/23).

fore polls close as a quid pro quo for a uniform poll-closing law? Swift said, as he has in hearings, that “the day the networks assure us they won’t call or characterize an election before polls close—ever—I will introduce a uniform poll-closing bill the next day, and hold hearings on it within a week.” The catch, he said, is that the networks say they cannot commit their successors. True enough, said one ABC official last week. “But Congress can’t commit its successors, either.”

And Swift is troubled by more than the question of how long the networks’ commitment, if made, would remain in force. He thinks it “arrogant” of the networks to expect Congress to put the 50 states through the difficult and expensive job of establishing uniform voting hours rather than to change their method of reporting elections.

□

The issue at the heart of the controversy over early projections—the impact on voter turnout—has never been resolved. Last

week, a George Washington University professor of administration, Dr. William Adams, released the results of an election night survey of a congressional district in Oregon that showed that the networks’ projection of a Reagan victory had no more than a slight effect on voter turnout. His survey of 1,253 voters and nonvoters turned up 639 eligible voters who did not go to the polls. And of those, he said, fewer than 3% attributed their failure to vote on network reports that Reagan had already won. And that percentage, he said, translates into no more than one fourth of 1% of the electorate. Adams said the result surprised him. “I thought people at least would use the networks as an excuse for not voting.”

At bottom, he could find no evidence that the early projections “depressed voter turnout anywhere near the extent that has been popularly believed.” And while Wirth, in his statement, said “countless voters” left the lines at the polls after learning of the network projections, Adams said his researchers at 80 precincts did not find any evidence of such defections. “This is an emotional issue, and millions of Americans object to the networks projecting the winner hours before the polls close in many parts of the country,” Adams noted. “However, our research was unable to uncover any sign of significant damage in Oregon due to projections.” The district surveyed was picked in part because it is adjacent to the one that had been represented by Al Ullman, a Democrat and chairman of the powerful House Ways and Means Committee, until his defeat four years ago by Republican Denny Smith. Ullman had blamed his loss on the early projection of Reagan’s victory over President Carter. Ullman claimed that many people left the lines at the polling booths after hearing of the projections.

Adams’s results also challenge conven-

## Mondale on the importance of television

Walter Mondale, on the morning after, played political consultant, took a long look at himself in the television age, and concluded he does not measure up. “Modern politics requires television,” he said at a news conference in St. Paul on Wednesday (Nov. 7), and added: “I think you know I’ve never really warmed up to television, it’s never really warmed up to me.” He said he likes to look people “in the eye.” And that, he suggested, is a handicap. “I don’t believe it is possible any more to run for President without the capacity to build confidence and communications every night.”

That assessment is not at odds with the view of most of those interested in such things who watched the campaign. And it will probably add weight to the arguments of those who, in the next year or so are looking for candidates to support in 1988, say an appealing television personality is essential.

But all of that apparent concern with image and flash concerns Mondale. “I think, more than we should, American politics is losing its substance. It is losing the debate on merit. It’s losing the depth that tough problems require to be discussed, and more and more it is that 20-second snippet, the angle, the stick, whatever it is.

“I hope we don’t lose in America the demand that those of us who want a serious office must be serious people of substance and depth and must be prepared to handle more than the 10-second gimmick that deals, say, with the little things, like war

and peace, but what are you going to do in Lebanon, in Central America, in Nicaragua, in Afghanistan, in Poland. We’ve got to find people who can handle it at both levels.”

Mondale was not alone last week in expressing concern about the manner in which television is used to package and sell candidates. Walter Cronkite, former CBS News anchorman, said Tuesday on the *CBS Morning News* that he would like to see political spots of less than two minutes banned from television. He called it “misuse of television” to present candidates “like a bar of soap.” “If you had the candidates appearing in minimal two-minute announcements that they had purchased, we’d learn something.”

Cronkite made it clear he feels strongly on the subject. If the television industry cannot establish such a policy voluntarily, he said in his interview with Bill Kurtis, then “maybe the government ought to step in.”

But if he does not like spot announcements, Cronkite does favor the idea of debates between the candidates—and real debates, in which the candidates face each other and rebut each other’s arguments on particular issues—not the currently conventional confrontations that resemble joint press conferences. Again, he thinks there may be a role for government in assuring such debates. “We could legislate six of those [debates],” he said, adding, “I mean, after all, these people are asking for our votes.”

tional wisdom in another regard. Most of the small number of people who said they had been turned off from voting by the projections were not "disappointed Democrats," he said. A slight majority favored Reagan.

It seems likely that Adams's survey will not be the last word on the issue. A long-time critic of the network practice of early projections—Curtis Gans, director of the Committee for the Study of the American Electorate—said a detailed, state-by-state comparison of voter turnout indicates the projections did depress voter turnout. He said that in 25 states where polls closed at 9 p.m. NYT or later, turnout was less than it had been four years earlier in 19 states and greater in only six. On the other hand, in eastern states, and the District of Columbia, where polls closed at 8:30 p.m. NYT or earlier, the voter turnout was higher in 14 states and the District of Columbia, and lower in 10.

As for Adams's finding that only a "miniscule fraction" of nonvoters in the Oregon district surveyed cited network projections as the reason for not voting, Gans was not impressed. "In elections decided by one vote, [the networks] have an effect. And there were people who didn't go to the polls

who otherwise would have. That ought not to be happening."

So once again, the issue is joined.

#### Radio Follows Suit

On the radio side, election projections by the three major networks mirrored their television counterparts: CBS was first, followed by ABC and NBC.

The CBS Radio Network announced that Reagan won re-election to a second term during the first minute of its 8 p.m. NYT hourly newscast, only an hour after the network began its special coverage. Updates were aired through 1 a.m. RadioRadio, CBS's youth-oriented network, aired its report on Reagan at 8:07 p.m. NYT. CBS also gathered worldwide reactions to the presidential election with live reports from London and Peking, according to Joseph Dembo, vice president, CBS News, radio networks.

ABC Radio Networks projected Reagan the winner during an 8:12 p.m. NYT regional broadcast to the south. Three minutes later it aired a network report to that effect. ABC's coverage for its six "full-service" networks (Contemporary, Direction, Entertainment,

FM, Information and Rock Radio) included 193 national election reports, 95 on-air and off-air (closed circuit) projections to affiliates and 10 victory and concession speeches by candidates.

Meanwhile, the NBC Radio Network aired its projection of a Reagan victory at 8:30 p.m. NYT. The network ran election updates from 6 p.m. NYT through noon the following day. NBC's young adult network, The Source, predicted at 8:45 p.m. NYT Reagan as the presidential winner.

Mutual's election night coverage included a live telephone interview hook-up between Reagan advisor Lyn Nofzinger and Democratic National Committee political director Ann Lewis, which, according to a network spokesman, turned more into a "heated debate."

Election results were also the focus of Mutual's *Larry King Show* on Nov. 7. Among the show's guest were: Paul Duke, Public Broadcasting Service commentator and political analyst; Ben Wattenberg, PBS commentator and syndicated columnist, and Mark Shields, political commentator. (All three participated in Mutual's election coverage). The entire *King* broadcast was simulcasted over C-SPAN, the 24-hour public af-

## Controversy over Washington state polling ban

The state of Washington was free of pollsters seeking information from voters leaving the polls last week. A three-judge panel of the U.S. Court of Appeals for the Ninth Circuit did not—as media groups had requested it to—declare unconstitutional a state law banning exit polling within 300 feet of polling places. The media groups felt the restriction made valid polling virtually impossible. But the majority decision left the future of the law in doubt; it sends the case back to the district court that had upheld the law for a trial on unresolved factual issues that could lead to a finding the law is unconstitutional. The third member of the panel offered encouragement to the media groups, filing a dissenting opinion declaring he would direct the lower court to rule that the law violates the First Amendment in being aimed "at the use to which information is put."

The law at issue was adopted in 1983 as an amendment to a statute banning electioneering, circulation of cards or handbills, the solicitation of signatures for petitions, or "any disruptive behavior" within 100 feet of polling places. And it has attracted national attention as a possible answer for states concerned about the projection of election results by the networks that exit polling makes possible. The Washington legislature adopted the amendment with overwhelming support in response to a request by the state's secretary of state, who maintained that voter turnout was reduced when the media announced projected results before the polls closed.

The court challenge was mounted by ABC, CBS, NBC, The New York Times Co. and the Daily Herald Co. of Everett, Wash. The complaint did not refer specifically to the projection of results. But, in making the First Amendment argument, the complaint said the law prevents the media "from gathering and reporting truthful and significant information about the political process to the general public." After a two-day hearing, the district court ruled that the state has a legitimate interest in maintaining decorum around polling places and that it had met its burden of showing that the law "is the least restrictive way of carrying out this legitimate interest."

The appeals court was not so sure. The majority, in an unsigned opinion supported by Judges Jerome Farris and Arthur L. Alarcon, said: "The evidence does not foreclose the possibil-

ity that the state of Washington was motivated by an intent to suppress 'constitutionally protected ideas.'" It added that genuine questions remain as to whether the statute "was necessary to protect the peace, order and decorum." Accordingly, it remanded the case to the district court for trial to get the answers to specific questions—among them, whether the "true motivation" in enacting the ban was "to remedy disruption in and around polling places" or to prevent "the projection and prediction of election results" before the polls closed. "Was the real target the medium, or the message?"

But Judge William A. Norris, in his dissent, said there was no need for a trial to resolve questions. The majority, he said, had failed "to cite any evidence introduced by [Washington] that gives rise to a triable issue of fact." He said he "would direct entry of summary judgment for the [media groups] on remand." He contended that although the state argues the principal purpose of the ban is to prevent disturbances within 300 feet of polling places, it has not shown that the ban is not redundant in view of another section of the law prohibiting disruption of the administration of the polling place. Thus, he said, the state has not demonstrated that the law is "narrowly drawn to serve legitimate interests," as required of laws infringing First Amendment rights.

Norris concluded that the ban on exit polling "is not a regulation aimed primarily at disruptive behavior, but rather is one aimed at the use to which information is put," and added: "The state cites no authority, and I know of none, for the proposition that government may restrict the collection and broadcasting of information about the political process out of concern for its impact on voter behavior. If the First Amendment means anything, it means that 'government has no power to restrict expression because of its message, its ideas, its subject matter or its content.' This is especially true when the expression relates to elections."

Those were essentially the arguments made by counsel for the media groups. As of last week, the parties had made no decision whether to accept the remand without challenge, or to appeal the decision, either to the Supreme Court or to the full, 23-judge bench of the Ninth Circuit court.

fairs cable network.

Mutual, as well as RKO Radio Networks (RKO One and RKO Two), Associated Press Network News and UPI Radio Network, do

no exit polling and thus made no projections of the presidential race. Rather, they wait for the tally of electoral votes by the National Election Service (NES) before officially de-

claring a winner. Mutual, RKO, AP and UPI basically stayed with their planned coverage of special election reports throughout the night ("Top of The Week," Nov. 5). □

## Senate jockeying seen for committee chairmanships

**Election results will produce little change in House committee makeup; Senate Commerce chairmanship could be affected by election for majority leader of that body**

Once the political fallout settled from last Tuesday's election, it was clear there would be little difference between the last Congress and the new 99th. The makeup of key congressional committees and the communications policy those members espouse, particularly in the House, is expected to remain virtually the same. In the Senate, however, the defeat of some incumbents, and an impending fight over the majority leadership of the body, could result in some significant alterations.

Some of Washington's leading telecommunications lobbyists predicted few policy changes due to the election. "We'll see pretty much the same posture," said John Summers, executive vice president of government relations for the National Association of Broadcasters. The election, he added, will bring about "little or no change as far as broadcasters are concerned."

However, Summers noted some membership revisions could occur when committee assignments are made next year. "It's a whole new bidding process," said James Mooney, president of the National Cable Television Association. "There's no guarantee the numbers will stay the same." However, Mooney didn't foresee any major changes in the makeup of the key communications committees.

The election's most noticeable impact was felt in the Senate, where the current ratio of 55 Republicans to 45 Democrats was altered by the defeat of two incumbent Republicans (Senators Charles Percy [Ill.] and Roger Jepsen [Iowa]). The new ratio of 53 to 47, however, will probably have little influence on the development of telecommunications policy which in the past has been established by a bipartisan coalition.

Included among the newly elected Senators are House Telecommunications Subcommittee member Al Gore (D-Tenn.) and West Virginia Governor John D. (Jay) Rockefeller (D-W.Va.), whose wife, Sharon Percy Rockefeller, is on the Corporation for Public Broadcasting board and was its chairman for three years.

The contest for the position of majority leader in the Senate, left vacant by the retirement of Howard Baker (R-Tenn.), could shake up leadership on the Senate Commerce Committee and result "in a lot of musical chairs," said one Senate aide.

Among the contenders for the post are: Senators Bob Dole (R-Kan.), Ted Stevens (R-Alaska), Richard Lugar (R-Ind.), Pete Domenici (R-N.M.) and James McClure (R-Idaho). And, if Dole wins, Commerce Com-

mittee Chairman Bob Packwood (R-Ore.) is expected to succeed him as chairman of the Finance Committee. That leaves Senator John Danforth (R-Mo.) the next in line to head Commerce, because senior Senator Barry Goldwater (R-Ariz.) is eyeing the chairmanship of the Armed Services Committee. Danforth has been inactive in communications legislation.

Even if Packwood assumes the Finance Committee chair, he won't be out of the picture. There is some speculation he may even become chairman of the Communications Subcommittee, if Goldwater steps aside from that post. Moreover, Packwood will still remain on the Commerce Committee and is committed to continue the drive for broadcasting deregulation and the achievement of full First Amendment rights for the electronic media.

At this point, it is uncertain if Dole will win. Lugar and McClure, some Hill observers feel, have a better shot at victory than Dole, whose "hard-line" style of leadership may be less appealing. Another factor that might affect the outcome is the subsequent committee vacancies that would result when a winner is selected. Some members, sources say, would oppose Dole only to block Packwood from leading the Finance Committee. Still others are against McClure, who as chairman of the Energy Committee would be succeeded by moderate Republican Lowell Weicker (R-Conn.). Packwood's and Weicker's more moderate views on some issues make them unpopular candidates for those positions among the Senate's more conservative members. "It's a real cat and mouse game," commented one Senate aide. (In the Senate, the election for majority leader takes place Nov. 28 and the committees begin reorganizing in December.)

But, despite the question of who will head the Commerce Committee, the ratio of nine Republicans to eight Democrats and the membership of the committee is not expected to change. All five incumbents seated on Commerce—Howell Heflin (D-Ala.), Nancy Kassebaum (R-Kan.), Larry Pressler (R-Kan.), Stevens and J.J. Exon (D-Neb.)—were re-elected. While there is always a possibility some senators will switch committee assignments, it is highly unlikely many will leave Commerce.

While Republicans picked up 14 seats in the House (at least five races were still undetermined late last week), it is not expected to have any "meaningful effect on the composition of the committees," said one aide. Republicans had hoped to recapture the 26 seats they lost in the 1982 election. "At most," said the aide, "there might be one more Republican and one less Democrat." Despite those gains, Democrats would, at last count, still outnumber the Republicans

253 to 182.

(The proportion of Republicans to Democrats on congressional committees is determined by the number of seats each party holds in each house. On the House side, the Democratic Caucus meets Dec. 3, 4 and 5 to determine the ratio of its committees and will make final decisions about the committee assignments in January.)

The composition of the House Energy and Commerce (27 Democrats to 15 Republicans) and Telecommunications Subcommittee is also expected to remain about the same. "There may be a slight diminution," said one aide. However, "you can expect the same views reflected in consideration of communications issues as those in the last Congress," he said.

On the Commerce Committee all its members were re-elected, although three vacancies were created by the retirement of Richard Ottinger (D-N.Y.), the defeat of Tom Corcoran (R-Ill.) in the primary and the election of Gore to the Senate. Some close contests were also reported. Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) held one of the smallest leads over an opponent out of the incumbents on the committee. Wirth captured 53% of the vote to attorney Mike Norton's 45% with 1% going to another candidate in his House race. Another tight race occurred in Indiana with Democrat Phil Sharp defeating his opponent with 54% of the vote.

Energy and Commerce Committee Chairman John Dingell (D-Mich.) received 64% of the vote in his district. Other Commerce members re-elected are: Henry Waxman (D-Calif.), James Florio (D-N.J.), Edward Markey (D-Mass.), Thomas Luken (D-Ohio), Doug Walgren (D-Ohio), Barbara Mikulski (D-Md.), Al Swift (D-Wash.), Mickey Leland (D-Tex.), Richard Shelby (D-Ala.), Cardiss Collins (D-Ill.), Mike Synar (D-Okla.), W. J. (Billy) Tauzin (D-La.), Ron Wyden (D-Ore.), Ralph Hall (D-Tex.), Dennis Eckart (D-Ohio), Wayne Dowdy (D-Miss.), Bill Richardson (D-N.M.), Jim Slattery (D-Kan.), Gerry Sikorski (D-Minn.), John Bryant (D-Tex.), Jim Bates (R-Calif.), James Broyhill (R-N.C.), Norman Lent (R-N.Y.), Edward Madigan (R-Ill.), Carlos Moorhead (R-Calif.), Matthew Rinaldo (R-N.J.), William Danne-meyer (R-Calif.), Bob Whittaker (R-Kan.), Tom Tauke (R-Iowa), Don Ritter (R-Pa.), Dan Coats (R-Ind.), Thomas Bliley (R-Va.), Jack Fields (R-Tex.), Michael Oxley (R-Ohio) and Howard Nielsen (R-Utah).

There is some speculation, however, that the subcommittee's makeup may be slightly different. The vacancy created by Gore's election to the Senate must be filled. And, sources say, two years ago when the subcommittees were organized, Wirth and others were said to have "stacked" the subcom-

mittees with representatives who share their views on clean air, natural gas and telephone legislation. It was an action not looked favorably upon by Dingell and those who were bumped off. And it is unlikely "we'll see a repeat of that," said one Hill observer. Those members knocked off the Telecommunications Subcommittee two years ago, Representatives Tauzin and Luken, are expected to seek reassignment to the subcommittee.

And a further shifting of members on the subcommittee may occur as result of the internal politics that could unfold during the selection of a new chairman to the Energy Conservation & Power Subcommittee. A leading candidate for the seat is Representative Edward Markey (D-Mass.), also on the Telecommunications Subcommittee. There is even some talk of combining that subcommittee with the Subcommittee on Fossil & Synthetic Fuels which could lead to the formation of new subcommittee, possibly on trade. With all this in the works, there may be a slight alteration of the ratio of Demo-

crats to Republicans and some reassignments, predicted one Commerce Committee aide.

The composition of the House and Senate Copyright Subcommittees are not likely to experience much change, although the House seat held by Michigan Republican Harold Sawyer, who retired, must be filled.

(In the Senate, none of the copyright members were up for re-election.) In the House, Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and his members were re-elected. The subcommittee's Bruce Morrison (D-Conn.) faced a stiff challenge but managed to hold on to his seat with 53% of the vote. □

## Record turnout for TVB

**Annual television advertising meeting attracts over 1,000—up more than 300 from 1983; new presentation unveiled**

More than 1,100 broadcasters gathered at Chicago's Hyatt Regency for the Television Bureau of Advertising's 30th annual meeting last week. It was far and away TVB's largest meeting—last year's gathering attracted a then-record 755 participants.

Broadcasters were treated to a host of panels and workshops on everything from new

revenue opportunities in the coming year to how to better motivate a station's sales force. Management consultants and consulting psychologists advised, counseled and extolled the broadcasters on a variety of ways to improve their business.

Perhaps contributing to the elevated mood of the broadcasters was President Reagan's re-election. Meeting the day after the election, the Reagan landslide was one of the favorite topics of conversation overheard in elevators, at breakfast tables and between meetings.

President Reagan's fortunes notwithstanding, there were other topics to discuss: "TVB is larger, stronger, more aware of your needs and better related to your business," proclaimed Roger D. Rice, TVB president. "The latest figure from our sales department reports, during this year [1984], they have had substantial influence upon more than 30 million new spot television dollars plus 15 million new network television dollars. I'm sure your sales people using TVB sales tools more than match our local television sales results."

The theme of the meeting was "Managing the Future." It was the priority topic in both general sessions Thursday morning and in separate workshops through the afternoon.

But TVB-oriented broadcasters appear to be at their happiest when discussing numbers. Whether it is a percentage increase or a sales revenue goal, numbers at a TVB meeting cut to the heart of the matter.

### *Comparing Past And Present*

One of those who had a few figures at his fingertips was William G. Moll, president of the broadcasting and entertainment division of San Antonio, Tex.-based Harte-Hanks Communications and chairman of TVB. Moll related some of the changes the broadcasting industry has undergone since 1954, the year TVB was founded. In 1954, Moll related, the network series *Dragnet* "reached 15.3 million homes while today's *Dallas* reaches 22.4 million—46% more. Granted, in those days we used average minute ratings compared with today's total audience measurements, but 1954's top-rated program wouldn't even be in the top 10 today."

Also, recalled Moll, in 1954 "90% of network commercials were 60 seconds compared to today when almost 90% are 30 seconds. Almost as great a change came in non-network commercials: From 85% for 60 second [spots in 1954] to 88% for 30 second [spots in 1984]." Other statistics Moll cited: In 1954 there were 354 commercial television stations; today there are 884. In 1954, the average television household could re-

## Broadcasters go to Washington

More and more broadcasters seem to be getting Potomac fever as this election year proves—they continue to increase their ranks on Capitol Hill. Several broadcasters were elected to Congress for the first time last Tuesday and others won bids for re-election.

Among those who will join the House of Representatives is farm broadcaster Jim Ross Lightfoot, a 16-year veteran with KMA(AM) Shenandoah, Iowa. Republican Lightfoot defeated state senator Jerry Fitzgerald in the race for Iowa's fifth district. John Miller, a Republican who captured Washington's first district seat, was a political commentator for KIRO-TV-AM Seattle. He beat Democrat Brock Evans.

In California, former talk show host and Congressman Robert Dornan returns to Washington after defeating incumbent Democrat Jerry Patterson for the 38th district. Republican Dornan was a news commentator with KTLA(TV) Los Angeles. Republican Jan Meyers, a three-term state senator, was elected to represent Kansas's third district and is married to Louis (Dutch) Meyers, local sales manager, KCTV(TV) Kansas City, Mo.

Not all the broadcasters who entered congressional races were able to win their bids. In Ohio, Frank Venner, whose broadcasting career spans 35 years with Storer Communications, lost to incumbent Democrat Marcy Kaptur for the state's ninth district seat. Venner is director of communications and public affairs with WTVG(TV) Toledo. Stuart Epperson of Stuart Epperson Stations, Winston-Salem, N.C., which owns five AM's and one FM, was defeated by Democratic incumbent Steve Neal in the contest for North Carolina's fifth district.

Republican John Raese, who is also president of West Virginia Radio Corp., licensee of WJNR(AM)-WVAQ(FM) Morgantown, W.Va., was unable to pick up the Senate seat in that state. He lost to Democratic Governor John D. (Jay) Rockefeller. Also, actress Nancy Kulp, who appeared as Miss Jane in the *The Beverly Hillbillies*, ran against Republican incumbent Bud Shuster in Pennsylvania's ninth district and lost. Senator Walter D. Huddleston, the Democratic incumbent from Kentucky and part-owner of WLBJ-AM-FM Bowling Green, was not re-elected. He was defeated by Addison Mitchell (Mitch) McConnell Jr. Huddleston was ranking minority member on the appropriations subcommittee with jurisdiction over the FCC.

Among broadcasters re-elected are: Representatives Cecil Heftel (D-Hawaii), owner of Heftel Broadcasting Group, licensee of one AM, four FM's and two TV's; Nick Rahall III (D-W.Va.), principal owner of WANR(AM)-WANJ(FM) Wheeling, W. Va.; Al Swift (D-Wash.), former news and public affairs director, KVOS-TV Bellingham, Wash.; Rod Chandler (R-Wash.), one-time reporter at KOMO-TV Seattle; Claudine Schneider (R-R.I.), the one-time public affairs host for WJAR-TV Providence, and Wayne Dowdy (D-Miss.), part owner of six radio stations in Mississippi, Georgia and Arkansas.

In the Senate, Republican incumbents Jesse Helms of North Carolina, who has an interest in WRAL-TV Raleigh, and Nancy Kassebaum of Kansas, part owner of five AM's and four FM's in Kansas and Colorado, were re-elected. Other broadcasters returning to the Senate include Bill Armstrong (R-Colo.), president, KEZW(AM) Denver and KPTV(TV) Pocatello, Idaho.



ceive only 5.3 channels; today it receives 10.2. In 1954, average daily viewing was four hours and 14 minutes; today it is seven hours and two minutes. "Remember," Moll stressed, "we're talking about an ancient time—1954—two years before Bo Derek was even born."

Total advertising dollar volume was \$8.15 billion in 1954, Moll said, compared to \$87.1 billion estimated for 1984. Television's share of that was \$809 million 30 years ago compared to \$18.2 billion estimated for this year. "But before we say we've made it," cautioned Moll, "we'd better remember that in 1954 we had almost 10% of all advertising dollars and today—30 years later—we have 21.3%, a little more than double the share. Why? Because a lot of other media went up too. While television advertiser investments went up 23 times, radio went up 11 times, direct mail also 11 times, newspapers up nine times and magazines up seven times. It all adds to continuing competition for our sales people."

#### *Positive Outlook For 1985*

The past has indeed been good, and TVB officials are modestly confident the future holds more of the same. Harvey Spiegel, the association's senior vice president for research and marketing, reported during a forecasting workshop that local television advertising revenues are estimated to increase 18% in 1984 to \$5.1 billion, spot advertising should grow by 14% to \$5.47 billion and network advertising revenues will rise 20% to \$8.42 billion. He compared those increases to the gross national product which "is expected to wind up 1984 with an 11.4% increase and continue growing at a healthy 8% in 1985."

In 1984, Spiegel continued, "overall advertising is forecast to reach \$87.1 billion, a hefty 14.9% increase, and McCann-Erickson has taken a stab at '85 by talking about an 11% increase" to \$96.7 billion.

According to Spiegel, TVB estimates that in 1985 local television advertising revenue will increase 14% to \$5.82 billion, while local spot sales will be up 11% to \$6.07 billion and network advertising revenues will rise 10% to \$9.27 billion.

All of those gains are less than the percentage increases estimated for 1984, while the 10% network advertising revenue rise is the lowest estimated percentage increase since 1981. Nonetheless, Siegel concluded, "TVB certainly agrees with the economic forecasters that 1985 will continue to show a sustained healthy economic growth. Key variables such as prime interest rates, new car sales, corporate profits, building starts and new product introductions should react well to the government's economic policies. In addition, if advertising does increase by 11% on top of its 15% growth in '84, television should continue to increase its share of advertising as it has in 16 of the past 20 years."

TVB also estimates that in the fourth quarter of 1984 local advertising revenues will be up 14% over the comparable quarter a year ago, while spot TV revenue is estimated to increase 15% and network compensa-



Rice

tion to stations 4%. The estimates are based on TVB's "station time sales survey," which has proved very accurate in the past. Three hundred and fifty stations participated in the fourth-quarter estimates, down from 373 during the third quarter. "This is a most valuable tool and it's a shame we don't get 100% station cooperation," Spiegel said.

#### *Emphasizing Results*

TVB unveiled its new 1985 sales presentation—"Television: The Results Medium." The 26-minute videotape presentation is available to member stations for \$100 and includes examples of more than 50 television commercials as well as testimonials from satisfied advertisers. The tape includes 16 bridges which permit individual stations to customize the presentation to a particular advertiser audience. Also, there are eight commercials featured within the presentation that can be pre-empted and replaced with other spots. Actor Robert Lansing acts as TVB spokesman.

The presentation positions television as the medium of choice for advertisers that want to move their product off the shelf and into the hands of consumers. Above all, the presentation explains, the power of television to sell is based on deeds, not words—the results it delivers on behalf of sponsors. "When we put results first," the presentation emphasizes, "some very good things happen. We spend less time worrying about the mechanics of our advertising and those high, high Niensens and low cost-per-point becomes far less important. Figures for sales, profits, traffic, shares of market, return on investment... become more important."

Just what kind of sales magic can television bring about? Part of the answer is provided in the case of Apple's Macintosh computer. According to the company's agency, Chiat/Day, two days after the first 60-second spots aired introducing the Macintosh, over 200,000 people came to inspect the model in person. Within six hours they bought \$3.5-million worth of new Macintosh computers, and put down cash deposits for \$1 million more.

The presentation concludes: "Television: creating more sales, at less cost for more profit. Informing, persuading, involving, convincing—advertising that works just as hard as you work, that's measured just as you are measured: by results." □



Moll

## TBS overestimates CMC subscribers by over 1.8 million

"It was almost like discovering that the emperor had no clothes," said one observer, commenting on last week's disclosure by Turner Broadcasting System that when the Cable Music Channel was launched last week, it was not with 2.2 million cable system subscribers, but only 350,000. The larger number was one that many, including some in the record business and trade press, were quoting.

While previous reports on the subscriber base focused on which MSO's were or were not carrying the channel, last Wednesday's statement added to the cable subscriber number "an estimated one million private earth stations that can receive programming such as Cable Music Channel directly off satellite."

Even before the launch, estimates that TBS officials were using had been a source of confusion. Hardly had a 10-million subscriber count been given as a prerequisite for starting the channel, when company officials were saying publicly they expected to begin with half that number. Then it was disclosed that an internal estimate of about 2.2 million was also being used ("Closed Circuit," Sept. 10). That number came to replace the 5 million estimate and continued to be used, even in a press release six days after the launch, until last Wednesday's disclosure.

Robert Wussler, the channel's president and executive vice president at TBS, told BROADCASTING that for 10 days after the channel's launch he also did not have the correct numbers: "We ran a check of the numbers this past Monday and discovered that the information we put out previously was erroneous. We thought about it Monday night, decided Tuesday morning that we had to release corrected information but that it would be inappropriate to release it on election day. At 11 a.m. we ran the correction. We are sorry if we caused people any trouble because of earlier releases."

Asked if the sales staff had been selling advertising time using the incorrect numbers, Wussler said, "I'm not sure." The CMC president said that as of Friday morning, he had not received any negative reaction, adding, "I am certain we will get some reaction." He said the reason the company

was not changing its estimate of a \$5 million-to-\$10 million operating loss for the first year of CMC was that very little revenue was anticipated initially anyway and the costs of the system are not anticipated to change.

Not everyone was taken by surprise. Bob Garrison, vice president and director of media planning for BBDO, Chicago, buys time for Wrigley Gum, one of the three initial advertisers to sign on the channel. He said he had been working with "reasonably accurate figures" at least a month ago: "Essentially

we work with guarantees of what their household audience figure is. We do not have to worry about adjustments at this moment."

Numbers are very important for TBS at the moment because the company is currently in registration before the Securities and Exchange Commission, which is reviewing a Turner filing for \$125 million in debt securities. Any material statements made by the company beyond what is stated in the filing's prospectus could cause legal problems. No subscriber launch number or projection for

CMC was mentioned in the prospectus; the \$5 million-to-\$10 million loss figure was.

TBS stock, whose price has historically been volatile, closed at a bid price of 18 on Tuesday. By Thursday afternoon, the stock had dropped to 15 in an even market. MTV, which recently went public, rose slightly from 14½ bid at Tuesday's close, to 14¾ by the end of Thursday. Its stock originally started at a lower than anticipated price on Aug. 9, in part because of the announcement that TBS was going to challenge the music video channel. □

## FCC opens up RKO stations to 162 competing applicants

**Commission also votes to OK data transmission over TV VBI, update teletext rules, orders divestiture of five cable-broadcast crossownerships and sets one-year holding minimum on distress sale purchases by minorities**

RKO General Inc.'s legal problems looked a bit grimmer last week.

At its open meeting, the FCC voted unanimously to designate for hearings 162 competing applications for 13 RKO stations ("Closed Circuit," Nov. 5).

In other action, the FCC authorized data transmission service on the television vertical blanking interval (VBI); revised its teletext rules (deferring action on whether must-carry obligations should be imposed for program-related teletext offerings) to permit public broadcasters to offer commercial services on the text channels of the line 21 captioning system; affirmed its decision pre-empting local entry regulation of common carrier services offered on FM subcarriers; ordered the divestiture of five small-market cable-broadcast combinations; voted to require minorities who benefit from the commission's distress sales and tax certificate policies to hold their licenses for one year before selling them, and deleted certain technical standards for broadcast transmitters.

■ In its RKO action, the commission directed the administrative law judges to limit, for the time being, the scope of the 13 hearings to issues pertaining to the individual competing applicants and the individual stations. A proceeding aimed at determining RKO's overall qualifications to be a licensee is already under way in the first phase of the contest for the company's KHJ-TV Los Angeles. Findings on the company's overall qualifications will be left to the KHJ-TV proceeding. Under the game plan, the ALJ's trying the 13 new cases are supposed to limit their consideration now to petitions to enlarge and basic qualifications issues involving the applicants. Once that's done, the ALJ's are supposed to hold their fire until after the overall qualifications questions are resolved in the first phase of the KHJ-TV proceeding. Then the commission is supposed to advise the ALJ's on how to proceed. (For an overview of RKO's troubles, see the Oct. 22 issue of BROADCASTING).

■ In other action, the FCC, rejecting more than a dozen petitions for reconsideration, left its teletext rules more or less intact. It

will continue to protect line 21 for closed captioning. But it did decide to permit public broadcasters to offer commercial services on the text channels of the line 21 system.

The commission deferred action on the question of whether to require cable system must-carry for program-related text services—for example, captioning and superimposed text directly related to the main TV program service. It said it would address that question at the same time it addressed the question of whether program-related TV aural subcarriers should be subject to the must-carry rules (and those items are supposed to be addressed before the end of December).

It also, however, declined to impose a general must-carry obligation. Nonetheless, at Commissioner James Quello's prodding, the commission voted to include a footnote in its order that would appear to put cable operators on notice that the commission will frown on cable operators who strip broadcast text services and replace them with their own text services. The footnote, according to Quello, reads: "In regard to nonprogram-related teletext material, we believe it appropriate to note that the absence of a must-carry obligation should not be read to approve stripping of broadcast teletext signals by cable operators in an instance which would constitute anticompetitive conduct. Were an actual case of deliberate anticompetitive conduct to be brought before the commission, we would consider appropriate remedies at that time."

Quello's footnote had originally added: "We expect cable operators will engage in good faith efforts to insure that the development of teletext technology is not unreasonably inhibited." But Quello wasn't able to persuade a majority of the commissioners to sign on to that, so the line was deleted.

■ In authorizing data transmission on the television VBI, the FCC made clear that broadcasters would be permitted to offer just about any service imaginable. Since teletext, also offered on the VBI, is just one of many possible VBI services, the commission said the new VBI rules will replace its teletext ones.

As an "ancillary" service, VBI offerings won't be subject to fairness doctrine, public service or political broadcasting obligations. Public broadcasters will be permitted to use the VBI for profit-making ventures, and broadcasters will be permitted to offer private carrier-like or common carrier-like offerings.

In related action, the commission (with Commissioner Henry Rivera dissenting) affirmed its decision pre-empting state entry regulation of radio common carrier operations on FM subcarriers.

■ With Commissioners Mimi Dawson and Dennis Patrick dissenting, the FCC also amended its rules to require minorities who acquire stations under the commission's distress sale or tax certificate policies to hold those licenses for one year before selling them.

The commission did provide an exception. Those minorities would not be subject to the one-year holding requirement if they sold out to another minority-owned firm. In the interests of promoting minority ownership, the FCC agreed to amend its rules to permit other parties bound by its one-year holding requirement—for example, those who win new broadcast outlets in comparative hearings—to sell out to a minority before that year ends. Dawson and Patrick had problems with the underlying rationales for the one-year holding requirement.

■ Contending that the Cable Communications Policy Act of 1984 offered it no alternative, the FCC also disposed of a 1980 petition by Marsh Media seeking a rulemaking to eliminate prohibition against co-located broadcast-cable ownerships ("Closed Circuit," Nov. 5). The commission noted that the law, signed by President Reagan two weeks ago, makes ungrandfathered combinations illegal. At the same time, the commission, contending that it was bound by the same law, ordered the divestiture, within three years, of five "egregious" broadcast-cable combinations that have been in divestiture proceedings before the commission since 1970. The stations involved were KLOE-TV Goodland, Kan.; WKYH-TV Hazard, Ky.; KXGN-TV Glendive, Mont., and KTEEN-TV Ada and KSWO-TV Lawton, both Oklahoma.

Chairman Mark Fowler questioned whether the policy made sense, "but Congress has spoken on it," Fowler said.

■ In still other action, the commission (with Quello concurring) eliminated certain broadcast transmitter standards, and standards for receivers for auditory training devices. At the same time, the commission adopted general "guidelines" for continuing its examination of its technical rules. Under those guidelines, it said interference control standards must be structured so they don't have unrelated side effects. □

# Ampex Listened When You Described Your Ideal VTR.

AMPEX

## VTR SYSTEM DESCRIPTION

### TRANSPORT

- The VTR shall have
- The VTR shall provide
- The VTR shall have
- The VTR shall have

### CONTROL

*"User friendly" control panel*

*audio confidence*



*Spot needs to be made*

### DIAGNOSTIC SYSTEM

- The VTR microprocessors shall perform continuous self-checks of system
- warning LED if a non-standard or fault condition exists. The operator will be able
- system code in the numeric readout to trace the fault to a particular assembly in the
- A logic probe shall be used in conjunction with the microprocessors in the VTR to troubleshoot all of
- the integrated circuits which are in communication with the microprocessors.

### VIDEO SYSTEM

*AST\**

- The VTR shall include Automatic Scan Tracking as a standard feature.
- The VTR shall be capable of disturbance-free variable play speeds from -1 to 3X.
- The VTR shall include video confidence head and circuitry to allow monitoring of the video during record.

*Video Confidence*

### PACKAGING

- The VTR shall be modular in design to facilitate ease of servicing and to insure highest reliability.
- The VTR shall be offered in a variety of configurations to meet many space and budget criterion.

### TIME BASE CORRECTOR

*new TBC*

- State-of-the-art time base corrector design shall be utilized to attain a TBC performance-matched to the VTR.
- The TBC shall include integral dropout compensation, velocity compensation and color processing
- The TBC shall be capable of supplying pictures at shuttle ranges of up to 500 ips forward or reverse.
- The TBC shall be capable of smooth, disturbance-free video in variable play ranges of -1 to 3X normal tape speed.
- The TBC shall be capable of being time-shared between a 3/4" VTR and a Type C 1" VTR.

*Tabletop or Console*

CONSOLE WITH OVERHEAD  
PICTURE MONITOR—ONE OF  
6 CONFIGURATIONS  
AVAILABLE

HI FI SPEAKERS LET YOU  
APPRECIATE SUPERIOR AUDIO  
QUALITY OF VPR-6 WITH  
EXCELLENT STEREO PHASE  
RESPONSE.

HANDLES SPOT TO 2 HOUR  
REELS WITH EQUAL PRECISION  
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BRUSHLESS DC SCANNER  
MOTOR AND INDIVIDUALLY  
REPLACEABLE HEADS

LOGICAL, EFFICIENT CONTROL  
PANEL—ALL OPERATOR  
CONTROLS UP FRONT

VC-6 WITH 32 LINE MEMORY  
AND 28 LINE CORRECTION  
WINDOW; PERFORMANCE  
MATCHED TO VPR-6.

DUAL NUMERIC READOUTS—  
ONE FOR TAPE TIME/TIME  
CODE; ONE FOR CUE POINTS,  
DIAGNOSTIC CODES, TAPE  
SPEED, SETUP CODES



# Now, Here Is The New VPR-6.

**W**hen hundreds of users worldwide told us what they wanted in a one-inch VTR, we listened closely and then designed and built it. It's our new VPR-6, the easiest VTR to operate, service and maintain of any in its class. And it's in the price/performance ratio that most users want.

## Smart, yes. Complicated, no.

Intelligent but not intimidating, the new VPR-6 offers features that allow you to get the job done more productively. For example, virtually all machine setup procedures can be done at the highly efficient control panel. Most board-edge controls typically found in VTR's have been eliminated.

You insisted on fast but gentle tape handling... the VPR-6 shuttles tape at speeds approaching 500 ips and handles all reel sizes from spot to 2 hours with equal precision and gentleness. The servo microprocessor senses when the end of the tape is near and slows down the reels and scanner and unthreads the tape gently.

You asked for power-down memory... so we built in a long-life battery to protect setups, edit and cue points and all editor configuration parameters.

"Make it easier to troubleshoot," you said, and we built in an extensive diagnostics system that constantly monitors many system conditions and warns you if a fault occurs. You can even run from the control panel a diagnostic routine using a logic probe to test every IC in direct communication with the two microprocessors.

## A tried and true transport

You demanded reliability. Not wanting to tamper with success, we borrowed the tape transport and mechanical

printed wiring boards and backplane connectors throughout. The modular package allows convenient access to any part of the VTR for easy maintenance.



## A TBC to Match

Because you wanted play speeds from -1 to 3X normal and picture in shuttle, we also developed the new TBC-6 digital time base corrector, performance-matched to the VPR-6. Its 32-line memory and 28-line correction window are the largest in any TBC appropriate for a VTR of this type.



## State of the art editing

So much for recording and playback, how about editing? The VPR-6 has all the capabilities you asked for, including split audio-video auto edit and auto tag. RS-422 serial communications capability lets VPR-6 function efficiently in a state-of-the-art editing system with the Ampex ACE and other edit controllers.

## First-rate audio

"Make audio better," you said, and we did. The VPR-6 has audio (as well as video) confidence playback. The audio system also offers high quality stereo phase and an optional fourth audio channel for EBU systems.

## Selection of styles

Most users may agree on capabilities, but you prefer a variety of configurations to choose from. So, we offer the VPR-6/TBC-6 in four console styles as well as tabletop and rackmount versions. Many Ampex video accessories work with it, including some you may now own.

## In production now

The VPR-6 is too good to wait for, so it's already in factory production. Ask your Ampex video sales engineer



design of our reliable and proven VPR-80. We also eliminated most wire harnesses in favor of more reliable

to quote price and delivery for any model in any world standard, and watch his face light up!

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Canada, Toronto 416/821-8840

## Metro Traffic Control: Keeping watch on the ground and in the air

**Six-year-old firm now has over 175 stations receiving its traffic reports in cities across the country; it uses cars, planes, computers and spotters high above the landscape to insure accuracy and speed**

*It's Tuesday morning, 6:15, high above Washington in a Cessna 172 single-engine aircraft. "Traffic is running smoothly northbound on Shirley Highway, but there's a rolling backup on the outer loop to the Cabin John bridge. Watch out for a slow spot in the Third Street tunnel—there's a truck broken down in the right lane. In the sky, WASH-FM, this is David Anthony."*

The reports continue every 15 minutes for the next two hours and forty-five minutes.

The plane flies over metropolitan Washington, sometimes circling a particular area to decipher what kind of truck is blocking commuters this morning on the Baltimore-Washington Parkway.

Later that afternoon, during the evening rush hour, Brian Lindsay takes his second elevator ride of the day up 555 feet to the top of the Washington monument. Peering through his binoculars, he observes the main arteries entering downtown Washington. "See that police car over there, just below the crest of the hill?" That usually signals a disabled vehicle, he says matter-of-factly. "I have to phone that one in." Minutes later he emerges from a tiny room in one corner of the monument observatory, having just relayed the information to a central studio in suburban Bethesda, Md. Then it's on to

more trouble-spotting, more reporting.

Anthony and Lindsay are part of Metro Traffic Control, a national company that lives by the bottleneck and breakdown. It is, by its own account, "the largest traffic reporting service in the United States," with more than 175 radio and television affiliates in Atlanta, Baltimore, Boston, Cleveland, Dallas-Fort Worth, Denver, Detroit, Houston, Los Angeles, Minneapolis-St. Paul, San Francisco and Washington. It has more than 100 vehicles on the road and a dozen aircraft working every day. But, says David Saperstein, founder and president of the company, MTC "is probably one of the best kept secrets in broadcasting."

Not for long. The company is extending its reach across the country, making a mass-produced product out of what heretofore was



MTC President David Saperstein



MTC's studio in Houston



Brian Lindsay at the top of the Washington Monument

## *Already Sold!*

WPIX New York  
KCOP Los Angeles  
WGN-TV Chicago  
WPVI-TV Philadelphia  
KBHK-TV San Francisco  
WLVI-TV Boston  
WKBD-TV Detroit  
WDCA-TV Washington  
KTXA-TV Dallas-Ft. Worth  
KRIV-TV Houston  
WCLQ-TV Cleveland  
WTVJ Miami  
KMSP-TV Minneapolis  
KSTW-TV Seattle-Tacoma  
WGNX-TV Atlanta  
WTOG-TV St. Petersburg  
KPLR-TV St. Louis  
KWGN-TV Denver  
KTXL Sacramento  
WTXX-TV Hartford-Waterbury  
KPTV Portland  
WPDS-TV Indianapolis  
KPHO-TV Phoenix  
XETV San Diego  
WMOD-TV Melbourne  
WGNO-TV New Orleans  
WLOS-TV Greenville-Asheville  
KOKH-TV Oklahoma City  
KTVX Salt Lake City  
KMOL-TV San Antonio  
WYAH-TV Norfolk-Portsmouth  
WBRC-TV Birmingham  
WGGT Greensboro  
WXXA-TV Albany  
WAWS-TV Jacksonville  
KSEE Fresno  
WICS-TV Springfield  
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# TV 2



Warner Bros. Television Distribution  
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# BLAIR RADIO. THE PROOF IS THE PERFORMANCE.

In six months, Blair Radio helped KLFY-FM's audience ratings take off like a high-performance sportscar ... 65%.

Because Chet Tart, Blair Radio's V.P., Programming & Marketing, built a unique program for the station.

No wonder stations say things like:

"Tart is one of the leading program consultants in the country." Steven C. Keeney, V.P./G.M., KIMN, Denver

"I commend the skills and programming know-how of Chet Tart." Alfred E. Berk, V.P./G.M., WBAL/WIYY, Baltimore

"Tart designs a plan of action that gets ratings." Monty Wallis, Manager, KYAA, Billings

Action that gets ratings *and* advertisers. That's performance.

Call Chet Tart at (212) 603-5604 for programming analysis and direct mail advertising strategies. He'll put Blair Radio to work for your station.

**BLAIR RADIO** 

Performance is the Tradition.

done primarily on an individualized, one-market basis. MTC continues to grow by violating one of the most basic rules in radio: It sells the same thing to multiple stations in the same market. What makes MTC work?

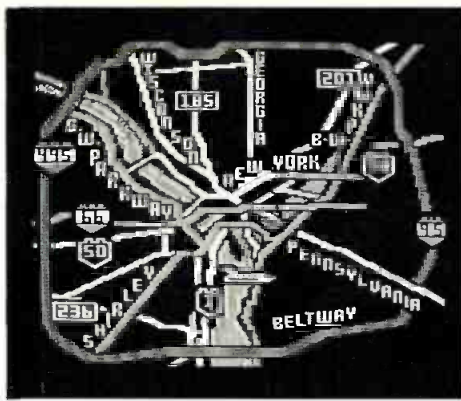
According to Saperstein, "in order for a station to submit themselves to losing their individuality, you've got to do something that they can't possibly afford to do." In most cases, MTC has "more people in a marketplace gathering traffic than the all-news radio station gathering news. So they can't possibly attempt to compete with us in being as accurate," he says.

"People that try to do what we do without us—they come up with things that just aren't there, or things that happened an hour ago." Saperstein says that "there is a tendency" for them to "rely heavily on police scanners to get information." MTC monitors the scanners, but "only as a pre-reference to check something out." He says the difference in reporting is most evident in television, because a reporter in a studio reading from a teleprompter does not have the spontaneity needed when traffic situations sometimes change within minutes.

MTC, which began in 1978, has an army of about 200, averaging 15 people working full time in each market. The "standard" MTC central studio, which costs more than \$250,000 to start up, has a producer, an engineer, an information gatherer, a computer operator and an anchor. Depending on the market, more "special" anchors are often added. (In cities with large Hispanic populations such as Dallas, Houston, Los Angeles and Denver, MTC has some Spanish-speaking anchors.)

Generally, traffic reports are called into the central MTC studio by stationary reporters such as Lindsay, as well as airborne and mobile unit reporters. (The last travel assigned traffic routes each morning.) The information is forwarded to the central studio, where it is collated and given to the on-air anchors. They in turn incorporate the latest information into their reports, which are then fed down a telephone line to the network of stations.

In some cases, such as the arrangement between WASH-FM Washington and MTC, an MTC reporter (such as Anthony) broadcasts live from an MTC plane to an individual station. Some stations have "their voice in the MTC plane, or their voice in our studio,"



Computer map of Washington

explains Saperstein. "We just don't put our people in their plane, or our people in their studio." In some instances, MTC supplements a station's own traffic service by providing information to the station's reporters.

MTC has been "fine-tuned," since its inception, Saperstein says, adding that MTC is "the only one" that has developed special "computer remote graphics." In Washington, for example, MTC anchor Larry Monk is in the MTC studio, and as "he's speaking, he works the computer, telling it what lines to change and what arrows to move so the viewer gets a real, live television report."

In addition to the reporters in planes and mobile units, MTC has also staked out various high vantage points—such as the Washington monument in Washington and the Renaissance Center in Detroit. Of the first, Saperstein says, "almost 90% of what means something in D.C., you can't fly over, because of either government restrictions or plane restrictions." Hence, Lindsay sits at the top of the monument every day during the morning and evening rush hours, watching the bridges and phoning in his reports to the station. In San Francisco, an MTC spotter walks the Golden Gate Bridge when there is heavy fog—about once a week. (The rest of the time, the reporter observes the traffic congestion from a nearby hill.) MTC pays the overtime of the federal park rangers and any added expenses such as utilities and telephones incurred by having an MTC reporter working in a building.

According to Saperstein, much of MTC's revenue is from radio, mainly because of the large number of stations in each market.

**Growing business.** Two major markets which Metro Traffic Control has not yet cracked are New York and Chicago. Among the competition in the former is Shadow Traffic, with 63 affiliate stations in the tri-state area of New York, Connecticut and New Jersey, and in the latter, Lee Communications. That company is headed by Gary Lee, who says that the Windy City, where he provides traffic reports for 32 radio stations and one television station, is the only market he wants to be in at the moment. "I don't believe in a multiple marketplace," he said, adding that "every market is so unique, I don't think we can do 'McTraffic,' or reports stamped out of a cookie cutter." He says his company offers "individual service," with most reports featuring "chit-chat" between the station's announcer and the traffic reporter. As part of the compensation, stations provide Lee's company with "spot inventory." This "time bank," he says, is "packaged and sold . . . to advertisers at a substantial discount."

Other traffic services, however, look forward to expansion. Richard Enlow, founder of Traffic Central, which has 24 affiliate stations in Houston and San Antonio, says his company plans to move into two cities in the Midwest in 1985. He says Central expects "to pursue a new market every quarter" next year. Providing more than 850 reports per day, Central provides a "private label" service—different formats which "each station can package . . . as if they are their own product." (Stations pay for the traffic reports with advertising time.)

Also, because MTC can't do multiple computer television graphics at once, the company has exclusive contracts with one television station per market.

There is no "structured rate" for the service. The cost depends on a combination of factors, including the size of the market, the frequency of the service's use, the type of service that is provided and the ratings of the station. Usually, the MTC reports are offered to stations in a "barter situation" (stations pay with advertising time). However, a station using multiple aircraft or multiple anchors, for example, may pay a "substantial cash charge." The service, Saperstein says, "is not cheap. In most places if we don't have a station, it's because they didn't want to pay the price."

MTC's commercials within its traffic reports are 10 seconds, with a one-year commitment required of the advertisers. It sells four clients in a market. "The most important thing," Saperstein says, is that MTC does not sell advertising as radio. It sells it "as outdoor" advertising. He says MTC uses radio "the same as an outdoor advertising company uses a landlord to display a billboard." This brings in greater advertising revenue, he said, adding that "otherwise the costs to a station would absolutely be prohibitive." Almost without exception, he says, MTC advertising clients have been with it for more than a year, and most, like *USA Today*, use it in multiple markets. He says that MTC "will never sell time to an advertiser that's been on a station in the past year," so it constantly comes up with new clients.

Although Saperstein declines to comment on the magnitude of MTC's yearly revenue, he says that at some point, he would like the company to go public.

Asked if—having seen so much traffic go wrong—he is inclined to go into the business of redesigning traffic patterns, Saperstein says that he is. "You start seeing things"—simple ways to improve traffic patterns, he says. For example, closing every other expressway ramp in Dallas, he says, would speed up traffic. Or repainting the lines on a street and making an extra lane worked well in Houston and could be duplicated in other cities across the United States. Asked if he passes this information on, Saperstein says that "no one really cares." However, he says that MTC is examining the "side business" of providing government agencies with information on traffic patterns.

Last year Saperstein traveled an average of 10,000 miles a week, spending "as much time as possible" in each market, meeting with stations. This year, he said, he's cut back: he's logged about 100,000 miles so far, spending "sometimes a week" or about three days at a time at the Houston headquarters.

Next year he expects to cut his travel time in half. Within the next two years, he hopes to take MTC into the top 30 markets. At some point he would like the company to get into different areas of broadcasting, such as a 24-hour "news and actuality" service. MTC has "been very fortunate in the last six years," he says. "We've been able to grow at this pace with no debt." □



How new broadcast technology  
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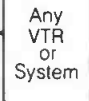
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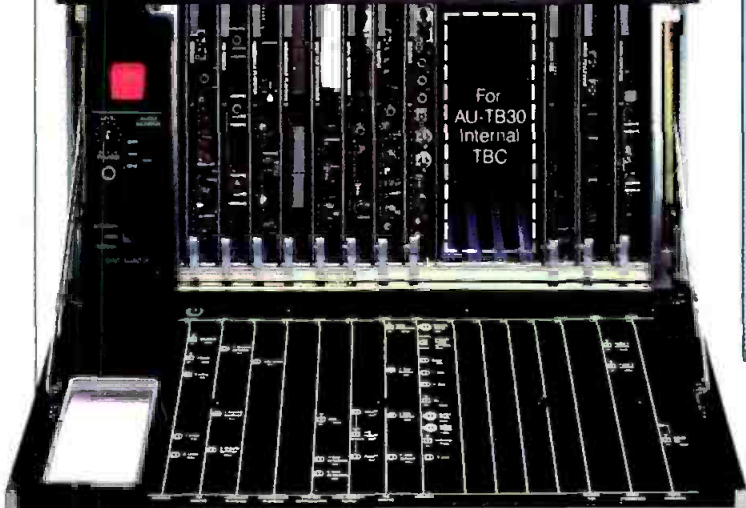
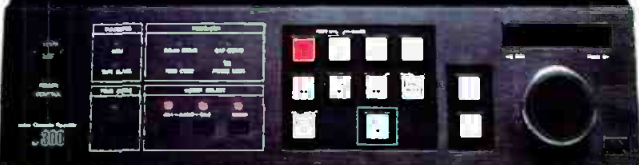
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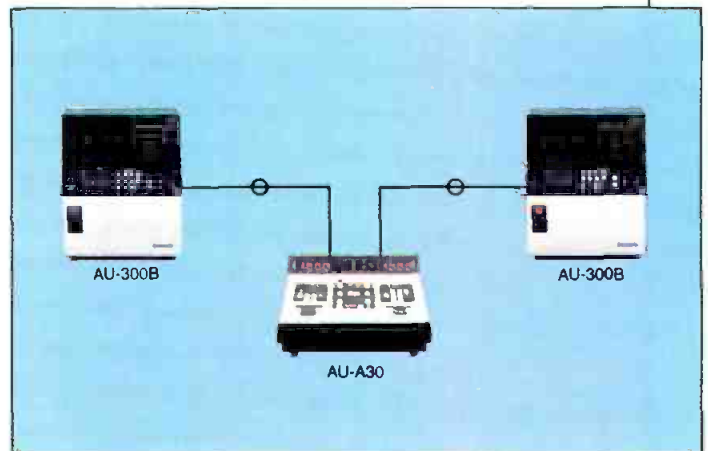
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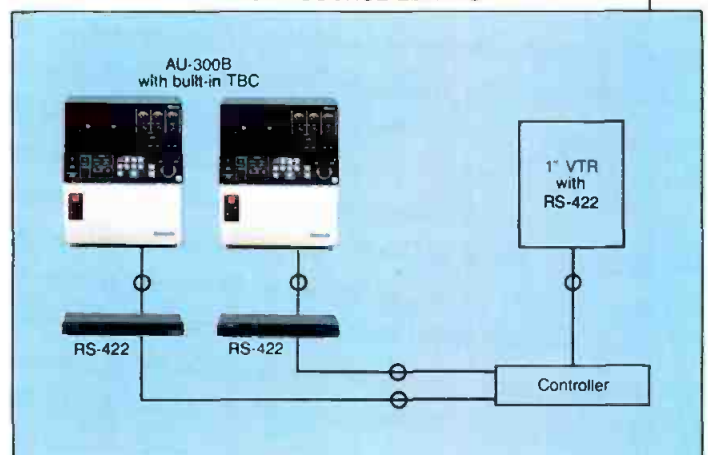
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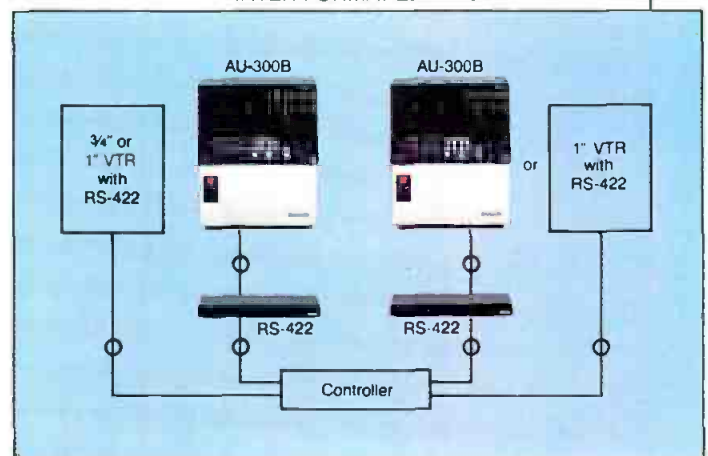
SIMPLE EDITING

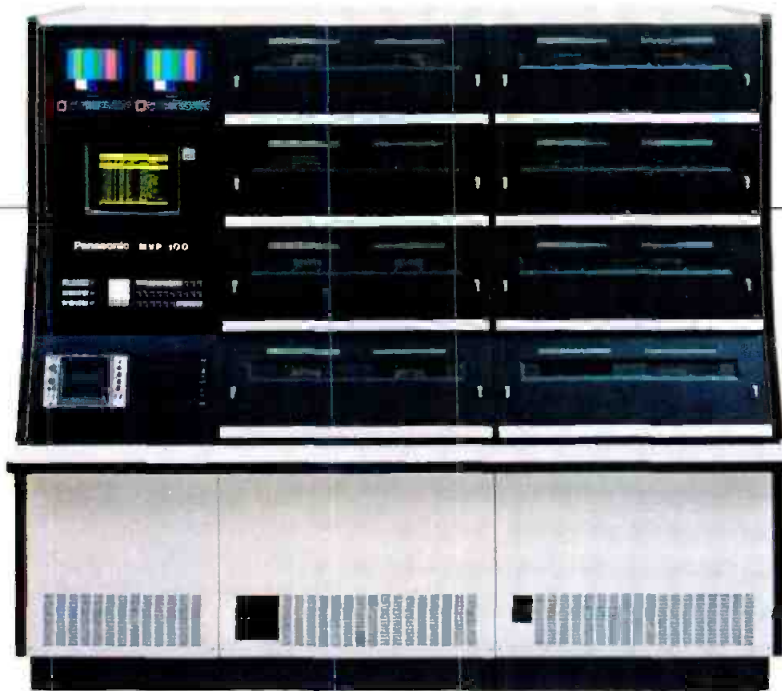


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## Football ratings: lower numbers haven't hurt profitability

Although ratings are off, lower prices paid for game packages have resulted in network profits; for USFL, major question is whether any broadcast network will pick up television contract when league switches to fall play in '86

The proliferation of live college football games on cable networks and in syndicated packages on television stations has, by most accounts, been the primary factor in lower ratings this season for both college and National Football League telecasts over CBS, ABC and NBC. The most common term used to describe the phenomenon is "saturation." For NFL games so far this season, CBS telecasts are off 14%, ABC's are off 12% and NBC's are off 5%. The ratings of CBS's college package are down even more—closer to 40%, although not unexpectedly so—with the network scoring ratings in the 5.0 to 6.0 range. ABC's package of College Football Association games, after seven weeks of play, has averaged an 8.4 rating and a 21 share, compared to a 9.5/26.4 after seven weeks of telecasts under the network's pact with the National Collegiate Athletic Association last year.

But all is not as gloomy as some reports have indicated. For one thing, ABC and CBS are making a profit on their college packages this year—something they hadn't been doing under their respective NCAA pacts, ruled to be anticompetitive last summer by the Supreme Court (BROADCASTING, June 30, et seq.). Second, the glut of games has not driven viewers away—in fact, just the opposite has proved true. While ratings per game are down generally for college football, A.C. Nielsen has estimated that through October there have been an average 16 million viewers each Saturday of college games, up about 1.5 million from last year.

Cable networks have fared pretty well with their college football agreements. ESPN is quite pleased with its season-to-date average of 4.2 for its CFA package, a strong showing for cable games. That is due in no small part to the exclusive Saturday evening window it gained in its contract. Last year the network has access only to taped games, which usually generated 1's and 2's. USA Network also has a package of live college games this year. Season to date it is averaging a 1.0.

A question that remains is how (or whether) the structure of college packages will change next year. Most of the major deals made this year were only for one year so that networks and syndicators, as well as the colleges, could get a feel for the newly opened marketplace without having to make long-term commitments.

Another question is whether the United States Football League will be successful in its quest to make room for itself in the TV

networks' 1986 fall schedules, despite an already saturated fall football marketplace. But the upstart league intends to do just that and has just filed suit against the NFL (claiming the older league is trying to "bury" it) in an effort to get its network packages restructured in a configuration that would not exclude fall USFL coverage. Privately, more than one network executive has confided that a fall USFL package doesn't appear terribly attractive. Jim Spence, vice president of ABC Sports, has publicly ruled out such a package for his network in 1986, the year the USFL hopes to make the move to the fall. But Neal Pilson, group executive vice president responsible for CBS Sports and CBS Radio, said the network was currently "reviewing" USFL plans for a move to the fall. "Our first allegiance remains to the NFL," he said. "We don't have a need for [the USFL] in the fall and we're not trying to induce a move." But he added that CBS would "certainly be interested in sharing a package with another network."

Others point to the USFL's internal turmoil. Franchises in such major markets as Chicago, Detroit and Philadelphia are folding or moving to smaller markets, which doesn't help the league's saleability, either on a network or in syndication. There are also rumors that Chet Simmons may be on his way out as commissioner of the USFL. Simmons was out of town last week and could not be reached for comment.

ESPN is one network that says it will accommodate a move by the USFL to the fall. It renewed its contract with the league for three years through 1987, and the contract does not restrict league play to a particular season. Although ESPN President William Grimes noted last week that with the amount of fall football already carried, it would appear that from an advertiser standpoint, the USFL would be "better served" if it were to retain its spring schedule. ABC has renewed its contract with the league through 1986, although its contract does specify spring play only.

While syndicators are glad to have been let in on the live college football action this year, they have had difficulty in making their packages work because they have to compete in the early Saturday afternoon time period (12:30-3:30 p.m.) when the first network game is televised, making it more difficult to clear stations. The CFA has also taken a number of attractive games away from syndicators (on 12 days notice when

it's a game involving a CFA school), which makes it harder still to sell time and clear stations.

"We didn't expect to get rich this year," said Fred Botwinik, president of Katz Sports. He said that Katz and other syndicators would seek to persuade colleges next year to give syndicators the "flexibility" of offering games on Saturday evenings, which the CFA has made the sole domain of ESPN this year. Botwinik also said that colleges would be "better off" if they were to approach the networks as a unified group. This year the Big 10-Pacific 10 coalition opted for a package with CBS, while the CFA made deals with ABC and its cable subsidiary, ESPN. As a result, the networks were able to pay much less for the rights to games this year. In fact, both ABC and CBS each paid for their respective packages and a smattering of additional games to fill out their schedules only about one-third of what they did under the NCAA packages last year when they each paid \$34.5 million. And each is charging about half the \$60,000-plus for 30-second spots that their NCAA packages commanded in 1983. Both networks have sold out their college football packages. ESPN paid \$9.2 million for this year's 15-game CFA package, and is charging about \$15,000 per 30-second spot.

As to the NFL, so far this year CBS has averaged a 13.0 rating, off 14%; ABC, a 15.1, off 12%, and NBC a 10.6, down 5%. Saturation is a primary factor, agrees CBS's Pilson, "but the question is what can we do about it." To a large extent, he said, the declines at CBS were due to weaker performances by a few key National Football Conference teams that are known to appeal to viewers nationally, such as the Washington Redskins and Dallas Cowboys. In part, he said, the solution is to extend the networking of other teams that seem to be excelling and attracting interest, such as the San Francisco 49'ers and Chicago Bears. He also noted there has been some "resurgence" on the part of a few key teams in the American Football Conference carried by NBC, such as the Miami Dolphins, Los Angeles Raiders and Denver Broncos. "It's like a pendulum that swings back and forth" between the two conferences, he said. And although the NFL may be in a down cycle now, Pilson expressed "confidence" in the league as long-term product for television. "I don't think [its ratings] will sink below the level of acceptability." □

**Merger rejected.** Warner Communications Inc. and Polygram Records Inc. have abandoned a proposed merger of their record operations. In a joint statement released last Tuesday (Nov. 6), Warner, along with Polygram stockholders, NV Philips of The Netherlands (majority shareholder), and Siemens AG of Germany, said the decision "is a direct consequence of the opposition of the Federal Trade Commission to the proposed merger in the United States."

The FTC voted 4-1 against the merger on March 6, claiming that the combination of the two companies would greatly decrease competition in the record industry. According to the proposed merger plans, Warner would have owned 80% of the joint operation and Polygram 20%. Warner, which reportedly has 18% of the U.S. record market, would have then 26%, surpassing the CBS/Records Group, which controls 23%. (CBS had previously indicated it would also seek a merger or acquisition if the Warner-Polygram deal was approved.)

Warner and Philips said they "ultimately would have prevailed" in court against the FTC. However, the companies noted that the proceedings would take several years to complete, making it "no longer feasible to keep the record operations and personnel involved in a further state of uncertainty." The proposed transaction was first announced in June 1983.

## CBS takes week six, NBC second

CBS was the winner in week six (ending Nov. 4) of the 1984-85 prime-time season, with an average 16.3 rating and 26 share. NBC placed second with a 15.7/25 and ABC third with a 15.3/24. In taking week six, CBS picked up one-tenth of a rating point on NBC in the season-to-date race, narrowing the gap to three-tenths of a rating point.

CBS has now won four weeks in the current season and tied with NBC in week five for first place. NBC took week three with the World Series. ABC is still looking for its first win. Despite the fact that ABC won three nights last week, Sunday, Wednesday and Saturday, CBS's resounding victories on Thursday and Friday were enough to carry the week. On Thursday, the network's powerful lineup of *Magnum PI*,

*Simon & Simon* and *Knot's Landing*, all in the top 20, combined for an average 18.9/30, beating NBC by slightly more than a full rating point, and ABC by more than five full rating points. On Friday, CBS's *Dukes of Hazzard*, *Dallas* and *Falcon Crest* pounded the competition with a combined average of 20.6/33. ABC had 13.0/21.1 and NBC 11.9/19.7.

NBC won handily on Monday, beating CBS by almost 3 rating points (19.4/30), with *TV Bloopers and Practical Jokes* and the made-for-television movie, *Shattered Vows*. On Tuesday, NBC beat CBS by three-tenths of a rating point (18.2/29.1) with *A Team*, *Riptide* and *Remington Steele*. CBS ran *Aftermath*, *E/R* (which moved to Wednesday last week) and the made-for *Silence of the Heart*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.1/43	25.	Knight Rider	NBC	16.7/24	49.	St. Elsewhere	NBC	13.4/23
2.	Dynasty	ABC	24.9/39	26.	Harcastle & McCormick	ABC	16.6/24	50.	20/20	ABC	13.3/22
3.	60 Minutes	CBS	22.8/35	27.	Love Boat	ABC	16.5/28	51.	It's Your Move	NBC	13.1/20
4.	Falcon Crest	CBS	21.9/37	28.	Highway to Heaven	NBC	16.3/26	52.	Call to Glory	ABC	13.1/20
5.	Silence of the Heart	CBS	21.9/35	29.	Newhart	CBS	16.2/24	53.	T.J. Hooker	ABC	13.0/22
6.	Shattered Vows	NBC	21.3/33	30.	Remington Steele	NBC	15.7/27	54.	Dukes of Hazzard	CBS	12.9/21
7.	A Team	NBC	21.2/33	31.	Benson	ABC	15.7/26	55.	Ripley's Believe It Or Not	ABC	12.9/20
8.	Bill Cosby Show	NBC	20.0/31	32.	TV Bloopers & Prac. Jokes	NBC	15.7/24	56.	Alice	CBS	12.7/19
9.	Hotel	ABC	19.9/34	33.	Seattle/San Diego football	ABC	15.5/26	57.	Miami Vice	NBC	12.1/21
10.	Best Little Whorehouse	ABC	19.6/32	34.	Night Court	NBC	15.5/24	58.	Airwolf	CBS	11.7/20
11.	Knots Landing	CBS	19.2/32	35.	Different Strokes	NBC	15.0/26	59.	Hawaiian Heat	ABC	11.4/18
12.	NFL Football 7-7-24	NBC	19.1/32	36.	Gimme A Break	NBC	15.0/26	60.	Mat Houston	ABC	11.3/19
13.	Fall Guy	ABC	18.9/30	37.	Facts of Life	NBC	14.8/23	61.	Silver Spoons	NBC	11.3/17
14.	Magnum, P.I.	ABC	18.7/29	38.	Finder of Lost Loves	ABC	14.8/27	62.	E/R	CBS	10.6/16
15.	Simon & Simon	CBS	18.7/28	39.	Trapper John, M.D.	CBS	14.5/24	63.	Charles In Charge	CBS	10.5/17
16.	Scarecrow & Mrs. King	CBS	18.4/28	40.	Who's the Boss?	ABC	14.5/22	64.	Partners In Crime	NBC	10.4/18
17.	Kate & Allie	CBS	18.1/26	41.	V	NBC	14.4/23	65.	Paper Dolls	ABC	10.4/16
18.	Hill Street Blues	NBC	17.8/30	42.	Cagney & Lacey	CBS	14.3/24	66.	Sweet Revenge	CBS	10.0/16
19.	Cheers	NBC	17.8/27	43.	Three's A Crowd	ABC	14.3/23	67.	Hunter	NBC	9.3/15
20.	Riptide	NBC	17.7/27	44.	Jeffersons	CBS	14.2/21	68.	AfterMASH	CBS	9.2/14
21.	Family Ties	NBC	17.2/26	45.	Mike Hammer	CBS	13.7/24	69.	Hot Pursuit	NBC	9.0/17
22.	The Carter Affair	NBC	17.1/27	46.	NFL Football—post	NBC	13.7/23	70.	Dreams	CBS	8.8/14
23.	Webster	ABC	17.1/27	47.	Cover-Up	CBS	13.6/25	71.	Jessie	ABC	7.7/13
24.	Murder She Wrote	CBS	16.9/24	48.	3 Wishes of Billy Grier	ABC	13.5/21				

\*Indicates premiere episode

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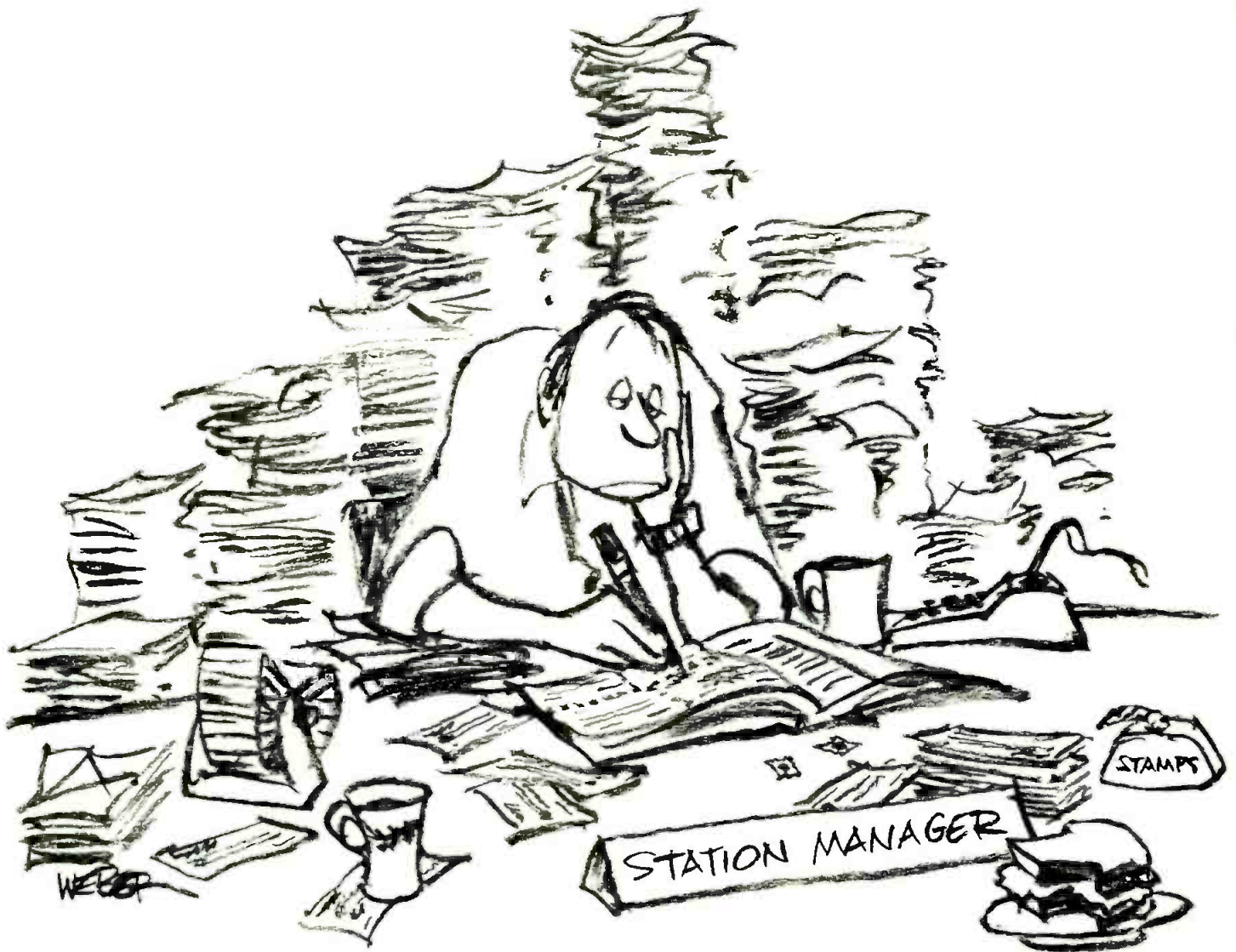
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## NAB asks FCC to clarify its TV dereg order

**Association wants final word on deletion of limits in ad volume in children's shows; urges inclusion of 'meritorious' programs in renewals**

The National Association of Broadcasters has asked the FCC to clarify whether the commission's order deregulating television eliminated commercial time guidelines for children's programing.

In opposing petitions for reconsideration of the TV deregulation order, NAB said the order's handling of the issue was unclear.

The official "interpretation" of the order at the FCC is that the "amount" limitation for children's programing was eliminated. FCC officials, however, admit that wasn't made clear ("Closed Circuit," Oct. 8).

In its filing, NAB said it agreed with one point advanced in a petition for reconsideration by Henry Geller, former head of the National Telecommunications and Information Administration: that licensees should receive credit for public service programing that may not specifically respond to the issues on their issues/programs lists. "While NAB supports the commission's basic issue-responsive approach to license renewal, we submit that this other 'meritorious' programing should be relevant in assuring renewal expectancy, particularly in the comparative renewal context," NAB said. "The report and order states that during a petition to deny or a comparative renewal proceeding, the commission may request more information from the licensee if the questions of fact cannot be resolved through examination of the quarterly lists. The commission should acknowledge that licensees may submit their other 'meritorious' programing efforts as part of any such further information requested by the commission or submitted on the licensee's own initiative."

Otherwise, NAB urged the FCC to deny the petitions for reconsideration by the Telecommunications Research and Action Center and Geller. "Many of the arguments presented by the TRAC and Geller petitions already have been refuted by the courts in the related context of 'radio deregulation,'" NAB said. "Others are based on misstatements and tortured interpretation of FCC holdings and judicial case law. NAB believes the commission has acted fully within its statutorily provided and judicially affirmed discretion in eliminating the unnecessary rules and policies addressed in this proceeding."

The National Telecommunications and Information Administration also opposed the

**Dems turned down.** The Democratic Congressional Committee lost in its bid for a court order that would have banned Republican spending for commercials in a number of congressional districts in the last three days of the campaign (BROADCASTING, Nov. 5). The Democrats contended the \$6 million being spent would violate federal spending limits. But a U.S. district court judge said he lacked the jurisdiction to act. The Democrats plan an appeal.

The DCC on Nov. 2 had sought an order from Judge Oliver Gasch directing the Federal Election Commission to rule before the election on whether the advertising violated the law. The Democrats contended that since the Republicans had already contributed the maximum allowed—\$50,800—to Republican candidates in the districts at issue, the spending on additional commercials allegedly targeted for those districts was illegal. Generic ads that did not focus on particular districts would not violate the law, the Democrats maintained.

Gasch, in a brief opinion released late Friday (Nov. 2), noted that the administrative deadlines of the Federal Election Campaign Act had not yet been exceeded. One allows the party against whom a complaint is filed 15 days in which to respond. And the DCC complaint was filed on Oct. 22. Gasch said he agreed with the FEC that he lacks the jurisdiction to order it to act.

The ads about which the DCC complained were part of a late push by the National Republican Congressional Committee to generate support for House and Senate candidates.

petitions to reconsider. "NTIA believes that marketplace forces will adequately govern the behavior of commercial television licensees to allow relieving them of burdensome formal regulations," NTIA said. "As the petitions do not raise any new substantive issues, we recommend that they be denied." □

## Dougan lays international groundwork

**Ambassador has spent much of last six weeks in Latin and South America explaining U.S. positions on international satellite matters**

For several of the past six weeks, Ambassador Diana Lady Dougan, who heads the State Department's office of international communication and information, has been traveling in Latin America. She has been defining and explaining U.S. policy on international telecommunications matters—including the International Telecommunications Satellite Organization—and, in Brazil, expressing U.S. concern about legislation recently enacted in that country that protects its still emerging computer industry.

The visits—including trips to Jamaica, Argentina, Chile and Mexico—involved formal and informal bilateral meetings with officials of host governments, as well as a keynote speech to Brazil's National Congress on Communication and Information, in Sao Paulo. Underlying the visits was the policy consideration that the U.S. government should improve relations with foreign governments in international telecommunications. Since Dougan's arrival at the State Department as the first occupant of the coordinator's post, two years ago, State has em-

barked on a series of formal bilaterals on that subject.

In Montego Bay, Jamaica, Dougan represented the U.S. at a seminar it and Jamaica co-hosted for nine Caribbean countries on Oct. 2-4, on transborder satellite and Space WARC issues. Jamaica had proposed the session as a means of familiarizing countries in the region with U.S. policy. She spent most of the next week in Brazil, Chile and Argentina. Then, after several weeks back in Washington, she traveled to Mexico City with a delegation that included FCC Commissioner Henry Rivera for a formal bilateral on a broad range of international telecommunications matters, on Oct. 30-31. Throughout her travels, Dougan attempted to advance U.S. interests.

In Montego Bay, for instance, Dougan took advantage of the opportunity provided by the seminar to make the case for what will be the U.S. position at the Space WARC—that a flexible plan for satellite services would better accommodate the needs of all countries than would a rigid plan, which would make it difficult to accommodate new technology as it develops. She made the same argument to government officials with whom she met in Buenos Aires and Santiago, in informal sessions. And in many of her visits, she sought to explain U.S. policy of deregulation, describing it as driven by technology, not ideology.

That idea undergirded her keynote speech at the Sao Paulo congress, as well as in interviews she gave the press. In her remarks, she was critical of legislation designed to protect Brazil's computer industry, contending that an antiprotectionist policy generally is the wisest course in international trade, particularly in the areas of telecommunications and computers because of their effect on the rest of the economy. She also warned that the law could discourage foreign investments.

And while audiences might not take kindly to criticism of internal policy from a for-



## ***Viewers test their views.***

Good eyesight is important, so KOLN-TV/KGIN-TV in Lincoln and Grand Island gave viewers the opportunity to check theirs in the privacy of their own homes. The "TV Eye Test" was aired as part of the stations' weekly public affairs program, "etc."

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# Washington Watch

**Multiple ownership review.** Several citizen groups have petitioned U.S. Court of Appeals in Washington to review FCC order repealing seven-station rule. Commission in June replaced rule limiting any licensee's ownership of stations to seven AM, seven FM and seven television with rule of 12's that was to remain in place for six years, when all limits would end. However, under pressure from Congress, commission issued new order keeping seven-station limit in place as to television until April 1 or until 60 days after it acts on reconsideration of that decision. Congress later codified that decision in law.

□

**Payoff.** National Association of Broadcasters distributed roughly \$1.7 million in cable copyright royalty fees among some 400 TV stations. Fees are part of 1982 royalties awarded by Copyright Royalty Tribunal.

□

**LaRouche rejected.** FCC has denied Independent Democrats for LaRouche review of Mass Media Bureau decision denying its complaint that television networks had violated equal-time law by refusing to sell it simultaneous 30-minute slots for independent presidential candidate, Lyndon H. LaRouche Jr. (BROADCASTING, Oct. 22). Full FCC said it believed bureau was correct in finding that networks had complied with their equal opportunities obligations and had treated LaRouche campaign in nondiscriminatory manner.

eign visitor, Dougan last week said she was "pleased with the reaction" to her speech. The legislation at issue is of the enabling sort, and allows the executive branch flexibility in implementing it—from limiting it to personal computers or applying it to a broad range of computers. The Brazilians, Dougan said, "were interested in our deregulatory approach to telecommunications."

Intelsat—and the policy questions it represents—came up in many of Dougan's talks with foreign officials, who are aware of the controversy surrounding the U.S.'s apparent interest in authorizing the establishment of separate international communications satellite systems. Indeed, Dougan, in her speech in Montego Bay, indicated U.S. determination to assert its independence in making policy regarding separate systems. She said those decisions "should not be delegated to, or worse, expropriated by international organizations," an apparent reference to Intelsat (BROADCASTING, Oct. 15).

Dougan reported to foreign officials that a policy decision by the President was being awaited (as it has been since April). And she also expressed the familiar position that the U.S. is "strongly committed" to Intelsat—while noting the precedent set by the establishment of regional systems outside of Intelsat to provide "specialized services." She said she pointed out that Intelsat's "primary focus is in providing basic public switched" service. However, Intelsat officials note that other services, including business and video, are an increasing source of revenue for the system—up to 25%, at present.

Another of Dougan's themes in discussing Intelsat was the difficulty she said countries face in coordinating separate systems with Intelsat, as required by international agreements. The U.S. has had an inordinate amount of trouble in that regard. Intelsat officials say the difficulty stemmed from the U.S. failure to provide requested information. Dougan, in her speech in Montego Bay, made a point she echoed in her subsequent talks in Latin America—that the coordination process "should be designed to promote efficiency, not obstruct new entrants in the field." The process, she said last week in

recalling her conversations abroad, is becoming unduly "cumbersome" and is affecting "the rights" of member countries.

Dougan believes the "eyeball-to-eyeball" meetings she has been holding with officials of foreign governments will help the U.S. in international conferences. Foreign officials have a better understanding of U.S. views, a fact, she said, that assures that the foreign governments will consider those views in the conferences. At the same time, she said, the meetings "allay fears that the U.S. dismisses the concerns of other countries in international telecommunications matters."

For the next bilateral, Dougan is looking westward. The meeting will be with the Japanese, in Tokyo, at the end of this month. □

## Equal time in Tacoma

**FCC affirms that Reagan movie from his acting days was subject to Section 315, but rejects demand that it says was filed too late**

Citing a procedural technicality, the FCC last week rejected an equal-time complaint against KCPQ(TV) Tacoma, Wash.

At the same time, however, it chastised the licensee for late inclusion in its political file of logging of its broadcast of "Storm Warning," an old movie featuring President Reagan.

The movie at issue aired on Sept. 6. Ron Culpepper, co-chairman of the Pierce county (Wash.) Mondale/Ferraro campaign, requested equal opportunities on behalf of Democratic presidential candidate Walter Mondale on Oct. 9. The station declined to provide the time, contending that the motion picture did not constitute a "use" under the equal-time law and that the request did not comply with the commission's seven-day rule, which requires a candidate to make his request for equal opportunities within seven days of the broadcast in question.

In his complaint at the FCC, Culpepper asserted that the Reagan movie was subject to equal-time obligations. Culpepper also al-

leged that his request was timely since the station did not list the motion picture in its political file until Oct. 11.

The FCC, however, said the date of entry of the broadcast in the political file was not relevant to its decision. "The candidate did not demonstrate that he (or someone associated with the campaign) examined the station's political file within one week from the airing of the particular 'use,'" the FCC said. "Therefore, we find no relationship between the absence of the information in the file and his failure to make a timely request for equal opportunities."

Nonetheless, the FCC criticized the licensee. "It appears from the evidence before us that KCPQ did not make a timely entry of 'Storm Warning' in its political file because it was of the opinion that the appearance of President Reagan in this motion picture did not constitute a 'use,'" the FCC said. "The licensee's interpretation of what constitutes a 'use' is clearly incorrect. It is well established that such appearances are subject to 'equal opportunities,'" the commission added.

"The commission expects that all future 'uses' to be aired on this station will be properly reflected in its political file." □

## Appeals court finds FCC's 'dial-a-porn' rules unconstitutional

**It sets aside plan to restrict hours of telephone services**

The FCC solution to the question of how "dial-a-porn" can be regulated to deny children access to the telephone call-in service has failed to pass court muster as to its constitutionality. The U.S. Court of Appeals in New York said the regulations adopted in response to an act of Congress violate the First Amendment. The court said there were other ways to limit the service without running afoul of the Constitution.

The commission in June adopted regulations requiring "dial-a-porn" telephone services—which provide with prerecorded messages describing actual or simulated sexual activity in explicit terms—to operate only between the hours of 9 p.m. and 8 a.m. NYT or to be paid for by credit card before transmission of the message.

The commission acted following congressional passage in the last session of legislation introduced by Representative Thomas J. Bliley Jr. (R-Va.) that extends an existing ban on obscene telephone calls to prerecorded messages and is aimed at "dial-it" services. The court, which acted on an appeal by Carlin Communications, which offers the service, did not reach the question of whether the law itself is unconstitutional. In view of its ruling on the commission's action, the court said that was not necessary.

"We take it as a given that the state cannot stifle speech because it disagrees with the speaker's view," the court said. It said that content-based regulation must be subjected to stricter scrutiny than simply "reasonableness." And while the interest in protecting



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minors from salacious matter "is no doubt quite compelling," it said, the commission "has failed adequately to demonstrate" its scheme is "well tailored to its ends or that those ends could not be met by less drastic means." It said the regulation is both "over-inclusive" and "underinclusive," since it denies access to adults between certain hours, "but not to youths who can easily pick up a private or public telephone and call dial-a-

porn during the remaining hours."

The court said there were other, less restrictive methods for protecting youths from the service. It cited one approach suggested during the rulemaking: giving subscribers the option of blocking access to certain telephone numbers from their homes. The commission rejected the suggestion because comments by the telephone industry said such a scheme would take time to develop

and would involve costs that would outweigh the benefits. The court noted that some federal buildings have blocked the calls, and added, "If the 'architecture' of the calls works here, why not elsewhere?" It said the commission should examine every option.

The court did not remand the rulemaking to the commission for further consideration; it simply set it aside. □

## Journalism

### Dean leaves CBS to co-anchor INN late news

Veteran CBS News anchor and correspondent Morton Dean signed a long-term contract last week with the Independent Network News, which he will join in January as co-anchor, with Pat Harper, of INN's late prime-time national newscast.

In December Dean will mark his 20th anniversary with CBS. Over the past year, in addition to his regular position as anchor for the *CBS Sunday Evening News*, Dean covered events in Grenada and El Salvador as well as NASA space shots, which he has covered since the late 1960's. "It's always difficult," he noted, to part with an organization after 20 years of service, but he added: "I really feel good about it."

Several months ago, CBS had offered to renew Dean's contract for four more years but wanted him to switch from anchoring the Sunday evening news program to anchoring the network's early morning news preceding *CBS Morning News* from 6:30 to 7 a.m. "The early hours were the critical thing," said Dean, in deciding to reject the CBS offer. As for the attractions of the INN assignment, Dean said there were three: "less travel, more air time and more money." He declined to reveal the terms of his new multi-year contract, as did INN President John Corporon.

Both Dean and CBS executives say he is leaving the network on friendly terms. At several points during the negotiation with



Corporon and Dean

INN, Dean talked with CBS/Broadcast Group President Gene Jankowski to see whether there was any way a contract renewal could be reached. "He wanted to make sure I knew I was wanted by CBS and that I was absolutely sure I wanted to leave," said Dean.

He will co-anchor both the half-hour of late national news and the following half-hour of local New York news with Harper. Dean succeeds Steve Bosh, who joined the CBS affiliate in Dallas, KDFW-TV, as an anchor.

INN's Corporon described the signing of Dean as part of "the continuation of [INN's] ascendancy" as a television news organization. Now in its fifth year, INN, owned by the Tribune Co. and WPIX Inc., has bureaus in New York, Washington, Chicago (courtesy of Tribune's WGN-TV there) and Miami, the last of which was added this year. And in

1985, Corporon said, the news organization, geared for independent stations, will probably add three or four more bureaus. The first will be in Los Angeles, where INN has had a presence, through freelancers and the assistance of KCOP(TV). Other markets where bureaus may be added in 1985 include Detroit, Philadelphia, Dallas and Houston. "We'll proceed cautiously," said Corporon, depending upon "journalistic need and the ability to pay [for new bureaus]." □

### Illinois media organizations lose information request at Supreme Court

Last August, an Illinois circuit court judge issued an order prohibiting news organizations from reporting the names of two Minonk, Ill., girls who had been accused of sexually abusing three young children for whom they had been babysitting. What made the order particularly unusual was that the names of the girls had already been released by the police and published. And last week, the Supreme Court, over the objections of three of its members, rejected a request of four news organizations that had sought review of the order—*The Daily Pantagraph* of Bloomington, Ill., the *Journal-Star* of Peoria and WJBC(AM)-WBNQ(FM) Bloomington, Ill.

The Illinois judge, Richard Baner, said he issued his order to protect the girls, ages 12 and 14, from physical harm. They had been threatened in telephone calls. The Illinois supreme court upheld the order, and the media organizations appealed to the Supreme Court. They said they had been restrained from publishing the names of the girls and the place of their detention even though the "information has already been published and is widely known to the community." They also said prior restraint could be justified only if "there were a threat of irreparable harm which could not be alleviated" by other means.

Justices William Brennan, Thurgood Marshall and Harry Blackmun supported the request for review. They said they would have allowed the information, once released, to remain in the public domain. □

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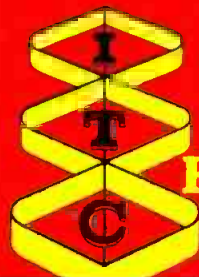
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## The week's worth of news and comment about radio

### Out with old, in with new

Gannett-owned KPRZ(AM) Los Angeles will drop its "Music Of Your Life" nostalgia format on Jan. 1, 1985, in favor of the contemporary hit radio format that has proved a huge success for co-owned KIIS(FM) Los Angeles. The AM outlet also is asking the FCC for permission to change its call letters back to KIIS(AM) as it was called when Gannett acquired it in May 1979. The station became KPRZ when an earlier rock format was abandoned in favor of religion. KPRZ's nostalgia format is three years old and the station recently began adding talk programming during evening hours.

"We have been so pleased with the success of KIIS(FM) that we felt it made the most sense to bring our contemporary format to the AM band," said Wally Clark, president and general manager of both stations. "The nostalgia format on KPRZ has been enjoyable, but we haven't seen anywhere near the growth we anticipated. . . . With KIIS(AM) and KIIS(FM), we hope to make our number one position even stronger. It's a positive

**Support offered.** In comments at the FCC, the National Association of Broadcasters has supported a petition for rulemaking by WRAL Inc., licensee of WRAL(FM) Raleigh, N.C., aimed at requiring short-spaced FM's seeking to increase their facilities to provide notice to stations with which they are short-spaced. In other comments, Press Broadcasting Co., whose WJLK-FM Asbury Park, N.J., is short-spaced to four stations, urged the commission to relax its policy against creating new short spacings through rulemaking procedures for existing short-spaced stations. "At the very least, the commission should allow existing shortspaced stations a chance to overcome problems by prosecuting such rulemaking requests on an ad hoc basis," Press Broadcasting said. The licensee also asked that full implementation of the FCC's Docket 80-90 decision, which could lead to the creation of more than 1,000 new FM's, be postponed until existing short-spaced operators have an opportunity to present rulemaking proposals that would alleviate their problems.

programming decision and an essential marketing approach for our advertisers."

Clark said KIIS(FM)'s highly rated *Rick Dees Show* will be simulcast at 6-10 a.m. on the AM outlet beginning Jan. 1, with "somewhere around 25%" of the FM schedule to be duplicated on KIIS(AM).

According to Clark, KPRZ will cease carriage of NBC's Talknet and Mutual's *Larry King Show* when the format switch takes place (BROADCASTING, Oct. 15).

"We rode the crest of the trend of nostalgia and we think that it has kind of worn itself out," Clark told BROADCASTING last week. "We felt we had a franchise with KIIS(FM) and that this would be a good time to parlay that and protect that flank a little bit too." During the past four three-month Arbitrends averages, Clark said, KPRZ went from a 2.2 share to a 1.6 share in the August-September-October ratings. "We just kept slipping," he concluded. KIIS's 12-plus metro-area Arbitron share rose from 4.4 in fall 1982 to 10.0 during summer 1984. Both stations broadcast in stereo.

KPRZ morning personality Gary Owens will be retained by Gannett with KIIS(AM) under the new format, although his on-air duties have not yet been confirmed. A new program director and several new air personalities will be assigned to the new AM format.

□

KOGO(AM) San Diego abandoned its year-old all-news format last Wednesday (Nov. 7), switching to a simulcast "for the time being" of the co-owned, adult contemporary, KLZZ(FM). A spokeswoman for the Southwestern Broadcasters-owned stations said the change was prompted by continuing low ratings and said a call letter change is also being considered, along with a possible format shift. KLZZ's target audience is women aged 18-to-54. KOGO operates at 600 khz with 5 kw day and 1 kw night.

### Simultaneous rocking

DIR Broadcasting, the New York-based radio program producer and distributor, is of-

fering album-oriented rock (AOR) and contemporary hit radio (CHR) stations a new program concept. Unlike the usual method of distribution in which programs generally air within the same period of time in all markets, DIR is producing one-hour specials, called *Rock on the Road*, designed to air in a given market on the same evening as a major touring act is performing there. Both artists and radio stations benefit from this approach, said Peter Kauff, co-founder of DIR.

The specials will run through the end of the year on more than 60 FM stations. This week the band Scandal will be spotlighted on KLOL(FM) Houston and KTXQ(FM) Fort Worth (Nov. 12 and 14, respectively), and Jethro Tull will air over KZOK(FM) Seattle (Nov. 18). The program's exclusive sponsor is Grizzly Beer, a division of Van Munching & Co.

### High-tech shopping

Associated Press Network News is preparing for two, 10-part specials designed to guide consumers shopping for the latest in high-tech products during the holiday season. Beginning Monday, Nov. 19, AP Radio will distribute *Computers for Christmas*, which it describes as a preview of the latest computer hardware, software and accessories in the market. On Nov. 26, the network will begin to feed stations *Home Video for Christmas*, a series on the newest videotape recording equipment. Each report will run 90 seconds.

### Holiday bash


The New York Market Radio Broadcasters Association (NYMRAD) is planning its first "Christmas Rock 'N' Roll Spectacular" for Dec. 7 at the Sheraton Center. Hosted by radio and television personality Dick Clark, the lunchtime function will feature The Drifters, The Marvellettes, Lou Christie and Little Anthony. Expected to attend are executives from area stations, rep firms, networks and ad agencies. According to NYMRAD Executive Director Maurie Webster, the

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association has also invited 150 to 200 group operators, leading station managers in other markets and former New York City broadcasters. "It could be called the first national Christmas party for radio," he said. Cost is \$150 for members (\$75 for members at suburban stations) and \$175 for nonmembers. Chairman of the event is Nick Verbitsky, president of The United Stations.

### Central American debate

National Public Radio will carry live a debate among government representatives of El Salvador and rebel leaders and representatives of "right-wing factions" within that country on Wednesday (Nov. 14). It will be held in Los Angeles and will air on NPR member stations nationwide, beginning at 1 p.m. (NYT).

Participating on behalf of the Salvadoran government will be President Jose Napoleon Duarte, who is scheduled to take part in the debate via telephone, and Julio Adolfo Rey Prendes, minister to the president and secretary general of the Christian Democratic Party. Representing "antigovernment groups" will be Guillermo Ungo, secretary general of the Democratic Revolutionary Front, the political arm of the Farabundo Marti National Liberation Front, and Ruben Zamora, a member of the same organization. NPR's diplomatic correspondent, Bill Buzenberg, will moderate NPR's coverage.

### En Espanol

A new daily news and feature service "focusing on issues relevant to the Latino population in the western United States" will be offered at no charge to public radio stations beginning Jan. 14, 1985. The Spanish-language *Noticiero Latino* is being produced by Radio Bilingue, based in Fresno, Calif., with funding from the Corporation for Public Broadcasting, the Rosenberg Foundation and the California Arts Council. Included in the package is a weekly five-minute feature, *Acontecer Campesino*, that specifically addresses issues of concern to rural farmworkers.

**Lotteries lambasted.** Bluegrass Broadcasting Co., Lexington, Ky.-based group broadcaster, has asked the FCC to refrain from using lotteries to pick winners for cellular radio markets 91-120. At the very least, Bluegrass said, the commission should hold comparative proceedings for the Lexington-Fayette, Ky. market, where Bluegrass has filed a cellular application.

In a filing at the FCC, Bluegrass said the FCC's decision to use lotteries to award cellular grants had resulted in speculators flooding the commission with "inferior, mass-produced" applications. (It said that 104 of the 127 nonwireline applications filed for Lexington were "generic 'form' applications," with at least 82 cranked out by four application-preparation firms.) "Using pre-filing agreements to manipulate their chances of success, these speculating applicants have shown more concern for the number of applications they could file than for operating cellular systems in the public interest," Bluegrass said. "Selecting a licensee by lottery among such applicants would not only be unfair to serious applicants, but would also inflict an undeniable injury to public service."

Bluegrass also said the FCC's notion that a lottery would promote settlement agreements among competing applicants is clearly false. "The combination of smaller market size and an average of 169 applicants per market makes any future full market settlements unlikely," Bluegrass said.

"Our ambition for *Noticiero Latino* is to cover the whole nation," explained executive producer Samuel Orozco. "As our resources grow, we seek to expand our network of reporters and reach significant Latino centers throughout the country and along the East Coast."

Topics covered in the news program—which can be broadcast in its entirety or as separate segments—will include unemployment, civil rights, the arts, labor and immigration legislation. Information regarding the satellite-fed series may be obtained from Radio Bilingue at (209) 486-5174.

from the J.M. Kaplan Fund. The programs, each 60 minutes in length, will be distributed nationwide by American Public Radio beginning in January.

WNYC-AM-FM-TV New York was recently awarded the first annual Outstanding Programming Award (OPA) by the Listeners Guild Inc. "in recognition of its notable achievements in electronic media programming."

### More gold

The United Stations is restructuring its weekly, three-hour *Solid Gold Country* broadcast into a one-hour daily (Monday-Friday) format beginning Dec. 31. Produced by Ed Salamon, United's executive vice president, programming, the expanded version of *Solid Gold Country*, which is designed to run in any daypart, will deal with a particular theme each day. The program currently airs on 150 stations.

### A format by any other name...

The Satellite Music Network, Dallas, has changed the name of its contemporary hit radio (CHR) format, "Rock America," due to a conflict with a New York-based music video seminar company that claims prior usage of the name. SMN is now calling the format "Kent Burkhart's Contemporary Top 40," after its designer, radio program consultant Kent Burkhart, who is chairman of Atlanta-based Burkhart/Abrams/Michaels/Douglas & Associates as well as a founding partner of SMN. The format was launched last January.

### Affiliation additions

ABC announced last week that it has added 21 new affiliates to its Direction Network, bringing its station total to 226. Among the new additions are: WWWE(AM) Cleveland; KEBC(FM) Oklahoma City; KBUG(AM) Salt Lake City; WMNX(FM) Tallahassee, Fla., and WTRY(AM) Troy, N.Y.

□

"Music of Your Life," big band and MOR songs from the late 1930's to the present, has added five new stations to its list of 150-plus affiliates nationwide. They are: CKLW(AM) Windsor, Ont.; KLEO(AM) Wichita, Kan.; KXIC(AM) Iowa City; WPAZ(AM) Pottstown, Pa., and CHQM(AM) Vancouver, B.C.

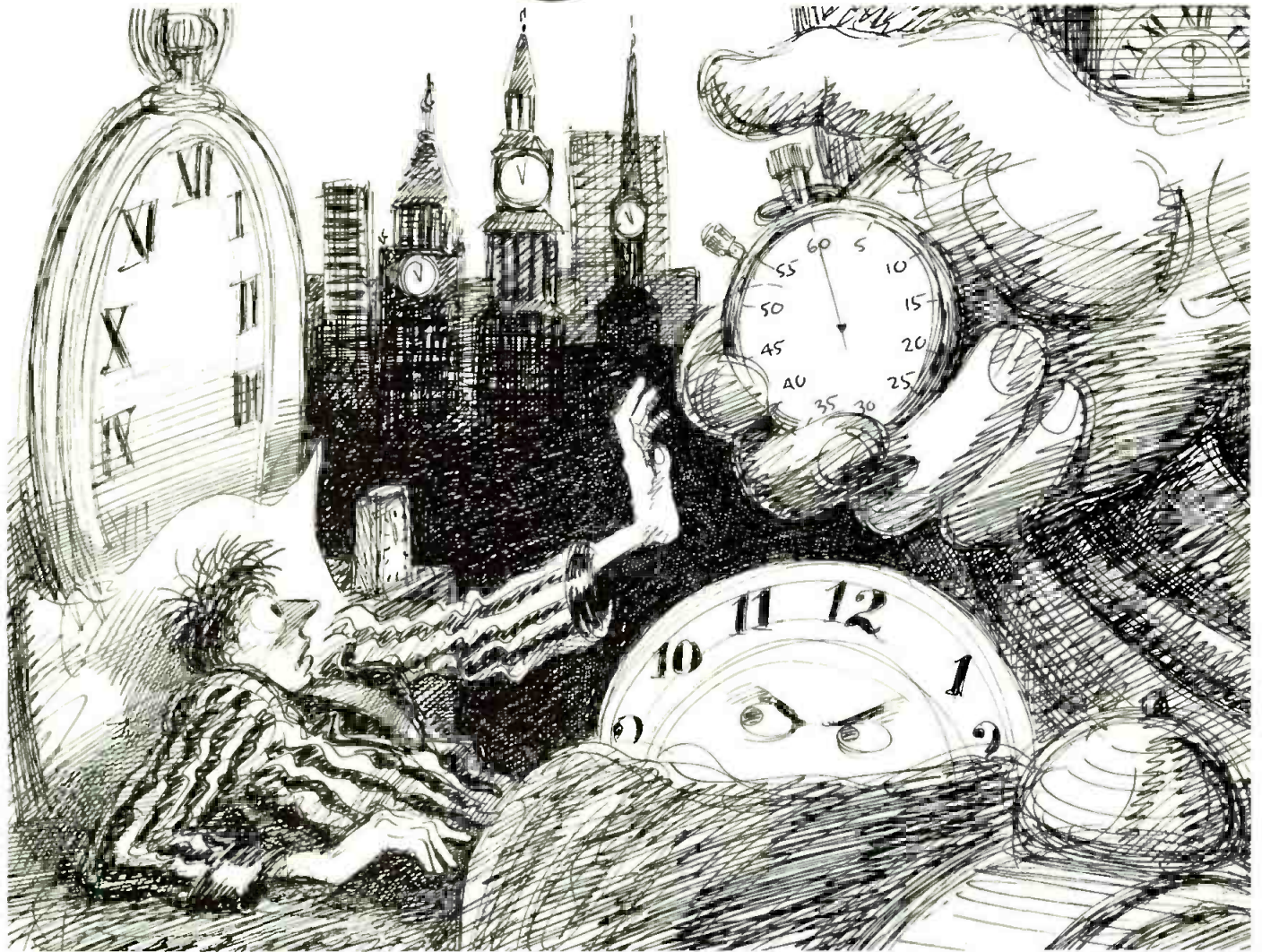
### Censorship on the air

Noncommercial WNYC(FM) New York, in conjunction with the New York Public Library, last Wednesday (Nov. 7) began airing *The Battle Over Censorship*, a six-part series running through Dec. 12. Among the guests on the series: columnist Nat Hentoff, activist Amiri Baraka, Czech author Josef Svko-vecky, actor Morris Carnovsky and Harper & Row president Brooks Thomas. The project, which is based on lectures and panel discussions during the New York Public Library's recent exhibition, "Censorship: 500 Years of Conflict," is supported by a grant



**Irish toast.** In honor of its national coverage of Notre Dame football, Mutual Broadcasting held a "sink Navy" party for over 100 ad agency and advertising executives just prior to the Nov. 3 college football contest between the two schools at Giants Stadium in East Rutherford, N.J. Pictured above are (l-r): Neal Weed, vice president, sales, Mutual; Barbara Bekkedahl, network negotiator, BBDO; Art Okun, account executive, Mutual; Joan Sheridan, account executive, Leber Katz, and Peter Bloom, Eastern sales manager, Mutual. The Mutual Radio Network carries 11 Notre Dame games as well as nine other major college contests.

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## Third quarter earnings: what the Olympics didn't bring

**NBC, Taft, Cosmos and others report soft third quarter; expected soft spillover from games less than robust**

With Olympics and the election campaign, 1984 was going to be the year of the extra dollar. But the most recent quarter, where Olympic dollars and some election money fell, indicate that for many station operators, 1984 may be the year that wasn't.

Among the publicly held group owners that just filed third-quarter earnings reports, about half showed revenue increases below double-digit levels. The reason, many said, was slower-than-expected growth in spot sales, due to money taken off the market by the Olympics.

Even some network O&O's were not immune from the apparent drop-off in national and regional advertising in the most recent quarter, which for most companies ended Sept. 30. RCA noted in its third-quarter report that the NBC "Television Stations and Radio Divisions experienced some marketplace weakness," posting below double-digit increases.

Taft Broadcasting, with four ABC affiliates among its seven TV stations, reported television net revenue increasing 12% and commented on a "softness" in its second-quarter bookings: "It was caused in part by unusually heaving spending by advertisers to buy time and sponsorships for the winter and summer Olympics, thus draining advertising away from more traditional advertising channels." The Taft report said that for the broadcast group (including radio), national spot increased 6% and operating income 16%.

An official at Liberty Corp. said revenue for its subsidiary, Cosmos Broadcasting, increased by 6% with national spot for the television stations (five NBC and one CBS), increasing by 5%: "We think some of it was related to the Olympics but we can't really

put our fingers on it," a spokesman said. Operating income for Cosmos, including four radio stations, increased 9%.

Companies with television-only operations told similar stories. Times Mirror Broadcasting (two ABC, two CBS and three NBC) posted a 9% increase in the third quarter with operating profit growing 6%. Storer's seven television stations had an 8% increase in revenue ("close" to what the company targeted) and a 5% increase in operating profit. Cowles's two stations (CBS and NBC) showed an 11% revenue growth.

Not all the growth, or lack thereof, was distributed evenly within a group. Cowles's statement noted that WESH-TV Orlando/Daytona Beach, Fla., achieved record revenue and profits but that both numbers declined for KCCI-TV Des Moines, Iowa.

Figures from Broadcast Advertiser Reports show that national spot money increased, not in the 5% and 6% range, but 14% in July, 10.4% in August, 16.3% in September, with combined dollar amounts registering a 13.8% gain for the quarter.

One company that clearly benefited during the quarter was ABC, whose network and owned and operated stations recorded "substantial incremental revenues" (72% increase for the broadcast group) as a result of the Olympics to which ABC held broadcast rights.

Capital Cities (with four ABC affiliates, two CBS, one independent) posted an 18% increase in broadcasting revenue and a 21% jump in operating income. Malrite (with four independents) posted a 25% jump in revenue for stations operated during both periods, but Kevin Fight, chief financial officer of Malrite, said much of the jump could be attributed to WHTZ(FM) Newark, N.J.'s, ratings climb during the year. "A softness in the spot market was noticed," added Fight, "a little in the third quarter and going into the fourth quarter for both radio and TV."

The four recently purchased Corinthian

television stations (one ABC and three CBS), now a part of Belo Broadcasting Corp., showed a 20% revenue gain. Television and radio operations continuing from last year registered a 22% revenue jump at Belo, and a 13% gain at Cox Broadcasting (two ABC, one CBS, one NBC and two independents), which also reported operating income growth of 23%. Cox president, William A. Schwartz, noted, "Broadcasting revenues were under budget, primarily due to the well-publicized Olympics disappointment."

LIN does not break out its television revenues (one ABC, two CBS and four NBC) on a separate basis, but a company spokesman said that for the quarter, "as the television stations go, so goes LIN." LIN revenues rose at a 20% rate on a continuing basis.

All these percentage numbers are in comparison to last year's quarter, which, if it had been especially robust, would have made a repetition difficult. But a review of last year's statements indicate single-digit revenue increases for most companies. ABC has reportedly told concerned affiliates that while advertisers may have diverted some money initially intended for regular spot advertising to the Olympics, part of the third-quarter softening in the spot market was also due to increased barter transactions and to the increase in network advertising minutes since last year. □

## Dow Jones, group of investors offer to buy Des Moines Register and Tribune

**Investment firm to evaluate offer, \$112 million, for company that owns two TV stations and four radio stations in addition to newspapers**

An offer was made last Monday, Nov. 5, for the Des Moines Register and Tribune Co. by a group of four investors including Register and Tribune's president, Michael Gartner, and executive vice president, Gary G. Gerlach, and by Dow Jones Inc. The buying partnership, split 50/50 between Dow Jones and the other four, would offer \$100 for each share of the closely held, Des Moines, Iowa-based newspaper publisher and owner of radio and television stations, for a total price estimated at \$112 million. Register and Tribune shares currently trade near \$35.

Register and Tribune executives said there was no connection between the proposed sale and that of Cowles Broadcasting Inc., which was just approved last week



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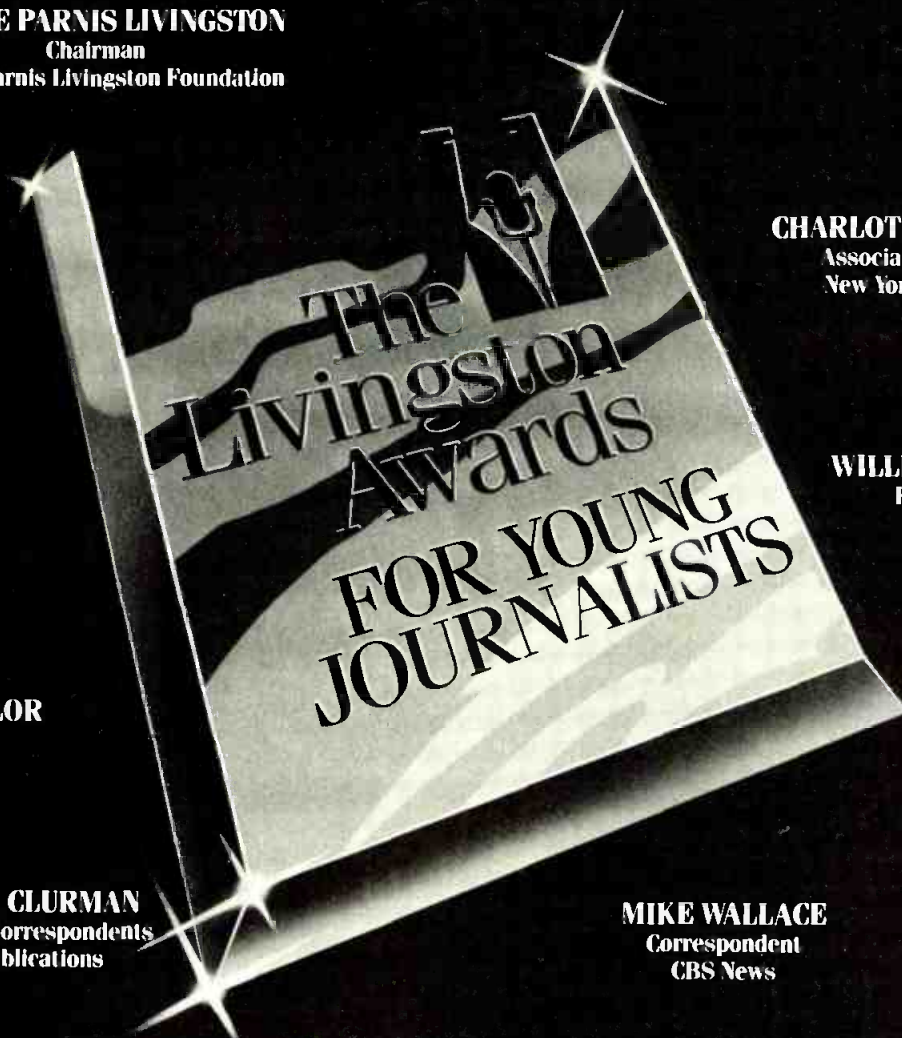
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**International Reporting**  
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abilities of young journalists.

**PROCEDURE:** All decisions are made on the basis of a single news report. In series, one segment will be considered for the prize, but up to six others may be submitted for context. Organizations may apply for individuals, or individuals may apply on their own. The deadline for 1984 entries is February 15, 1985. Application forms may be obtained from Charles R. Eisendrath, Executive Director, The Livingston Awards, The University of Michigan, Ann Arbor, Michigan 48109. Telephone: (313) 764-0420.

The  
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Awards



last Wednesday. Both companies have been controlled principally by descendants of Gardner Cowles who bought *The Register* in 1903. Gardner Cowles Jr., who was chairman of Cowles Broadcasting, is the uncle of David Kruidenier, chairman and CEO of Register and Tribune Co. The Cowles Broadcasting stations and the Des Moines

newspaper were originally under the same ownership until 1973 when they were split apart to avoid Justice Department charges of concentration of media control.

The offer, which Kruidenier reportedly said came as a surprise to himself and other directors, was made at a regularly scheduled board meeting and will be submitted to an

investment banking firm for evaluation. One Des Moines media executive suggested there could well be another offer for the company. The company has previously had suitors; in 1982, talks were held with the Washington Post Co. about a merger.

A majority of the company's stock is controlled by a voting trust overseen by five board members, including Gartner, who is also chief operating officer and editorial chairman.

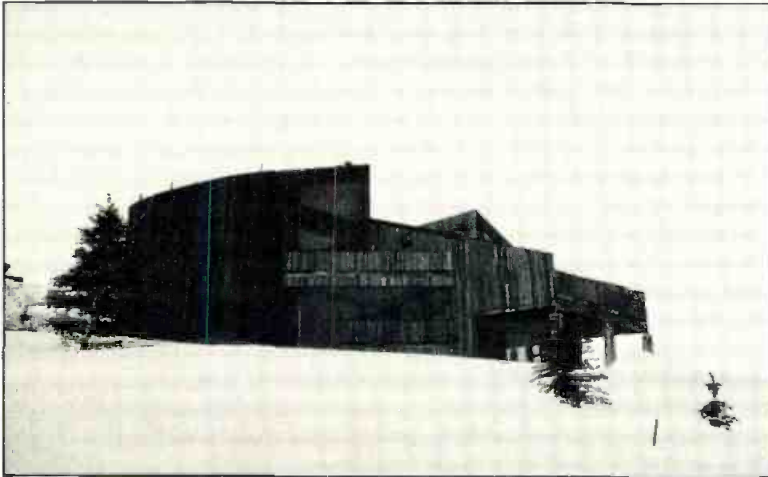
Other members of senior management will reportedly be invited to join the proposed new ownership. Vice president for broadcasting is Richard W. Gilbert, previously general manager at the company's WQAD-TV Moline, Ill., an ABC affiliate. Other properties are KHON-TV Honolulu; WIBA-AM-FM Madison, Wis.; KYXI(AM)-KGON-FM Portland, Ore.; two weekly newspapers in Iowa, and a 14% share of Cowles Media, which owns several newspapers including *The Minneapolis Star and Tribune*. Gilbert said there has been no discussion about spinning off the broadcast properties.

Spokesmen for both companies said they were unaware of any crossownership problems between Register and Tribune's broadcasting properties and the newspapers that Dow Jones owns around the country.

Broadcasting accounted for \$21.8 million, or 25% of the company's 1983 revenue of \$88.5 million. Operating income for the broadcasting segment was \$3 million. Net income was \$5.3 million or \$4.71 per share. □



**Classes get rolling.** At Columbia College, Chicago, television broadcasting students have a new classroom—a \$136,000 van. The mobile unit, with state-of-the-art equipment, is ready for use in four new courses: magazine format production, sports production, entertainment production and news features. "The van will essentially enable the student to go beyond the four walls of the studio and discover the essence of television production in the live environment," said Ed Morris, chairman of Columbia's television/broadcasting department. The van will also be used by the journalism, radio, theater and dance departments.



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**Exhortation.** "The challenges of the 50's, 60's and 70's are still the challenges of the 80's for black Americans. Let's get on with the agenda for progress," said Dwight M. Ellis, vice president, minority and special services, National Association of Broadcasters, in a speech before the Association of Black Communicators at Wayne State University in Detroit. Ellis emphasized "the necessity for training and directing the best and brightest of black America toward productive careers in the most powerful industry in the world—telecommunications."

He urged black Americans to take advantage of organizations and black congressional representatives committed to the issues of minorities, to learn about the NAB and its programs, and to make themselves heard in the world of broadcasting. "I can tell you that ongoing opportunities in broadcast employment, ownership and program production and distribution will depend on the interest, vigilance and actions of each and every one of you," he said.

Ellis was one of five contenders for the Washington Media Award, which was to be presented last weekend by the nation's oldest black press organization, the Capital Press Club, at its 40th annual awards dinner in Washington. The dinner was to be hosted by Randall Robinson, executive director of TransAfrica, and WJLA-TV Washington news anchor Renee Poussaint. Keynote speaker was to be Georgia legislator Julian Bond.



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# Changing Hands

PROPOSED

**WYNK-AM-FM Baton Rouge, La.** □ Sold by Miss-Lou Broadcasting Corp. to WYNK Radio Inc. for \$10 million, comprising \$6.5 million cash, \$3 million in note, and \$500,000 noncompete agreement. **Seller** is equally owned by R. D. McGregor and estate of Herbert V. Brown. It also owns WPMP(AM)-WPMO(FM) Pascagoula, Miss. **Buyer** is principally owned by Thomas O. Hicks and Robert Haas. It also owns KNOW(AM)-KEYI(FM) Austin, KLAR(AM) Laredo and KLVI(AM)-KYKR(FM) Beaumont, all Texas, and KAYI(FM) Tulsa, Okla. WYNK is daytimer on 1380 khz with 5 kw. WYNK-FM is on 101.5 mhz with 100 kw and antenna 400 feet above average terrain. *Broker: Americom Media Brokers.*

**WSO(AM)-WKDQ(FM) Henderson, Ky.** □ Sold by Henderson Broadcasting Co. to WKYX Inc. for \$2,625,000, comprising \$1,300,000 cash and remainder note. **Seller** is owned by Henry G. Lackey, president. It has no other broadcast interests. **Buyer** is subsidiary of Bristol Broadcasting Co., Bristol, Va.-based station group of three AM's and three FM's owned by W.L. (Pete) Nininger. WSO is daytimer on 860 khz with 377 w. WKDQ is on 99.5 mhz with 50 kw and antenna 480 feet above average terrain. *Broker: Blackburn & Co.*

**WLDS(AM)-WEAI(FM) Jacksonville, Ill.** □

Sold by Jacksonville Radio & Television Co. to Joyner Broadcasting for \$1.5 million. **Seller** is principally owned by Robert A. Fay, and his brother, William L. Fay. It has no other broadcast interests. **Buyer** is owned by Thomas Joyner (60%), David Weil (30%) and Gregg Skall (10%). They also own WGUF-AM-FM Gulfport, Miss.; WHAL(AM)-WYCQ(FM) Shelbyville, Tenn., and WLOE(AM)-WSRQ(FM) Eden, S.C. They sold KAFE-AM-FM Santa Fe, N.M., last week ("Changing Hands," Nov. 5), pending FCC approval. WLDS is daytimer on 1180 khz with 1 kw. WEAI is on 100.5 mhz with 10 kw and antenna 330 feet above average terrain. *Broker: Americom Media Brokers Inc.*

**WANR(AM)-WANJ(FM) Wheeling, W.Va.** □ Sold by West Virginia Broadcasting Inc. to Jarit Ltd. for \$1,319,506, comprising \$450,000 cash and remainder note and non-compete agreement. **Seller** is owned by Representative Nick J. Rahall II (D-W.Va.) (66.6%) and Anthony P. Gonzalez (33.3%). They have no other broadcast interests. **Buyer** is owned by J. Kearney Shanahan (30%), Robert A. Westropp (30%), Robert E. Kassi (11%), James C. Rogers (8.98%) and six others. Shanahan is attorney, Westropp is assistant vice president of Merrill-Lynch Capital Markets, and Rogers is partner of real estate firm, all in Cleveland. Kassi is general manager of WINW(AM)-WOOS-FM Canton, Ohio. WANR is daytimer on 1600 khz with 5

kw. WANJ is on 107.5 mhz with 11.22 kw and antenna 907 feet above average terrain. *Broker: Blackburn & Co.*

**WRKD(AM)-WMCM(FM) Rockland, Me.** □ Sold by Knox Broadcasting Co. to Passamaquoddy Broadcasting Inc. for \$1,250,000. **Seller** is owned by estate of Carleton D. Brown and family. It has no other broadcast interests. **Buyer** is owned by the Passamaquoddy Indian tribe. Tribe, which recently received settlement from government on lawsuit over Indian land. Tribe is headed by two governors, Cliv Dore and John Stevens. It has no other broadcast interests. WRKD is on 1450 khz with 1 kw day and 250 w night. WMCM is on 93.5 mhz with 3 kw and antenna 120 feet above average terrain. *Broker: Avpro Inc.*

**KRUX(FM) Lubbock, Tex.** □ Sold by Rex Broadcasting Corp. to South Plains Broadcasting Co. for \$844,000 cash. **Seller** is Tucson, Ariz.-based station group of two AM's and three FM's principally owned by James Slone. **Buyer** is Coffeyville, Kan.-based publisher and station group of four AM's, two FM's and one TV. It also publishes newspapers in Kansas, Nebraska and South Dakota. It is owned by R.M. Seaton and family. KRUX is on 102.5 mhz with 100 kw and antenna 750 feet above average terrain.

**WJMX(AM)-WSTN(FM) Florence, S.C.** □ Sold by Atlantic Broadcasting Co. to Atlantic Broadcasting Co. Inc. for \$725,000, cash. **Seller** is owned by Paul H. Benson, trustee for estate of Eugene E. Stone. It has no other broadcast interests. **Buyer** is principally owned by Fred C. Avent and family. Avent is soft drink bottler in Florence with no other broadcast interests. WJMX is on 970 khz with 5 kw day and 1 kw night. WSTN is on 106.3 mhz with 3 kw and antenna 289 feet above average terrain.

**KYJC(AM) Medford, Ore.** □ Sold by Matthias Enterprises to Lindavox Partnership for \$825,000, comprising \$675,000 cash and remainder note. **Seller** is owned by Robert C. Matthias. It has no other broadcast interests. **Buyer** is owned by William J. Miner (51%), his wife, Linda Jo (4%), and his brother, Lawrence B. Miner (45%). It also owns KFMI(FM) Grants Pass, Ore., and two LPTV's in St. George, Utah. KYJC is on 610 khz full time with 5 kw. *Broker: William A. Exline Inc.*

**KSHR-AM-FM Coquille, Ore.** □ Sold by Kachemark Broadcasters to Golden Bear Communications Inc. for \$625,000, comprising \$50,000 cash and remainder note. **Seller** is equally owned by Gregory Clapper, Howard S. Trickey and Greg Furin. Clapper and Trickey own KVOK(AM) Kodiak, Alaska, and CP for new FM there. **Buyer** is owned by Danny D. Workman; his brother, Gary L. Workman, and Vivian Crowder. It also owns KJJZ(AM) Englewood, Colo. KSHR is daytimer on 630 khz; 5 kw (CP for 1 kw night) KSHR-FM is on 102.3 mhz with 30 kw and antenna 80.6 feet below average terrain. *Broker: Blackburn & Co.*

**KLBM-AM-FM LaGrande, Ore.** □ Sold by KLBM Inc. to Grande Radio Inc. for \$550,000, comprising \$50,000 cash and remainder note. **Seller** is principally owned by Kenneth Lillard, president. It has no other

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to

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broadcast interests. **Buyer** is owned by Bryan J. Christle and his father, William. They are Braynard, Minn., tire distributors with no other broadcast interests. KLBM is on 1450 khz with 1 kw day and 250 w night. KLBM-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet below average terrain. *Broker: Chapman Associates.*

**WERL-AM-FM Eagle River, Wis.** □ Sold by Eagle River Broadcasting Co. to Nicolet Broadcasting Inc. for \$400,000, comprising \$80,000 cash and remainder note. **Seller** is principally owned by George W. Palo, Desmond H. Callaghan, and his wife, Martha, Dr. Martin Sahs and Beth H. Grant. They also have interest in WNBI-AM-FM Park Falls, Wis. **Buyer** is owned by Mary Jo Utneher (55%), and her husband, Roger (45%). They also own WATK(AM)-WRLO(FM) Antigo, Wis. WERL is daytimer on 950 khz with 1 kw. WERL-FM is on 94.3 mhz with 3 kw and antenna 245 feet above average terrain.

**KDEC(AM) Decorah, Iowa** □ Sold by Scenic Broadcasting Co. to Clayton County Broadcasters for \$375,000, comprising \$35,000 cash and remainder in note. **Seller** is principally owned by Verne Koenig and Kenneth Bjerke. It has no other broadcast interests. **Buyer** is owned by Lloyd O. Berg, and his wife, Bonniejo. It owns KADR(AM) Elkader, and KCTN(FM) Garnavillo, both Iowa. KDEC is on 1240 khz with 1 kw day and 250 w night.

**KOTN(AM)-KFXE(FM) Pine Bluff, Ark.** □ Sold by Eagle Broadcasting Group to Snider Broadcasting Corp. for \$291,920 cash and assumption of liabilities. **Seller** is owned by Calvin G. Arnold who has no other broadcast interests. **Buyer** is owned by Ted L. Snider Jr. (71%) and Larry B. Wilson (29%). Snider's father, Ted Snider owns KARN(AM)-KKYK(FM) Little Rock, Ark., where Wilson is general manager. KOTN is on 1490 khz with 1 kw day and 250 w night. KFXE is on 92.3 mhz with 100 kw and antenna 115 feet above average terrain.

**KCAS(AM) Slaton, Tex.** □ Sold by Star of the Plains Broadcasting Inc. to Star Broadcasting Inc. for \$275,000, comprising \$225,000 cash, and remainder note. **Seller** is owned by Jerome Orr, and his wife, Margie. It has no other broadcasting interests. **Buyer** is equally owned by Carlos Perez, Richard Lopez, and David L. Garza. Perez is restaurant owner, Lopez is contractor, and Garza is attorney, all from Lubbock, Tex. They have no other broadcast interests. KCAS is daytimer on 1050 khz with 250 w.

**WWBD-AM-FM Bamberg-Denmark, S.C.** □ Sold by WWBD Inc. to Viking Broadcasting Corp. for \$265,000, comprising \$216,416.67 cash and \$48,583.33 assumption of liabilities. **Seller** is in receivership. Licensee is owned by W. Victor Whetstone who has no other broadcast interests. **Buyer** is owned by Noah Freedman (26.5%), his nephew, Stewart Freedman (26.5%), Elliot Feden (26.5%) and Robert Simpkins (20.5%). Freedmans and Feden own WCEZ(FM) Columbia, S.C., where Simpkins is general manager. Simpkins' wife, Dorothy, is applicant for new FM in Cape May Court House, N.J. WWBD is daytimer on 790 khz with 1 kw. WWBD-FM is on 92.7

mhz with 3 kw and antenna 300 feet above average terrain.

**WXGI(AM) Richmond, Va.** □ Sold by Radio Virginia Inc. to American Home Broadcasting Corp. for \$250,000, comprising \$12,500 cash and remainder note. **Seller** is principally owned by Douglas Robertson. It

has no other broadcast interests. **Buyer** is owned by Lloyd Gochenour. It also owns WRIS(AM) Roanoke and WJLM(FM) Salem, both Virginia. WXGI is daytimer on 950 khz with 5 kw.

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

## Advertisers look to the future

**ANA's annual convention will feature panels on impact of elections, advertising strategy and problems; Peter Allport to be honored**

More than 500 members of the Association of National Advertisers are expected to gather at the organization's 75th annual meeting at the Camelback Inn in Scottsdale, Ariz., today through Wednesday (Nov. 12-14) and consider the convention's theme, "Reaching for the Future."

Conferee registration began yesterday (Nov. 11), with a members-only annual business meeting kicking off today's sessions at 8 a.m. The first general session follows at 9, beginning with a special audio-visual presentation and a welcome address by ANA Board Chairman and Procter & Gamble vice president of advertising, Robert V. Goldstein, at 9:15. Spencer C. Boise, ANA vice president and Mattel Inc. vice president of corporate affairs, will introduce Senator Barry M. Goldwater (R-Ariz.), who is scheduled to discuss "The Business Implications of the Recently Held National Elections." Immediately after Goldwater's re-

marks, University of Chicago Economics Professor George J. Stigler will offer an analysis of current economic and business trends. At 11, General Motors Vice Chairman Howard H. Kehrl is slated to discuss "How Management Can Deal With Complex Changes at Home and Abroad." *Time* magazine Managing Editor Ray C. Cave will follow Kehrl with a review of the impact of domestic and world news on business decisions. A new member reception caps the morning program and the rest of Monday is devoted to special group meetings, golf and tennis tournaments and an invitation-only board reception and dinner.

On Tuesday (Nov. 13), ANA members will be briefed on organizational activities during an 8 a.m. members-only breakfast. Five separate clinics, featuring panel discussions on advertiser-related issues, are on tap from 9 to 10:30 and are repeated at 10:45-12:15 p.m. Clinic titles are: "How the Trend to Bigness Affects Agency Relationships," "Coping With the Escalation of Network Television Costs: Short-Term and Long-Term Strategies," "How In-House Services Increase Advertising Productivity," "Test

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## Fifth Estate quarterly report

Company	Quarter	Revenue (000)	%* change	Earnings (000)	%* change	EPS **
Adams-Russell	Fourth	\$29,465	16	\$2,491	28	\$0.41
	Year	\$109,663	19	\$7,820	-20	\$1.28
John Blair	Third	\$229,625	136	\$2,844	-26	\$0.36
Doyle Dane Bernbach	Third	\$46,438	11	(\$651)	NM	(\$0.12)
Grey	Third	\$49,767	21	\$2,010	27	\$3.18
Jefferson- Pilot	Third	\$241,322	8	\$33,977	45	\$1.04
Liberty	Third	\$78,500	6	\$5,123	6	\$0.50
Malrite	Third	\$19,099	59	\$728	-84	\$0.09
MCA	Third	\$412,661	14	\$35,368	-23	\$0.72
MGM/UA Home Ent.	Fourth	\$51,400	10	\$13,100	16	\$0.44
	Year	\$197,248	23	\$46,552	19	\$1.58
Mickelberry	Third	\$31,692	46	\$528	13	\$0.09
Multimedia	Third	\$75,401	11	\$6,479	-27	\$0.39
Oak	Third	\$95,397	7	(\$9,576)	NM	(\$0.58)
Scientific-Atlanta	First	\$106,919	10	\$3,329	33	\$0.14
Taft	Second	\$113,649	-32	\$9,321	-1	\$1.50
Video Corp.	First	\$9,599	57	\$1,100	196	\$0.65

\* Percentage change from same period year before. \*\*Earnings per share. Parentheses indicate loss. NM means not meaningful.

Higher net earnings in 1983 for **Adams-Russell** came partly from \$3.1-million gain in disposition of assets. ■ As **John Blair** officials previously announced, decline in earnings for third quarter was attributed to "intense price competition" in coupon marketing, higher net interest expense and increased New York office rent. Revenue increase is mostly accounted for by purchases made since last quarter, including ADVO-System Inc., WKAQ-TV San Juan, P.R., and radio stations in Dallas and Indianapolis. President Jack W. Fritz said that net earnings for fourth quarter are expected to be above last year's 70 cents per share. ■ William E. Blackwell, senior vice president for **Jefferson-Pilot Corp.**, said broadcasting division revenue was up 9% but earnings were down, "adversely affected by production costs and distribution of college football games" (Atlantic Coast Conference). Company said it expects more than \$2 per share from sale of five newspapers to Hearst Corp. J-P board also authorized re-purchase of up to one million shares (it has 32 million shares outstanding). ■ **Malrite's** 1983 third-quarter income includes pre-tax gain from disposal of assets and \$727,000 gain from life insurance proceeds. ■ Losses from Sports Time have been calculated by **Multimedia** at \$2.9 million after taxes, or 18 cents per share. Wilson C. Wearn, chairman and chief executive officer, said fourth-quarter losses from the pay television service are expected at six to eight cents per share. Third-quarter broadcasting revenue was up 3% to \$33,059,000 while cable revenue increased 22% to \$15,464,000. Total operating profit (before Sports Time loss) was up 14% to \$19,542,000. ■ Third-quarter loss for **Oak Industries Inc.** includes write-down of \$2.5 million for decoders not being used in STV operations because of decline in subscribers. Oak said its loss came from communications operations, including STV, and added that sales from cable TV were lower than expected because of capital spending "slow down" by industry. ■ **Scientific-Atlanta** chairman and chief executive officer, Sidney Topol, said, "The quarter's results demonstrated... the company's steadily improving strengths in all its markets in the U.S. and abroad, the increasing efficiencies in our operations and the easing of margin pressures." He also said that the value of new orders surpassed the preceding quarter (up 23%) for the seventh quarter in a row.

Marketing: Panacea or Pain?" and "How the New Emphasis on Marketing That's Sweeping Business-to-Business Companies is Redefining the Basic Role of Marketing Communications." Each three-to-five-member clinic panel will be overseen by a moderator from the advertising industry. The ANA board of directors holds its annual meeting and luncheon beginning at 12:30 p.m. The convention's major social event, an annual dinner dance, gets under way with a reception at 7 p.m. and includes a tribute to Peter W. Allport, who retired last May after serving 24 years as ANA president.

Wednesday's general business session begins at 9 a.m. with a report on the ANA elections and transfer of the gavel, presided over by board chairman Goldstein. A report on recent activities of The Advertising Council has been added to the program, to be followed by a discussion session entitled, "Creativity Around the World: What We Can Learn from Them and What They Can Learn from Us." The session's scheduled interlocutor is John E. O'Toole, chairman of the board of both Foote, Cone & Belding Communications and the American Association of Advertising Agencies. Panelists are McCann-Erickson President John F. Bergin and Terry Bannister and Roy Warman, chief executive officers, Saatchi & Saatchi Compton Ltd. The meeting adjourns at 11:30 a.m. □

## Behind the viewing

Why do people watch television? To be informed or entertained? Not so, says educator and sociologist Dr. Charles Winick of the City University of New York. He's been conducting a study out there where it matters, in homes where the TV set is on the blink, and he says people watch for many reasons, and information and entertainment are just the beginning.

Over a six-year span, Winick interviewed 1,512 people—every family member he could get to—in 560 homes where the television set had broken down or been stolen. In the average home, the set had been missing or out of whack for five weeks. Looking for what scientists call the "uses and gratifications" that television provides, Winick found that for most of the people he talked with, TV served a variety of functions, which he organized into six major categories.

The categories and the percentage of people mentioning uses that were applicable to them: information 83%, entertainment 82%, conversation 72%, social cement 68%, punctuating the day and week 58%, and companionship 57%. For the average person interviewed, Winick found, five of the six functions applied, and in less than 10% of the cases did a single function characterize a person's viewing.

The "social cement" function was defined as meaning that the set provides a focus for other activities—that there is a predictable schedule in connection with TV that helps give structure to family life.

The study also concluded that viewers don't just "watch TV"—they're not video

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junkies, but rather they tune in for specific programs.

Also: They missed entertainment programs and news about equally, and for most of the people interviewed the absence of these programs could not be compensated for by other media or other activities. In short, there is no substitute for the kind of "life clock" that is provided by the regular appearance of TV programs that people look forward to and enjoy.

A six-page summary of the Winick report has been published by the Television Information Office. Titled "Living With Television, Living Without Television," it is available from TIO's New York headquarters at 40 cents per copy.

Oh, yes. Of those people who had been without television for five weeks or so: 98% said they planned to get their sets repaired or replaced. □

## TV's ethical questions topic of Boston seminar

"TV and Ethics: Who Is Responsible?" is the title of a two-day conference to be held in Boston on Dec. 6 and 7. Sponsored by the Boston/New England Chapter of the National Academy of Television Arts and Sciences and Emerson College, the meeting will feature seven sessions on "individual responsibility in specific areas including government, the broadcast industry, advertising, the public sector and education."

The first session, on regulation of ownership, will focus on the issues surrounding the FCC's multiple ownership rules. The topic of the second session will be trends in advertising. Panelists will discuss television sex and violence, the impact of MTV, European advertising and product bans. "Regulation (Programming and Content)" will be the title of the third session, and "Advertising: The Morality of the :30," the topic of the fourth. The fifth session, "Gatekeepers," will concentrate on political polling and television's role in elections. "Media, 2d God" will cover the effects of the media on public opinion. And the final session, "Futures," will examine the needs of the industry, the role of colleges in teaching communications and the changes brought about by the VCR.

Participants in the conference will include Ralph Baruch, chairman, Viacom International; Len Matthews, president, American Association of Advertising Agencies; Edward O. Fritts, president, National Association of Broadcasters; David Henderson, president, Outlet Broadcasting; Herman Land, president, Association of Independent Television Stations, and Pluria Marshall, chairman, National Black Media Coalition. The luncheon address on Dec. 7 will be given by Jack Valenti, president of the Motion Picture Association of America. The keynote speaker for the conference will be television producer Norman Lear.

The \$195 registration fee for "TV and Ethics" includes two lunches and a copy of the proceedings. For further information, contact: Television Conference, 111 Claybrook Drive, Silver Spring, Md. 20902; (301) 593-8650. □

## Bottom Line

**Refinancing.** Byers Communications Systems, Atlanta-based cable system construction company, announced it is negotiating with its lenders and creditors to refinance outstanding debt. Company reportedly said it is having "serious liquidity problems," and indicated it may try to raise additional equity capital. Company expects to report loss for second quarter ending Sept. 30 of up to \$4 million. Byers's stock closed last Wednesday at 2 1/4 bid, down from four bid two weeks before. □

**Big bid.** Gulf + Western made \$70-per-share tender offer on Nov. 5 for Prentice-Hall Inc., New York-based publisher with revenue last year of \$448 million. Value of purchase offer by Paramount parent company was estimated at close to \$700 million. □

**Disney drop.** Disney Productions Inc. said it plans to lay off 95 employees, or about 5% of studio work force. Company spokesman said most of those cut would be "support" personnel although lay-offs would also affect some production staff. Company indicated lay-offs were result of review begun before September appointment of Michael Eisner as president. □

**Buying in.** TeleCable Corp., Norfolk, Va.-based MSO, has purchased 710,000 (11.6%) of outstanding shares of Adams-Russell Co. Inc. Richard Roberts, president of TeleCable, said shares were being bought for "investment purposes." Adams-Russell manufactures communication equipment and owns cable systems serving about 120,000 subscribers. □

**Media buyer buy.** Integrated Barter International Inc., New York, signed definitive agreement last week to purchase CSI International Corp., private media buying company headed by Steven Geller, president. Price was not given but is estimated at close to \$10 million and will be paid in cash and IBI stock. IBI stock is traded over-the-counter. Company specializes in "purchase and distribution of name brand consumer products and industrial goods which are excess or valued below costs by original manufacturer," and activities include barter, wholesale distribution and liquidator services. Frank Vuono, vice president, said that company has two other subsidiaries involved with advertising: Deerfield Communications and MSG Advertising. On pro forma basis, IBI had sales of \$60 million and income of about \$5 million for year ending Sept. 30, 1983.

## Over 30 years of sales and the list goes on.

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AM/FM - Ski Resort

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Major Market Fulltime AM

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# For the Record

As compiled by BROADCASTING, Oct. 31 through Nov. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

- KOTN(AM)-KFXE(FM) Pine Bluff, Ark. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.3 mhz; 100 kw; HAAT: 115 ft.)—Seeks transfer of control of Eagle Broadcasting Group from Calvin G. Arnold (100% before, none after) to Snider Broadcasting Corp. for \$291,920 cash and assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Ted L. Snider Jr. (71%) and Larry B. Wilson (29%). Snider's father, Ted Snider, owns KARN(AM)-KKYK(FM) Little Rock, Ark., where Wilson is general manager. Filed Nov. 2.
- KSML(AM) Globe, Ariz. (1250 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Heslep Broadcasting Co. to James Mace for assumption of \$50,000 note. Seller defaulted on loan to buyer who took possession of station and forgave remaining debt. Seller is principally owned by Charles D. Heslep and his wife, Alma. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 29.
- KTWA(FM) Ottumwa, Iowa (92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Iowa Communications Inc. to Gillbro Communications Ltd. Partnership for \$87,000, comprising \$43,500 cash and remainder note. Seller is owned by Howard G. Bill. He also owns KOLM(AM)-KWWK(FM) Rochester, Minn., and has interest in KJK(FM) Fergus Falls, Minn. Buyer is owned by George N. Gillett. It owns KBIZ(AM) Ottumwa, Iowa, and KTVQ(TV) Kirksville, Mo. and has interest in WLUC-TV Marquette, Mich.; WSMV(TV) Nashville, Tenn.; WOKR(TV) Rochester, N.Y., and WEAU-TV Eau Claire, Wis. It also publishes daily newspapers in Appleton, Wis. and Waltham and Dedham, both Massachusetts. Filed Oct. 29.
- WSON(AM)-WKDQ(FM) Henderson, Ky. (AM: 860 khz; 377 w-D; FM: 99.5 mhz; 50 kw; HAAT: 480 ft.)—Seeks assignment of license from Henderson Broadcasting Co. to WKYX Inc. for \$2,625,000, comprising \$1,300,000

cash and remainder note. Seller is owned by Henry G. Lackey, president. It has no other broadcast interests. Buyer is subsidiary of Bristol Broadcasting Co., Bristol, Va.-based station group of three AM's and three FM's owned by W.L. (Pete) Nininger. Filed Nov. 5.

- WYNK-AM-FM Baton Rouge, La. (1380 khz; 5 kw-D; FM: 101.5 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment of license from Miss-Lou Broadcasting Corp. to WYNK Radio Inc. for \$10 million, comprising \$6.5 million cash and \$3 million in note, and \$500,000 noncompete agreement. Seller is equally owned by R.D. McGregor and estate of Herbert V. Brown. It also owns WPMP(AM)-WPMO(FM) Pascagoula, Miss. Buyer is principally owned by Thomas O. Hicks and Robert Haas. It also owns KNOW(AM)-KEYI(FM) Austin, KLAR(AM) Laredo, KLVJ(AM)-KYKR(FM) Beaumont, all Texas, and KAYI(FM) Tulsa, Okla. Filed Nov. 2.
- WRKD(AM)-WMCM(FM) Rockland, Me. (1450 khz; 1 kw-D; 250 w-N; FM: 93.5 mhz; 3 kw; HAAT: 170 ft.)—Seeks assignment of license from Knox Broadcasting Co. to Passamaquoddy Broadcasting Inc. for \$1,250,000, comprising \$300,000 cash and remainder note. Seller is principally owned by estate of Carleton Brown. It has no other broadcast interests. Buyer is Indian tribe headed by governors Cliv Dore and John Stevens. It has no other broadcast interests. Filed Nov. 2.
- WONT(FM) Ontonagon, Mich. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ontonagon Broadcasting Inc. to David J. Savolainen, and his wife, Joyce, for \$1,683.36. Seller is owned by Harry L. Desnick and his wife, Susan. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 30.
- WDRV(AM) Statesville, N.C. (550 khz; 500 w-D)—Seeks assignment of license from Capitol Broadcasting Corp. to Statesville Family Radio Corp. for \$210,000, comprising \$50,000 cash and remainder note. Seller is Raleigh, N.C.-based station group of two AM's and three FM's headed by Kenneth Johnson. Buyer is owned by Edward Echols, George H. Buck Jr. and Thomas Gentry. It also owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lenoirville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta, and WSAY(AM) Salem, Va. Filed Nov. 1.
- KSHR-AM-FM Coquille, Ore. (AM: 630 khz; 5 kw-D; CP for 1 kw-N; FM: 102.3 mhz; 30 kw; HAAT: minus 80.6 ft.)—Seeks assignment of license from Kachemark Broadcasters to Golden Bear Communications Inc. for \$625,000, comprising \$50,000 cash and remainder note. Seller is equally owned by Gregory Clapper, Howard S. Trickey and Greg Furin. Clapper and Trickey own KVOK(AM) and CP for new FM in Kodiak, Alaska. Buyer is owned by Danny D. Workman; his brother, Gary L. Workman, and Vivian Crowder. It also owns KJJZ(AM) Englewood, Colo. Filed Oct. 30.
- KYJC(AM) Medford, Ore. (610 khz; 5 kw-U)—Seeks assignment of license from Matthias Enterprises to Lindavox Partnership for \$825,000, comprising \$675,000 cash and remainder note. Seller is owned by Robert C. Matthias. It has no other broadcast interests. Buyer is owned by William J. Miner (51%); his wife, Linda Jo (4%), and his brother,

Lawrence B. Miner (45%). It also owns KFMJ(FM) Grants Pass, Ore., and two LPTV's in St. George, Utah. Filed Nov. 5.

- WWBD-AM-FM Bamberg-Denmark, S.C. (AM: 790 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WWBD Inc. to Viking Broadcasting Corp. for \$265,000, comprising \$216,416.67 cash and \$48,583.33 assumption of liabilities. Seller is in receivership. Licensee is owned by W. Victor Whetstone who has no other broadcast interests. Buyer is owned by Noah Freedman (26.5%); his nephew, Stewart Freedman (26.5%); Elliot Feden (26.5%), and Robert Simpkins (20.5%). Freedmans and Feden own WCEZ(FM) Columbia, S.C., where Simpkins is general manager. Simpkin's wife, Dorothy, is app. for new FM in Cape May Court House, N.J. Filed Nov. 5.
- KTCE(FM) Anson, Tex. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Lilly Amador to George L. Chambers for \$10,000 cash. Seller has no other broadcast interests. Buyer, with his wife, Bonnie, owns KTPI(FM) Tehachapi, Calif.; KGBR(FM) Gold Beach, Ore., and is app. for new AM in North Palm Springs, Calif. Filed Oct. 29.
- KRUX(FM) Lubbock, Tex. (102.5 mhz; 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Rex Broadcasting Corp. to South Plains Broadcasting Co. for \$844,000 cash. Seller is Tucson, Ariz.-based station group of two AM's and three FM's principally owned by James Slone. Buyer is Coffeyville, Kan.-based publisher and station group of four AM's, two FM's and one TV. It also publishes newspapers in Kansas, Nebraska and South Dakota. It is owned by R.M. Seaton and family. Filed Oct. 30.
- KCAS(AM) Slaton, Tex. (1050 khz; 250 w-N)—Seeks assignment of license from Star of the Plains Broadcasting Inc. to Star Broadcasting Inc. for \$275,000, comprising \$225,000 cash and remainder note. Seller is owned by Jerome Orr, and his wife, Margie. It has no other broadcasting interests. Buyer is equally owned by Carlos Perez, Richard Lopez and David L. Garza. Perez is restaurant owner, Lopez is contractor and Garza is attorney, all from Lubbock, Tex. They have no other broadcast interests. Filed Nov. 5.
- KWCT-TV Wenatchee, Wash. (ch. 27; ERP vis. 266.56 kw; aur. 26.65 kw; HAAT: 1,399 ft.; ant. height above ground: 192 ft.)—Seeks transfer of control of KCWT-TV Ltd. partnership from Fred A. Ross (65% before, none after) to Jerry R. Martin (none before; 65% after) for \$145,000, comprising \$25,000 cash and remainder note. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 30.
- WANR(AM)-WANJ(FM) Wheeling, W.Va. (AM: 1600 khz; 5 kw-D; FM: 107.5 mhz; 11.22 kw; HAAT: 907 ft.)—Seeks assignment of license from West Virginia Broadcasting Inc. to Jarit Ltd. for \$1,319,506, comprising \$450,000 cash and remainder note and noncompete agreement. Seller is owned by Nick J. Rahall II (66.6%) and Anthony P. Gonzalez (33.3%). They have no other broadcast interests. Buyer is owned by J. Kearney Shanahan (30%), Robert A. Westropp (30%), Robert E. Kassi (11%), James C. Rogers (8.98%) and six others. Shanahan is attorney, Westropp is assistant VP of investment firm, and Rogers is partner in real estate firm, all in Cleveland. Kassi is GM of WINW(AM)-WOOS-FM Canton, Ohio. Filed Nov. 5.
- WERL-AM-FM Eagle River, Wis. (AM: 950 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from Eagle River Broadcasting Co. to Nicolet Broadcasting Inc. for \$400,000, comprising \$80,000 cash and remainder note. Seller is principally owned by George W. Palo; Desmond H. Callaghan and his wife, Martha; Dr. Martin Saks, and Beth H. Grant. They also have interest in WNBI-AM-FM Park Falls, Wis. Buyer is owned by Mary Jo Utneher (55%), and her husband, Roger (45%). They also own WATK(AM)-WRLO(FM) Antigo, Wis. Filed Oct. 29.
- WQOW-TV Eau Claire, WAOW-TV Wausau, WKOW-TV Madison and WXOW-TV La Crosse, all Wisconsin. (WQOW-TV: ch. 18; ERP vis. 1150 kw; aur. 115 kw; HAAT: 740 ft.; ant. height above ground: 506 ft.; WAOW-TV: ch. 9; ERP vis. 204 kw; aur. 20.4 kw; HAAT: 990 ft.; ant. height above ground: 647 ft.; WKOW-TV: ch. 27; ERP vis. 871 kw; aur. 174 kw; HAAT: 1,250 ft.; ant. height above ground: 1,182 ft.; WXOW-TV: ch. 19; ERP vis. 132.1 mhz; aur. 126.4 kw; HAAT: 930 ft.; ant. height above ground: 605 ft.)—Seeks assignment of license from Liberty Broadcasting Inc. to Wisconsin TV Network Associates for \$22 million cash. Seller is Madison, Wis.-based station group of four TV's headed by Terry Shockley. Two members of voting trust

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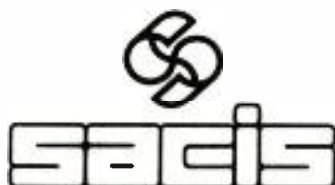
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have other broadcast interests. Carolyn S. Chambers, trustee, owns KEZI-TV Eugene, Ore. Shockley has interest in WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Buyer is owned by Sharad Tak, owner of computer software firm in Vienna, Va. It also owns KTBV-TV Anchorage and WKIO(FM) Urbana, Ill. Filed Nov. 6.

## New Stations

### AM's

■ Miami—John Thayer seeks 990 khz; .25 kw-U. Address: 10104 SW 21st Terrace, Miami, Fla. 33165. Principal has no other broadcast interests. Filed Oct. 30.

■ Manitou Springs, Colo.—Vernice M. Dunbar seeks 820 khz; 1 kw-D. Address: 121 N. 32nd St., Colorado Springs, Colo. 80904. Principal has no other broadcast interests. Filed Oct. 31.

### FM's

■ Appomattox, Va.—Calvin Wayne Campbell seeks 102.7 mhz; 50 kw; 150 m. Address: Rte. 1, Box 225; Forest, Va. 24551. Principal has no other broadcast interests. Filed Oct. 31.

■ Folly Beach, S.C.—J. Allen Washington seeks 97.7 mhz; 3 kw; 300 ft. Address: 1515 Westmoreland Ave., Charleston, S.C. 29412. Principal has no other broadcast interests. Filed Oct. 30.

■ Folly Beach, S.C.—G. Ogden Nutting seeks 97.7 mhz; 3 kw; 328 ft. Address: 1500 Main St., Wheeling, W.Va. 26003. Principal also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C.; WTON(AM) Staunton, Va.; WAMT(AM)-WAJX(FM) Titusville, Fla.; WCCF(AM)-WQLM(FM) Punta Gorda, Fla., and LPTV's in New Ulm and Fairmont, both Minnesota. It is also app. for 10 LPTV's. Filed Oct. 31.

■ Folly Beach, S.C.—Joanne Brehm seeks 97.7 mhz; 3 kw; 328 ft. Address: 1350 Paces Forrest Dr., NW, Atlanta 30327. Principal also owns CP for WMVI(FM) Waycross, Ga. Her brother, Farnell O'Quinn, owns WUFF-AM-FM Eastman, Ga.; WULF(AM) Alma, Ga.; CP for new FM in Alma, and has interest in WOFF-FM Camilla, Ga. Filed Oct. 31.

■ Folly Beach, S.C.—Levi E. Willis II seeks 97.7 mhz; 3 kw; 300 ft. Address: 802 Leonard St., Chesapeake, Va. 23324. Principal has no other broadcast interests. Filed Oct. 31.

■ Folly Beach, S.C.—Folly Beach Communications Inc. seeks 97.7 mhz; 3 kw; 100 m. Address: 126 West Fayette St., Celina, Ohio 45822. Principal is owned by Christian R. Caggiano (35%); his wife, Amy Marie (35%); Paul C. Major (15%) and Thalman Krumm (15%). Christian Caggiano and Krumm own WKKI(FM) Celina, Ohio. Major has interest in WTMP(AM) Tampa, Fla., and WNYN(AM) Canton, Ohio. Filed Oct. 31.

■ Marion, Miss.—Charisma Radio Partners seeks 103.1 mhz; 3 kw; 300 ft. Address: P.O. Box 989, Columbus, Miss. 39703. Principal is owned by Wanda C. Cooper (51%) and her husband, Charles (49%). It owns WKOR-AM-FM Starkville, Miss.; WFEZ(AM) Meridian, Miss., is app. for new FM in Amarillo, Tex., and is app. for three LPTV's. Filed Oct. 31.

■ Marion, Miss.—Powell Communications Inc. seeks 103.1 mhz; 3 kw; 328 ft. Address: P.O. Box 2391, Jackson, Tenn. 38301. Principal is owned by Sherrie Powell (50%) and four others. It has no other broadcast interests. Filed Oct. 29.

### TV's

■ Sebring, Fla.—Focus Broadcasting Communications Inc. seeks ch. 60; ERP vis. 2,980 kw; aur. 298 kw; HAAT: 910 ft.; ant. height above ground: 849 ft. Address: 129 Commerce Ave., Sebring, Fla. 33870. Principal is equally David W. Eakin, Peter H. Pollard, Susan S. McCollum and John D. Haviland. It has no other broadcast interests. Filed Oct. 29.

■ Tice, Fla.—Qualivision of Lee County Inc. seeks ch. 49; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,018 ft.; ant. height above ground: 1,018 ft. Address: 2100 Electronics Lane, Fort Myers, Fla. 33907. Principal is owned by Nancy L. Richardson (50%), Beatriz E. O'Brien (40%) and Jeanette Costa (10%). It has no other broadcast interests. Filed Oct. 31.

■ Tice, Fla.—Tice Television Co. seeks ch. 49; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 800 ft.; ant. height above ground: 790.5 ft. Address: 3050 Biscayne Blvd., #501,

Miami 33137. Principal is owned by Marion F. Banks (5%), Marie P. Butler (5%), Billie Jean Nuckolls (45%) and Tammy Ewing (45%). They have no other broadcast interests. Filed Oct. 31.

■ Tice, Fla.—Ralph W. Gabbard seeks ch. 49; ERP vis. 4,360 kw; aur. 436 kw; HAAT: 1,520 ft.; ant. height above ground: 1,524. Address: 2739 Martinique Lane, Lexington, Ky. 40505. Principal is general manager of WKYT-TV Lexington, Ky. He is also app. for new TV in Pikeville, Ky. Filed Oct. 31.

■ Chippewa Falls, Wis.—Patricia L. Bushland seeks ch. 48; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 208 ft.; ant. height above ground: 234 ft. Address: P.O. Box 16, Eau Claire, Wis. 54702. Principal has no other broadcast interests. Filed Nov. 1.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WTSK (790 khz) Tuscaloosa, Ala.—Seeks CP to increase power to 5 kw. App. Oct. 29.

■ KLLV (1560 khz) Breen, Colo.—Seeks CP to add night service with 2.5 kw; change day power to 1 kw; change freq. to 1490 khz, and make changes in ant. sys. App. Nov. 2.

■ WJBR (1290 khz) Wilmington, Del.—Seeks CP to increase power to 2.5 kw. App. Oct. 29.

■ WSBR (740 khz) Boca Raton, Fla.—Seeks CP to increase power to 2.5 kw. App. Nov. 2.

■ WUFF (710 khz) Eastman, Ga.—Seeks CP to increase power to 2.5 kw. App. Nov. 5.

■ WMTL (1580 khz) Leitchfield, Ky.—Seeks CP to change freq. to 870 khz and change power to 500 w. App. Nov. 5.

■ KSWM (940 khz) Aurora, Mo.—Seeks CP to increase power to 1 kw. App. Oct. 29.

■ WKKE (1190 khz) Pearl, Miss.—Seeks CP to increase power to 50 kw. App. Oct. 29.

■ KBMR (1130 khz) Bismarck, N.D.—Seeks CP to change city of lic.; add night service with 5 kw; increase day power to 50 kw; install DA-2; change TL, and make changes in ant. sys. App. Nov. 5.

##### Accepted

■ WJJD (1160 khz) Chicago—Seeks CP to make changes in ant. sys. App. Nov. 5.

■ KFGQ (1260 khz) Boone, Iowa—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 31.

■ WDGY (1130 khz) Minneapolis—Seeks mod. of lic. to operate transmitter by remote control. App. Nov. 5.

■ KSRN (1590 khz) Sun Valley, Nev.—Seeks mod. of lic. to change SL to 5011 Meadowood Way, Reno. App. Nov. 2.

■ KRKX (1010 khz) Milwaukee, Ore.—Seeks MP to change TL and make changes in ant. sys. App. Oct. 29.

#### FM's

##### Tendered

■ \*WEPS (90.9 mhz) Elgin, Ill.—Seeks CP to change freq. to 88.9 mhz; change ERP to 0.74 kw; change HAAT to 34 ft., and make changes in ant. sys. App. Oct. 31.

##### Accepted

■ WKMX (106.7 mhz) Enterprise, Ala.—Seeks CP to change HAAT to 1,068 ft. App. Oct. 22.

■ \*KABF (88.3 mhz) Little Rock, Ark.—Seeks CP to change HAAT to 776 ft. and make changes in ant. sys. App. Oct. 31.

■ KKHI-FM (95.7 mhz) San Francisco—Seeks CP to change ERP to 6.9 kw and change HAAT to 1,289.04 ft. App. Oct. 31.

■ \*WMNF (88.5 mhz) Tampa, Fla.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. App. Oct. 29.

■ \*WLPE (91.7 mhz) Augusta, Ga.—Seeks CP to change ERP to 4 kw; change HAAT to 600 ft., and make changes in ant. sys. App. Nov. 5.

■ WMR1 (106.9 mhz) Marion, Ind.—Seeks CP to change HAAT to 536 ft. App. Oct. 31.

■ \*WNCB (89.1 mhz) Duluth, Minn.—Seeks CP to change

ERP to 0.494 kw; change HAAT to 240 ft., and make changes in ant. sys. App. Oct. 31.

■ KOOZ (106.3 mhz) Great Falls, Mont.—Seeks CP to change ERP to 100 kw and change HAAT to 275 ft. App. Oct. 31.

■ \*KSOZ (91.7 mhz) Point Lookout, Mo.—Seeks CP to change TL; change HAAT to 787 ft., and make changes in ant. sys. App. Oct. 31.

■ KZEN (100.3 mhz) Central City, Neb.—Seeks CP to change TL and change HAAT to 1,845 ft. App. Oct. 31.

■ \*WNAA (90.1 mhz) Greensboro, N.C.—Seeks CP to change TL. App. Oct. 29.

■ WYMF-FM (103.9 mhz) Beavercreek, Ohio—Seeks CP to change ERP to 1.15 kw and change HAAT to 522 ft. App. Oct. 31.

■ WKSA-FM (101.5 mhz) Isabella, P.R.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 424 ft. App. Oct. 31.

■ WANV-FM (99.7 mhz) Staunton, Va.—Seeks CP to install ant. sys. App. Oct. 31.

■ KZHR (92.7 mhz) Toopenish, Wash.—Seeks CP to change TL; change ERP to .407 kw, and change HAAT to 868.4 ft. App. Oct. 31.

■ WKDL (105.5 mhz) Trempealeau, Wis.—Seeks CP to change SL to Holmen, Wis. App. Oct. 31.

#### TV's

##### Accepted

■ WIUD (ch. 32) Lakeland, Fla.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 890 ft.; change to DA, and change TL. App. Oct. 31.

■ KMCT-TV (ch. 39) West Monroe, La.—Seeks MP to change ERP to vis. 560 kw, aur. 56 kw. App. Oct. 31.

■ WFDG (ch. 28) New Bedford, Mass.—Seeks MP to change ERP to vis. 5,000 kw, aur. 250 kw and move SL outside community of lic. App. Oct. 31.

■ WKEF (ch. 22) Dayton, Ohio—Seeks CP to change ERP to vis. 1,858 kw, aur. 185.8 kw. App. Nov. 5.

#### Actions

#### AM's

■ KWXX (1590 khz) Springdale, Ark.—Granted app. to change power to 2.5 kw. Action Oct. 19.

■ KSKI (1340 khz) Hailey, Idaho—Granted app. to change TL and make changes in ant. sys. Action Oct. 22.

■ WRSL (1520 khz) Stanford, Ky.—Granted app. to increase power to 1 kw. Action Oct. 22.

■ WJR (760 khz) Detroit—Denied app. to change SL. Action Oct. 26.

■ WRLB (1460 khz) Mount Holly, N.J.—Denied app. to change SL. Action Oct. 17.

■ KVIN (1470 khz) Vinita, Okla.—Granted app. to change TL. Action Feb. 2, 1984.

■ WAVB (1510 khz) Lajas, P.R.—Granted app. to construct new ant. and change TL. Action Oct. 19.

■ WXKQ (1460 khz) Mount Pleasant, Tenn.—Granted app. to increase power to 1 kw. Action Oct. 30.

■ WNBG (1480 khz) Waynesboro, Tenn.—Dismissed app. to change freq. to 890 khz; change hours of operation to daytime only; increase power to 500 w, and make changes in ant. sys. Action Oct. 22.

■ KDJW (1010 khz) Amarillo, Tex.—Granted app. to change TL and make changes in ant. sys. Action Oct. 19.

■ KKNX (1400 khz) Huntsville, Tex.—Granted app. to increase daytime power to 250 w and make changes in ant. sys. Action Oct. 19.

■ WDOT (1390 khz) Burlington, Vt.—Granted app. to make changes in ant. sys. Action Oct. 19.

■ WHRY (1450 khz) Hurley, Wis.—Granted app. to change TL. Action Oct. 19.

#### FM's

■ KCLA (1400 khz) Pine Bluff, Ark.—Granted app. to make changes in ant. sys. Action Oct. 26.

■ WJJD (1160 khz) Chicago—Granted app. to add night service with 10 kw; install DA-2, and make changes in ant. sys. Action Oct. 26.

■ WOCQ (103.9 mhz) Berlin, Md.—Granted app. to change TL and change HAAT to 328 ft. Action Oct. 25.

■ WQSR (105.7 mhz) Cantonville, Md.—Returned app. to change ERP to 50 kw and change HAAT to 492 ft. Action Oct. 31.



- KDOG (96.7 mhz) North Mankato, Minn.—Accepted for filing app. to make changes in ant. sys. Action Oct. 26.
- WJDR (98.3 mhz) Prentiss, Miss.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 325 ft. Action Oct. 25.
- KYKY-FM (98.1 mhz) St. Louis—Accepted for filing app. to change TL and make changes in ant. sys. Action Oct. 19.
- KKBC (97.3 mhz) Carson City, Nev.—Accepted for filing app. to change TL; change ERP to 70 kw, and change HAAT to 2,240 ft. Action Oct. 19.
- \*WFRS (88.5 mhz) Smithtown, N.Y.—Accepted for filing app. to change ERP to 1.78 kw; change HAAT to 417 ft., and install DA. Action Oct. 18.
- WELP-FM (103.9 mhz) Easley, S.C.—Granted app. to change HAAT to 328 ft. Action Oct. 25.
- KJIM (94.9 mhz) Arlington-Fort Worth, Tex.—Dismissed app. to make changes in ant. sys. Action Oct. 30.
- KQXX (98.5 mhz) McAllen, Tex.—Granted app. to change HAAT to 100 ft. Action Oct. 23.
- WAVA (105.1 mhz) Arlington, Va.—Dismissed app. to change TL; change ERP to 29 kw, and change HAAT to 668 ft. Action Oct. 30.
- KSWW (97.7 mhz) Raymond, Wash.—Granted app. to make changes in ant. sys. Action Oct. 23.
- WTCR (103.3 mhz) Huntington, W. Va.—Accepted for filing app. to change TL. Action Oct. 22.

## TV's

- WZDX (ch. 54) Huntsville, Ala.—Granted app. to change ERP to vis. 2,223.31 kw, aur. 222.33 kw; change HAAT to 1,692 ft.; install DA, and change TL. Action Oct. 26.
- \*WNJB (ch. 58) New Brunswick, N.J.—Granted app. to change ERP to vis. 498.75 kw, aur. 74.8 kw. Action Oct. 26.
- KOB-TV (ch. 4) Albuquerque, N.M.—Granted app. to install aux. ant. Action Oct. 26.
- WIXT-TV (ch. 9) Syracuse, N.Y.—Granted app. to change SL. Action Oct. 26.
- KXWY-TV (ch. 20) Casper, Wyo.—Granted app. to change ERP to vis. 68 kw, aur. 6.8 kw; change HAAT to 1,744 ft., and change TL. Action Oct. 29.

## In Contest

The review board made the following decisions:

Hammond, Ind. (Apogee Inc., et al.) TV Proceeding. Scheduled oral argument for Nov. 16 on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Pan American Broadcasting Co. for a new TV station on ch. 62 at Hammond and denying the apps. of Apogee Inc., Hammond Indiana TV Inc., Jovon Minority Broadcasting Corp., and Cross Country Network Inc. Each party has 20 minutes for argument. Apogee, Hammond, Jovon and Cross Country may reserve part of their time for rebuttal. By letter, Oct. 15.

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Scheduled oral argument for Nov. 30 on exceptions to the initial decision of ALJ James F. Tierney granting app. of Pepper Schultz for a new FM station at Sparks and denying the app. of Comstock. Each party has 20 minutes for argument. Comstock may reserve part of its time for rebuttal. By letter, Oct. 31.

ALJ Joseph Chachkin made the following decisions:

Oxford, Miss. (John M. McKenzie and Oxford Radio) FM Proceeding. Granted joint request for settlement; dismissed McKenzie's app. with prejudice; granted Oxford's app. for a new FM station at Oxford, and terminated proceeding. By MO&O, Oct. 18.

Eastover and Wedgefield, S.C. (W. Erwin and Gail S. Branham and Wedgefield Communications) FM Proceeding. Granted motion for summary decision by Wedgefield and resolved community issue in its favor; granted joint request for settlement; dismissed Branham's app. with prejudice; granted Wedgefield's app. for new FM station at Wedgefield, and terminated proceeding. By MO&O, Oct. 19.

Dallas (Ideal Licensee Ltd., et al.) TV Proceeding. Granted joint request for settlement agreement by Ideal Licensee Ltd., Dallas 58 Inc., Associated Communications Corp., Ark Communications Corp. and Texas Women in Broadcasting Inc. and dismissed their apps. with prejudice; granted the app. of Metroplex Broadcasting Co. for a new UHF TV station on ch. 58 at Dallas, and terminated proceeding. By

MO&O, Oct. 24.

Milwaukee (TV 58 Ltd, et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice the apps. of George Fritzing, Enhancement Services Inc., Milwaukee Broadcasting Limited Partnership and Glory Ministries, in return TV 58 Ltd. and Zodiac Partnership reimbursed dismissing applicants. By MO&O, Oct. 24.

ALJ John H. Conlin made the following decision:

Smiths Grove, Ky. (Faye S. Anderson, et al.) FM Proceeding. Granted summary decision and resolved air hazard in favor of Anderson. By order, Oct. 22.

ALJ John M. Frysiak made the following decision:

Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted summary decision by Jamestown TV and resolved the transmitter site issues in its favor. By MO&O, Oct. 17.

ALJ Byron E. Harrison made the following decisions:

Rancho Palos Verdes, Calif. (South Bay Broadcasting Co., et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice app. of California Telecasters. By order, Oct. 23.

Key West, Fla. (Frank K. Keevan & Son Inc. and WANM Inc.) FM Proceeding. Granted joint request for settlement agreement and approved merger; dismissed Deevan's app.; conditionally granted WANM's app. for a new FM station at Key West, and terminated proceeding. By MO&O, Oct. 29.

Roswell, N.M. (KCBBD Associates, et al.) TV Proceeding. Granted motion by KCBBD Associates to the extent of adding city-grade coverage issue against Western Sun Broadcasting Co. By order, Oct. 24.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Womens Media and resolved air hazard issue in its favor. By order, Oct. 24.

ALJ Edward J. Kuhlmann made the following decisions:

Evergreen, Colo. (Payne Communications Inc., et al.) FM Proceeding. Granted motions for summary decision and resolved terrain shadowing issues in favor of Best Evergreen Broadcasting Co., Evergreen Broadcasting Corp. II, Evergreen Radio Inc., Evergreen Communications Co., Janet Hunter Driggs, Evergreen Broadcasting Co., and Group Y Communications Investment Partnership Ltd.; granted petition for reconsideration by Lord Broadcasting and reinstated its app., and designated short spacing issue against Lord

Broadcasting. By MO&O, Oct. 11.

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motions by Juarez Communications Corp. and Minority Broadcasting Co. of the Midwest Inc. for dismissal of their apps.; ordered Latin American Broadcasting Corp. to show cause within 10 days why its app. should not be dismissed for failure to prosecute; granted motion for summary decision by Rodriguez-Mendex Partnership and resolved the air hazard issue in its favor, and petition by Dario Gonzalez to enlarge issues against Latin American held in abeyance until 10 days from release of the order. By MO&O, Oct. 17.

La Crescent, Minn. (Highlands Broadcast Associates) AM Proceeding. Granted joint request for settlement agreement by Highlands Broadcast and Cox Communications, Inc.; granted Cox's request to withdraw its petition to deny Highland's app.; conditionally granted Highland's app. for a new AM station on 750 khz at La Crescent, and terminated proceeding. By MO&O, Oct. 29.

Minot, N.D. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted joint request for settlement agreement; dismissed Raleigh's app. with prejudice; granted Telecrafter's app. for a new MDS station on channel 1 at Minot, and terminated proceeding. By MO&O, Oct. 30.

Mount Pleasant, S.C. (Dunnagan Broadcasting Co., et al.) FM Proceeding. Granted joint requests for settlement; dismissed apps. of Small Broadcasting Co. and Dunnagan Broadcasting Co.; granted app. of L & S Broadcasting for new FM station on channel 285A at Mount Pleasant, and terminated proceeding. By MO&O, Oct. 15.

ALJ Walter C. Miller made the following decisions:

Valdosta, Ga. (Valdosta Television Inc., et al.) FM Proceeding. By separate orders: granted motions by Multi-Media Broadcasting Inc. and dismissed Valdosta Television's and WGAF Inc.'s apps. with prejudice. By MO&Os, Oct. 15.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted request by Walton Broadcasting Inc. to dismiss its app.; by separate actions: granted motions for summary decision by JMJ Communications Inc. and resolved air hazard issue in its favor; granted motion for summary decision by Walton Broadcasting Inc. and resolved air hazard issue contingent environmental impact issue in its favor. By order, Oct. 22. By MO&O, Oct. 23 and 29.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted motion by Maurice Broadcasting and added public inspection file issue against Mercury Broadcasting. By MO&O, Oct. 15.

East Hampton, N.Y. (East Hampton Broadcasting Co., et al.) FM Proceeding. Granted motion for summary decision by John F. Shea III and resolved the air hazard issue in his favor. By MO&O, Oct. 18.

Upper Sandusky, Ohio (T.P. Communications Inc. and U.S. Communications Inc.) FM Proceeding. Granted motion by U.S. Communications and enlarged issues against T.P. Communications to determine whether it transferred control of WYAN-FM without FCC approval; to examine facts and circumstances surrounding its failure to file June 17, 1983, option purchase agreement that its president entered into with Lynn Marshall; and to determine whether it abused the FCC's processes in the post-designation handling of its public inspection files, and what effect those violations have on T.P.'s basic and/or comparative qualifications to remain a licensee. By MO&O, Oct. 22.

Cleveland, Tenn. (Silvey-Towe Television, et al.) TV Proceeding. By separate orders: granted motion for summary decision by Cleveland Television Ltd. and resolved air hazard issue in its favor; granted motion for a second summary decision by WFLI Inc. and resolved common ownership issue in its favor. By MO&O, Oct. 24 and 30.

ALJ Joseph Stirmer made the following decisions:

Sacramento, Calif. (Digital Paging Systems Inc. and McClatchy Newspapers) MDS Proceeding. Granted joint request for settlement agreement; dismissed McClatchy's app. with prejudice; conditionally granted amended Digital app. which specifies Sacramento MDS Co. as the applicant, and terminated proceeding. By MO&O, Oct. 30.

Ames and Cedar Rapids, Iowa (Metro Program Network Inc.) TV Proceeding. Granted motion for summary decision by Metro and resolved the short-spacing issue in its favor; by separate actions, added issues against Metro to determine whether its proposals in these or other comparative TV proceedings; to integrate Gerald Fitzgerald, its sole stockholder, as general manager have been made without a good faith intention of effectuation and whether it has misrepresented this fact to the commission. By MO&O, Oct. 18.

Norman, Okla. (Powell Community Television and Daystar Broadcasting Corp.) TV Proceeding. Granted joint motion for settlement agreement; dismissed Powell's app. with prej-

## Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

udice; granted Daystar's app. for a new TV station on ch. 46 at Norman, and terminated proceeding. By MO&O, Oct. 29.

## Call Letters

### Applications

Call	Sought by
<b>New FM</b>	
WDFM	Wolfe Communications Inc., Defiance, Ohio
<b>New TV</b>	
WDKM-TV	Vicksburg Broadcasting Group, Vicksburg, Miss.
<b>Existing AM's</b>	
WGTT	WQMS MetroSouth Broadcasting Inc., Alabaster, Ala.
WLWI	WBAM Colonial Broadcasting Co., Montgomery, Ala.
WFXA	WTHB Southern States Communications, Augusta, Ga.
WBEB	WUFO Buffalo Ethnic Broadcasting Inc., Amherst, N.Y.
KZZJ	KGCA Gary Pearson, Delhart Nygard and Warren D. Evans, Rugby, N.D.
WFNR	WNRB New River Broadcasting Corp., Christiansburg, Va.
<b>Existing FM's</b>	
WLWI-FM	WLWI Colonial Broadcasting Co., Montgomery, Ala.

KVCC	KHEP-FM Affiliated Broadcasting Inc., Phoenix
WFXA-FM	WZZW Southern States Communications, Augusta, Ga.
KIYS	KBBK-FM Mary Lake Communications of Idaho Inc., Boise, Idaho
KTXB	KWED-FM American Media Inc., Seguin, Tex.
WJHJ	WATW-FM Bay Broadcasting, Ashland, Wis.

### Grants

Call	Assigned to
<b>New AM</b>	
WAFB	Glades Media Co., Clewiston, Fla.
<b>New FM's</b>	
KTTD	Danita Rodriguez, Claypool, Ariz.
*KHIM	Arizona Media Educational Network, Flagstaff, Ariz.
*KEPT	Arizona Media Educational Network, Prescott, Ariz.
KNBZ	Snow Peak Limited Partnership, Wasilla, Alaska
*WNLE	Nassau Baptist College, Fernandia Beach, Fla.
*WPQO	Georgia Public Telecommunications Commission, Waycross, Ga.
KETB	Communications Group Inc., Coeur D'Alene, Idaho
KSKB	Randy E. Henry, Brooklyn, Iowa
KRUE	Smoky Valley Broadcasting Inc., Lindsborg, Kan.
*KCWA-FM	Arnold Educational Broadcasting Founda-

KPBW	Clearwater Broadcasting Co., Piedmont, Mo.
KPBT	John E. Eisner, Webb City, Mo.
WTBL	Washington Technical College, McConnellsville, Ohio
*KCJC	Oklahoma Educational Broadcasting Foundation, Shawnee, Okla.
WQJU	Juniata Broadcasting Co., Mifflintown, Pa.
*KCTL	Great Plains Educational Trust, Aberdeen, S.D.
KDCY	Davis Communications Inc., Cotulla, Tex.
*WWWH	Alpha Educational Broadcasting Foundation, Fredericksburg, Va.
*WGNV	Cornerstone Community Radio Inc., Milladore, Wis.
*KHRS	Heritage Educational Foundation, Rock Spring, Wyo.
<b>New TV's</b>	
WASV-TV	Local Majority Television, Asheville, N.C.
WWAT	Triplett & Associates, Chillicothe, Ohio
WTAT-TV	Charleston Community Television Ltd., Charleston, S.C.
<b>Existing AM's</b>	
KPPL	KJJZ Golden Bear Communications Inc., Denver
WFDR	WVFJ Provident Broadcasting Co., Manchester, Ga.
WBGZ	WOKZ Metroplex Communications Inc., Alton, Ill.
KSRN	KYOR Raesco Inc., Sun Valley, Nev
KFOX	KRBC Fox Communications Inc., Abilene, Tex.
WENZ	WNWZ Nexus Communications II Inc., Highland Spring, Va.
<b>Existing FM's</b>	
WAFB-FM	WAFB Glades Media Co., Clewiston, Fla.
KIYS	KBBK-FM Magicland Broadcasting Co., Boise, Idaho
WJEZ	WPOK-FM Livingston County Broadcasters Inc., Pontiac, Ill.
WZZP	WXMG Booth American Co., South Bend, Ind.
KTOC-FM	KJBQ General Communications Inc., Jonesboro, La.
WKSG	WLBS Inner City Broadcasting Corp. of Michigan, Mt. Clemens, Mich.
*KGAC	KSCG Minnesota Public Radio Inc., Saint Peter, Minn.
KMON-FM	KNUW KMON Inc., Great Falls, Mont.
KSRN-FM	KSRN Raesco Inc., Sun Valley, Nev.
WFRW	WIUE Family Stations Inc., Webster, N.Y.
KTON	KTON-FM Center City Communications Inc., Belton, Tex.
KDXR	KDKQ Spivey Broadcasting Inc., Borger, Tex.
KRVL	KERV-FM Chess Enterprises Inc., Kerville, Tex.
KFOX-FM	KFOX Fox Communications Inc., Llano, Tex.
KYKR	KYKR-FM KYKR Radio Inc., Port Arthur, Tex.
WVCX	WTMB-FM Wisconsin Voice of Christian Youth Inc., Tomah, Wis.
<b>Existing TV</b>	
WKPV	WNRP Maria Esther Rivera, Ponce, P.R.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Major inspirational station**, Southwest, seeking aggressive manager. Background in spot sales a must. Previous management experience not required, but preferred. Major Sunbelt opportunity. Send full resume and written particulars to Box A-9. All replies held in strictest confidence.

**Growing broadcast group** offers excellent opportunity for sales-oriented manager and strong local sales manager, medium-sized Southwest markets. Resume to Box A-10.

**General Managers needed**. Non-media company acquiring radio stations, small and midsize markets, Midwest and South. Excellent opportunity; grow as we grow. Respond with complete resume, experience, salary requirements, references to Box A-15.

**Sales manager**. Top rated Poughkeepsie-Kingston, New York, FM station. Applicants must have strong sales and promotional background. Must be able to motivate people, run entire operation. Previous management experience desired, not necessary. Salary plus generous bonus/benefit package. Immediate opening. Resume to Richard C. Bell, Executive Vice-President, Sillerman Morrow Broadcasting Group, One Broadcast Plaza, Middletown, NY 10940.

**Experienced GM**. Rock 103, Clear Lake-Mason City, IA. Will consider experienced SM. Salary plus bonus. Contact Mad Hatter, 319-752-5402.

**General manager**: Small station, central Washington, seeks aggressive, sales-minded GM. Greg Zaser, 11005 N. E. 12th, Bellevue, WA 98004, 206-455-2420.

**Sales manager**. WHRK-FM/WKDJ-AM. Must be aggressive, experienced. Excellent opportunity. Good salary/company benefits. EOE. Resume to Donald Boyles, VP/GM, 112 Union Avenue, Memphis, TN 38103.

**General manager**. The Johns Hopkins University's new 25,000 watt non-commercial FM station. See our detailed classified display ad this issue.

**University of California** Associated Students seek general manager. Oversee KCSB-FM station operations. Provides continuity to 24-hour daily non-commercial operation staffed by 250 students and volunteers. Supervises programming, publicity plus engineering unit. Manages budget/fundraising activities. Must have strong background in broadcasting business operations (non-commercial preferred). Knowledge of FCC rules/regulations. Skills in programming, planning, fundraising. \$1488 month starting salary; excellent benefits. Resumes for #84-10-019 must be received by November 27th. University of California, Personnel Office, Santa Barbara, CA 93106. Equal opportunity/affirmative action employer.

**General manager**. Person with strong sales record. New class A FM station, small Missouri market. Expanding 3-station group. Start now. Great opportunity for aggressive, results-oriented person. Resume to 60 West 4th Street, St. Paul, MN 55102.

**Sales oriented general manager**. South Carolina medium market AM/FM. Excellent opportunity. Attractive area. Resume to Box A-47.

**Fast growing group** needs general managers for markets 50,000 - 200,000. High salary, profit share, equity opportunity, other benefits. Proven ability to increase sales, good people skills essential. Ideal opportunity for career-minded person. Rush resume to Box A-48. EOE, M/F.

**General manager**. NE small mkt. Seeking strong sales manager. Run solid community AM. Great entry level mgmt. position. Growing group. \$17,500 + large bonus potential. Write Box A-60.

### HELP WANTED SALES

**WIZR/WSRD** seeks selling sales manager, salary and override. Equity possible. Box 333, Albany, NY 12201.

**General sales manager**. Top AM/FM combo, growth market. Must have management experience. Outstanding opportunity and working conditions. Resume to Joe Tourtelot, KKAM/KDES, P.O. Box 2000, Palm Springs, CA 92263. Equal opportunity employer.

**Central coastal California**. AM/FM combo opportunity with one of the largest radio groups. Come live in beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

**Florida**. Looking for winners. We're an expanding broadcast group with facilities in booming metros on both coasts, great market positions, opportunity for self-motivated professionals. Resume to Box A-19. EOE.

**Account executive**. Experienced (min. 2 years). Aggressive sales. Dominant Midwest AM/FM. Group station. Excellent earnings potential. Full benefits. Resume to Box A-20. EOE/MF.

**Top-rated Midwest** country station wants pro. 3 yrs.' experience req'd. Sell best station in Wisc. Box A-25.

**Immediate opening**: aggressive/experienced salesperson. Capital city AM-nostalgia/FM-CHR, combo sales. Multi-station group. Resume/references to Don L. Neer, Box 1478, Topeka, KS 66601.

**Upper Midwest**. Heavy hitter needed for class C FM/5kw AM. Active list. Live, work in beautiful vacation area. Resume, references first letter. WIMI/WJMS, Box 250, Ironwood, MI 49938. EOE.

**Professional sales rep**. Successful Texas suncoast FM looking for real pro with provable track record. We can match your present earnings up front and offer you opportunity to grow/prosper in great half million market. Plus, potential for advancement to management as we fulfill our plans for growth into additional markets. Guarantee, 20% commission on direct sales, profit sharing, insurance, most expenses, lots of perks. If you want to work and succeed with professionals, play in the surf, enjoy sunshine, this may be the opportunity of your lifetime. If you are ready for a move up right now and can prove you have a good radio sales track record, write or call Don Durden, VP-GM, Pylecom Radio Group, P.O. Box 6067, Beaumont, TX 77705. 409-842-2210. AA/EOE.

**General sales manager**. FM station, growing, upstate New York metro area. Sales manager leaving for better things. Need someone to take over/manage sales department. Agency and local account list. Let's talk. Must have proven track record. Nice community. Come grow with us. Resume to Box A-74.

**Experienced sales manager**. Adult contemporary AM/FM, top 50 Southeastern market, needs experienced sales manager able to train, lead, recruit, motivate local sales department. Must be able to maintain and build own account list. Salary plus override incentive. Resume to Box Z-160.

**Denver AM** seeks national sales manager with co-op & promotional experience. 303-444-7838.

**Florida coast**. 350,000 metro. 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137.

### HELP WANTED ANNOUNCERS

**Wisconsin**. Top country station, WAXX, needs morning person/communicator. Tim Wilson, WAXX, Box 6000, Eau Claire, WI 54702, 715-832-1530.

**Personality/announcer** to either join morning team or to do middays. MOR format. Experience a necessity. Tape/resume to George Roberts, P.O. Box 6000, Eau Claire, WI 54701. EOE.

**KFGO needs** experienced midday announcer. Need individual with good interview abilities/strong production background. Competitive compensation in this fast growing area; strong radio market. Tape/resume to D. S. Lee, P.O. Box 2966, Fargo, ND 58108.

### HELP WANTED TECHNICAL

**Experienced engineer**. Competent with modern studio equipment, transmitters. Needed by AM/FM. Ability to do part time air work a real plus. Resume to Rod Krol, GM, WKWK, PO Box 6624, Wheeling, WV 26003. EOE, M/F.

**Maintenance engineer**. 2 years' experience required. State of the art facility. Digital knowledge desirable. Resumes to Kevin Mostyn, Dir. of Engineering, KSFO/KYA Radio, 300 Broadway, San Francisco, CA 94133. EOE, M/F/H/V.

**WLTS AM/FM**, New Orleans, looking for aggressive, hard working engineer. Must be in good health, have own means of transportation, knowledge of microwave systems. Salary dependent on experience. Equal opportunity employer. Send resume and application to Ed Muniz, Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, LA 70119.

**Central California AM/FM** seeks chief engineer. Good background in AM directional, FM stereo, SCA & microwave. Ground floor opportunity; growing company. Resume, references, salary history to Box A-45. M/F, EOE.

**Chief engineer**. Quality-minded AM station seeks CE. Keep our station sounding great. We want the best in audio and RF quality; offer good working conditions in great Colorado community. \$25,000. EOE. Reply in confidence to Box A-58.

**WRQC (FM)/WJMO**, Cleveland Heights, OH, have opening for qualified chief engineer. Interested parties send resumes to Richard Mertz, Director of Engineering, United Broadcasting Co., 4733 Bethesda Ave., Bethesda, MD 20814. EOE/MF.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**100,000 watt NPR** affiliated public radio station, Gainesville, Florida, seeks program director. Position establishes programming goals, budget, policies, schedules. Coordinates all programming with 16 professional staff members of the station. Responsible for consultation with community advisory board, coordination with NPR and other programming sources, liaison relationship with arts and cultural affairs organizations and community leaders. Assures that station programming policies adhere to all FCC rules and federal copyright laws. Responsible for audience measurement data and coordination with development department on all fundraising and public awareness events. BA/BS required; MA preferred in communications or related field. 5 years broadcast experience with 3 years public radio mid-management. Salary range \$17,000 - \$20,000. Deadline: November 26, 1984. Contact Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. Resume and 3 current letters of recommendation required. WUFT-FM and the University of Florida are equal employment opportunity/affirmative action employers which encourage applications from women and members of minority groups.

**Program/operations manager**. Successful, community-oriented adult contemporary AM stereo, beautiful college town. Must have experience in administration/programming. Includes air shift and production. Work hard and demanding, but excellent opportunity for growth in growing group of stations. Salary \$15,000-\$25,000. Bill Walters, WEKY, Box 747, Richmond, KY 40475.

### HELP WANTED NEWS

**News anchor/reporter** with experience. Katz station with heavy news/information commitment. Looking for dedicated person who wants to settle. Outstanding news production a must. Rush tape, resume, writing samples, salary requirements to John Butler, WSYR/WYYY, 2 Clinton Square, Syracuse, NY 13202. WSYR/WYYY are equal opportunity employers.

**News director**. New York State medium market AM/FM. Six person fulltime department. Owners and management as serious about news as you are. Excellent potential to grow with group. Send resume/tape in complete confidence. EOE M/F. Write News, Box C, Farmingdale, NY 11753.

**Future openings.** KTRH, Houston, seeks anchor with all-news or news block experience. Ability to tell the story, willingness to work hard essential. Resume/unedited aircheck to Bill Calm, News Director, P.O. Box 1520, Houston, TX 77251. No calls, please. Equal opportunity employer.

**Anchor/reporter.** AM/FM combo, Missouri's capital. Must have at least one year's experience as anchor or reporter. Tape/resume to Rick Stachel, KLIK/KTXJ, Box 414, Jefferson City, MO 65102.

#### SITUATIONS WANTED MANAGEMENT

**Results-oriented** General Manager, highly organized and disciplined to achieve profits. 21 years' management AM/FM, all markets. Strong management skills with creative strategies for developing maximum sales. Want an achiever with excellent credentials? Write Box Z-158.

**Small market manager** looking for new challenges. Skilled in sales, programming, promotion, community involvement. Available January 1. Confidential replies to Box A-11.

**Sales and profits.** Experienced, proven professional. Available now. Fulltime or consultant. Jerry Clegg, 404-451-6594.

**Dallas-Ft. Worth GM** - 20 yrs. broadcasting, corporate experience, sales trainer, religious format, proven track record, lead by example. A pro's pro. Box A-65.

**Veteran general manager.** Consultant, salesman, programmer, promoter. 23 years. All locations considered. Call Jim, 517-592-5597; write 459 Oakwood, Brooklyn, MI 49230.

**Experienced general manager** has built successful small market radio and television stations, literally from scratch, wants to bring family back to Ohio or nearby. Christian, early thirties, presently employed. Box A-40.

**Station owners!** Is your manager not sales-oriented? Doesn't program for the community? This sales manager will take-over & increase sales, keep costs down, hire productive personnel. Experienced in sales; 1st phone announcer. Knows what it takes to make you successful. All areas considered. Box A-43.

#### SITUATIONS WANTED ANNOUNCERS

**Extremely ambitious/versatile** beginner. Will work any shift. Will relocate. Bob, 414-282-8862.

**Enthusiastic, versatile** beginner. Professional attitude. Will relocate. Any shift. Mike, 414-483-6345.

**Gimme a listen.** Experienced broadcaster seeks change. Good pipes, enthusiastic PBP, native Midwesterner. John, 319-326-1158, evenings CST.

**Announcer,** 4 years experience, looking to grow in medium market. Prefer Eastern US. Mark, 309-342-2090, before 2 pm CST.

**Eight year pro** seeking work in or near Triangle area of North Carolina. Jay, 919-286-4962.

**Radio junkie/workaholic** looking for small market position. Finishing football PBP season. Want to do more. Sports reporting, DJ, production, traffic experience. Dan, 312-335-0548.

**Solid, experienced announcer/sports director** seeks move to bigger mkt., possibly small college or junior college sports. Can be available immediately following current high school football season, & in the know by your basketball season. 612-455-7385.

**Two years' commercial** experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Treat yourself!** Have skills, talent, 4½ yrs. related experience. Need station. Know, prefer oldies, AOR. All fields welcome. No limit. Worked country, progressive. Female, degree, good timbre, excellent communications skills, potential, enthusiastic, persevering, broadcast grad. Southern metros, metro SMSAs. Hurry! 502-895-5208.

#### SITUATIONS WANTED SALES

**Small markets!** Experienced salesman/announcer available now! Air shift plus sales and production my forte. Dick Mof, 1106 Denver Ave., Dalhart, TX 79022. 806-249-6362.

#### SITUATIONS WANTED TECHNICAL

**16 years' good** all around skills. 1st phone engineer-announcer seeking opportunity to use ability/knowledge. 319-634-3852 before 9:30 A.M. CST. Iowa, any surrounding state. References furnished.

#### SITUATIONS WANTED NEWS

**Dynamic female news/sportscaster.** Looking for position, medium to large market, West Coast. Tracy, 415-692-5446.

**Mature pro,** hard working, enthusiastic, personable, community oriented, offers 15 years experience, 7 years major market credits, a ton of talent (jock/talk/news/sports/cable TV/management) in return for real opportunity to contribute to a solid broadcast organization. 513-921-7999.

**Award winning news and sports director** in major market ADI wants move into medium/large market. My employment widely sought, providing big sounds in smaller market, but I want the right position. Your credibility is my concern. Box A-70.

**Experienced newsmen.** Established anchor, successful writer. Now participating in New York City radio. Prefer Minneapolis/St. Paul market. Angelo, 718-338-8328, after 3PM EST.

**Experienced reporter,** good voice, strong writing, news judgement, dedicated. Prefer California or Southwest. 818-508-7148.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Winning major market PD** available immediately. Great track record in A/C, country. KRMG, WTMJ, WDGY, WBCS. Bill Conway, 918-250-8740.

**Take charge operations manager** interested in moving up to your team. Responsibilities have included all departments. Positive staff motivator. College, first phone, currently employed. Reply Box Z-165.

**2 energetic, young radio pros** in top 50 mkt., 21 yrs. combined experience in programming, sports, sales. Looking to manage or operate station, small or medium mkt. Box A-17.

**I PD'd the largest** audience growth in the country last year, but I still make less money than most jocks in this market. I want a boss who will pay me what I'm worth! Top 100 only. Box A-33.

**Great production/references.** Mature PD/announcer seeking stable, adult operation. 1st phone. Andy Budnick, 904-744-5750.

**Automation doctor** seeks patient in western states. Any format. AM or FM. Six years current position. Box A-54.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager.** Full power, full coverage ch. 67, Houston, ready to become 4th independent in dynamic, 10th-ranked market. Immediate opportunity for experienced manager capable of startup, staffing, budget preparation, selling, competitive positioning of a key, well-financed independent TV station. Salary, incentive, and most important, equity opportunity. Resume to Babcock Communications, 600 Cayuga Hgts. Rd., Ithaca, NY 14850. Replies confidential.

**Senior internal auditor.** Position available on corporate internal audit staff, upstate New York-based communications firm in the heart of Finger Lakes region. Publicly-held company has television, radio, newspaper operations in 18 states. Four year accounting degree and 2-4 years' auditing experience required. Please send resume/salary history in confidence to Internal Audit Manager, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14851.

**Position available** for dynamic individual with strong sales and management experience to be CEO of multi-station TV company. Send resume to Box A-30.

**GM for new UHF station,** large market. Experience required. Write Box A-1.

**Director of communications.** Community-licensed PTV and radio station serving eastern New York/ Western New England. New position reports to president/general manager, administers communications program. Oversees staff responsible for publicity, promotion, advertising, graphics. Degree in English, journalism, advertising, related field required; relevant graduate study preferred. Skill in speech preparation/delivery, experience in positions involving frequent public and media contact essential. Resume with cover letter: Manager of Human Resources, WMHT-TV/FM, P.O. Box 17, Schenectady, NY 12301. Equal opportunity employer.

**Manager.** Instructional Media Production Services, University of Alaska Instructional Telecommunication Services. Fulltime, permanent. Anchorage. UAITS serves the University of Alaska statewide system. Instructional Media Production Services serves University of Alaska campuses, and LearnAlaska Network. The manager, with the senior producer, consults with university personnel to analyze their media needs, identify effective production strategies, implements client decisions. This position proposes production policy, develops/implements procedures, plans and prioritizes flow of work. Manager supervises staff of seven; plans/administers annual operating and capital budgets, is responsible for orienting clientele and staff in all aspects of instructional media planning, design, production. Qualifications: ability to manage technical professional service program; work as team member; knowledge of basic elements of instructional media production and educational telecommunication. Awareness of cross cultural dynamics desired. Apply to SW Human Resource Development, University of Alaska, Room 1, Bunnell Building, Fairbanks, AK 99701, 907-474-7894. Submit resume, names, addresses, telephone numbers of former employers, and 4 professional references. University of Alaska is an AA/EOE and educational institution.

**General manager.** Our network affiliated VHF needs strong manager. Build fire under sales, hypo promotion, pull together lots of loose ends, make our station #1. We're located in small market, with lots of competition from other TV, CATV, radio, and newspaper. If you can produce results, our board of directors will back you with everything to make this one of the finest small operations in the country. Salary \$40,000, plus an incentive package based on performance. Reply in confidence. EOE. Box A-59.

#### HELP WANTED SALES

**Gulf Broadcasting's ABC affiliate,** 51st market (Greensboro-High Point-Winston-Salem), is preparing for the future. If you have current TV sales experience with track record in market development, send resume today to John Cottingham, Box HP-8, High Point, NC 27261. EOE, M/F.

**Account executive** - WRTV, ABC affiliate, Indianapolis, IN seeks professional account executive with two or more years proven television sales experience. A McGraw-Hill station. WRTV is the leading station in Indianapolis. Qualified applicants send resume/references to Joe Mazza, Local Sales Manager, WRTV, 1330 N. Meridian St., Indianapolis, IN 46206. EOE.

**Account executive.** Strong ABC affiliate, major Southeast market, seeks experienced professional. Previous broadcast sales experience required, with strong track record in agency, in development of new direct business, and in television vendor support programs. Must have management potential, be well-versed in research/rating information. Minimum 3 years' television sales experience required. Send resume to Box A-12. EOE.

**Team player.** Move up from the minors. If you're the player in small or medium market with highest batting average or most yardage gained against tough competition, you may be ready for major group, top 50 affiliate. Southeastern background preferred. Send stats to Box A-76. EOE.

**TV account executive** - CBS affiliate needs professional account executive. Two years proven broadcasting sales experience. Take over established local/regional account list. EOE. Resume to Penny Leigh, WRBL, Box 270, Columbus, GA 31994.

#### HELP WANTED TECHNICAL

**Chief engineer:** Northern California UHF independent. Must have transmitter/studio experience. Resume to Box Z-117. EOE.

**Engineer/technician.** Midwest CBS affiliate seeking experienced engineer/technician to maintain studio, transmitter, ENG equipment. If interested, send resume, salary requirements to Chief Engineer, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M-F.

**Operations technician.** Progressive ABC affiliate, heavy emphasis in production, has immediate opening for operations technician. 1-2 years' experience required. General class license preferred. Contact Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

**We're adding** maintenance position to our TV engineering staff. Strong experience of 5 years or more in studio maintenance required. FCC general license or SBE certification preferred. Come experience beautiful North Carolina. Apply to Chief Engineer, WPTF-TV, Box 1511, Raleigh, NC 27602. 919-832-8311.

**Producer/director** for fast-paced, highly technical, top-rated newscast. Involves live remotes nightly. Four years experience directing news and supervisory skills required. Send resume/salary requirements to Box Z-171. EOE/MF.

**New full power UHF** independent TV station, with studio in North Miami, FL, has openings for two studio maintenance engineers. One senior engineer must have experience in Sony 2000 tape. AVR 3, Sony 5000 editor, GV 300 with DVE, computer control cameras. One junior maintenance engineer must have solid maintenance background in television related equipment. Both engineers should have complete knowledge of digital, analog, electronic theory. Contact Ed Reid, Director of Engineering, 305-523-3333. WBFS-TV 33, 16550 NW 52nd Ave., Miami, FL 33014. EOE.

**Need immediately**—transmitter supervisor. Three-station Wyoming Network. Must be strong in RF and microwave systems. Experience with Townsend, RCA, Macom a plus. Salary negotiable. Reply in confidence to Chief Engineer, KCWY-TV, Box 170, Casper, WY 82602.

**Director engineering/technical administration.** VHF television station, highly competitive top 20 market. Ideal candidate will possess at least ten years experience in broadcasting, strong administrative/interpersonal skills, extensive knowledge of all technical aspects of television station operations, exceptional ability in long range facilities/capital planning. Equal opportunity employer. Resume to Box A-14.

**Maintenance engineer.** Extensive experience on Sony 1" & 3/4". TK-86, TK-47, GVG switchers, CMX, RCA quad experience desirable. Contact George Wilson, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018, 215-626-6500. M/F, EOE.

**Video maintenance engineers.** Growing New York City PBS station about to install new master control seeks experienced maintenance engineers. Minimum 3 to 5 years experience maintaining/repairing studio and ENG cameras, GV switchers, master control equipment, 1" and 2" VTR's, with strong experience on 3/4" VCR's. Knowledge of digital and analog equipment a must. If you are highly motivated individual and self-starter, send resume to Stuart Lefkowitz, WNYC, 1 Centre Street, New York, NY 10007. EOE.

**Studio maintenance engineer.** Top 30 market. Familiar with Ampex 2" quad, Hitachi 1" helical scan, Sony 3/4" BVU machines. Strong background in digital electronics. Must be capable of analyzing/troubleshooting problems to component level on all aforementioned equipment and assorted studio equipment. Salary commensurate with experience. Resume to Box A-75.

**Maintenance engineer:** KAWE, northern Minnesota PBS station, seeks individual having experience maintaining VTR's, cameras, switchers, VHF transmitters. Must possess FCC general radiotelephone license. Resume, references, salary history/expectations to Jim Landes, KAWE, Box 9,BSU, Bemidji, MN 56601. Closing date: December 14, 1984. EOE.

**Director of engineering.** New Boston UHF all-video-music station. Minimum 5 years management experience. Resume immediately to General Manager, WKSX-TV, Box 405, Fayville, MA 01745. EOE.

**Engineer.** Research/file applications for LPTV and MMDS. Familiar with FCC application process and equipment utilization. Able to interpret computerized frequency surveys. Consult on cellular applications. Amiable, entrepreneurial. Unique opportunity; equity available. Relocation not essential at this stage. Write Box A-55.

**Hands-on chief engineer.** Year-round resort area, Michigan. Resume to Chief Engineer, P.O. Box 30380, Lansing, MI 48909.

**Engineer.** Hands-on chief engineer. Mid-Atlantic UHF affiliate. Studio/transmitter maintenance experience required. Salary \$27-33,000, commensurate with ability. Fringe benefits. Replies confidential. Equal opportunity employer. Please reply Box A-56.

**New York City** duplication facility seeks video tape operator. 5:00 p.m. - 1:00 a.m. shift. Must have 2" and 1" experience. Supervisory experience a +. Excellent salary/benefits. Resume/salary history to Box A-57.

#### HELP WANTED NEWS

**Executive producer**—who's aggressive and hungry. Take charge of news staff composed of same. Resumes to Bob King, News Director, WXFL-TV, Box 888, Tampa, FL 33601. EOE, M/F.

**Anchor.** Odessa-Midland, Texas, NBC affiliate, looking for news anchor. 5/10pm. Some TV experience. Must do street reporting. Tapes, resumes, salary requirements to News Director, Box 6699, Midland, TX 79711.

**Producer:** 3-5 years' experience. Ability to produce fast-paced yet coherent program. 30's market. Strong on people skills. Positive attitude for a positive, upward moving organization. Resume/references/salary history to Box A-23. EOE.

**Mature news director/anchor** - If you have many years' experience in a larger market, but younger blood has pushed you out of the mainstream at your present station, you may be the person we're seeking. Chance to lead dynamic, young aggressive staff. Network affiliate, beautiful mountainous area, Southeast. Established and profitable station and parent company. Good benefits packages. Resume to Box A-32.

**Anchor/reporter:** need aggressive, authoritative person. Fill primary position, medium market station, Southeast. Want established individual with proven community involvement. 4 to 6 years' experience required. Strong writing skills a must. Excellent salary/fringe benefit package. Principals only. Send resume, tape, salary history to Dept. WL Suite, 3421 M Street, NW, Washington, DC 20007. EOE.

**Chief meteorologist.** Degree and AMS seal preferred. At least one year experience. Resume/tape/salary requirements to George Stephenson, News Director, WSEE-TV, 1220 Peach St., Erie, PA 16501. EOE.

**Kiplinger fellowships.** Broadcast journalists with two or more years' experience are invited to apply to the Kiplinger Graduate Program in public affairs reporting, The Ohio State University. Yearlong program, beginning Sept. 25, 1985, leads to Master's degree in journalism. Ten fellows appointed receive free tuition and fees, + monthly stipends. Selection competitive. Write to John Wicklein, Kiplinger Professor, School of Journalism, OSU, 242 West 18th Ave, Columbus, OH 43210.

**Sports ENG cameraperson** — 37th market, CBS affiliate, heart of major college sports country. Candidates must have several years' shooting experience, with sizable portion of that covering sports events and features. Tapes/resumes to Terry Lorch, WTVD, PO Box 2009, Durham, NC 27702. EOE.

**Weathercaster.** We're situated in delightful mid-sized market, Northeast, with superior quality of life and we're accepting applications for weather person. We want enthusiasm, brightness, imagination, ability to communicate, and knowledge of weather. Incidentally, we're in a fascinating weather area, we're a network affiliate, and we're the leading station in town. Add to that our ideal work environment with great people/good benefits. Applicants should have on-air experience. Resume, tape, preferred salary range to Box 65720, Washington, DC 20035. Equal opportunity employer.

**Northeast TV now** accepting applications for following positions in growing news dept. Anchor/reporter/writer; reporter/writer; weekend anchor/sports reporter. These positions require two years' experience in broadcast news. If you are highly motivated, desire to work on winning team, send resume/salary requirements to Box A-66. EOE/M-F.

**We're looking for** an anchor. If you're a mature news professional and you'd like to live/work in great Gulf Coast area, let's talk. Resume to Box A-68.

**Reporter** — Aggressive, enterprising reporter. Top beat assignment. Eastern North Carolina's news leader. Resume, tape, salary requirements, references to Jay Moore, WCTI-TV, PO Box 2325, New Bern, NC 28560.

**If you're serious** about finding a better job, send tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Weathercasters.** Daily/weekend. Tape should reveal your sparkling personality and understandable forecasts. State of the art computer graphics and training. Don Marion, News Director, KXXV, 900 Austin, Suite 803, Waco, TX 76701. EOE.

**Reporters.** New state of the art NBC station needs staff by January, 1985. Tape must show you ask the right questions and shoot great B-roll. Don Marion, News Director, KXXV, 900 Austin, Suite 803, Waco, TX 76701. EOE.

**Anchor.** Daily/weekend. New NBC affiliate needs full staff. January, 1985. If your tape displays credibility and warmth, we offer state of the art and full benefits. Don Marion, News Director, KXXV, 900 Austin, Suite 803, Waco, TX 76701. EOE.

**Pacific Northwest** NBC affiliate seeks anchor/producer. 11 p.m. weeknight broadcasts. Qualified individual may also co-anchor our 5:30 p.m. news. Applicants should possess strong anchor, producing, reporting skills. No beginners, please. Tape/resume to Ed Evans, KNDO-TV, P.O. Box 10028, Yakima, WA 98909. EOE.

**Self-motivated TV news** personalities, including anchors, reporters, sports, sought by group-owned stations, four Midwestern markets. Good pay, excellent benefits, room for advancement. Send resume to Box Z-2. EOE/MF.

**Assistant news director.** Excellent editorial skills, maturity of judgement, ability to motivate/train staff. VHF, good Texas market. EOE. Resume to Box A-49.

**Reporter** qualified to handle general news assignments + weekend sports and/or weather reports. South Texas VHF. EOE. Resume to Box A-50.

**Assignment editor.** Top-rated CBS affiliate, medium Florida market, looking for person with strong news judgements, high organizational skills, production values. Two years experience a must. Also, ability to work well with young, highly motivated staff of aggressive professionals. This is high pressure job, highly competitive market, requiring utmost news savvy. Salary and references in first letter. Resume to Box A-52. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Senior maintenance engineer.** CMX - edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Salary negotiable. Southern Productions, Nashville, Tennessee, 615-248-1978.

**Commercial director** - 2 years experience required. Capable of hands-on, creative, quality commercial directing. Resume/salary requirements to Box Z-121. Equal opportunity employer.

**Producer/writer/reporter:** Salary \$18,000-\$19,000. Requires 2 years fulltime experience at TV station or major production center. B.A. required; journalism background, TV directing, editing skills desirable. Letter of application, official college transcripts, resume, three letters of recommendation, cassette copy of your work to Paul Lopez, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

**Director of television information.** Responsible for using all available media to achieve public awareness of WBGU-TV programs, campaigns, fund-raising events, and services. Requires two years fulltime experience as writer/creator of promotional materials for print and other media. Knowledge of public television desirable. B.A. required, journalism background preferred. Clear/effective writing ability essential. Salary \$23,000-\$24,000. Send letter of application, official college transcripts, resume, three letters of recommendation, portfolio of work to Ronald J. Gargas, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity employer. Application deadline 11/23/84.

**Promotion mgr.** Odessa-Midland, Texas, NBC affiliate, looking for creative, energetic self-starter. Handle one-person department. Must be experienced on all facets of television promotion. Tapes, resumes, salary requirements to General Mgr., Box 6699, Midland, TX 79711.

**Senior television producer/director.** Direct responsibility for production of televised instruction and other television presentations for Wright State University. MA in television, broadcasting, related field desired. BA required. Specialized training, beyond a degree, in television, film and/or audio visual techniques desired. Minimum five years' current experience, with major responsibility for specific projects in television production with quality educational, instructional or commercial production facility. EFP experience necessary. Must interact well with talent, studio crew, clients. The TV Center serves outside clients as well as the University. Salary competitive, excellent benefits. Resume by November 30 to William Lewis, Wright State University, 102 TV Center, Dayton, OH 45435. EOE.

**Public information officer:** Fast-moving Sunbelt PBS affiliate 5-station network needs experienced public information officer/promotion writer. Write program information material for media, handle corporate public relations, write advertising/promo copy and organize promotional events. Three years experience in advertising, journalism or broadcast promotion required, with B.A. degree in communications or related field. Send application letter, resume, writing samples, three references by 11/16 to Personnel Director, Arkansas ETV Network, Box 1250, Conway, AR 72032. AETN is an AA/EOE.

**Creative services manager:** #1 network affiliate, top 100 Southeast market, seeking experienced, creative, motivated person to manage its five-person creative service department. Education/experience equivalent to four years' college work, including at least two years' hands-on experience as producer/director in a creative service department. Send resume/salary history/requirements to Box A-31. EOE.

**Promotion writer/producer**—WFLD, Metromedia, Chicago, seeks creative on-air promotion writer/producer. Must have 2-3 years' experience writing/producing on-air promos for news and entertainment programming. Tape/resume to Jackie Woods, Personnel Coordinator, WFLD, 300 North State Street, Chicago, IL 60610. Metromedia, Inc., is an equal opportunity employer.

**Director/editor.** Top 30 market. Must be experienced in directing/editing of commercials, promotions, news. Must be familiar with 2", 1", 3/4" editing. Resume to Box A-4.

**News promotion producer.** Aggressive affiliate seeks creative self starter to write/produce on-air and radio promotion for expanding news operation. Strong writing/production values a must. Resume/tape to Harry Kaket, WMAR-TV, 6400 York Road, Baltimore, MD 21212.

**Producer/host.** Individual needed. Work primarily in current affairs area. Degree in broadcast journalism, communications or related field. Minimum 3 years' experience. Resume by November 19, 1984, to Producer/Host, KETC, P.O. Box 24130, St. Louis, MO 63130. EOE.

**Post production editor.** Fast growing PBS station with state-of-the-art post production, EFP facilities, studio, seeking post production editor. Heavy emphasis in on-line computer assisted 1" videotape editing, Grass Valley switching, digital video effects. Five years experience in television production and Bachelor's degree or equivalent. Send resume and salary requirements by Nov. 26 to Post Production Editor, KETC, P.O. Box 24130, St. Louis, MO 63130. EOE.

**Personality feature reporter.** Good Company seeks that special woman or man with personality and unique touch to report feature stories and do live remotes. If you have it, send letter, tape, resume to Good Company, Attn: Ellen Rakielen, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

**Lighting designer.** KUHT/Houston, PBS affiliate, seeks organized self-starter for lighting designer/director position. 3 years prior TV experience preferred with background in lighting for performing arts, theater and film desirable. Strong electrical background necessary. Resume/tape/portfolio to Stephen Pyndus, KUHT, 4513 Cullen Blvd., Houston, TX 77004. EOE.

**Traffic.** Join staff of south Florida's newest TV station. Excellent Bias facilities. Currently seeking all traffic positions. Contact Department T., P.O. Box 4633, Miami, FL 33014.

**Oklahoma State University,** Department of Agricultural Information, seeks senior broadcast coordinator. Applicant should possess well-developed broadcast news judgement, plus high degree of skill in writing/narration. This individual will produce news, special features, educational documentaries for consumer and agricultural audiences, working with nationally-recognized field production unit and state-of-the-art equipment. Some travel required. Minimum qualifications: Baccalaureate degree & 3 years demonstrated skill in electronic media. To receive full consideration, resume and samples of work should be received no later than Nov. 20. Submit to Charles N. Vboyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU, an affirmative action/equal opportunity employer.

**Director of communications** - seeking experienced pro. Direct in-house ad agency, including all station on-air promotion, public/press relations, print/radio advertising, media buying. Journalism or marketing degree, four years' TV or related experience necessary, plus references. No calls. Resume/tape to Harriet J. Dobin, Director of Communications, WVIT, 1422 New Britain Ave., West Hartford, CT 06110.

#### SITUATIONS WANTED MANAGEMENT

**Hands-on,** tight-fisted, problem-solver. 20 years experience, age 38. Up through ranks - engineering, production, news, programming, sales, management. Seek challenge. GM or station manager considered. Outline your needs first letter. Box A-67.

#### SITUATIONS WANTED NEWS

**Television meteorologist,** 15 years. Extensive weather computer/radar experience. Excellent references. 206-671-2501.

**TV weatherman.** Prefer Southeast. 20 years of radio experience, 2 years TV weather. Bill Vale, 404-231-1250.

**High energy** top 50 market reporter/anchor. 5 years experience. 717-291-4539, Joe.

**Reporter**—Seven years' TV writing experience (including network). Segment producing and live remote skills. Worth a call. 212-535-3341.

**Meteorologist.** Young, experienced weathercaster. Master's degree in meteorology. Good communicator, personable, knowledgeable. Small or medium market. Steve. 914-783-4685.

**Meteorologist,** with awards, AMS seal of approval, science reporting, computer experience, available now. Stuart, 314-962-8419.

**Meteorologist.** Personality plus quality on-air presentation. Authoritative, friendly communicator. Doppler radar. Colorgraphics, severe weather lover. Community involvement a must. Southern markets, please. Box A-72.

**Seeking a young,** talented black female news reporter? One who interned in #1 mkt.? One currently volunteering writing news for major mkt.? Roz, 718-625-0365.

**Who says blondes are dumb?** I'm no! I've got intelligence, creativity, writing awards. 1984 degree in broadcast journalism. 3 years college/cable TV on-air experience reporting, anchoring, weather. News director one year. Willing to relocate for entry level reporting position. I'm eager to work for you! Lynn, 213-633-0907.

**Sports, lifestyle reporter** (TV): 2 yrs' experience, 1 yr. radio, 2 yrs. writing, (strong creative). Former top athlete. Attractive, energetic, good photography, reporting instincts: can get blood from stone with microphone. 404-237-2729.

**3 yrs. experience** radio talk show host. 5 yrs. experience TV entertainment. Seeking return to talk show format. Will relocate. Adam Rich, 213-655-9164.

**Sports reporter** with play by play color experience (TV and radio), some anchor. 412-922-6553.

**Sharp, experienced anchor/reporter/producer** for net affiliate wants challenge in major market or overseas bureau. Bi-lingual French, some German and Italian. Especially interested in specialized, in-depth reporting. Box A-46.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Art director/broadcast designer.** Multiple international award winner, 10 years experience, 7 in top 5 market. Active member B.D.A. Excellent print and animation. Experienced in video paint, identity development, image maintenance. Prefer Pacific Northwest. Box Z-129.

**Experienced editor/TD** (employed) seeks position as CMX style &/or ENG editor. Solid background, cooperative attitude, great announcing skills. Desires opportunity that offers challenge. Box A-24.

**Currently employed producer/director** seeks opportunity to relocate to larger mkt. Extensive newscast/EFP experience. Box A-6.

**Female aerobics instructor** for television show. Shapely, attractive, energetic. Will relocate. Box A-73.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Director,** School of Communication, Northern Arizona University. Recently formed School of Communication in the College of Creative & Communication Arts seeks its first director. The director will have unique opportunity of organizing and managing an academic unit that will house the disciplines of journalism, speech and telecommunication, as well as service activities of student newspaper, carrier current radio station, television production center, and nationally competitive forensics program. There are currently 18 faculty serving the combined departments. Responsibilities will include working with the chairpersons to develop curricula, programs, budgets, and personnel. University also supports a 100,000 watt national public radio station. Preference will be given to candidates that possess a terminal degree in one of the disciplines offered in the school, as well as those that have had administrative experience directing or managing a communication discipline in a college or university. However, consideration will be given for comparable professional & administrative experience in appropriate professional discipline. In-depth understanding of administrative operations of speech communication and/or the mass media (i.e. newspaper, television, magazines, and radio) is desired. Applicants should demonstrate commitment to research and scholarly writing and possess qualifications necessary for appointment to rank of associate professor or professor. Start 7/1/85. Northern Arizona University is in Flagstaff, a city of approximately 40,000 residents, situated 140 miles north of Phoenix at 7,000 feet elevation. Nearby scenic/recreational opportunities include the 12,000 feet San Francisco Peaks, Museum of Northern Arizona, Coconino Center for the Arts, Grand Canyon, Petrified Forest, Sunset Crater, Painted Desert, Oak Creek Canyon, and mild year-round climate. Send letter of application, vitae, three letters of recommendation to Dr. Charles H. Aurd and Dean, College of Creative & Communication Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86001. Deadline November 21, 1984. Northern Arizona University is a committed equal opportunity employer.

### HELP WANTED SALES

**Experienced sales person** wanted. Sell production libraries, station IDs, commercial concepts to radio and TV retailers. Extensive travel required. Excellent benefits and base - Fortune 500 company. Send introductory letter/resume to Dick Denham, General Manager, I/D Library Division, Media General Broadcast Services, Inc., 2714 Union Extended, Memphis, TN 38112. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Writer-announcer.** Top opportunity with Chicago firm for really good writer-announcer. Production experience helpful. Should have ability to develop complete broadcast campaigns for agency presentation, capable of conceptualizing campaign ideas for all media. Salary dependent on ability & background. Outstanding growth opportunity. Benefits include bonus, profit sharing. Respond with resume, including salary history, to Box A-71

## HELP WANTED TECHNICAL

**Chief engineer.** Mass communication area of communication department of Miami University, Oxford, Ohio. Will be in charge of all engineering matters related to video and audio facilities of this academic program. Responsibilities include operational supervision of engineering staff and students; future planning of facilities and budget; scheduling/monitoring video facilities; maintenance of video equipment; recommendation of video purchases; consultation with faculty and students on video/audio production; support for CATV programming. Must hold FCC general class commercial radiotelephone license. Preference given to applicants with at least baccalaureate degree. Interpersonal/supervisory skills a plus. Contact Gerald Sanders, Department of Communication, Miami University, Oxford, OH 45056. Miami University, an equal opportunity/affirmative action employer.

## HELP WANTED INSTRUCTION

**Graduate fellowships.** Experienced radio professionals wanted to serve as Flanagan Fellows while studying for M.A. in mass communication. Monthly stipend. Start Fall, 1985. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. A 3.0 undergraduate grade point average is required. Should take Graduate Record Examination in December. Contact Mr. Bob Leach, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

**Broadcast news.** Tenure track position. Ph.D., experience in television news, potential as successful teacher/researcher. Rank/salary dependent upon qualifications. Deadline for applications: December 3, 1984. Send letter of application and curriculum vitae to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

**Radio-television.** Two fulltime tenure track faculty positions for Fall, 1985, rank of assistant and/or associate professor. Teach full range of both production/non-production radio/TV courses. Qualifications: Ph.D. required. Record of publication and/or teaching experience desirable. Salary negotiable. Send letter of interest, resume, 3 references to Dr. Joel Persky, Chairman, Department of Radio-TV-Film, Texas Christian University, P.O. Box 30793, Fort Worth, TX 76129. Deadline for applications: December 10, 1984. TCU is an AA/EOE.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash** - highest prices - we 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, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

**CCA 25000DS FM (1972), CSI FM 3000E (1982), ITA 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.

**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.

**2000 feet used 6-1/8", 75 ohm, EIA flanged transmission line,** 19 1/2 ft. sections with elbows, gas barriers, hangers. Excellent condition. Call toll free, 800-874-5449; 800-282-6214.

**Mobile studio full 3 camera 3/4" production vehicle.** Two 6.5 KW Onan generators. 22' 1979 International, 18,000 mi. with hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 fuel capacity. With or without video equipment. Tony, 201-894-5555.

**Quality television equipment.** More than 150 top brands from studio lighting to antenna. Call Troy Brown, Walter Price, Bill Martin, Bob Martins, or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

**2-IGM instacarts and 3-IGM go-carts**—each instacart has 48 trays with mono heads—each go-cart has 78 trays with stereo playback—excellent condition. Call Kim Hurst, WIRE, 317-927-4200.

**Harris automation system 90**—features 3,600 program events with look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 1-IGM 48-tray instacart (mono), 2-IGM 78-tray go-carts (stereo), 2 control consoles, TI printer. Call Kim Hurst, 317-927-4200, for a very versatile live-assist or complete automation system.

**RCA TT10AL Ch5 transmitter with RCA TT25BL 25KW final.** Complete with Moseley PBR-30 remote control, ADP-220 automatic printer, TAU tolerance alarms, relay interface. RCA TF6BM Ch5 6 bay antenna. 1800 feet 3-1/8 transmission line. All in service, available December. Ken Renfrow, KOAA-TV, 303-544-5781.

**40' mobile unit - Grass 1600 - YAM PM-2000,** with or without. Cameras-VTR-Quantel-Chyron-Tractor. Base price \$495,000. 213-467-6272.

**360 foot AM utility tower #380.** Standing. KXEX, Fresno, CA. 209-233-8803.

**Complete automation system:** DP-2, 6 carousels, 5 tape decks, time announce, 2 stationary carts, logging, remote control. Currently in use. \$18,000. Derek, 406-628-7916.

**You pay too much** if you are not getting your new, double shielded, sweep tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

**10 RCA TK-630 color cameras.** Complete with tubes, lens, control cables. Many spares available. E. J. Stewart, Inc. 215-626-6500.

**TV-81 camera cable.** 20,000 feet. Various lengths. All good. E. J. Stewart, Inc. 215-626-6500.

**TK27 camera Eastman projector.** TP 55 multiplexer CBS image enhancer. Asking \$3500. Crosspoint latch 6139 switcher with pattern expansion, asking \$20,000. Like new, original cost over \$30,000. Contact Charles Chatelain, 318-237-1500.

**2" videotape** in shipping cases. Approximately sixty 2" reels of tape. Good condition. For sale. 60 minute reels. Best reasonable offer accepted. Box A-5.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**Sony BVU-110 portable recorder.** New condition, less than 30 hours use. Includes BC-210 charger, AC-500 power supply, PC-50 battery. \$4800. 804-253-0050.

**Bogner BU16A-H channel 15 antenna.** \$20,000. For more information, call Charles Chatelain, 318-237-1500.

**Own a transportable satellite uplink.** Fully redundant, advanced electronics, standby power, test equipment, 2 degree spacing antenna, 30 day delivery. Before you spend more, call American Uplinks: outside Colorado 800-525-9999; inside Colorado 303-567-4628.

**UHF transmitter,** Townsend TZ-110NE, channel 31, complete. Bob Venditti, KRBK-TV, 916-929-0300.

**RCA pylon UHF antenna,** channel 31, TFU-36J omni, 0.5 degree. Bob Venditti, KRBK-TV, 916-929-0300.

**1000 ft tower Stainless G-7,** with 1100 ft, 6-1/8 in, 75 ohm RCA universal transmission line, standing, Sacramento-Stockton, CA. Bob Venditti, KRBK-TV, 916-929-0300.

**VPR-2Bs, TR-50s, TK-27/28 islands, Topax inverters, TK-44s, A/R-2s, BVU-200s, NEC 5000 TBC, IKE HL-79A, 528/1420 monitors, Vital VIX-114-3 switcher, Adda Esp-750 frame store.** Marvin Luke, Media Concepts, 919-977-3600.

**Transmitter,** tunable 1240, 1000/250 watts, AM modulation monitor. NBU 415-12, Globe, AZ 85501, 602-425-2525.

**Remote truck** with Quad, generators, racks, monitors, camera, GV, sync, & distribution. Needs switcher, C.G., extra monitors. Must sell. \$38,000. 818-507-1974.

**Film Island:** Eastman 285 16mm Spindler slide: GE 240 camera, good shape, \$10,950. GPL 35mm Telecaster film projector, \$9,500. RCA FP-35 Telecine projector, like new, \$15,750. Datatour editors \$250; accept trades, film cameras/editing gear. International Cinema, 6750 NE 4th Court, Miami, FL 33138, 305-756-0699.

## RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

## MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

# RADIO

## Help Wanted Technical

### CHIEF ENGINEER

Greater Media's Long Island radio stations. WGSM AM/WCTO FM, seek first-rate experienced chief engineer. An excellent starting salary + comprehensive benefit package, a full-time assistant, and the opportunity to join one of America's finest and fastest-growing radio groups are available to individual selected for this position. Please submit job and salary history including list of references, in confidence, to:

Millford K. Smith  
Director of Radio Technology  
Greater Media, Inc.  
197 Highway #18  
East Brunswick, NJ 08816



**A GREATER MEDIA STATION**  
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## Help Wanted Programing, Production, Others

### MATURE

Experienced, warm, friendly morning drive personality wanted. Leading adult Midwest AM. Send T & R to Roger Larson, KFOR, Lincoln, NE 68510. EOE.

**For Fast Action Use BROADCASTING'S Classified Advertising**



## Help Wanted Sales

# VP RADIO STATION SALES

## New York Office

The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has challenging opportunity in its New York office for a vice president of radio station sales. This position directs a sales staff of 16 in 6 regional offices. Strong motivational skills, with excellent communication and organizational skills, necessary. Previous sales management experience in radio preferred. In addition, you will need to be a self-starter, ready to travel, committed to hard work, willing to meet the challenge of a competitive environment.

As part of Control Data Corporation, we offer competitive salary/incentive program, with a comprehensive benefit package. We provide professional atmosphere for career-minded individual. To explore this opportunity, send your resume with salary history, in confidence, to:

**W. Mateer**  
**Personnel Administrator**  
**Arbitron Ratings Company**  
**A Control Data Company**  
**4320 Ammendale Rd.**  
**Beltsville, MD 20705**

AA/EOE

# ARBITRON RATINGS

 **ARBITRON RATINGS COMPANY**  
a Control Data Company

## Help Wanted Management Continued

# GENERAL MANAGER

## WJHU RADIO STATION THE JOHNS HOPKINS UNIVERSITY

The Johns Hopkins University in Baltimore, Maryland is seeking a General Manager for its **NEW 25,000 WATT**, professionally staffed FM non-commercial radio station. Candidate must demonstrate experience in successful development and management of a radio station. Sound fiscal management experience, the ability to work effectively within an organization as well as a thorough understanding of radio audience research must be demonstrated. Responsibilities will include supervising the work of a professional staff overseeing all administrative, programming, production and development functions of WJHU. A Bachelor's degree and 5 years experience in radio station management with at least 2 years at a CPB-qualified or comparable station.

Send letter of application with resume, including salary history by December 14th to:

**W. John Winter**  
**The Johns Hopkins University**  
**146 Garland Hall**  
**Charles & 34th Sts.**  
**Baltimore, Md. 21218**  
**EOE/M/F**

## Situations Wanted News

### WASHINGTON, DC

Talk show and morning host wonders whose ratings he'll raise next. Casualty of WRC sale and change of format will relocate to major market news or news/talk station. Call 301-340-2397; write Mike Cuthbert, 307 Currier Dr., Rockville, MD 20850.

### RADIO/TV BASKETBALL P/B

10 year pro based in L.A. Contact immed. if your BB situation is unsettled or needs a change. All replies confidential. Write Box A-53.

### ATTENTION

Minneapolis-St. Paul, Seattle, Baltimore and Pittsburgh radio stations! Newsmen, nine years' experience, looking to make move to a top twenty market station. Extensive experience anchoring, street reporting, courtroom reporting. Box A-69.

## Help Wanted Management

### Great Opportunity With Solid, Growing Group

We're looking for a person who is a real retail sales leader ready to move up to a top 20 market, and eventually to general management. If you can get the sales job done and are ready for the challenge, please send your resume and references to our group headquarters. We'd like to talk to you.

**C.T. Robinson**  
**President**  
**Sunbelt Communications, Ltd.**  
**620 Southpointe Court #185**  
**Colorado Springs, CO 80906**

### GENERAL MANAGER

Major market AM/FM. Great stations, good numbers, excellent staff, facilities. We've gone through the changes. All we need is solid, mature leader to share this opportunity. If your record demonstrates you are state-of-the-art & you have the ability to work with real professionals, write & tell us why you deserve this opportunity. Box A-61. EOE.

## TELEVISION

### Help Wanted Programing, Production, Others

### Photographer/Editor Field Producer

with experience shooting/editing 3/4" plus the ability to field produce stories as needed. Previous magazine type production required.

Resume' and tape to:

**Resume to Program  
Director, KUTV,**  
**P.O. Box 30901,**  
**Salt Lake City, Utah**  
**84130. NO PHONE**  
**CALLS. EEO**



# ATTENTION:

## EARLY DEADLINE NOTICE

Due to holiday Thursday, Nov. 22, 1984, the deadline for classified advertising for the Nov. 26 issue will be:

### FRIDAY, NOVEMBER 16, 1984

## Help Wanted Programing, Production, Others Continued

### Freelance Promotion Producer

Top 10 ABC affiliate seeks temporary promotion writer/producer while our program promotion producer is on maternity leave.

Ideal opportunity for experienced person now living in the Washington/Baltimore area.

Position available December 17th, lasting eight to twelve weeks.

Send resume and tape (returned), no phone calls please, to:



WJLA-TV

Director, Advertising & Promotion  
4461 Connecticut Ave, NW  
Washington, DC 20008

WJLA is an equal opportunity employer



RALEIGH-DURHAM

### 3rd Year Sunbelt Independent In Top 40 Market Seeks Experienced Hands-On Promotions Manager/Director

We're looking for that perfect mix of creativity and production know-how to develop and implement a winning plan. Overachievers welcomed! Delegates save your stamps. Television experience a must. Independent experience a big plus.

Send resume, tapes, salary history, party hats, your favorite crushed aluminum can or anything that proves you're the clear choice to

Casey Herbert, Operations Director  
WFLA-TV 22  
2410 Broad Street  
Durham, North Carolina 27704

WFLA-TV 22 is an Equal Opportunity Employer

### ATTENTION VJ's

New Boston TV station is going music video 24 hours a day. If you have energy, on-camera experience, and team spirit to join our 1st class stereo operation, send tape/resume to:

Program Director  
Channel 66  
P.O. Box 405  
Fayville, MA 01745

No phone calls, please.  
Channel 66, an EOE.

### PRODUCTION MANAGER/ COMMERCIAL PRODUCER

Must be capable of producing excellent quality innovative commercials, have excellent working relations with clientele. Must be capable of supervising large staff, familiar with television management, billing, correspondence, & budget coordination. 7 - 10 years' production experience, with last 3 years' supervisory capacity. Salary commensurate with experience. EOE/M/F. Production Dept., WJKS-TV, a Media General Station, P.O. Box 17000, Jacksonville, FL 32216.

## Help Wanted Technical

### Maintenance Engineers

KLCS-TV Los Angeles — a PBS affiliate and award-winning producer of instructional programming—has outstanding opportunities for skilled Engineers who can maintain and repair electronic and mechanical broadcasting equipment. Candidates selected will also supervise television engineers and serve as technical director and transmitter operator.

At least 3 years recent experience in a TV broadcasting facility is required, including responsibility for operation/maintenance of color video production recording and transmission equipment and maintenance of FCC logs/reports. Minimum 1 year experience must have entailed supervision and training of television engineering staffs.

Phone (213) 742-7761 or send resume (before Nov. 16, 1984) to:



Los Angeles  
Unified School District  
Recruitment Dept.  
P.O. Box 2298  
Los Angeles, CA 90051

An Equal Opportunity Employer

## Help Wanted Management

### BROADCAST INVESTMENT BANKER

We are looking for exceptional individual who has the depth of experience and breadth of contacts in broadcasting industry, particularly television, to develop a successful, profitable broadcast division of internationally-known media brokerage and investment banking firm. We are looking for experience, reputation, integrity, & ambition. If you feel that you have the qualifications and have references to prove it, send biographical sketch or detailed resume in confidence to Box A-64.

## Situations Wanted Programing, Production, Others

### CMX OPERATOR

College graduate seeks entry level position with television station, corporation, or video production company using CMX 340X or CMX 3400. Contact Charles Mills, 312 N. First Street, Vandalia, IL 62471; 618-283-0996. Demo available to reputable inquiries.

## Employment Service

### 10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly over 10,000 yearly. All market sizes, all formats. Openings for DJ's, salespeople, news, production. 1 wk. computer list. \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

## ALLIED FIELDS Help Wanted Management

### BROADCAST PRODUCT MANAGER

Soundcraft Electronics, England's leading manufacturer of audio consoles, has unique opportunity available at its West Coast headquarters in its newly established broadcast products division. Position requires self-motivated individual to establish nationwide distribution network for Soundcraft's newest "On Air" radio console series. Successful candidate will have working knowledge of radio broadcast systems, & proven sales record in the broadcast industry. Soundcraft offers competitive salary/benefits programs, with modern working environment in southern California. For prompt consideration, forward resume/salary requirements to SOUND CRAFT ELECTRONICS, BROADCAST DIVISION, 1517 20th St., Santa Monica, CA 90404. 213-453-4591; Telex: 664923.

## Soundcraft

## Help Wanted Programing, Production, Others

### OPERATIONS MANAGER

Expanding video production facility, Washington, DC market, in search of operations manager. Must have 7 to 10 years directly related experience. If you have strong organizational/administrative skills and get along well with others, send your resume to Diana Hepburn, 150 S. Gordon St., Alexandria, VA 22304.

## 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; you will be a major player. Resume to Diana Hepburn, 150 S. Gordon St., Alexandria, VA 22304.

## For Fast Action Use BROADCASTING'S Classified Advertising

**Help Wanted Sales  
Continued**

**MEDIA SALES  
ACCOUNT EXECUTIVE**

Media General Broadcast Services has immediate opening in Chicago office for experienced media sales executive. Successful applicants must have minimum of seven (7) years' experience in media sales and proven track record of developing/maintaining new business. Degree in advertising and marketing preferred. Media General Broadcast Services, Inc., is one of the country's oldest media service organizations. We are a subsidiary of Media General, Inc., a Fortune 500 company. We offer excellent salary and benefit program. For immediate, confidential consideration, send resume to:

**Media General Broadcasting Services, Inc.**  
ATTN: Alan Elkin  
630 Third Avenue  
New York, NY 10017  
EOE/MF

**Wanted To Buy Stations**

**MAJOR  
GROUP  
BROADCASTER**

desires to purchase network affiliated television station or group. Also, seeking large market FM stations in Sunbelt for radio division. All replies confidential. Reply Box A-44.

**LOOKING TO BUY**

Established company wants to expand its broadcast position by acquiring existing AM, FM, or TV stations or construction permits. Stations need not be in cash flow or major markets. All correspondence treated with total confidence. Brokers protected. Please send pertinent information to David Elton, Vice President, The Flatley Company, 150 Wood Road, Braintree, MA 02184, 617-848-2000.

**WE WANT TO BUY**

If you own a class C or an AM/FM, let's talk. We're a strong group looking for properties. \$1 to \$5 million. Must be in Southeast. Confidence guaranteed. Box A-51.

**LET'S TALK NOW!**

You want out-we want fair deal. Partners looking for first FM or fulltime AM, small or medium market. Prefer Sunbelt or Mid-Atlantic. Principals only. Box A-78.

**FM STATIONS  
TOP 100 MARKETS**

Wanted by non-broadcast group. Sunbelt - snow belt. Send full details in absolute confidence. All replies acknowledged.

Box A-37.

**Miscellaneous**

spread the good word  
**BUMPERSTICKERS!**  
vinyl, any quantity  
call **Headline Graphics**  
toll-free, 1-800-548-7216  
for prices, samples.

**Miscellaneous  
Continued**

**ATTENTION:**

**TV PROMOTION  
DIRECTOR**

Affordable Holiday  
Animation for Christmas  
ID's and Promos  
Priced as low as \$500

*Holiday jingles and  
greeting cards also available.*

Another affordable service from  
**Sun World Satellite News & Media Services**  
call Rick Snyder in Phoenix 602-275-4747.

**For Sale Stations**

**MAJOR  
MARKET  
FULLTIME  
AM**

**GRANDY  
&  
BERKSON**

**MEDIA BROKERS**

24 Blueberry Ln.  
Concord, MA 01742  
617-369-1776  
1029 Pacific St.  
San Luis Obispo, CA  
93401  
805-541-1900

**\$1,000,000—PLUS  
SALES AM/FMer**

KNUJ-AM/KXLP-FM, new Ulm, MN.  
1,000 watt AM daytimer/Class C FM.  
Serves prosperous 8-county agri-  
business area, Southern Minnesota.  
Fixed assets sale by owner. Quali-  
fied buyers contact Ray Stougaard,  
217 Sylvan Drive, Fairmont, MN  
56031.

**For Sale Stations Continued**

**RALPH E. MEADOR  
MEDIA BROKER**

- Class C FM - class IV AM. \$1.25 million.
- Class C FM. \$850,000.
- 5 kw fulltime. \$1.25 million.
- Class IV AM. \$265,000.
- 500 watt day. \$325,000.
- Terms may be available to qualified buyers.

**RALPH E. MEADOR  
MEDIA BROKER  
PO BOX 36  
LEXINGTON, MO 64067  
816-259-2544**

**FLORIDA  
SALES**

List with a licensed Florida broker. Florida law requires a Florida broker for media sales. Walker Media, Inc., specializes in Florida sales. Call 813/778-3617; or 778-7071 today. Jim Mixon, VP-Broker. John Hurlbut, Assoc.

**WALKER MEDIA, Inc.  
Lic. FL. Real Estate Brokers  
5012 Marina Dr.  
Holmes Beach, FL 33509**



**CHAPMAN ASSOCIATES®**

**nationwide mergers & acquisitions**

Location	Size	Type	Price	Terms	Contact	Phone
WI	Sm	AM/FM	\$1700K	\$510K	Burt Sherwood	(312) 272-4970
GA	Med	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
New Eng	Met	AM	\$1000K	Cash	Ron Hickman	(401) 423-1271
Rky Mtn.	Sm	FM	\$950K	\$150K	Greg Merrill	(801) 753-8090
FL	Med	AM	\$530K	\$155K	Randy Jeffery	(305) 295-2572
AZ	Sm	AM/FM	\$525K	\$95K	David LaFrance	(303) 534-3040
GA	Sm	AM/FM	\$500K	\$100K	Ernie Pearce	(615) 373-8315
MN	Sm	AM	\$400K	Terms	Peter Stromquist	(319) 359-4768
CO	Sm	AM/FM	\$295K	\$50K	David LaFrance	(303) 534-3040
WY	Sm	FM CP	\$80K	\$35K	Jim Mergen	(818) 366-2554

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

- Daytimer, Chattanooga area. \$12,000 down.
  - 4 UHF TV's + 6 UHF TV CP's.
  - 100,000 watts covers 488,000 people with prime signal. MS \$2.1 million, terms.
  - AM/FM near Knoxville. \$390,000, terms.
- BUSINESS BROKER ASSOCIATES  
615-756-7635-24 HRS.**

AM-FM		GREAT TERMS	
WV	MED	FM	
AL	SM	A	\$195,000
SE	MAJ	C	\$4.5 MIL
SE		A	
		AM	
AL	SM		DAY \$185,000
GA	MED		DAY \$500,000
		TV	
NE	MJR	UHF	CP
ID	MED	UHF	CP
FL	SM	UHF	CP
UT	SM	VHF	CP
MW	MED	UHF	CP
		LPTV	
FL	MED	UHF	CP
FL	SM	UHF	CP
CO	MED	UHF	CP

**Bill Kitchen / Dan Dunnigan  
(404)324-1271**



**Quality Media  
Corporation**

**WANT TO OWN A STATION?**

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, TN 38157

**BILL - DAVID  
ASSOCIATES  
BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

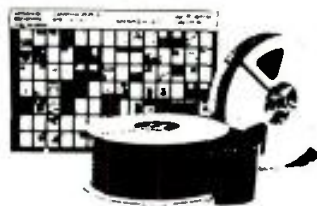
**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**RELIGIOUS BROADCASTERS**

Here's well-established AM station, top 100 market. Owners wish to retire; are offering the property on very attractive terms with as low as \$80,000 cash downpayment. This could be your chance to finally get your first station, or to add to your network.

**8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
OR GEORGE WILDEY 207 947 6083**

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publication is  
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microform**



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England

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Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

# INDEPENDENT UHF TV

## GRANDY & BERKSON MEDIA BROKERS

24 Blueberry Ln.  
Concord, MA 01742  
617-369-1776

1029 Pacific St.  
San Luis Obispo, CA  
93401  
805-541-1900

## H.B. La Rue

Media Broker

### RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

## BPWEST

Radio/TV Brokers specializing in  
Western Properties.

Seattle: (206) 283-2656  
William L. Simpson

San Francisco: (415) 441-3377  
Chester Coleman

San Diego: (619) 728-8018  
Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.  
221 First Avenue West/ Seattle, WA 98119

## TEXAS RIO GRANDE VALLEY

Class A FM stereo. Fast growing area. Approximately 225,000 population within the 1 mv signal coverage. Excellent equipment. Priced right. Owner financing possible. Call "Doc" Horton. 512-781-5528.

## For Sale Stations Continued



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

Underdeveloped class C FM with companion AM. FM has construction permit to provide city-grade coverage over top 100 metropolitan market. \$3.0 million.

508A Pineland Mall Office Center. Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038

### FOR SALE

Radio stations KRAZ-FM/KRZE-AM, Farmington, NM including all equipment and real property used in operation. \$750,000 minimum bid, accompanied by \$20,000 certified funds earnest money deposit. Submit sealed bids to Clerk, U.S. Bankruptcy Court, P.O. Box 546, Albuquerque, NM 87103, by November 19, 1984, 12:00 noon. For more information, contact Robert Finch, bankruptcy trustee. 505-325-2029.

### JAMAR-RICE CO.

Steady producing AM. Small New Mex. mkt. No competition, good real estate. Priced 2.5 X gross.

512-327-9570  
950 W. LAKE HIGH DR.  
STE. 103  
AUSTIN, TX 78746.

### MINNESOTA 5 kw AM

Small town-agricultural area. 1.3 X 1983 reported gross. Asking \$400,000 - liberal terms. Call Peter Stromquist, 319-359-4768.



### STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

## Dan Hayslett

& Associates, Inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

Decisions to make, whether buying or selling? Put our 35 years of broadcast station management/ownership to work for profitable solutions.

W. EDWARD McCLENAHAN  
& ASSOCS., INC.  
Broadcast Brokers & Consultants  
Box 15, Ivy, VA 22945  
804-977-4096; 293-9486

### STATION WITH EXCELLENT DIAL

position. PSA and PSSA, in mid size Virginia city. Includes real estate. Very small cash downpayment, assume manageable notes, low operating costs. Perfect for couple wanting first station. 80-90 FM available in nearby community. For details, call 404-291-7155 during business hours, leave name & telephone number for call-back. Sacrifice price.

### SUPER COMBO FOR SALE

Top rated 5 kw AM with recently acquired class C FM: Loaded with potential. Rocky Mountain metro. Asking \$2.1 million. Discount for cash. Box A-18.

### CHARMING SOUTHEAST COLLEGE TOWN

Profitable single market. Class C FM & daytime AM. Valuable real estate. \$1,050,000. Box A-41.

# CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

## For Sale Stations Continued

### GROWING EAST TEXAS MEDIUM MARKET

Class C FM/AM. \$1,050,000, including real estate. Box A-42.

### ONLY FULLTIME AM

North Carolina market. Good potential for owner-operator. Price \$350,000. Real estate included. Write Box A-62.

### SACRIFICE

Regional full service AM/Class C contemporary FM. Oregon/Calif. Absentee owner seeks quick sale. Paid \$1.4 MM in 1980. Yours for \$1 MM (2 1/2 X gross). Low down, good terms. Includes 29 view acres. Box A-63.

### FOR SALE VHF-TV

Medium Sunbelt Mkt.  
Write Box A-77

### NEW ENGLAND

Class C FM/5kw AM companion. Asking \$950,000 cash; \$1,100,000 terms. Call Ron Hickman, 401-423-1271.



**CHAPMAN ASSOCIATES\***

nationwide mergers & acquisitions

**ATTENTION:**  
**EARLY DEADLINE NOTICE**  
Due to holiday Thursday, Nov. 22, 1984, the deadline for classified advertising for the Nov. 26 issue will be:  
**FRIDAY, NOVEMBER 16, 1984**

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Johnson

**Rolland Johnson**, consultant to Duchossois Enterprises, Elmhurst, Ill., named president of Duchossois Communications division, owner of WASK-AM-FM Lafayette, Ind., and KDAL (AM) Duluth, Minn.

**Gary Anderson**, assistant general manager and news director,

WIS-TV Columbia, S.C., joins WTVM(TV) Columbus, Ga., as president and general manager.

**Susan Bice**, station manager, KTIM-AM-FM San Rafael, Calif., named VP of parent, Aries Communications.

**Hal Edwards**, program manager, WRCB-TV Chattanooga, joins WBAK-TV Terre Haute, Ind., as manager, broadcast operations.

**James Tillery**, general sales manager, KXXY-AM-FM Oklahoma City, named general manager.

**Greg Everett**, executive VP and general manager, KWUN(AM) Concord, Calif., joins KKIQ(FM) Livermore, Calif., as general manager.

**Paul Brown**, assistant general manager, KPLC-TV Lake Charles, La., joins KADN(TV) Lafayette, La., in same capacity.

**Dan Jensen**, operations manager, KCPQ(TV) Seattle, named station manager.

**John Meder**, account executive, WIRK(FM) West Palm Beach, Fla., named station manager of co-owned WPCK(AM) there.

## Marketing



Susnjara

Appointments, Dancer Fitzgerald Sample/New York: **Gary Susnjara**, president, DFS/New York, to member of board of directors, DFS Holdings, which oversees all DFS domestic and international operations; **Stephen Vengrove** and **Clifford Freeman**, creative directors, and

**Jean-Claude Kauffman**, head of TV production, to board of directors, DFS/NY.

Elected senior VP's, BDA/BBDO, Atlanta: **Norman Grey**, creative director; **Martin Hollinger**, director of media, and **Gary Verrill** and **Jack Walz**, account supervisors. **Dorothea Ingram**, treasurer, and **Gail Waldrop**, account executive, BDA/BBDO, elected VP's.

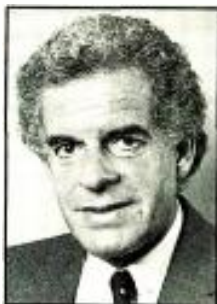
Elected VP's, Doyle Dane Bernbach, New York: **Peter Le Comte**, account supervisor; **Mike Rogers**, copywriter, and **Joe Del Vecchio** and **Rich Elkins**, art directors.

Named VP's, Young & Rubicam, New York: **Betty Fitterman**, associate creative director; **John Mezzina**, creative supervisor; **Michael Schell**, senior art director; **Alice Powers**, senior policy and administrative officer, personnel group, and **Thomas McQueeney**, assistant business affairs manager. McQueeney also becomes director of client accounting.

Also named VP's, Young & Rubicam, New York: **Susan Chamberlin**, group supervisor, planning; **Gerri Donini**, manager, nighttime network television; **Ellen Oppenheim**, planning group supervisor, and **Jean Rossi**, manager of daytime network television.

**Wendy Littlefield**, account supervisor, and **Florence Reiff**, manager of cost control, Benton & Bowles, New York, named VP's.

**Mary Jo Anderson** and **Kathleen Clark**, associate media directors, D'Arcy MacManus Masius, St. Louis, named VP's.



Davies

**John Davies III**, VP and account supervisor, Rapp & Collins, New York, joins Tracy-Locke/BBDO, Denver, as VP and general manager, direct marketing division.

**Peter Dailey**, vice chairman and member of board of directors, Interpublic Group of Companies, New York, resigns.

**Peter Hallock**, VP, management supervisor, Ogilvy & Mather Direct, New York, joins Ketchum Direct/New York, as executive VP.

**Joseph McGlone**, VP, creative director, Ayer Direct, New York, joins BBDO Direct there as VP, director of creative services.

**Susan Gianinno**, director of creative research

services, Young & Rubicam, New York, named senior VP.

Account supervisors named VP's, Dancer Fitzgerald Sample, New York: **Stephen Avanzino**, **Mitchell Cogert** and **David Doyle**.

**Myer Berlow**, VP, director of marketing and media, Beber Silverstein & Partners, New York, named senior VP and partner.

**Joanna Dymond**, account supervisor, Frank Barth Inc., New York, named VP, broadcast media.

Appointments, Weightman Advertising, Philadelphia: **Pat Johnson**, from Kalish & Rice, Philadelphia, to traffic manager; **Maureen O'Brien**, recent graduate, Pratt Institute, Philadelphia, to junior art director, and **Kurt Landis**, from Bozell & Jacobs, Philadelphia, and **Leslie West**, from Robert H. Meyer, Minneapolis promotion development firm, to account executives.

**Richard Stone**, sales account executive, Turner Broadcast Systems, New York, joins MTV: Music Television as account manager, New York advertising sales.

**Christopher Clements**, VP, marketing services, Fahlgren & Swink Advertising, Marion, Ohio, named corporate media director. **Kay Meyer**, art director, Martin & Co., Cincinnati, joins Fahlgren & Swink in same capacity.

**Dan Allison**, from KOGO(AM) San Diego, joins Tuesday productions there as account executive.

**Julie Caruso Keller**, personnel assistant, Keller-Crescent, Evansville, Ind., named employment specialist.

Appointments, Frankenberry, Laughlin & Constable, Milwaukee: **Lynn Miller**, from D'Arcy MacManus Masius, St. Louis, to media supervisor; **Kathy Warner**, from Campbell-Mithun, Minneapolis, to account executive, and **Dave Ruenzel**, from Kloppenburg, Switzer & Teich, Milwaukee, to writer-producer.

**Ellenann Walsh**, marketing director, WAMK-

## By Popular Request

# SHERLEE'S IN PERSONAL MANAGEMENT

For a long time, news talent has been asking Sherlee Barish to handle them as a personal manager.

Now she's agreed to represent a limited number of clients.

She'll help you prepare a successful presentation, negotiate your contract, suggest a financial program, and get you ready for your future moves.

Call her at her new number.



## SHERLEE BARISH & ASSOCIATES

Broadcast Personnel, Inc.  
200 WEST 57 STREET  
NEW YORK CITY 10019  
212/977-3580

(AM) Brockton, Mass., joins Creamer Dickson Basford, Boston, as account executive.

**Tom Tipton**, from D'Arcy MacManus Masius, St. Louis, joins Gardner Advertising there as account executive.

**T.C. Schultz**, account executive, Katz American Television, New York, named manager, blue sales team. **Charlie Holmes**, account executive, Katz Independent Television, Chicago, to manager, Boston office.

**Denise McCafferty**, from Times-Mirror Cable TV, Palos Verdes, Calif., joins Copley/Colony Cablevision, Costa Mesa, Calif., as commercial accounts supervisor.

**Sheryl Raskin**, from Prism Sports, Philadelphia, joins WMGM(FM) Atlantic City as traffic director.

**Rochelle Wilensky**, from Shearson Lehman/American Express, New York, joins J. Walter Thompson there as research director, research and planning department.

**Richard Hammer**, from Mutual Broadcasting System, Arlington, Va., joins CBN Cable Network there as Eastern sales manager.

**Eileen Peters**, manager, data center, Seltel, New York, named VP, director of computer services.

**Tom Nagle Jr.**, account executive, Plumridge Advertising, Bethesda, Md., joins VanSant Dugdale & Co., Baltimore, as account supervisor. **Nancy Karpinski**, also from Plumridge, joins VanSant Dugdale as account executive.

**Linda Matzelle**, from Seltel, New York, joins Avery-Knodel Television there as marketing associate.

**Eileen Becker Salmas**, manager, training and marketing, Elbac Cable Services, Anaheim, Calif., named director of marketing.

**Jim Hansen**, manager, western region, Sony Video Communications, relocates to New York as national sales manager for firm.

**Michelle Tomsic**, broadcast supervisor, Wyse Advertising, Cleveland, joins Century Media Corp., New York, as account supervisor.

**James (Jay) Maxey**, national sales manager, KMTV(TV) Omaha, named general sales manager.

**Sharon Stevens**, local sales manager, KWG(AM) Stockton, Calif., named regional sales manager, KWG and KYBB(FM) Tracy, Calif. **Dick Ringness**, from KCRA-TV Sacramen-

to, Calif., joins KGW as sales manager.

**Mitch Russell**, sales manager, WWWC(AM) Wilkesboro, N.C., joins WATP(AM)-WKXS(FM) Marion, S.C., in same capacity.

**Joan Homa**, retail sales manager, WGMS-AM-FM Bethesda, Md., named sales manager.

Appointments, KPKE(FM) Denver: **Karen Morlan**, from KLZ(AM)-KAZY(FM) Denver, to traffic manager, and **Barb King**, from KLSZ(AM) (formerly KKBB) Denver, and **Marianne Kindregan**, from United Cable, Denver, to account executives.

Appointments to program marketing department (formerly program underwriting department), noncommercial KCET(TV) Los Angeles: **Sandra Holmes**, account executive, WLS-TV Chicago, to program marketing manager; **June Knight Cope**, director of sales and development, noncommercial KCSM-TV San Mateo, Calif., to senior representative, and **Paula Perelman**, recent graduate, UCLA, Los Angeles, to representative.

**Steve Slack**, from Blair Television, New York, joins WATE-TV Knoxville, Tenn., as national sales manager.

**William Gowan**, account executive, WSMT-TV Syracuse, N.Y., named national sales manager.

**Barry Baldwin**, spot sales account executive, WABC-TV New York, named national sales manager.

**Stew Park**, program director, KNTV(TV) San Jose, Calif., assumes additional duties as national sales manager.

**Fred Vermeern**, account executive, WRLH-TV Richmond, Va., joins WXGZ-TV Appleton, Wis., as regional sales manager.

**Paul Garner**, from KTVX(TV) Salt Lake City, joins KBUG(AM)-KCPX-FM there as local sales manager.

**David Castro**, marketing director, Style Companies, Los Angeles, joins noncommercial KCET(TV) there as advertising coordinator.

**David Saline**, research coordinator, KING-TV Seattle, joins KOMO-TV there as audience research manager.

**Carmen Pangilinan**, from KCRA(TV) Sacramento, Calif., joins KSBW-TV Salinas, Calif., as sales service manager.

**David Alpert**, account executive, WEEI(AM) Boston, named national sales manager. **Debra**

**Harris**, from WHUE-AM-FM Boston, joins WEEI as account executive.

**Ross Elder**, national sales manager, WDHD(AM) Boston, assumes additional responsibilities as national sales manager of owned WZOU(FM) there.

**James Vickery Jr.**, account executive, WGRZ-TV Buffalo, N.Y., named national sales manager. **Mary Lou Tarquini**, from WGR(AM) Buffalo, joins WGRZ-TV as account executive.

## Programing

**Paul Cadieux**, acting general manager, CBC Enterprises/Les Entreprises, Montreal-based international marketing arm of Canadian Broadcasting Corp., named general manager. **Cyd Longo**, U.S. sales coordinator, CBC Enterprises, Toronto, named sales executive, New York.

**Josh Kane**, VP, program development, CBS Entertainment, New York, named VP, programs. **William Allen**, manager, comedy program development, CBS Entertainment, Los Angeles, named director, comedy program development.

**John Topol**, senior VP, Total Entertainment Corp., New York, joins Jack Hilton Productions there as VP, programing.

**Thad Mumford**, from MTM Enterprises, Burbank, Calif., joins Warner Bros. Television there as developer, writer and producer of long-form comedy-drama projects.

**Phil Boyer**, VP and general manager, product development and planning, ABC Owned Television Stations, New York, named VP, ABC Video Enterprises.

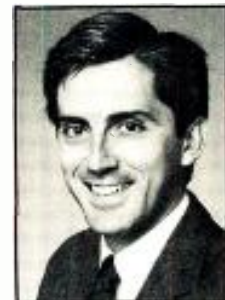
**Richard Berman**, director of program development, Warner Brothers Television, Los Angeles, joins Paramount Television Network Production there as director of current programs.

**Ellen Levine**, VP, development, Ten-Four Productions, Los Angeles, joins Columbia Pictures Television there as director of dramatic series development.

**Robert Rimes**, president and chairman, Marketing Consultants Inc., San Diego, joins Tuesday Productions there as president, broadcast division.

**Tim Duncan**, director of marketing, Metro-media Producers Corp., Boston, named to newly created position of director of sales planning.

**James Ganley**, controller, Lifetime, New



Heath



Ganley

York, named VP. **Robert Heath Jr.**, director, corporate administration, Lifetime, named VP, administration.

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**A marriage of inconvenience.** After six and a half years of commuting to see each other, television news personalities Connie Chung (*NBC News At Sunrise*, NBC's *Saturday Nightly News*) and Maury Povich (Metromedia's *Panorama* on WTTG(TV) Washington) will be married in Chung's New York apartment Dec. 2. But the commuting isn't destined to end. Chung will continue to be based in New York and Povich in Washington. The anchors, both of whom grew up in Washington, worked together at CBS affiliate KNXT(TV) (now KCBS-TV) Los Angeles. Povich will be marrying for the second time, Chung for the first.

**Gary Jones**, sales manager, Sound Video Unlimited, Los Angeles, joins NTA Home Entertainment there as director of sales and marketing.

**Robert Stone**, executive VP, Columbia Pictures Industries, New York, retires, but remains consultant to firm.

**Annette Bergh**, from Viacom Enterprises, New York, joins D.L. Taffner/Ltd. there as director of research.

**Kevin Senie**, senior VP, finance and planning, Home Box Office, New York, named assistant controller of parent, Time Inc., there.

**Bob Shapiro**, from Jarco Distribution, Los Angeles, joins Harmony Gold U.S.A., Los Angeles-based television production and distribution company, as Western sales manager.

**Webster Lewis**, producer, composer and arranger, joins David Horowitz Music Associates, New York, as producer of jingles and commercial underscoring.

**Joseph Middleburg**, Eastern regional manager, Blair Entertainment, New York, named VP, national sales manager.

**Andrea Miller**, regional manager, Southeast region, Home Box Office, Atlanta, named director, Southeast region.

**Carolyn Reynolds**, manager of marketing services, Arts & Entertainment Network, New York, named director, community development.

**Marie Bowen**, from Orion Entertainment, New York, and **John Mulderrig**, from Muzak, Group W, New York, join On the Air, New York-based program production and distribution firm, as account executives.

**James Shephard**, executive producer, business and financial programming, Cable News Network, Atlanta, joins nationally syndicated *The Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, as executive producer.

**Shelley Mangrum**, producer and anchor, *Midday*, WJHL-TV Johnson City, Tenn., joins The Nashville Network, Nashville, as on-air feature reporter.

**Charles Bivins Jr.**, producer-director, WSM-TV Syracuse, N.Y., named program director.

**Lorrie Taylor**, from WRCB-TV Chattanooga, joins WKW-TV Cleveland as producer, *North Coast Magazine*.

## News and Public Affairs

**Bob Furnad**, who headed political coverage for Cable News Network, Atlanta, throughout 1984, will remain with network as VP and senior executive producer.

**Valerie Geller**, from KTAR(AM)-KKL(TFM) Phoenix, joins KIOK(FM) San Francisco as news director.

**Kuyk Logan**, former managing editor, *Houston Post*, joins KHOU-TV there as managing editor.

**Richard Longoria**, assignment editor, KTRK-TV Houston, named assignment manager. **Joe Nolan**, reporter, *Houston Chronicle*, succeeds Longoria.

**Al Crouch**, news director, WEAR-TV Pensacola, Fla., joins KIII(TV) Corpus Christi, Tex., in same capacity.

**Kristin Gazlay**, news editor, Associated Press, Dallas, named assistant bureau chief.

**Cheryl Belknap**, account executive, The Oakley Co. public relations firm, Dallas, joins KRLD-TV there as assignment editor, *The 7 P.M. News*.

**Steve Handelsman**, from WXYZ-TV Detroit, joins NBC Television Stations division as national correspondent, Washington bureau.

**Jack Noyes**, from KFSN-TV Fresno, Calif., joins KSBW-TV Salinas, Calif., as assignment editor. **Joe Glover**, from WKBD-TV Detroit, joins KSBW-TV as co-anchor.

**John Sears**, assignment editor and associate

producer, *10 O'Clock News*, KPTV(TV) Portland, Ore., named executive news producer.

**Tim Tooten**, reporter, WSAZ-TV Huntington, Va., named weekend news editor. **John Castagna**, from WTLV(TV) Jacksonville, Fla., joins WSAZ-TV as 6 and 11 p.m. news producer.

**Jilda Unruh**, from KOTV(TV) Tulsa, Okla., joins KTUL-TV there as director of community affairs.

**Bryan Lessly**, sports director, KRBC-TV Abilene, Tex., joins KWVL(TV) Waterloo, Iowa, as weekend anchor.

**Penny Griego**, reporter, KCNC-TV Denver, named weekend news anchor. **Bill Stuart**, anchor-reporter, KCNC-TV, named co-anchor, *The Colorado Evening News*.

**Marianne Worley**, co-anchor, *Cable 6 Nightly Report*, Middletown, N.Y., named reporter.

**Rick Dereyes**, reporter, KTLA-TV Los Angeles, joins KUSA-TV Denver in same capacity.

**Tracy Bagli**, reporter, WBAL-TV Baltimore, joins WFSB-TV Hartford, Conn., in same capacity. **Marla Romash**, producer, *Good Morning, America*, ABC, Washington, joins WFSB-TV as political reporter.

**Brian Hammons**, weekend sports anchor, WRTV(TV) Indianapolis, named weekday sports anchor.


**Tom Stephens**, from WANE-TV Fort Wayne, Ind., joins WJRT-TV Flint, Mich., as weather anchor.


**Tom Kenny**, from Western Illinois University, Macomb, Ill., joins WLEX-TV Lexington, Ky., as sports reporter.

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## Technology

**William Taylor**, executive director, U.S. operations, and VP, world communications, U.S. transmission systems and communications services, ITT, New York, joins Comsat World Systems Division, Washington, as senior VP.

**Albert Potter**, president, RF systems division, General Instrument, joins Times Fiber Communications, Wallingford, Conn., as VP, sales and marketing, cable television division.

**Barry Shereck**, president, Pioneer Artists, video music division of Pioneer Video, Montvale, N.J., resigns.

**Joseph Preschutti**, VP, engineering, C-Cor Electronics, State College, Pa., joins AM Cable TV, Quakertown, Pa., as VP and general manager, E-Com products division.

**Gerald Bennington**, director of information systems development, Tele-Communications Inc., Denver, named executive VP, newly formed TCI Information Services.

**Richard Drake**, president, Raymer division, Cetec, El Monte, Calif., assumes additional responsibilities as director of long-range planning for Cetec. **Hugh Wilcox**, director of engineering, Cetec, named executive VP, Raymer division.

**Harvey Caplan**, Midwest regional manager, professional products division, Ikegami Electronics, named national sales manager, professional products dealers sales.

**Evert Anderson**, former director of engineering for noncommercial KCET(TV) Los Angeles, and more recently supervisor of construction of television stations in Phoenix, Dallas and Fort Lauderdale, Fla., for Oak Communications, joins JP Associates, Torrance, Calif., communications engineering firm, as VP.

**William Bruce Pharr**, advertising manager, Fortel, Atlanta-based broadcast equipment manufacturer, joins Ampex, Redwood City, Calif., as manager of marketing communications, magnetic tape division.

**Gary Thursby**, manager of radio sales, East, Harris Corp., Quincy, Ill., named manager, domestic radio sales.

**Dick Byrd**, engineering consultant, joins WZGC(FM) Atlanta as chief engineer.

## Promotion and PR

Appointments, press information department, CBS Entertainment, New York: **Monica Lahey**, director, national press and affiliate relations, to director, affiliate and national press, specials and series; **Susan L. Schulman**, president, Susan L. Schulman & Associates publicity firm, to director, mini-series; **Michael Silver**, director, special projects, to director, motion pictures; **Janet Storm**, associate director, daytime programs, to director, daytime programs; **Annita Zaccaro**, director, finance, named director, administration and finance, and **Rena Terracuso**, press representative, national press, to manager, national press.

**Victor Kamber**, senior VP and financial direc-

**Scorecard.** Group W Radio realigned its management structure last week with a series of assignments to new posts and appointments at three owned stations. Frank Oxarart, VP and general manager of KRWB(AM) Los Angeles, was named to the newly created position of VP, radio sales. David Graves, VP and general manager, WNCV(AM) Chicago, succeeds Oxarart at KRWB(AM), while Erie Younker, general sales manager of KRWB(AM), is upped to station manager. Jan Shay, general sales manager for WNCV(AM), replaces Graves. At KYW(AM) Philadelphia, Nelson Cohen, VP and general manager, has been assigned to the newly created position of VP, AM operations. Roy Shapiro, senior vice president, Group W Radio, will succeed Cohen. (Shapiro served as acting general manager of KYW(AM) in 1981). Announcing the shuffle, Group W Radio President Dick Harris said: "We saw a unique opportunity to capitalize on some individual strengths and experience within our group, as we work to further enhance our competitive standing for the future."

tor, Gray & Co., Washington, joins The Kamber Group, Washington-based public relations and consulting firm, as executive VP and chief financial officer.

**Wendy Gillotte**, independent promotion writer and producer, joins Arts & Entertainment Network, New York, as director, on-air promotion.

**Donna Sparks**, public relations coordinator, The Nashville Network, Nashville, named manager, public relations.

**Daniel Klintworth**, promotion manager, KOB-TV Albuquerque, N.M., joins WKYC-TV Cleveland as director of advertising and promotion.

**Ryan Tredinnick**, from WJKS-TV Jacksonville, Fla., joins WJXT(TV) there as director, creative services.

**Laura Soll**, coordinator of press, WFSB-TV Hartford, Conn., named press and publicity manager.

**Lanny Peavy**, promotion manager, WCIV(TV) Charleston, W. Va., joins KPRC-TV Houston as on-air news promotion producer.

**Lee Cooley**, director of special projects, WJKS-TV Jacksonville, Fla., joins WLWT(TV) Cincinnati as news promotion producer.

**Phillip Hermanson**, anchor, KLSI(FM) Kansas City, Mo., joins The Boasberg Co., public relations firm there, as account executive.

**Marsha Roberts**, from WGKX(FM) Memphis, joins WMC(AM) there as promotion director.

## Allied Fields

**Reid Ashe**, general executive, Knight-Ridder, Miami, named chairman and chief executive officer of Viewdata Corp. of America, operator of K-R's south Florida videotex service. He succeeds **Albert Gillen**, VCA president, who will retire at end of 1984 (BROADCASTING, Nov. 5).

**Peter Walsh**, director of services, components group, Electronics Industries Association, Washington, named staff VP, components and industrial electronics groups.

**Stu Collins**, from WFYR(FM) Chicago, leaves to form Collins Broadcast Services, Palatine, Ill.-based program consulting and production facility.

**Tony Malara**, president, CBS Television Network, received Syracuse (N.Y.) University's 1984 Alumni Award on Nov. 9. Award honors achievements of Syracuse alumni, and is given by National Alumni Board of Directors. Malara also was named recipient of 1984 De-

Laney-Cuneen Award, given annually by New York State Broadcasters Association to a member for outstanding service to that group.

**Elie Abel**, former NBC news correspondent, will receive First Amendment Defender award from Catholic University of America. He was member of United Nations MacBride Commission and UN delegation to UNESCO, where "largely through his efforts the drive for a 'World Information Order' requiring the licensing and censorship of Western newsmen in Third World countries was blunted," award citation says.

**Michael Botein**, professor of law and director, Communications Media Center, New York Law School, joins Verner, Liipfert, Bernhard and McPherson, Washington-based law firm, as counsel, telecommunications group.

Elected officers, Missouri Broadcasters Association, Jefferson City, Mo.: **Leon Steinbrueck**, KDEX-AM-FM Dexter, president; **Larry Harris**, KFVS-TV Cape Girardeau, president-elect, and **Ron Petersen**, KDMO(AM)-KRKG(FM) Carthage, secretary-treasurer.

## Deaths

**Ralph N. Harmon**, 79, former vice president, engineering, Westinghouse Broadcasting Co., died of heart attack Oct 15 at King Street nursing home, Ryebrook, N.Y. He was in charge of Westinghouse's radio operations in Pittsburgh in 1930's and added responsibility for broadcast transmitters in 1940. In 1942 he was named engineering manager of radio division in Baltimore. After retiring in 1965, he was consultant to RCA, Meadowlands, Pa., until 1971. Survivors include his wife, Ella Mae, and two daughters.

**H Maier**, 62, manager of Blair Television's Atlanta sales office from 1961 until his retirement in 1982, and vice president, Atlanta-Jacksonville, Fla., operations from 1976 until retirement, died of heart attack Nov. 2 at his home in Atlanta. Maier was with CBS Spot Sales in Memphis, Atlanta and New York between 1952 and 1955, when he moved to Crook Advertising, Dallas. He joined Blair Television, Dallas, in 1957, and remained there until being named manager of newly opened Atlanta office in 1961. Survivors include his wife, Jean, son and daughter.

**Thom Moody Jr.**, 42, program manager, WPEC-TV West Palm Beach, Fla., died Nov. 2 of injuries received in auto accident in West Palm Beach. He had been with station since 1981. Before joining WPEC-TV, he had been news director, WOLO-TV Columbia, S.C., and program director, WCBD-TV Charleston, S.C.

## All the world's his stage

For Richard R. Colino, the second person, and first American, to serve as director general of the International Telecommunications Satellite Organization, these are, in a sense, the best of times, the kind that put an edge on life, drain energy but stimulate the adrenaline. Colino heads an establishment he helped bring into being 20 years ago, watched grow into the kind of global satellite system that the pragmatic idealists of the early 1960's who conceived it had foreseen and now sees entering an era in which technology and changing tastes in ideology seem to presage a change in the U.S. policy that is rooted in the view of Intelsat as the "single global satellite system."

So these are also times that are less than the best. To some in the Reagan administration, Colino's advocacy of Intelsat is unnecessarily aggressive and is politicizing the organization. State Department officials believe he has been behind the letters Intelsat members have been writing to State and the FCC since March expressing concern about possible approval of the pending applications for separate systems. (Intelsat staffers acknowledge they have advised those that are concerned to write to Washington. Letters, they say, carry more weight than resolutions on the issue which, the staffers feel, are dismissed in Washington as creations of the Intelsat executive staff.) And to some of the entrepreneurs who are eager to offer an alternative to Intelsat, Colino seems almost a sinister presence.

All of which indicates that Colino has become controversial in the 10 months he has headed the 109-member-nation organization. Given the circumstances, that may be inevitable. No longer is Intelsat—which, by way of its 16 satellites, provides most of the world's international telephone service and transmits virtually all of its international television programming—of interest only to a small band of technicians concerned with international telecommunications. But Colino says those who describe him as unreasonable should come around for a talk.

Indeed, Colino insists his mission is not to block changes in international telecommunications policy of member nations. Rather, he sees one of his functions as urging "governments" (let that read the U.S. government) to recognize the need for a "dialogue" with other Intelsat members before adopting changes in policy that could have a major impact on the Intelsat organization. But the U.S., he suggests, is not in the mood for such a dialogue.

The present state of the relationship between Colino and the Reagan administration makes it clear the American Colino is not an agent of Washington, which some in the State Department regard as a plus. But the strain in relations is ironic, considering that it was the administration that supported Co-



**RICHARD RALPH COLINO**—director general, International Telecommunications Satellite Organization; b. Feb. 10, 1936; BA, Amherst College, 1957, and JD, Columbia University, 1960; law practice, New York City, 1960-61; attorney adviser, FCC Common Carrier Bureau, 1962-64; assistant general counsel, U.S. Information Agency, 1964-65; Communications Satellite Corp., 1965-1979, resigning as VP and general manager of International Operations Division (now World Systems Division); president and CEO, Continental Home Theatre Inc., 1979-80; president and chief executive officer, Dynacom Enterprises Ltd., 1980-83; present post since Dec. 31, 1983; alternate U.S. Representative to Intelsat Interim Communications Satellite Committee, 1965-1973; U.S. governor on Intelsat board of governors, 1973-79, and vice chairman (1975) and chairman (1976); m. Willi Jane Rubenstein, June 10, 1962; children: Stacey Anne, 21, and Geoffrey William, 18.

lino in his bid for the post of director general. If nothing else, observers of the international telecommunications scene think it is fortunate for Intelsat that, at a time when the U.S. is considering a major change in its policy toward that organization, its director general is an American who is familiar with the players and the politics of the executive branch and Congress, and with the nuances of the "free enterprise" and "competition" arguments underlying the proposals for change.

Colino brings more to the job than his nationality, however. He brings a strong personality (there are some who describe him as "tenacious"), an impressive knowledge of the structure and politics of Intelsat and a firm grasp of the technical issues. "He knows when to push vendors," says one who has watched him in the job. "He knows how long it takes to do things." And a member of the Intelsat staff who has observed him in senior staff meetings speaks with a touch of awe of the range and depth of his knowledge in economic matters, foreign affairs and the law, as well as ratemaking and technical issues. "Colino knows what he's talking about," the staffer said. He also knows how

he wants things done—well. Colino does not disagree with that appraisal of him: "It's fair to say that in a period of obvious change in an organization it's the chief executive's job to set the values—and the value I'm setting is that performance standards count more than any other." If his performance demands are intimidating—and some suggest they are—so is his energy. He works some 90 hours a week, including weekends, spending substantial time in foreign travel. He hopes the pace will slow once Intelsat's year-long celebration of its 20th anniversary ends, in April, and with it the requirement of his presence at observances around the world.

Colino's experience in the field began when, as a young FCC lawyer, he served as spokesman for U.S. delegations to conferences that wrote the interim agreements that established Intelsat in 1964. And during a 14-year career with the Communications Satellite Organization, he helped draft the "definitive arrangements" that brought Intelsat into existence in its present form in 1973. What's more, he developed and headed the Comsat staff responsible for dealing with Intelsat—and that was when Comsat managed the international organization. And over the years, in one capacity or another, he helped represent the U.S. at Intelsat. He served as chairman of its board of governors in 1976.

There is still more to Colino. He seems very much an entrepreneur. After leaving Comsat, in 1979, he served as president and held a minority interest in a subscription television company, Continental Home Theater Inc., based in Burlingame, Calif. And in 1980, he established a broadcasting and telecommunications consulting firm, whose clients included broadcasters and Ford Aerospace Satellite Services Corp. He also managed a part-time law practice. With that background, he was primed with ideas for expanding Intelsat's services.

Intelsat is now marketing a host of new offerings, including scores of television and cable television services. Those services, he said, are "a direct product" of his experience in subscription television and as a consultant to broadcasters. "I learned more about what companies wanted in terms of services first hand, rather than simply as sitting as a television administrator." That experience, he said, was what drove him to offer the new services—not "this competition thing," a reference to the pending applications for separate systems, "as many thought."

That experience is only one motivation driving him. Another, he says, is the determination "to take an organization with an extraordinary success record... and make sure it continues its success record in times of change—for there is change in telecommunications in a lot of ways." In sum, his sense of mission is "to take an accumulation of experiences and help the organization benefit from them." ■

# In Brief

**ABC-TV** has announced it is **returning *Glitter***, Aaron Spelling Production that premiered earlier this season but was placed on hiatus in October, to schedule beginning Tuesday, Dec. 11, at 9 p.m. It is being placed in slot previously occupied by another new series, ***Paper Dolls***, which is being moved to 10 p.m. Tuesdays starting Nov. 20. ***Jessie***, previously seen at 10 p.m., will go on hiatus following its Nov. 13 telecast. Of ***Glitter***, Lewis H. Ehrlich, president of ABC Entertainment, said: "The tone of this excellently-produced series is now more dramatic, and we feel that it is a perfect complement to our Tuesday night lineup." He added that "ABC also feels strongly about the prospects for ***Jessie***. . . . The recent contributions of executive producer David Gerber have infused this series with a rich look and solid new direction, which has resulted in a vastly improved product. ABC feels this series is now on track but should be given more time to continue its development." ABC will schedule prime time specials at 9-10 p.m. on Tuesday, Nov. 20, and Nov. 27.

Voters in **California and Utah** last Tuesday (Nov. 6) **rejected similar proposals to ban "indecent material" from local cable systems.** Statewide initiative, entitled "The Cable Television Indecency Act," was defeated by Utah voters, with 173,889 opposing and 85,205 favoring proposal, which would have prohibited carriage of material defined as obscene by state's cable systems. In city of Vista, Calif., north of San Diego, voters rejected proposal to ban "indecent" material—specifically pay cable Playboy Channel—from community's cable system. Tally was 7,323 against and 6,394 for measure.

Shareholders of **Cowles Broadcasting approved** last Wednesday **sale of company to Houston-based H&C Communications** for sum of **\$182.5 million.** Involved are two stations: **WESH-TV Orlando-Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa.**

**Golden West Television and Syndivision** have reached agreement whereby former will distribute weekly first-run episodes of half-hour situation comedy ***It's a Living***, which originally aired on ABC-TV during 1980-81 prime time season and currently is in off-network syndication by Syndivision and GWT. "This is the **first series to go from network to off-network syndication to first-run syndication** in television history," claimed GWT Vice President and General Manager Richard S. Gold. "Based on the exceptionally high ratings it achieved, a demand for new episodes is coming directly from the stations as well as others who recognize the series potential." ***It's A Living*** will continue to be produced by Witt/Thomas Productions, with new episodes available for fall,

**Westmoreland v. CBS: Week five.** *George A. Carver, the former CIA deputy director and star witness for plaintiff General William C. Westmoreland in his libel suit against CBS, took the stand last week, and testified that Westmoreland's intelligence unit did not, to his knowledge, attempt to conceal information related to enemy troop strengths. "They never withheld raw data from anybody in the intelligence community," said Carver. He also testified that while the CIA believed that enemy home guard units should have been accounted for in a nonmilitary listing of enemy strength, a point of contention with the Westmoreland command, the agency also recognized that those units were "largely unarmed. . . and would not—and should not—be used in assessing military matters." Carver said that Sam Adams, a consultant to the broadcast in question and a defendant in the suit, and a CIA analyst during the war, did not disagree with that assessment at the time. Carver also recalled an incident where Adams sent a memo under Carver's name, without approval, that took Adams' side in a dispute with Westmoreland's intelligence officers. "Mr. Adams was going off half-cocked, as he sometimes was wont to do," testified Carver, who was Adams' boss during the war. Carver added that Adams was "prone to jump to conclusions and was very intolerant of people who did not share the conclusions to which he jumped."*

1985. According to Gold, series will be available on barter basis only for broadcast in prime access. "Major station clearances will be announced shortly," he added.

**Chris-Craft Industries Inc.** announced formal proposal to **increase ownership of United Television to 81%** from current 50.1%. Proposal would have BHC, 57.5% owned by Chris-Craft, obtaining 17.9 million newly issued shares of UTV stock in exchange for its two stations: **KCOB(TV) Los Angeles and KPTV(TV) Portland, Ore.,** and portions of Chris-Craft's holdings in Warner Communications. Laurence M. Kashdin, vice president, finance for Chris-Craft, said although company owns majority of UTV stock, it would not go through with proposal unless majority of other UTV shareholder approved. He added that further merging would provide large cash flow and equity base giving both companies advantages. He added that Chris-Craft will gain little tax advantage from merge and that its current cash flow is already greatly in excess of debt retirement needs. Mario Gabelli, who heads New York-based investment brokerage firm which is currently UTV's second largest stockholder, besides Chris-Craft, has reportedly said he will oppose merger because offer was inadequate.

In reply comments on **FCC's fairness doctrine inquiry, National Association of Broadcasters** has urged commission to launch rule making to eliminate doctrine and "affirm the First Amendment rights of the electronic press." **Freedom of Expression Foundation** asked FCC to recommend to Congress that legislation repealing doctrine is warranted. "Given that the fairness doctrine has chilling effect and violates the spirit of the First Amendment, the Supreme Court should strike it down as unconstitutional," foundation said. "Given that the fairness doctrine is bad regulatory policy, it should be ameliorated by the commission and ultimately repealed by Congress." Group W said doctrine was "essential ingredient" of broadcaster's obligation to public but that personal attack rule and Cullman principle be eliminated. Telecommunications Research and Action Center and Media Access Project, however, argued for doctrine's retention. "The commission's job is to enforce the fairness doctrine," they said. "Repeal or modification is, and should be, a matter for Congress, not the FCC."

**Warner Amex Cable Communications** said last week that it would **eliminate almost 12% of its corporate staff** (29 of 248 positions) in New York and cut and consolidate marketing, finance and purchasing functions at systems in Dallas, Houston and Cincinnati. Those functions, company said, would be relocated to newly created Metro Division Operating Center in suburban Philadelphia at same facility housing company's eastern regional center. Move represent latest in series of staff cuts and other measures implemented by WA Chairman Drew Lewis since he joined company in early 1983 to get MSO on profitable track.

**CBS News's *Nightwatch***, Washington-based overnight (2-6 a.m. NYT) news series, is adding **three new regularly scheduled feature "drawing on Washington's people, places and issues."** They are ***Charlie Rose Goes to Washington***, twice-monthly half-hour segment "comprising walking tours of landmarks in the capital and insights into their history and significance," hosted by ***Nightwatch*** interviewer Charlie Rose; ***Nightwatch/Nightmatch*** once-a-week 30-45-minute formal debate between experts on current news topics followed by 45 minutes of telephone questioning by viewers, and ***Sometimes a Great Notion***, weekly "forum for leaders from government and the private sector to propose new and sometimes radical ideas and projects," including cross-examination by interviewer Rose.

**WHUE-AM-FM Boston** has been sold by **Alexander M. Tanger for \$12,148,000. AM goes to Greater Media Inc.** for \$2,148,000 and **First Media Corp. gets FM** for \$10 million. Seller owns no other broadcast properties. Greater Media is East Brunswick, N.J., publisher, cable MSO and station group of six AM's and seven FM headed by Peter Bordes, chairman and CEO. It also publishes East Brunswick ***Sentinel-Spokesman*** and owns 26 cable systems. Fir-

Media is Washington-based station group of three AM's and seven FM's principally owned by Richard E. Marriot and family. **WHUE** is on 1150 khz full time with 5 kw. **WHUE-FM** is on 100.7 mhz with 50 w and antenna 500 feet above average terrain.

**National Association of Broadcasters** last week released result of its market-by-market financial survey of TV station revenues and expense data for 1979 through 1983. Report contains totals for 109 markets but does not include overall totals. Copies are available to NAB members for \$125 and \$250 for nonmembers.

Last Thursday (Nov. 8) night, two-man **CBS camera crew** and Nicaraguan driver were **detained by Nicaraguan army personnel, who had automatic weapons** in direction of three men without wounding them or hitting their vehicle. Crew believed convoy of army trucks that they were filming was carrying freight from Soviet fighter that, it is speculated, may have been unloading Soviet fighter planes. Iris Raylesburg, CBS news spokesperson, said crew was delayed for two hours and then released with their film, which was subsequently shown on CBS morning and evening newscasts.

Last Friday (Nov. 9), **President Reagan** signed Labor, Health and Human Services bill, which contains **appropriation of \$200 million for fiscal 1987 for Corporation for Public Broadcasting.**

**President Reagan** has suspended his Saturday radio broadcasts at least through end of this year. Aides indicated he would resume them after start of year, when he would have 1986 budget and other major policy matters to discuss. President has been giving five-minute talks every Saturday through most of his administration.

Public Broadcasting Service President Bruce Christensen told PBS executive committee last week that **PBS "is not in financial jeopardy" following Oct. 15 fire at PBS** Washington headquarters, thanks largely to comprehensive insurance coverage that should cover equipment and facilities affected by fire.

**Twentieth Century Fox Television** announced last Thursday (Nov. 8) has reached **agreement with Bob Stewart Productions** for production of "all new" **\$100,000 Pyramid** half-hour game show, hosted by Dick Clark, for first-run syndication beginning in fall 1985. If unchained, series will be **first daily original syndicated series from 1950's.** "We are delighted that Bob Stewart and Dick Clark—the creative people who made [CBS-TV daytime series] *\$25,000 Pyramid* so successful during its 12 years on network television—will be directly involved with this new and more exciting edition," said Twentieth Century Fox Television President Harris Katleman in making announcement. New series "is the kind of new syndicated program that local stations can prime-access strip five days a week," said Steven Roberts, president of Fox Telecommunications, studio unit that will sell series on cash-barter basis. According to Stewart, *\$100,000 Pyramid* will guarantee players it will give away \$100,000 every 10 days. Guest stars will appear on each show. Roberts told BROADCASTING FOX will make second major first-run syndication announcement "within the next 10 days" as part of expanded first-run commitment. He also disclosed that studio is offering 130 original half-hours of *Animal Express*, first-run wildlife series starring San Diego Zoo's Joan Embrey.

**Democratic Party candidates** for president and vice president have appealed **FCC's refusal to order their inclusion in broadcast debates** between Republican and Democratic party candidates. Presidential candidate Sonia Johnson and her running mate, Richard Walton, claimed that ABC, CBS and NBC violated equal-time law and fairness doctrine in denying them participation in debates. Commission said complaint was without merit. Although election and debates are history, Johnson and Walton, whose appeal was filed with U.S. Court of Appeals in Washington, are hopeful for court decision that would pave way for their participation if debates are held in 1988.

**Wdvm-TV Washington** has apologized on air for news coverage last year that rubbed **Vietnam Veterans Memorial Fund (VVMF)**, non-profit organization authorized by Congress to erect Vietnam Veterans Memorial in Washington, wrong way. It was reported that station also donated \$50,000 to fund. Alleging libel and hinting that unless its demands were met lawsuit might be filed, VVMF had asked station for on-air apology—and for "contribution" to help defray expenses VVMF said it had spent to rebut four-part series station ran last November questioning fund-raising activities of memorial fund (BROADCASTING, June 18). In statement read on air last week, Dave Pearce, station's news director, said it was obvious that memorial fund may have been harmed by its reports. "The bottom line is that the suspicions aroused in our reports about the fund were unfounded," Pearce said.

**FCC rule further easing restrictions on telephone companies seeking to provide cable television service** was affirmed last week by U.S. Court of Appeals in Washington. Rule, adopted in 1981, is part of trend begun in 1970 to enable telephone companies to offer cable service in rural areas that cable companies were avoiding. National Cable Television Association had appealed commission action. It said commission had not given sufficient notice of definition of "rural" that it would adopt in rule and had failed to give sufficient attention to its responsibility to grant telephone companies access to new markets only when such expansion meets "public convenience and necessity" standard of Communications Act's section 214. But court held that changes from past rules were relatively minor.

**Pilgrims' progress.** All NBC News television and radio programs will participate in a one-week examination of recent American immigration, "The New Pilgrims," during the week of Thanksgiving, Nov. 17-23. The issue will be addressed in special reports on the NBC Nightly News (Nov. 17 and 19-23), Meet the Press (Nov. 18), Today (Nov. 19-23), NBC News at Sunrise (Nov. 19-23) and in five NBC Radio News Newslines Extra reports.

According to NBC News President Larry Grossman, questions raised will include: What contributions have the "New Pilgrims" made? How are they changing this nation? What difficulties have they encountered? What problems have they created and how have they been received?

NBC Nightly News will begin its coverage with the history of immigration and then focus on the three largest groups of legal immigrants—Mexicans, Filipinos and Koreans. It will deal with the impact of illegal immigration on the American work force, spotlighting workers in Chicago and in the Denver meat packing industry (Denver is considered a haven for illegal immigrants), and will follow an illegal immigrant from Guatemala through Mexico and up the coast of California. Reporter Tom Brokaw will live with a Vietnamese family of 38 in Boston, chronicling their history, their passage and their current success in the electronics field.

The Today show will feature case studies: tape of a Cambodian refugee arriving in the U.S.; a live interview with Sue Morton, head of Refugees International, and her adopted son, Peter; interviews with students, parents, teachers and principals at a Fairfax county, Va., school that claims immigrants are slowing down learning in classrooms; a profile of a Colorado family that adopted four Vietnamese children, and a roundtable discussion among immigrants from four different nations. The Simpson-Mazzoli immigration bill will be discussed on Meet the Press.

The overall tone of the reports will be positive, according to NBC press agents. Many new immigrants have found jobs and have adapted to life in the U.S. They aren't necessarily poor: Unlike the first wave, who were penniless, they seem to be bringing in money. "America's newest immigrants, primarily Asian and Hispanic... have brought to this nation considerable new energy, resources, diversity, as well as challenge and controversy," NBC's Grossman said.

## Editorials

**Four more years**

The re-election of Ronald Reagan presumably will mean a continuation of the deregulatory policies that have been industriously applied since his appointees took over the administrative agencies that deal with the communications media. The FCC and Federal Trade Commission have been firmly in the control of Reagan choices for some time. They can remain in that condition for the next four years, indeed longer, even if their composition changes.

At the FCC, stability is promised for the foreseeable future. All five members are Reagan appointees. The next commissioner's term to expire, on June 30, 1985, is that of Dennis Patrick, who is expected to seek reappointment in the hope of ultimate selection to the chairmanship. The term of the incumbent chairman, Mark Fowler, expires a year after that. This page finds no reason not to take Fowler at his word when he says, as quoted elsewhere in this issue, that he intends to complete his appointed service.

After that, predictions get hazy. The term of Henry Rivera expires in 1987. Rivera is young (38), ambitious and not the kind to make a career of membership on the FCC. A year later, Mimi Dawson's term expires. Commissioner Dawson is also young (40), ambitious and not the kind to make a career of membership on the FCC, although an elevation to the chairmanship could probably prolong her service there.

That leaves Commissioner James Quello, whose term expires—after Reagan's—on June 30, 1991. Quello, who was 70 years old when reappointed last summer, could give Reagan a fifth selection for the FCC by deciding to retire before Reagan's tour in the White House ends.

Fowler has said he needs the time remaining in his term to finish the deregulation that he has started, with the considerable help of his like-minded, if less fervent, colleagues. He will need at least that much time. The election put Reagan back in office, but it also returned Fowler's worst enemies to their seats of power in the Congress. The FCC's main obstacle to action is not the courts, where it has been scoring well, but the Congress which has frustrated two of its biggest initiatives of recent time, the relaxation of rules governing network ownership and syndication of television programming and rules limiting station ownership (the first with the considerable help of Ronald Reagan, responding to his old Hollywood friends). Somehow Fowler must come to terms with the Tim Wirths on Capitol Hill if he is to reach or even approach his cherished objectives.

Far from ending on the night of Nov. 6, the politicking has only begun.

**Time for a walk around the block**

The confrontation over the use of exit polls to project election results is turning ugly. As was to be expected in a landslide of such dimensions, the three commercial television networks projected a Reagan victory long before the polls in the West had closed last Tuesday night. The reaction was predictable.

Representative Al Swift (D-Wash.), who has made this a personal crusade, denounced as "disgusting" what he called "the glee with which the American TV networks thumbed their noses at the American public." He vowed to find a way "to keep this tiny group of network news executives who alone perpetuate this travesty from ever doing it again."

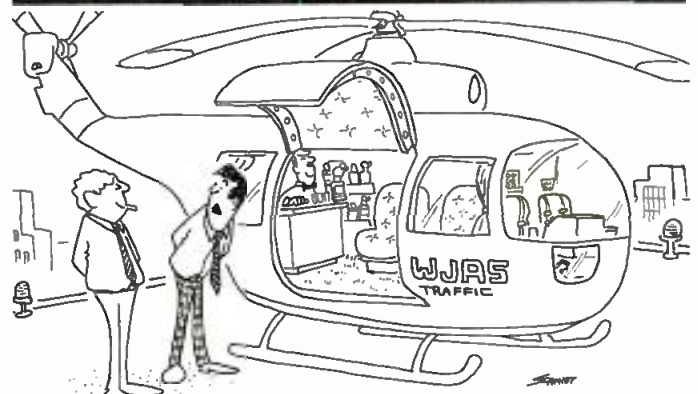
It is not at all clear what Swift would have had the networks do if he had been in charge of television news coverage on the night

of Nov. 6. Would he have pretended the outcome was in doubt after tabulated returns were indicating clearly that Reagan was sweeping states with enough electoral votes to give him the election? And what if the television networks had kept the news to themselves? Could the news remain a secret with a dozen radio networks on the air and AP and UPI all feeding the returns collected with great speed by the News Election Service? This country is now saturated with instantaneous communication that is designed to function when events of great interest—such as a national election—take place.

The critics of early projections are once again assuming that the voting turnout in the West was discouraged by the news, and there were plenty of reports the next day that could feed that assumption. State officials on the Pacific Coast were quoted as saying thousands of voters, perhaps hundreds of thousands, had stayed home on the theory that the election had already been decided. In the hearing that Swift has said he will hold, it would be interesting to ask those hand-wringing officials to document their claims.

The only structured survey of nonvoting to come to the attention of this page was conducted by William C. Adams, a reputable professor at The George Washington University of Washington, D.C. In Oregon precincts where Democrats claimed to have lost because of projections in 1980, Adams and his workers surveyed nonvoters and found only 39% knew about the television projections before 8 p.m., Pacific time, and of the 39% only 7% said the news made them feel less interested in voting while 3% said it made them feel more interested. Surely Representative Swift will want Professor Adams to present full details of his report. It will be interesting to compare the validity of the Adams methodology with that of the techniques used by Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, who, according to the Associated Press, said that news of network projections in his district "spread like wildfire. Countless voters left the lines." At least Wirth, if quoted correctly, was honest enough to say that the departures were "countless," a term denoting zero to infinity.

Al Swift is right to say that this subject needs a thorough airing. It does not need another confrontation. How about starting over, when everybody's blood pressure has receded, and asking the basic questions such as: Why not common closing hours for polls everywhere and let ordinary journalistic discretion restrain television news from taking a chance on projections based on exit polling alone?



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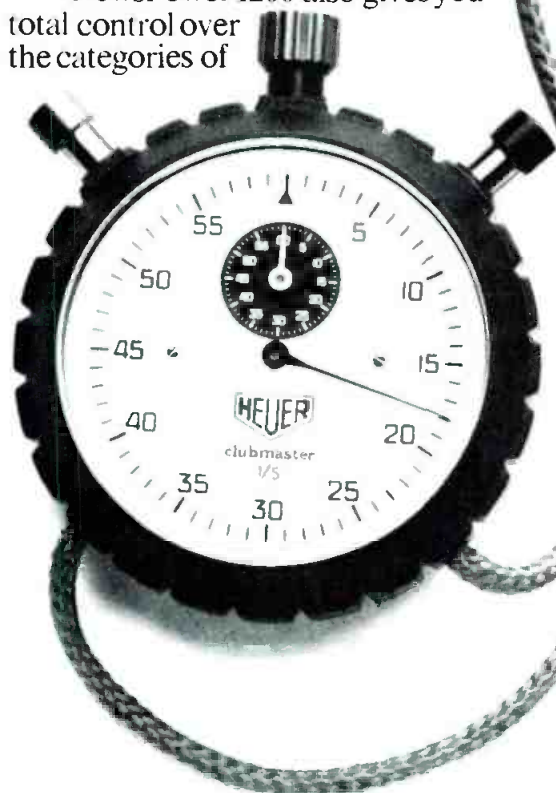
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