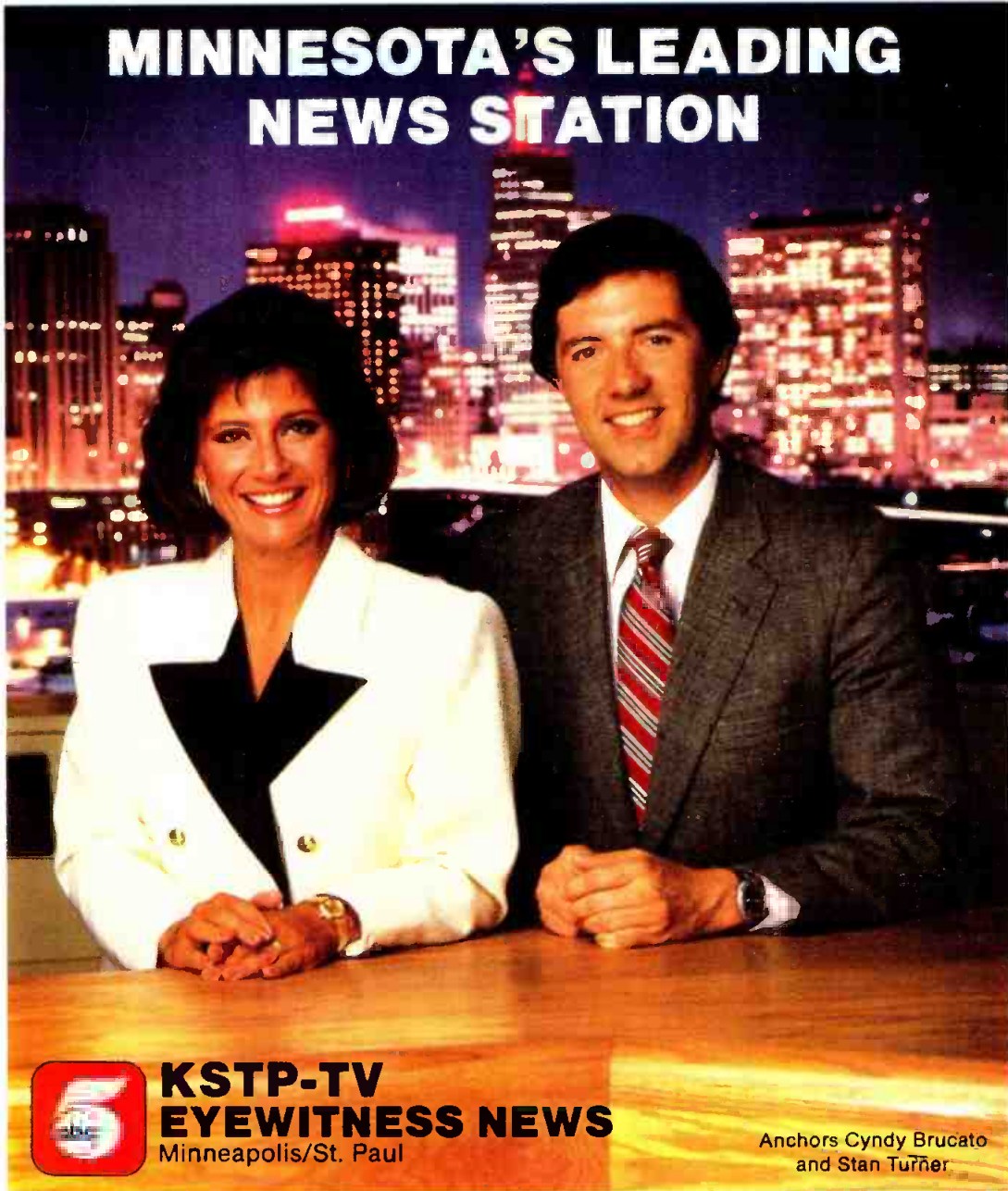



Broadcasting Dec 31

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EYEWITNESS NEWS
 Minneapolis/St. Paul

Anchors Cyndy Brucato
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L18RA
R18RA

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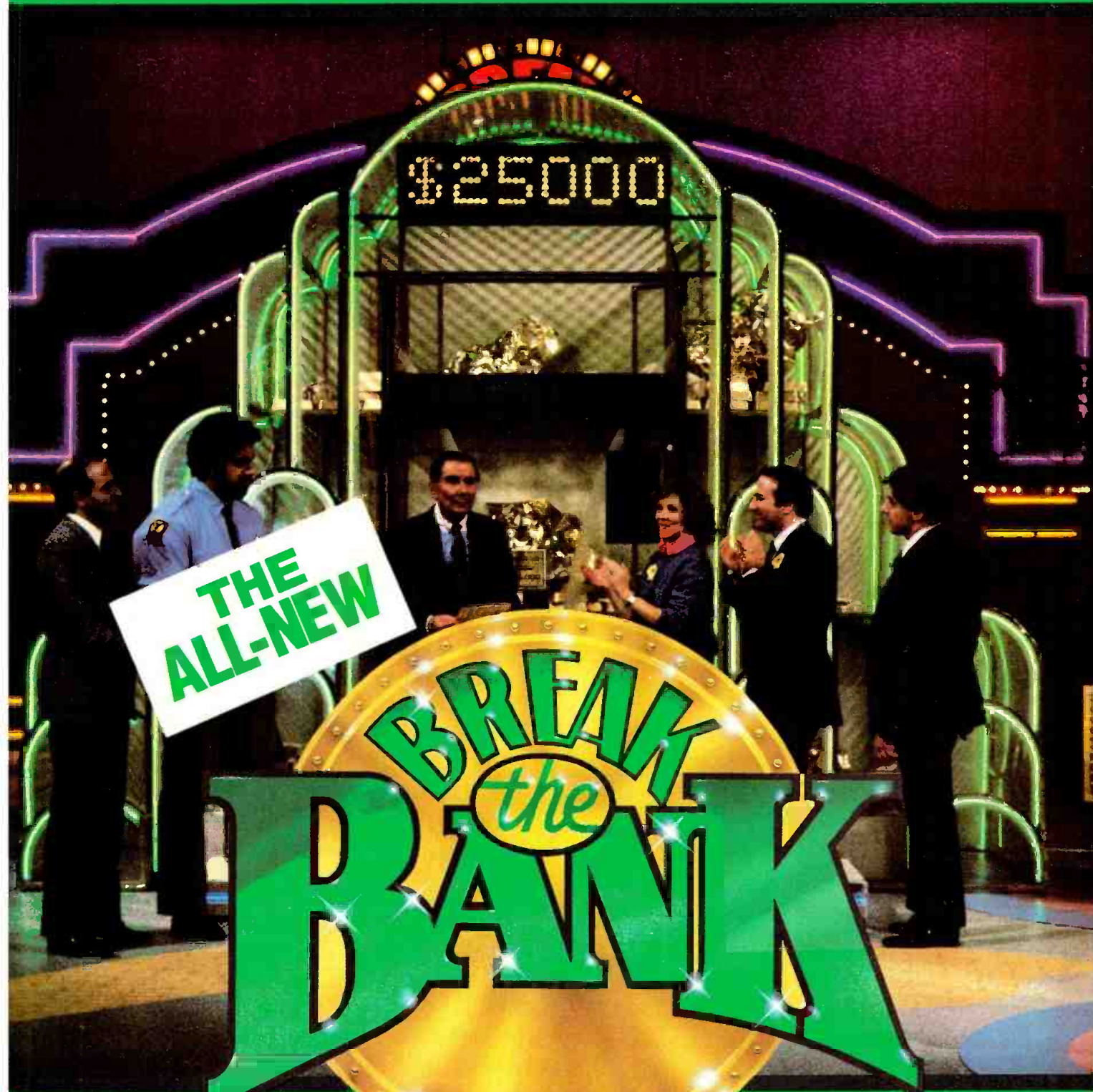
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the
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Hey, Pancho—
Ronnie's show
looks like
it will be
as successful
as ours!

Hey, Cisco—
your friend
looks as good
as you do—
in color!

156
COLOR
HALF-HOURS

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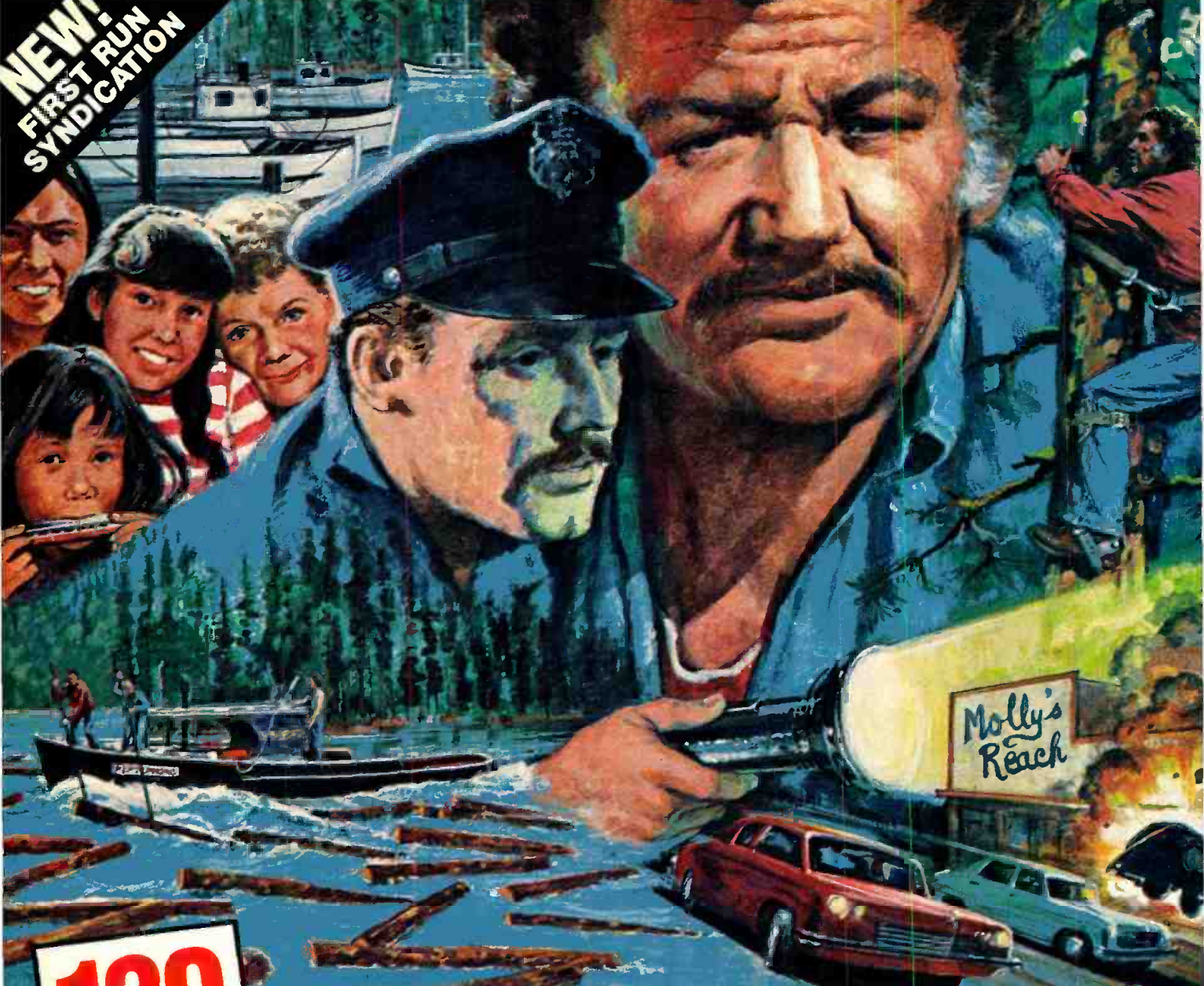
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Broadcasting **Dec 31**

Prospective on 1985; perspective on 1984

Advancing on the independents FCC acts on 12-12-12, docket 80-90

SOMETHING IN THE AIR □ FCC Commissioner James Quello raises possibility for educational TV's to trade V's in major markets to commercial broadcasters for UHF's plus cash. Move would give broadcasters new VHF opportunities and help public broadcasters' financial plight. **PAGE 35.**

IN STONE □ FCC votes to raise television ownership limits to 12, capping network reach at 25% of TV households. Discounts for UHF's and minorities included. Commission also releases final list of 689 FM allocations as part of docket 80-90. **PAGE 35.**

ON THE EVE □ MCA and joint venture between Viacom and Tribune to market movie packages on ad hoc basis. **PAGE 38.**

STILL TALKING □ Negotiations for prograding rights to 1988 summer Olympics in Seoul on hold, as organizers try to agree on time periods for scheduled events. **PAGE 39.**

ROUND TWO □ Three commercial networks announce prime time schedule changes for season's second season. **PAGE 41.**

GEARING UP □ Some 1,200 independent broadcasters expected for the four-day INTV convention set to open in Los Angeles later this week. An agenda and exhibitor's listing appears on **PAGES 48 and 50.**

TAKING STOCK □ BROADCASTING takes a look ahead to 1985 in the Fifth Estate disciplines of executive policy, business, programming, regulation,

journalism, legislation, radio and technology. **PAGES 72-98.**

EVENTFUL YEAR □ BROADCASTING's review of the top news events in the Fifth Estate in 1984, from the Olympics to the election campaign to changes in the multiple ownership rules to passage of the cable bill. **PAGE 100.**

HIGH WIRE ACT □ Football season brought field test of special ENG camera, strung from wire over stadium, giving new perspective on sports action. **PAGE 108.**

DOWN TO TWO □ Harris bows out of AM stereo race, throwing its weight behind Motorola. Kahn Communications is other competitor. **PAGE 109.**

LOOKING FOR RIGHTS □ Not only is USFL having trouble getting television rights deal for fall 1986 season, but radio rights are still up in air. **PAGE 110.**

POSTPONED □ Intelsat passes on making decision on coordination issue. **PAGE 112.**

DONDE ES □ Lawmakers ask President why Radio Marti still isn't on the air. **PAGE 115.**

SPACE CONTROVERSY □ Flap over secret cargo of next space shuttle flight and ensuing publication of information brings new round in ethics debate. **PAGE 116.**

SAVING DAY □ Guy Day has brought major advertisers together with Chiat/Day, forming a winning creative combination. **PAGE 135.**

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THE
RA

THE ALL NEW
**LET'S MAKE
A DEAL**

NEW YORK

WCBS** Mon-Fri 9:00 AM

	H.H. SHARE	ADULTS 18-49
NOV 84 DEAL	11	63
NOV 83 Tic Tac Dough	9	50
INCREASE:	+22%	+26%

PHILADELPHIA

KYW** Mon-Fri 4:00 PM

	H.H. SHARE	ADULTS 18-49
NOV 84 DEAL	18	118
NOV 83 Waltons	17	116
INCREASE:	+6%	+2%

BOSTON

WNEV* Mon-Fri 4:00 PM

	H.H. SHARE	ADULTS 18-49
NOV 84 DEAL	17	31
NOV 83 Local Magazine	10	23
INCREASE:	+70%	+35%



The BIG DEAL of '84-'85.
The BETTER DEAL for '85-'86.

THE NO-RISK THINGS WINNER

For thirteen years, "Let's Make A Deal" dominated the network line-ups as a ratings success and demographic hit. Now, "Deal" is back in syndication and performing better than ever. With impressive numbers and substantial growth over previous programming, it's no wonder that stations across the country are already renewing this proven hit for year #2.

WASHINGTON, DC
WJLA**
 Mon-Fri 10:00 AM
 H.H. SHARE ADULTS 18-49 (000)

NOV 84	DEAL	25	43
NOV 83	Family Feud	16	27
INCREASE:		+56%	+59%

CINCINNATI
WLWT*
 Mon-Fri 4:30 PM
 H.H. SHARE ADULTS 18-49 (000)

NOV 84	DEAL	21	21
NOV 83	Waltons	15	19
INCREASE:		+40%	+11%

NORFOLK
WAVY*
 Mon-Fri 9:30 AM
 H.H. SHARE ADULTS 18-49 (000)

NOV 84	DEAL	18	12
NOV 83	Carol Burnett	12	8
INCREASE:		+50%	+50%



"The All New Let's Make A Deal" is a Hatos/Hall Production in association with

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 PARIS • SYDNEY • TOKYO • TORONTO

Telepictures
 CORPORATION

Mind-boggling

Ramifications of growing interest in authorizing trades of public VHF stations for commercial UHF's in same market (story page 35) could be both monumental and endless. Among possibilities noted: shifts in network affiliation if broadcaster with strong ties to ABC, CBS or NBC were upgraded from U to V status and then wooed affiliation away from present holder. Or, increase in coverage of independent marketplace to point that creation of true fourth commercial network might be feasible.

Several public TV stations contacted last week said that calls expressing interest in such swaps have been increasing in recent weeks. It's believed some broadcasters may want to line up swap partners on contingency basis in case new policy clears FCC.

Sporting problem

While declining television football ratings have received most of press attention this year, fact is ratings for most televised sports on three broadcast networks were down in 1984, including those for sports anthologies programs, baseball playoffs and World Series, golf, boxing and, perhaps most sharply, college basketball. In fact, so far this season college basketball ratings have declined by about 25% at both NBC and CBS, and there has been some talk about need to restructure rights packages for that sport, lest one of networks bails out of regular season coverage. One notable exception—NBC's regular season package of Major League baseball games, which this year averaged 6.4 rating/21 share, up 10% from 1983. Gains are attributed to provisions in newest rights pact with league giving network exclusive window on Saturday afternoons as well as considerable easing of blackout restrictions.

Added to agenda

U.S. may not be pleased, but one item being added to agenda of Intelsat's extraordinary meeting of Assembly of Parties on Jan. 29-30 is question of separate international satellite systems as they affect global system and "how it might best respond." State Department official had indicated U.S. felt discussion of that issue would be premature until U.S. policy on separate systems was in place. And that, he said, would not occur until after FCC had completed its just-

initiated (see page 112) inquiry and rulemaking on issue (BROADCASTING, Dec. 17). Other Intelsat member countries apparently were not listening, however. Well over necessary one-third of 109 members have requested or supported inclusion of separate-systems item on agenda of extraordinary meeting.

Positive cash flow

National Association of Broadcasters president and former radio broadcaster, Eddie Fritts, who sold last of his stations (see "For the Record," page 118), has realized \$2.64 million from sale of five AM's and five FM's. Fritts, who owned 100% of two AM's and two FM's in Winnsboro, La., and Indianola, Miss., netted little over \$1 million there. He also realized about \$1.6 million from sale of two AM's and two FM's in Tupelo, Miss., and Helena-West Helena, Ark., markets, of which he owned 85%. Fritts also owned 4% of AM and FM in Paducah, Ky., which sold for \$1.5 million. NAB president says he is planning to invest money, but has not decided where. He is, however, considering possibility of investing in stock of major broadcast corporation or becoming silent partner in station or two.

Fiscal crunch

Well-placed FCC source last week said commission should be able to meet \$93.6-million budget anticipated for fiscal 1986, which begins next October ("Closed Circuit," Dec. 17, 1984), without laying off employees or forcing them to take unpaid leaves of absence. Commission, however, will have to hold line on hiring, filling only critical positions that are vacated by attrition or departures. It's also counting on paring down ranks from current 1,927 by about 167 positions through attrition to help it meet 1986 budget, which holds commission to same sum it's operating on currently. Difficulty for commission is that its costs are rising and its responsibilities are expanding. FCC, for example, notes that it will need personnel and funds to enforce equal employment opportunity provisions of Cable Communications Policy Act of 1984. Resources also will be needed for processing applications for new FM's resulting from Docket 80-90 proceeding. Crunch could be felt by licensees: Office of Management and Budget has been talking about recommending to Congress that FCC be authorized to collect license

fees, even though commission has told OMB that it will need money—for computer and personnel—to collect those.

PSA solutions

As Congress starts to focus on push by civic and consumer groups to ban beer and wine advertisements on radio and television (see "Top of the Week"), number of possible solutions are circulating on Capitol Hill. Several ideas have cropped up as possible alternatives to meet request by groups for either ban or equal time for counter health messages. One suggestion is that broadcasters agree to air specific amount of public service announcements aimed at alcohol and drug abuse. Another idea is that broadcasters create PSA's on alcohol and drug abuse featuring members of Congress stressing seriousness of issue.

Piracy protection

Motion picture and television program producers concerned about foreign piracy of their works may feel bit more secure now, thanks to little-noticed provision included in trade act prior to its passage. Provision gives President authority to grant or withhold trade benefits on basis of whether foreign country has laws protecting intellectual property. To Jack Valenti, president of Motion Picture Association of America, foreign piracy of intellectual property is one of principal problems facing MPAA. That association, along with several others concerned with foreign piracy of intellectual property, worked for adoption of provision. MPAA official said provision provides President "with another tool" to deal with problem. Among countries that could be affected is Canada, which has no law protecting copyright owners of programming relayed by cable television.

Telcomsubcom aspirants

Congress convenes this week (Jan. 3) for its 99th session and primary task of reorganizing committees and subcommittees. Members must determine size as well as ratio of Democrats to Republicans on each committee. Although bidding process to determine makeup of subcommittees has not begun, number of House Energy and Commerce Committee members have indicated interest in seat on Telecommunications Subcommittee. They are: Howard Nielsen (R-Utah), Thomas Bliley (R-Va.), Don Ritter (R-Pa.), Billy Tauzin (D-La.) and Thomas Luken (D-Ohio).



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from the creator of *Puttin' On The Hits!*

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NATPE
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23rd Floor
In The Tower

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Volume 25 continues
the tradition and the new
era of commitment to
supply you with the best.

Warner Bros. Television Distribution



A Warner Communications Company

Pay ball

Metromedia Inc. will offer exclusive regional distribution of at least 20 Los Angeles Dodger home baseball games for cable and subscription television exhibition under terms of an agreement with the franchise. *Dodgervision*, as the service is to be known, will premiere next spring. The company's KTTV(TV) Los Angeles has broadcast about 40 Dodger games during each of the past 26 years. Pay television rights previously had been held by ON TV Los Angeles for transmission via its STV outlet there. ON TV had aggressively promoted its exclusive pay TV coverage of Dodger home games since sign-on in 1977, but has been trying to sell its financially troubled service since last August and has dramatically scaled back local origination. Although details of the Dodger agreement were not disclosed, Metromedia reportedly signed a three-year deal and outbid Box Seat, a regional sports service jointly owned by Daniels & Associates, Rainbow Program Enterprises, CBS and the Washington Post Co. Box Seat plans to present Los Angeles Lakers basketball, Kings hockey and Lazers indoor soccer. The California Angels, based in Anaheim, have been approached by both services but thus far have declined to sign a pay television rights contract.

An ON TV spokesman said its parent company, Oak Media, is negotiating with *Dodgervision* for continuation of the team's telecasts on its STV system. He added that Oak also plans to negotiate with Box Seat for transmission of other local sports events, emphasizing that "such programming will continue to be a part of ON TV's schedule." Both *Dodgervision* and Box Seat are still discussing local distribution options, including pay-per-view, STV and cable.

Revised predictions

Veteran cable industry analyst Paul Kagan has cut back sharply his estimate of the number of pay cable subscriptions to be sold by 1993, projecting the existence of 73.6 million units that year rather than his previous estimate of 104 million. The year-end figure for 1984, he believes, will be about 30.8 million homes.

In a luncheon address before the Southern California Cable Association, Kagan predicted that by the end of the decade cable will pass 85% of U.S. households, with basic penetration at about 70% of homes passed (up from 59% now), or 59 million subscribers. Kagan sees cable penetrating about 100 million U.S. households in 1994.

Describing cable as "a business of never-ending optimism," Kagan noted that the industry enjoys "higher penetration and revenue rates than ever. That ought to tell people something."

In another key revision, Kagan said revenue of the cable industry should surpass \$7 billion in 1984, increasing to nearly \$27.7 billion over the coming decade. Last year he



Kagan

had projected the industry would collect \$31.8 billion in 1993. Rates for basic cable will increase from a monthly average of \$9 now to \$15 in 1994, while pay cable fees will jump from \$10 to slightly more than \$12 a month, Kagan said.

Pay-per-view has a "reasonably bright" future, in Kagan's opinion, with annual revenue of \$2.2 billion by 1994, up from last year's prediction of \$1.6 billion annually by 1993. The average household with PPV access will spend \$5 a month on such programming, he added.

The cable industry has experienced a "normal cyclical downturn of an enthusiasm that got out of hand," Kagan concluded, terming his new estimates "more sanguine about basic cable, less optimistic about monthly pay, and more enthusiastic about pay-per-view" than in the recent past.

Leaks are plugged?

The National Cable Television Association has asked the FCC to reconsider its order imposing new technical regulations aimed at preventing "leakage" of cable signals that could interfere with marine and aeronautical radio communications. The trade association said "the rules will impose unjustifiably excessive burdens on cable operators."

The NCTA suggested that signal leakage is not the problem that some have made it out to be. By the FCC's own admission, the NCTA said, there were only five allegations of noncompliance with the FCC existing leakage rules between 1976 and 1980. What's more, it said, despite stepped up enforcement of the rules, no new cases of non-interference have been reported since 1980.

Co-op coup

Plans are in the works to make the Bay Area Interconnect, a joint venture between Viacom and Gill Cable, a cooperative. Bay Area cable systems participating in the interconnect will be offered ownership interests in the venture in an amount to be based on their basic subscriber counts. The total potential universe of the interconnect is about

450,000 cable subscribers. Viacom and Gill said they would retain at least 50% ownership of the interconnect venture.

Stereo offering

Satellite Syndicated Systems, Tulsa, Okla., has introduced *SSS Audio a la Carte*, a cable audio package designed for systems serving fewer than 20,000 basic subscribers. The package is a companion to the company's previously announced *Star Ship Stereo*. The latter is designed for larger systems and includes 10 separate formats for pay audio packaging, along with marketing, promotional, technical, launch and equipment support. The *Audio a la Carte* package allows for either basic or pay offerings of any combination selected from among 12 discrete audio services. These include Chicago's fine arts station, WFMT(FM), and the *Love Sounds* contemporary Christian format, plus separate channels offering adult contemporary, country, progressive rock, rhythm and blues, big band, jazz, classical, comedy, oldies and easy listening. The pricing structure is based on system size, number of formats taken and other variables.

A to Z

Advertising Sales Network Inc., New York, has been formed as a cable advertising sales and insertion company by Jeffrey Wyant, chairman and chief executive of Mediacom Inc. Its purpose: to handle from start to finish the selling and servicing of local avails for cable system operators.

"What we do," Wyant said, "is provide a turnkey sales operation for the cable system. We install and maintain computer-automated insertion equipment, set up local sales forces and handle all production, scheduling, placement of commercials and billing."

In addition, his announcement continued, ASN "sells local time to national advertisers, provides cross-promotional opportunities for cable networks, retail advertisers and the local cable system and gives the community a fair share of community service spots. All these services are provided free of charge to the cable system. The company finances and maintains all equipment and operations and gives the local cable system a commission on the advertising revenues."

ASN said it uses Adams Russell equipment and can accommodate advertising on 16 cable channels. Bill Miller is executive vice president. Mediacom, which Wyant formed in mid-1983, develops products for direct-response marketing on cable.

Reviving yesteryear

The USA Network is going back—way back—for programs to put into its schedule.

Peyton Place, the mid-1960's soap opera which became a major hit in broadcast network prime time, goes into USA's Monday-

Friday, 11:30 a.m.-noon NYT spot, effective today (Dec. 31). Among its other distinctions, *Peyton Place* was a springboard to fame for two of its discoveries, Mia Farrow and Ryan O'Neal.

Also effective today, *Room 222*, a network hit from 1969 to 1973, goes into USA's Monday-Friday, 4-4:30 p.m. slot, and *Good Morning, World*, a half-hour, 1967-68, network series starring Goldie Hawn, will be seen at 5 p.m., Monday through Friday, and also on Sundays. And beginning Jan. 5, USA's *Saturday Matinee* will offer five hours of horror movies, chosen from 26 titles such as "The Curse of Nostradamus," "The Aztec Mummy," "The Living Head," "Phantom of the Red House," "Samson and the Vampire Women," "The Swamp of Lost Souls" and "Invasion of the Vampires."

Another change: *Wrestling TNT* moves from Tuesday nights into the Friday 8-9 p.m. spot effective Jan. 4.

Returning 'Paper'

Showtime announced it has renewed *The Paper Chase* for its third season on the pay cable service, ordering 12 new episodes from 20th Century Fox Television under the umbrella title, *The Paper Chase: The Third Year*. John Houseman will continue to star as Professor Kingsfield, and four of the law students will move into their third year of study. The new season will start in 1985 with a movie-length opening episode.

In the hunt

ESPN and Top Rank Inc. announced they will conduct an annual boxing tournament to find and develop new stars for the sport, with the first tournament starting Thursday (Jan. 3). Up to eight fighters in each of 10 weight classes will be involved at the start, and champions will be crowned on a staggered schedule from January through September, with five championship bouts in April and May and five more in August and September. The champions chosen will then begin to defend their titles. Fighters who've had more than 20 pro fights will not be permitted to participate. At the end of each calendar year, all titles will be vacated to make way for the following year's tournament. ESPN and Top Rank have been in the tournament business since 1980.

On the increase

Cable News Network researchers said CNN's audience grew substantially between October 1983 and October 1984, reaching an average 0.7 rating in its universe on a 24-hour basis, as opposed to an 0.6 rating in October 1983. That works out, they said, to a 57% increase in homes delivered for October. During weekday prime time, they reported, CNN had a 1.1 average rating (366,000 homes), up from 0.8 (181,000 homes) a year earlier. Officials said ratings in prime time (8-11 p.m. NYT) had shown steady improvement since July, when CNN introduced several changes in its prime time format. In addition, *Crossfire*, CNN's top-rated weekday performer, in October gained an average 1.8 rating (550,000 homes), the highest rating ever attained by a regularly scheduled CNN weekday program and twice the program's rating for October 1983.

Fashionable cable

A program billed as "America's first fashion video television show" is being developed for superstation WTBS(TV) Atlanta, with the premiere scheduled Jan. 19. It's called *Images*, and, according to the station, it combines "beautiful people, high fashion and hit music." The January fashion focus is on swimwear, sportswear and active wear, shown off in settings in London, Milan, Paris, Rome, Jamaica and other foreign spots. New fashion videos from OMO Norma Kamali, Willi Smith, Gunne Sax, Organically Grown and others are combined with interviews with fashion designers, celebrities and musical acts. WTBS said that *Images* was created by Richmel Entertainment, with Richard Melcombe as producer and photographer Dick Zimmerman as director.

The WTBS premiere is set for 10:05-11:05 p.m. NYT, with a repeat Jan. 25 at 11:05 p.m.

Falcon tapped

Falcon Communications has been selected by the Los Angeles suburb of Commerce for operation of a cable system to be constructed and owned by the city, which has about 3,300 homes and 10,000 residents. Under terms of the agreement, all "entertainment" channels will be leased by Commerce to Falcon. The city will pay Falcon 14% of gross revenues as a management fee. The community has a large industrial base and the multisystem operator is expected also to develop some institutional and business-oriented services for private users there.

"THREE'S COMPANY" NUMBER 1 IN AMERICA. And in market after market after market.

It's the nation's top-ranked syndicated half-hour situation comedy.

Not only that, it's the share leader in its time periods in cities from coast to coast:

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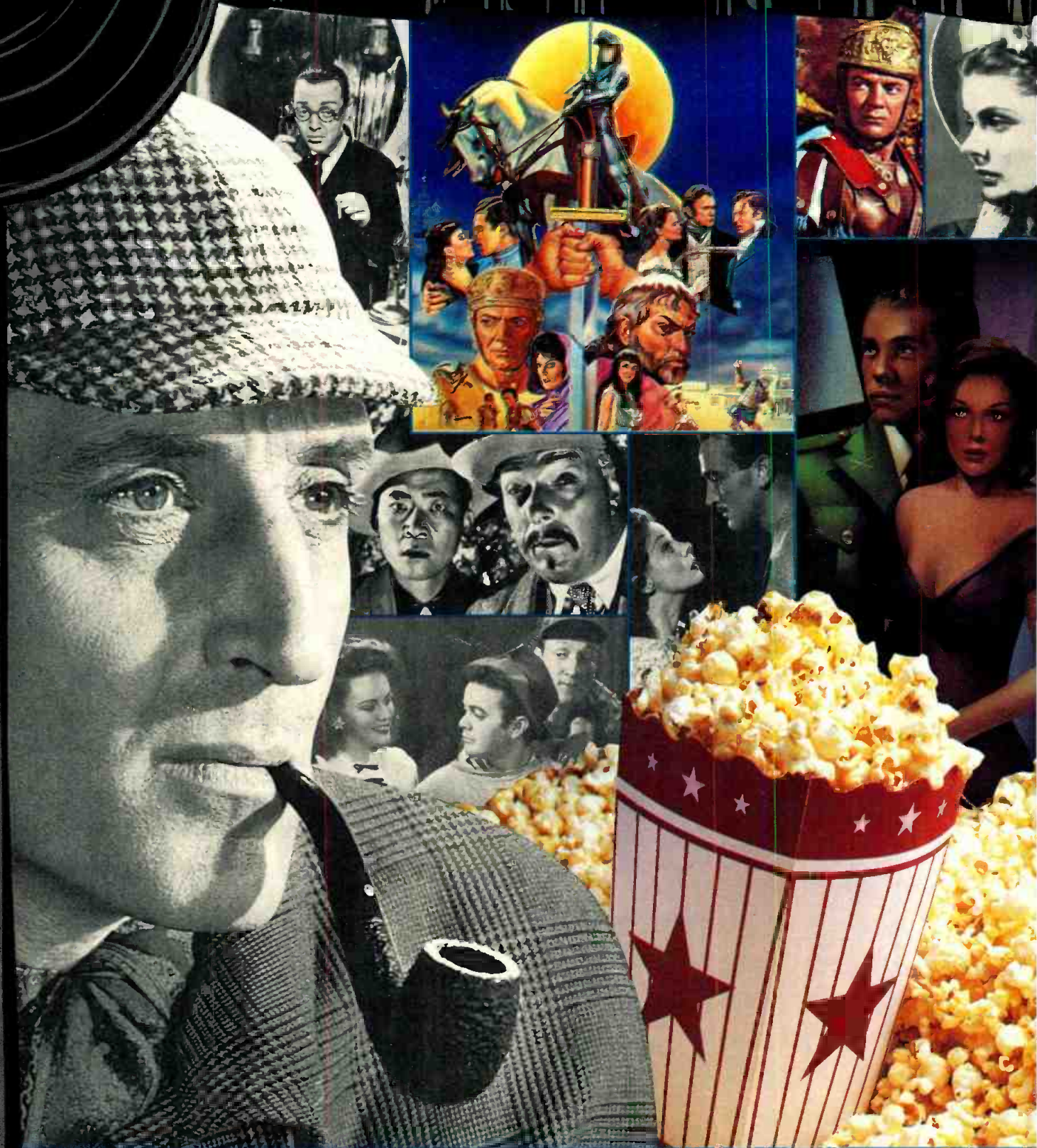
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4 new movie packages from television's hottest syndicator!



The Classic Detectives

34 full-length motion pictures, starring three super-sleuths with super-appeal! Sherlock Holmes, fiction's most famous detective genius—in 14 quality productions starring Basil Rathbone and Nigel Bruce. Charlie Chan, the Chinese detective-philosopher, in 11 entertaining episodes, and Peter Lorre, as the diabolical Mr. Moto, available as 9 movie classics. Perfect for your mystery theatre or highly promotable holiday movie marathon!



The Popcorn Theater

Your very own Saturday matinee, any day of the week! It's 13 episodes of "The East Side Kids," everybody's favorite bad boys, and two classic episodic cliffhangers—Smilin' Jack (13 episodes) and The Lost Special—(12 episodes) the kind of adventures that inspired today's Indiana Jones-type heroics.



The Spotlight 10

Ten classic movies that put Hollywood's biggest stars in the spotlight! Featuring Robert Mitchum in "We've Never Been Licked," Loretta Young in "Ladies Courageous," Merle Oberon in "A Night in Paradise," Susan Hayward in "Smash-Up," James Mason in "The Reckless Moment," Sterling Hayden in "Journey Into Light," Lew Ayres in "The Capture," Christopher Lee in "Uncle Was a Vampire," and Andy Devine in "The Road Hustlers."



The Epics

5 full-length motion picture spectaculars loaded with big stars, big entertainment, big production value. Featuring "Anna Karenina," "Joan of Arc," "Constantine and the Cross," "Under Capricorn," and "David and Goliath." Stars include Vivien Leigh, Ingrid Bergman, Cornel Wilde, Orson Welles, and Joseph Cotten. Five sweep period audience grabbers!

KINGWORLDTM

Business Briefly

TV ONLY

El Chico Corp. □ Mexican restaurant chain will launch campaign of nine weeks over 13 weeks on Jan. 14 in four Southwestern markets. Commercials will be scheduled in fringe periods. Target: adults, 18-49. Agency: Keller Crescent, Dallas.

Vlasic Pickles □ Three-week flight is set to start in early January in about 20 markets. Commercials will be placed in fringe and prime periods. Target: adults, 18-54. Agency: W.B. Donor, Southfield, Mich.

RADIO ONLY

Gordon's Jewelers □ Approximately 150 markets will be used in eight-week flight to begin on Jan. 7 in areas including Cleveland, Minneapolis, Denver and Kansas City, Mo. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Washington State Lottery □ First-half of 1985 campaign is being planned to run

for 12 weeks spread over five months on statewide basis. Commercials will run from early morning to early evening. Target: adults, 25 and older. Agency: Stimpson Associates, Seattle.

Southland Dairies □ One-week flight to urge financial support of March of Dimes is being carried in mid-January in 21 markets, including Atlanta, Denver, Houston and Los Angeles. Commercials will be presented in all dayparts. Target: women, 18-44. Agency: The Richards Group, Dallas.

Gibraltar Savings & Loan Association □ First-quarter advertising is being planned to start in early January in about 12 California markets, including San Francisco, Sacramento and Fresno, for number of weeks still to be determined. Commercials will run in all dayparts. Target: men, 35-64. Agency: Evans Weinberg, Los Angeles.

Vons Grocery Co. □ Retail food chain begins its 1985 schedule of advertising in mid-January with flights throughout year in five Western markets, including



Flying canine. New television commercial debuting in January for Carnation's Mighty Dog beef features "super" dog who will fly across television screens to serve as guardian of good taste. Commercial shows dog slipping behind hydrant to emerge in full Mighty Dog costume, complete with cape. Voice-over continues with "Mighty Dog is here! Guardian of good taste. He brings pure beef taste of Mighty Dog. The only leading brand that's beef, pure beef and no animal by-products." Commercial will be carried on CBS and NBC. Agency: SSC&B Inc., New York.

Los Angeles and Las Vegas. Commercials will be placed in daytime periods. Target: women, 25-49. Agency: Grey Advertising, Los Angeles.

Sketchley Diaper Service □ Eight-week flight in waves will start in early January in 12 markets in East and Midwest. Commercials will be slotted in all dayparts. Target: women, 18-34. Agency: MacNamara, Clapp & Klein, New York.

Volvo of America □ Flights of two to four weeks will begin in mid-February in five Eastern markets, including Baltimore and Philadelphia. Commercials will run in all dayparts. Target: men, 18-34. Agency: Scali, McCabe & Sloves, New York.

Levitz Furniture Co. □ Two-week flight is scheduled to start in mid-January in 46 markets, including New York and Dallas. Commercials will run on weekdays in all time periods. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

RADIO AND TV

Brookwood Lodges □ Alcohol and drug treatment centers will launch first-quarter campaign with four- to eight-week flights in Houston and San Antonio on radio and in seven markets on television. Commercials will run in all dayparts on radio and in fringe and daytime periods on TV. Target: adults, 25-54. Agency: Burton-Campbell, Atlanta.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles.

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.

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

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.

WHERE THERE'S LIFE—This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Presenting
the best resolutions
for the
New Year...



Series

CARSON'S COMEDY CLASSICS
BENSON
HART TO HART
POLICE WOMAN
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FANTASY ISLAND
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BARNEY MILLER
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WHAT'S HAPPENING!!

Miniseries

PRIME FOUR

Movies

VOLUME IV
TV 20
VOLUME III FOR THE 80s
VOLUME I FOR THE 80s



AN ENTERTAINMENT CELEBRATION!

INTV:
Suite 660,
Century Plaza
Hotel

NATPE
DIPLOMAT
SUITE 2210
FAIRMONT
HOTEL
TOWER
1985



AdVantage

Diet dilemma. ABC Television Network placed back on air on Dec. 23 television spot for new Diet Coke drink from Coca-Cola it had pulled several weeks earlier after both Pepsi-Cola and Seven-Up voiced complaints. ABC relented after approving disclaimer inserted by Coca-Cola in spot which said its Diet Coke is not available in all markets. ABC-TV had yanked commercial for Diet Coke, which is sweetened by NutraSweet (with no saccharin), after Pepsi and Seven-Up contended that network campaign was inappropriate because Diet Coke is available only in limited number of markets. Spokesperson for Coca-Cola said new Diet Coke is now available in more than 50% of country. Both CBS-TV and NBC-TV continued to carry commercials, although they said they would evaluate claims made against Coca-Cola.

TVB moves. Corporate headquarters of Television Bureau of Advertising will move to 477 Madison Ave., New York 10022 on Jan. 7. Phone: (212) 486-1111. TVB also has branch offices in Atlanta, Chicago, Dallas, Detroit and Los Angeles.

New to national TV. Elizabeth Arden Inc., New York, is making its national television debut in February through its co-sponsorship of Elizabeth Arden Classic, \$200,000 Ladies Professional Golf Association championship event to be presented live on ESPN. Co-sponsor of event is Eastern Airlines, which handled arrangements for telecast. In past, Elizabeth Arden, manufacturer of women's and men's cosmetics, used local and spot television on cooperative basis with leading department stores. Tournament will be held Jan. 31-Feb. 3 in Miami, and ESPN will telecast final two rounds on Feb. 2 and Feb. 3. Elizabeth Arden does not have advertising agency and places its advertising direct.

Burke signs. Burke Marketing Services has signed with Audicom Corp. for use of latter's automatic broadcast monitoring system in Burke test markets. Equipment initially will be installed in one of Burke's test marketing group facilities and expanded to others later, if test is successful. Audicom is automatic means of monitoring television and radio commercials and other broadcasts. It employs inaudible signals placed in soundtracks of tapes, films and other recordings which are picked up by electronic decoding units and fed to computers providing identity source and time of transmission. Arbitron owns 40% interest in Burke and there are reports that Arbitron is interested in use of Audicom system.

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

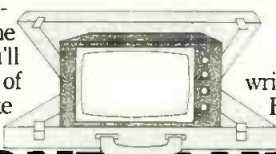
markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



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Broadcasting ■ Cablecasting Yearbook

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Charles Mohr, *Ruth Windsor*,
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Tim Thometz, *sales manager*.

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Debra De Zarn, *Joseph Kolthoff*,
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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*.



ABP American
Business
Press Inc

Founded 1931. *Broadcasting-Teletexting* * introduced
in 1946. *Television* * acquired in 1961. *Cablecasting* *
introduced in 1972 □ Reg. U.S. Patent Office. □
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TELEVISION. Cablecastings.

KING WORLD PRESENTS
TV's first fantasy sit-com...
classic half-hours of haunted hilarity!



TOPPER

Topper...the show that paved the way for 30 year's worth of outrageous tv comedies, starring Leo G. Carroll as the slightly stuffy banker who finds his new home inhabited by the ghosts of the previous owners.

Topper...a half-hour format flexible

enough to strip as a series in any day-part, or as part of a holiday festival or marathon event.

With the current ghostmania sweeping the nation, "Topper's" appeal is stronger than ever — and ready to be enjoyed by a new generation of viewers!

KINGWORLD
TM

Datebook

This week

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

Also in January 1985

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. 9—*Ohio Association of Broadcasters* Columbus managers' luncheon. Athletic Club, Columbus.

Jan. 10-12—*Utah Broadcasters Association* annual winter convention. St. George Hilton Inn, St. George, Utah. Information: (801) 678-2261.

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

Jan. 11—Seminar on Cable Communications Act of 1984, sponsored by *Washington Program of the Annenberg Schools of Communications and University of Southern California*. Annenberg School on USC campus, Los Angeles. Information: (213) 743-4784.

■ Indicates new or revised listing

Jan. 11-12—*Utah Broadcasters Association* annual convention. Hilton, St. George, Utah.

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. 15—Deadline for entries in Champion-Tuck Awards for "outstanding reporting that improves the public's understanding of business and economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

Jan. 15—Deadline for entries in 32d Annual Unity Awards in Media, for "accurate exposure of minorities and disabled persons," sponsored by *Lincoln Univer-*

sity of Missouri. Information: (314) 636-6041.

Jan. 15—Deadline for entries in *JC Penney-University of Missouri* television awards for community leadership. Information: (314) 882-7771.

Jan. 15—*Community Broadcasters of America*, association for low-power television, "mini-conference," following NATPE International conference. Moscone Center, San Francisco.

■ **Jan. 15**—*Pennsylvania Association of Broadcasters* radio sales clinic. Sheraton Jetport Inn, Allentown, Pa.

■ **Jan. 15**—Presentation of Big Mike Awards for radio commercials and campaigns, presented by *South Florida Radio Broadcasters Association*. Pavilion hotel, Miami.

■ **Jan. 16**—*Pennsylvania Association of Broadcasters* radio sales clinic. Marriott Inn, Harrisburg, Pa.

■ **Jan. 16**—*International Radio and Television Society* newsmaker luncheon, "Cable: What Next?" featuring Jim Mooney, National Cable Television Association; Jack Valenti, Motion Picture Association of America; and Peter Ueberroth, commissioner of baseball. 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. 16—*Ohio Association of Broadcasters* "hiring/firing" workshop. Marriott Inn North, Columbus, Ohio.

■ **Jan. 17**—*Pennsylvania Association of Broadcasters* radio sales clinic. Holiday House, Monroeville, Pa.

■ **Jan. 18**—Deadline for entries in *New York State Bar Association's* annual media awards contest. Informa-

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 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*

Major Meetings

Television annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15, 1985—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

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

tion. 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.

Aug. 25-27, 1985—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center. Atlanta.

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.

Sept. 11-14, 1985—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

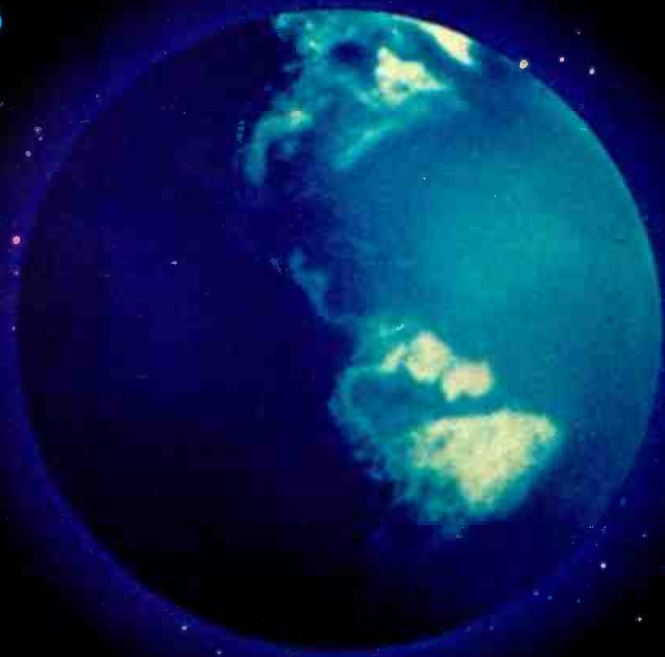
Sept. 18-20, 1985—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)848-1000.

Oct. 27-Nov. 1, 1985—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13, 1985—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22, 1985—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

DEBUT
A MAJOR
THEATRICAL
MOTION
PICTURE
EVERY
MONTH!



**ALREADY SOLD IN NEW YORK
LOS ANGELES • CHICAGO • SAN FRANCISCO
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**A superb selection of motion pictures
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Starting September 1985, stations can program 24 outstanding features on an advertiser-supported basis, one each month for two years.

At the end of their barter run, these features will revert to the Debut stations for additional cash runs—with no interim pay cable window!

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CONAN THE DESTROYER

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Grace Jones

THE CONQUEROR

John Wayne
Susan Hayward

CRACKERS

Donald Sutherland
Sean Penn

D.C. CAB

Mr. T
Irene Cara

DOCTOR DETROIT

Dan Aykroyd

EDDIE MACON'S RUN

Kirk Douglas
John Schneider

FIRESTARTER

Drew Barrymore
George C. Scott

GHOST STORY

Fred Astaire
Melvyn Douglas

GOING BERSERK

John Candy

HALLOWEEN II

Jamie Lee Curtis
Donald Pleasence

HARD TO HOLD

Rick Springfield

ICEMAN

Timothy Hutton
Lindsay Crouse

THE LONELY GUY

Steve Martin
Charles Grodin

**Alfred Hitchcock's
THE MAN WHO KNEW TOO MUCH**

James Stewart
Doris Day

PRIVATE SCHOOL

Phoebe Cates

RAGGEDY MAN

Sissy Spacek
Sam Shepard

**Alfred Hitchcock's
REAR WINDOW**

James Stewart
Grace Kelly

SIXTEEN CANDLES

Molly Ringwald

THE SWORD AND THE SORCERER

Simon MacCorkindale

**Alfred Hitchcock's
VERTIGO**

James Stewart
Kim Novak

WHERE THE BUFFALO ROAM

Bill Murray
Peter Boyle

**UNIVERSAL PICTURES
DEBUT NETWORK**

A great deal—and a great deal more!

MCATV

MCATV
*The One
Place To Be!*

INTV
Century Plaza
Hotel

NATPE
Fairmont Hotel
23rd Floor
In The Tower

*The three Hitchcock movies recently completed record-breaking theatrical engagements, and have had no network exposure in more than a decade.

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tion: NYSBA, One Elk Street, Albany, N.Y., 12202; (518) 463-3200.

■ **Jan. 18**—*New Mexico Broadcasters Association* sales seminar. Albuquerque, N.M.

Jan. 19—*California AP Television-Radio Association* regional seminar. Dunes hotel, Las Vegas. Topic: "Aspects of Gaming." Information: Steve Herman, (702)735-8644.

■ **Jan. 19**—Cable television public access conference. co-sponsored by *League of Women Voters* and

American Film Institute. AFI, Los Angeles. Information: (213) 381-6411.

Jan. 21—"New Era in CATV: The Cable Franchise Policy and Communications Act of 1984," seminar sponsored by *Practising Law Institute*. Doral Inn, New York.

■ **Jan. 22**—"Grant Writing for Video Production," workshop sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

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. 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. 25**—Awards reception for winners of Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*, recognizing excellence in black-oriented television programming. Ohio State University, Fawcett Center for Tomorrow, Columbus, Ohio.

Jan. 25-27—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

■ **Jan. 26**—Computer graphics seminar, sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

Jan. 26-29—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and Radio Marketing." Amlac hotel, Dallas.

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

Jan. 29—*Academy of Television Arts and Sciences* forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

Jan. 29-31—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia. S.C.

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

Jan. 31—Deadline for entries in 17th annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

February 1985

Feb. 1—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American legal system." Information: (312) 988-6137.

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. 3-8**—20th annual engineering management development seminars, sponsored by *National Association of Broadcasters*. Purdue University, West Lafayette, Ind. Information: (202) 293-3557.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Hilton, Phoenix.

Feb. 6—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

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.

Stay Tuned

A professional's guide to the intermedia week (Dec. 31-Jan. 6)

Network television □ **ABC:** *Dick Clark's New Year's Rockin' Eve '85*, Monday 11:30 p.m.-1 a.m.; *Street Hawk** (action series), Friday 8:30-10 p.m.; *World News Tonight—Saturday**, Saturday 6-6:30 p.m. or 6:30-7 p.m. (check local times). **CBS:** *CBS's Happy New Year, America* (variety special), Monday 11:30 p.m.-1:30 a.m.; *The CBS Cotton Bowl Parade*, Tuesday 10-11:30 a.m.; *CBS Tournament of Roses Parade*, Tuesday 11:30 a.m.-1:30 p.m.; "Victor/Victoria" (comedy), Tuesday 8:30-11 p.m. **NBC:** *King Orange Jamboree Parade*, Monday 8-9 p.m.; *96th Pasadena Tournament of Roses Parade*, Tuesday 11 a.m.-1:30 p.m.; *The College Cheerleading Championship*, Wednesday 8-9 p.m. **PBS** (check local times): *From Vienna: The New Year's Celebration 1985*, Tuesday 2:30-4 p.m. on some stations, Wednesday 9-10:30 p.m. on others; *Lili* (biographical film), Wednesday 10:30-11 p.m.



Lili

Network radio □ **ABC Radio Network** (check local times): *Willie Nelson's New Year's Eve Party—Live!*, Monday 10:55 p.m.-1:10 a.m. **CBS RadioRadio** (check local times): *Top 30 USA Yearend Edition* and *Top 40*

Satellite Survey Year-End Edition, both concluding Monday; *Entertainment Coast-to-Coast** (weekly hour-long magazine), Friday (check local times).

Cable □ **Arts & Entertainment:** *Die Fledermaus* (operetta), Wednesday 8-11:15 p.m.; *Joseph Papp Presents: Rehearsing Hamlet* (documentary), Saturday 7-8 p.m.; *The Hot Shoe Show** (dance series), Sunday 9-9:30 p.m.; *Harvest Jazz* (four-part music special), Sunday 9:30-10:30 p.m.; *The Fainthearted Feminist* (five-part comedy), Sunday 11-11:30 p.m.; *Rising Damp** (comedy series), Sunday 11:30 p.m.-midnight. **Cable News Network:** *Science and Technology Today** (daily 3-4-minute reports), Monday 8:15 a.m., 6:15 p.m. and 12:15 a.m.; *Science and Technology Weekend** (20-minute reports), Saturday 11:10-11:30 a.m. and 1:10-1:30 a.m., and Sunday 4:10-4:30 p.m. **Cinemax:** *Timeslip* (science fiction thriller), Thursday 10-10:30 p.m. **C-SPAN:** *Opening Day of the 99th Congress* (live coverage), Thursday noon until finish (approx. two hours). **ESPN:** *Bodies in Motion** (daily exercise series), Tuesday noon-12:30 p.m. **HBO:** *Elvis: One Night With You*, Saturday 8-9 p.m.; *Willie Nelson's New Year's Eve Party—Live!*, Monday 11 p.m.-1:05 a.m. **Satellite Program Network:** *Hello, This Is Germany** (weekly magazine series), Friday 9-9:30 p.m.; *Sweden Today** (monthly magazine series), Sunday 10:30-11 p.m. **USA Network:** *Saturday Matinee** (horror classics series), Saturday noon-5 p.m. **WTBS Atlanta:** *Salute to the Big Bands*, Monday 11:05 p.m.-12:05 a.m.; *ACE Awards*, Sunday 8:05-10:05 p.m.

Syndication □ **WCRB Productions:** *The Boston Symphony Orchestra*, Monday on 90 stations (check local times).

Play It Again □ **ABC:** *The Thorn Birds* (four-part miniseries), Sunday 8-11 p.m., continuing Jan. 7 and 8 at 9-11 p.m. and Jan. 10 at 8-11 p.m. **CBS:** *It's Flashbeagle, Charlie Brown* (animated music special), Tuesday 8-8:30 p.m.



Elvis on HBO

Museum of Broadcasting □ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. *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, now through Jan. 31, 1985. For information and air times call (212) 752-7684.

* indicates premiere episode

Errata

Last year, Burnup & Sims had second-quarter losses of \$318,000, not \$318 million, as reported in roundup of quarterly reports in Dec. 17 issue.

Open Mike

Concurring opinions

EDITOR: I can't quarrel with "The New Order Passeth" (BROADCASTING, Dec. 10). Its factual reporting of what has happened is a first-class job.

But it would be a mistake to assume that cable and broadcasting will stay as they are. If they are going to continue to grow, they will need new offerings. Those new offerings will be complementary to what their basic business is—not replacement business.

I also feel that someone, someday, may just be able to repackage some of the ideas you dismiss and make them work. The key is in how they are blended and sold to the consumer.—*Thomas Wheeler, former president, National Cable Television Association and the Nabu Network, Washington.*

EDITOR: Your special report entitled "The New Order Passeth" (Dec. 10) was of genuine interest because I covered the same ground in "The Audience Potential of the New Technologies, 1985-1990," presented

at a workshop of the Advertising Research Foundation on Dec. 5. My conclusions in general parallel those of BROADCASTING but with several important exceptions.

First, you don't really treat the possible impact of VCR's on broadcast and cable audiences. Cable's growth is behind it; VCR's is ahead. One result of VCR growth has been the 1984 slowdown (and subsequent management shakeups) acknowledged by HBO, the cable bellwether. Videocassettes and home taping will affect the release pattern of films and other programs, with great influence on the future of cable and broadcasting. My estimate is that by 1990, VCR's will be in more television households than cable (55% vs. 52% penetration). Cable audience erosion could replace network audience erosion as an advertiser concern before the decade's end.

A second major unremarked impact on viewing patterns is coming from the growth of remote control tuning devices. Now in use in 25% of homes, a steady increase is anticipated, since about 50% of all new color set sales and virtually all new cable instal-

lations include this feature. Fast and frequent viewer switching and VCR "fast forwarding" or editing out of commercials are new forms of message avoidance seriously concerning advertisers about the television medium. Some advertising executives are urging that ratings services exclude any credit for viewing to time-shift VCR recordings, a move that would adversely affect audience estimates and revenues of broadcasters and cablecasters alike. It's no time for complacency.

Therefore, I can't concur with your "Still Champs" editorial statement, "The bottom line is that the mature media, broadcasting and cable, remain relatively undisturbed by the new arrivals. . . ."—*Hugh Malcolm Beville Jr., consultant, Douglaston, N.Y.*

Editor's note. BROADCASTING welcomes Mr. Beville's amplification and agrees with his admonition about complacency. But the "New Order Passeth" special report specifically exempted VCR's from those "new media" forces that it found to be failing, and the other media cited—STV, MDS, LPTV, etc.—we believe not to threaten either broadcasting or cable.

MORE BENNY!

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A telethon commentary from Jerry Ball, national campaign director, United Cerebral Palsy Associations Inc., New York.

The big business of telethons

For more than 30 years, health-related agencies have used telethons as a fund-raising vehicle, but only recently has the television marathon broadcast caught on as a highly visible public relations and marketing tool. During 1983, telethons raised more than \$100 million from private and corporate donors. What makes this event so attractive to viewers and to major companies?

The potential reach of the upcoming Jan. 12 cerebral palsy telethons will be approximately 72 million TV homes—or more than 85% of all households in the country.

A special study by Martin Bruskin Associates shows that one out of four viewers is able to identify a telethon's major sponsors on recall. From a corporate point of view, the numbers are impressive.

Today even the best managed fund-raising agencies are being scrutinized, pressed hard by donors and the government to account for the value returned for the money donated. National television as a fund-raising tool seems to provide good results for both agencies and sponsors.

The Muscular Dystrophy Association, for example, had been producing successful telethons for years, but when the show went national a new dimension was added to a proved fund-raising event. In 1978, United Cerebral Palsy produced its first nationally broadcast telethon which reached an estimated 40 million people in 76 major markets. The two-day event raised more than twice the \$6 million pledged in the previous year's local and regional telethons. Telethon 1984 raised over \$15 million.

The most significant development relating to the increase in corporate sponsorship has been that marketers of major national brands have begun to see potential benefits beyond exhibiting social responsibility. The exposure, they've discovered, is not only good public relations, but can be justified on the basis of its viewer ratings, like any good media buy.

In fact, the selling of a telethon is not unlike network sales pitches to potential timebuyers.

We are constantly making presentations to a select list of potential sponsors. Sponsors are assured of exclusivity where possible, and full network exposure on the telethon is offered to companies that contribute a minimum of \$100,000. In cooperation with the sponsors, specially designed cooperative merchandising packages are then developed; they can lead to contributions of \$1 million or more.

The Hearst Corp., Miller Brewing Co., Avon Products Inc., Thomas J. Lipton Co.,



Jerry Ball has served as national campaign director for United Cerebral Palsy Associations Inc. (UCP), a private, nonprofit agency with 222 affiliates across the country. He came to the agency in 1955 to help produce and market the Telethon. Ball previously was with American Telefilm Corp., where he produced children's television shows and records as well as special holiday recordings.

Jacki Sorenson's Aerobic Dancing Inc., Coca-Cola Co., Reliance Group Holdings Inc., Circle K Convenience Stores, Realty World and the Professional Horsemen's Association are among the major corporate sponsors participating in this year's UCP telethon.

Sponsors can get double exposure by tying in their local distributors, dealers and agents with community events. Celebrities for most of the telethons, such as Jerry Lewis, John Ritter and Danny Thomas, participate in sponsors' pretelethon events, both enhancing the company's image and promoting the program.

Companies such as Miller encourage distributors to participate in various types of local fund-raising campaigns such as the Lite Fun Runs. These are typically three-to-six-mile races with 1,500 to 4,000 people participating. Usually a percentage of the entry fee and proceeds from sale of T-shirts, souvenirs and food are donated to the charity's area affiliates.

United Cerebral Palsy is the largest single benefactor of Lite beer brand charity tie-in activities, and this February, Miller distributors will have the opportunity to make a direct contribution to UCP by donating 2.5 cents for every case of Lite package beer sold during the month. The company will match all distributor contributions, making a total of five cents for every case sold during February.

When the telethon is switched from the

national network to the local broadcast, these distributors will then have the chance to appear live on the local cut-aways covering their market area. They will be able to explain to community residents the activities planned on behalf of the charity and will in turn receive strong goodwill exposure for themselves and their distributorships. The distributors are all independent, competitive businessmen who work and live in their fund-raising areas, and it is important for them to know that the parent company has made a corporate commitment locally as well as nationally.

The television exposure and benefits afforded by participation in this broadcast medium can be multiplied by the number of wholesalers and dealers represented on local segments of the telethon. Television exposure for the individual rep has great impact in the field, generating excitement and enthusiasm on a personal level for those involved. These appearances can increase the wholesaler's commitment to the brand and can also be merchandised to the sales force.

To insure the success of a telethon, some national advertisers spend thousands of their own promotion dollars on in-store displays, dealer tie-ins and retail support. To help build audience for the telethon, for example, the Hearst Corp. places tune-in ads in its own newspapers and national magazines. Spots featuring the company's corporate executives, individual editors and radio/TV news people, appealing for UCP support and educational in nature, run throughout the telethon broadcast.

Evidence that telethons can help boost employe morale is another benefit of corporate sponsorship. During the telethon fund-raising drives, employes develop a competitive spirit among distributorships, stores and offices, and the end result can be an improved outlook on their jobs and an increase in productivity, both for the company and the charitable organization.

Increasingly, both the charity and the corporation realize the value of working in partnership, promoting their actions in a positive way. Media of all types, promotions, special events and other means are being employed to increase exposure to a greater level than ever before. Not only does this increased visibility benefit both groups, but it often generates further support from other sources.

Telethons are possibly the most attractive fund-raising formats for corporations seeking cost-effective promotions that involve the entire organization. The message is getting through to more and more brand managers that the telethon is no longer just an appeal to help the disabled but also an effective tool in successful consumer marketing programs. ■

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In the tradition of America's #1 syndicated show, "Wheel of Fortune," and the most popular TV trivia game of all time, "Jeopardy!," Merv Griffin Enterprises is proud to announce an all-new concept for the fall of '85!

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"Love Connection" is a smash hit, producing substantial gains over previous programming in rating, share and young demographics.

Why take a risk on new unproven strips when you can have a bona fide hit?

"Love Connection," the proven hit, now being renewed for its third powerful season!

WASHINGTON, DC WJLA

MONDAY-FRIDAY 4:00 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	22	94
NOV 83	Love Connection	19	65
INCREASE:		+16%	+45%

NSI

PHILADELPHIA WCAU

MONDAY-FRIDAY 9:00 AM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	15	47
NOV 83	20 Minute Workout	9	38
INCREASE:		+67%	+24%

NSI

HOUSTON KPRC

MONDAY-FRIDAY 3:00 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	18	33
NOV 83	Waltons	12	30
INCREASE:		+50%	+10%

NSI

CHAMPAIGN-SPRINGFIELD WAND

MONDAY-FRIDAY 9:00 AM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	17	7
NOV 83	One Day At A Time	12	4
INCREASE:		+42%	+75%

NSI

SA HIT!

NEW YORK

WNBC

MONDAY-FRIDAY 4:00 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	19	214
NOV 83	Love Connection	17	194
INCREASE:		+12%	+10%

NSI

LOS ANGELES

KHJ

MONDAY-FRIDAY 3:00 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	11	117
NOV 83	What's Happening	8	70
INCREASE:		+38%	+67%

ARB

ORLANDO

WESH

MONDAY-FRIDAY 10:00 AM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	23	22
NOV 83	Love Connection	15	12
INCREASE:		+53%	+83%

ARB

PROVIDENCE

WLNE

MONDAY-FRIDAY 7:30 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	12	52
NOV 83	Joker's Wild	6	23
INCREASE:		+100%	+126%

NSI

SPRINGFIELD, MO

KOLR

MONDAY-FRIDAY 3:30 PM

		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	LOVE CONNECTION	30	11
NOV 83	Andy Griffith	25	9
INCREASE:		+20%	+22%

NSI

"Love Connection" is an
Eric Lieber Production in association with

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Broadcasting Dec 31

Vol. 107 No. 26

A new initiative to swap public V's for commercial U's

The possibility that VHF television frequencies now occupied by educational television stations might be permitted to be traded for UHF facilities owned by commercial broadcasters in those markets—with the difference in value made up in cash—emerged last week in conversations between BROADCASTING and FCC Commissioner James H. Quello. The objective: to provide public broadcasters with a major source of revenue at a time when their medium faces severe budgetary constraints, and to afford the commercial sector an opportunity to expand its reach through the precious VHF spectrum.

Two recent developments are immediately responsible for the suggestion: (1) the FCC's liberalization of its multiple ownership rules, permitting many broadcasters to increase their quotas of stations in general and of V's in particular (see below) and (2) Hubbard Broadcasting's proposal to trade its commercial ch. 44 WTOG(TV) Tampa-St. Petersburg, Fla., for noncommercial ch. 3 WEDU(TV) there, with "close to \$25 million" as a kicker (BROADCASTING, Dec. 3).

Commission sources believe a rulemaking would be required to approve the Hubbard transaction, and any others like it. Indeed, a petition for rulemaking to permit such transactions is pending at the FCC, and the Mass Media Bureau plans to issue a notice of proposed rulemaking on the subject by March 1985.

In discussing the issue with Quello last week—he is identified as the commissioner with the closest ties to and interest in the public broadcasting community—the suggestion developed that such swaps might offer a way out of the financial squeeze that threatens the public medium in the face of two presidential vetoes of congressional authorization measures for the 1987, 1988 and 1989 fiscal years. Quello, who was chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, created by Congress to find better ways out of the funding dilemma, said last Thursday he was considering reconvening TCAFPT on an ad hoc basis to "explore and analyze the arguments pro and con" of the VHF-for-UHF swap proposal. "I want to insure full input from public TV and from the Congress," he told BROADCASTING.

It was apparent that Quello saw merit in the proposal. "I believe it could generate from \$25 million to \$400 million per station, depending on the market. If that were invested wisely and produced but 10% a year it could provide each station an en-

dowment fund for life," he said. "Is that in the public interest?"

Moreover, Quello pointed out, "if cable continues to expand in the major markets, there may be eventual parity between VHF and UHF. Time is on their side."

That "the possibilities are monumental," as Quello put it, is apparent from a quick scan of the major markets which now have educational VHF's in operation. In the top 20 alone they include New York, Chicago, Philadelphia (Wilmington), San Francisco, Boston, Dallas-Fort Worth, Houston, Pittsburgh, Miami, Minneapolis-St. Paul, Seattle-Tacoma, Atlanta (Athens), Tampa-St. Petersburg (Sarasota), St. Louis, Denver and Sacramento-Stockton. The addition of commercial VHF's in some, many or all of those markets would have dramatic effects on the competition with existing V's—a circumstance that is certain to trigger protests from present commercial occupants.

(Indeed, in the most memorable prior case involving conversion of a major market VHF facility, it was from commercial to noncommercial, not the other way around. That occurred when six commercial VHF's in New York banded together to purchase the seventh V in town—ch. 13—to donate it for noncommercial use. It is now WNET(TV), a mainstay of the public TV system and no competitor for VHF ad dollars in that market.)

Nor is it at all certain that public broadcasters will be pleased by the prospect. Their medium has been trying to overcome its UHF disadvantage from the time of the FCC's Sixth Report and Order in 1952, which ran out of V's before it could cover all U.S. markets with educational reservations.

Commissioner Quello said last week that public TV is "still underfunded." His commission, al-

though concluding there were no true alternatives to federal funding but only supplemental ones, had recommended so-called "enhanced underwriting" to increase the attractiveness of the medium to corporate sponsors. It did not endorse the idea of "limited advertising," which would have permitted actual commercial messages. (The main TCAFPT recommendation was for continued federal funding.) This year's two presidential vetoes have made the situation even more critical, he said. And, referring again to the V-for-U proposal, he asked: "What is more important to have, the money or the frequency? Given the choice, I think they'd probably take the money, to assure the continuation of distinctive, quality programing."



Quello

12-12-12: fait accompli

FCC makes new multiple ownership rules official, effective April 2; it also allots 689 new FM's and puts off access time waiver

Bowing to Congress, the FCC has reconsidered its 12-12-12 multiple ownership rules.

Under the new rules, an entity will be permitted to own 12 AM's, 12 FM's and 12 TV's, as long as the last don't operate in markets collectively containing more than 25% of the nation's television homes. UHF's

will be assessed for only half of a market's television homes (as counted in Arbitron's areas of dominant influence). Group broadcasters will be able to own up to 14 stations in a service and will be permitted to reach 30% of the nation's television households through their TV's if two of the stations in each service are controlled by minorities.

Although the commission's original order, which Congress instructed it to reconsider, would have dropped all ownership restrictions in 1990, the FCC, on reconsideration,

eliminated the sunsets for TV and radio ownership.

The new rules go into effect April 2, the day after Congress's moratorium on the commission's original ruling expires.

In other actions at the same meeting, Dec. 19, the FCC adopted 689 allotments for new commercial FM's resulting from its Docket 80-90 proceeding. Although it was supposed to address the question of whether to grant Rhodes Productions a waiver of the prime time access rule (BROADCASTING, Dec. 17),

it ducked a vote on the issue.

The commission's official press release on its multiple ownership reconsideration was short on rationale. At the meeting, however, David Donovan, the attorney for the Mass Media Bureau who presented the item, said the commission believed its original action had been "fundamentally correct" but had

not placed "sufficient emphasis" on the ruling's "potentially disruptive" effects.

Also at the meeting, Commissioner James Quello asked that the commission's order spell out that legislative proposals by Senator Pete Wilson (R-Calif.) and Representative Mickey Leland (D-Tex.) were considered by the commission. "It is a fact," he

said.

Commissioner Mimi Dawson questioned the elimination of the sunset for radio. Sources said that, at a private meeting last August, Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, told FCC Chairman Mark Fowler that he, with the

Docket 80-90's 689 new FM opportunities

Alabama

Bay Minette, Brundidge, Cordova, Dothan, Elba, Eutaw, Florence, Fort Rucker, Homewood, Linden, Montgomery, Orange Beach, Oxford, Selma, Talladega, Vernon, Winfield.

Alaska

Anchorage, Bethel.

Arizona

Buckeye, Chinle, Flagstaff, Globe, Kearny, Oraibi, Paradise Valley, San Carlos, Sierra Vista, Tuba City, Window Rock, Yuma.

Arkansas

Beebe, Bella Vista, Cabot, Clarendon, Dermott, El Dorado, England, Eudora, Glenwood, Hamburg, Hardy, Helena, Horseshoe Bend, Little Rock, Malvern, Marianna, Marked Tree, North Crossett, Pine Bluff, Texarkana, Trumann.

California

Atwater, Avenal, Bakersfield, Cartago, China Lake, Chowchilla, Colusa, Crescent North, East Hemet, East Porterville, Earlimart, Firebaugh, Ford City, George, Gonzales, Gridley, Hanford, Idyllwild, Independence, Kingsburg, Lake Isabella, Lenwood, Lindsay, Lucerne Valley, Madera, McFarland, Mendota, Merced, Modesto, Montecito, Orange Cove, Orland, Oxnard, Rio Dell, Rohnerville, Sacramento, Salinas, San Jacinto, San Luis Obispo, Santa Barbara, Searles Valley, Sebastopol, Shafter, Soledad, South Oroville, Visalia, Winton.

Colorado

Brush, La Junta, Las Animas, Pueblo.

Connecticut

East Lyme, Enfield, Ledyard, Litchfield, Pawcatuck, Salisbury, Sharon.

Delaware

Lewes, Milford, Selbyville, Smyrna.

Florida

Alachua, Century Village, Chattahoochee, Chiefland, Edgewater, Englewood, Gifford, Graceville, Gretna, Holly Hill, Key Colony Beach, Key West, Marianna, Monticello, Orlando, Pensacola, Quincy, Summerland Key, Tallahassee, Tice, Watertown.

Georgia

Arco, Ashburn, Cuthbert, Fort Oglethorpe, Fort Valley, Hogansville, Irwinton, Jeffersonville, Lakeland, Leesburg, Lyons, Mableton, Macon, Milledgeville, Millen, Montezuma, Omega, Reidsville, Royston, Sparta, Statesboro, Sylvester, Valdosta.

Hawaii

Honolulu.

Idaho

American Falls, Gooding, Hayden.

Illinois

Bushnell, Carrier Mills, Carterville, Casey, Champaign, Coal City, Decatur, Dwight, Eureka, Farmington, Galena, Galva, Henry, Kankakee, Mahomet, Marseilles, Marshall, Morrison, Nashville, Newton, Oregon, Peoria, Pinckneyville, Polo, Spring Valley, Woodlawn.

Indiana

Anderson, Attica, Austin, Berne, Bicknell, Bloomfield, Charlestown, Clinton, Corydon, Delphi, Evansville, Fort Branch, Fort Wayne, Mitchell, Mount Vernon, Nappanee, New Haven, Newburgh, Noblesville, Royal Center, South Bend.

Iowa

Belle Plaine, Cresco, Des Moines, Eldora, Grinnell, Jefferson, Manchester, New Hampton, Rock Valley, Sac City, Sibley, Winterset.

Kansas

Augusta, Fredonia, Girard, Herington, Kingman, Medicine Lodge, North Fort Riley, Olathe, Plainville, Topeka.

Kentucky

Beaver Dam, Berea, Buffalo, Burkesville, Cave City, Cumberland, Edmonton, Eminence, Harlan, Hawesville, Irvine, Lancaster, Lawrenceburg, Lexington-Fayette, Louisa, Louisville, Marion, Midway, Nicholasville, Radcliff, Salyersville, Shelbyville, Shepherdsville, Springfield, Vancleve, Whitley City, Williamsburg, Wilmore.

Louisiana

Alexandria, Arcadia, Basile, Bastrop, Berwick, Breaux Bridge, Bunkie, Buras Triumph, Coushatta, Erath, Homer, Jonesville, Lafayette, Lake Arthur, Lake Charles, Larose, Monroe, New Iberia, North Fort Polk, Opelousas, Rayne, Reserve, Ruston, Shreveport, South Fort Polk, Vivian, Washington.

Maine

Dexter, Fairfield, Madison, Mexico, Pittsfield, Topsham, Van Buren, Winslow.

Maryland

Crisfield, Pocomoke City, Salisbury, Westernport.

Massachusetts

Athol, Great Barrington, Orange, South Yarmouth, Turners Falls.

Michigan

Allegan, Benton Harbor, Buchanan, Carrollton, Essexville, Grand Rapids, Hartford, Kingsford, Muskegon, Oscoda, Portage, Saginaw, Spring Arbor, Standish, Vassar, Walker, Wurtsmith.

Minnesota

Babbitt, Caledonia, Eden Prairie, Granite Falls, Jackson, La Crescent, Lakeville, Le Sueur, Mora, New Prague, Sleepy Eye, Springfield, Staples, Stewartville, Tracy, Two Harbors.

concurrence of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Leland, wanted the commission to eliminate both the television and radio sunsets.

At Fowler's suggestion, the commission will put out a rulemaking questioning whether the commission should change one provi-

sion of its attribution order in light of the minority ownership rule adopted. The provision in question permits an entity to own 49% of a station, without being considered an owner of that station, if another individual or single corporation owned the remaining 51%, and the 49% owner is not an officer or director of the licensee (BROADCASTING,

May 7).

Commissioner Dennis Patrick dissented, and Fowler concurred, on the minority ownership aspect of the ruling. In a three-page statement, Patrick said he was "unsure" whether the commission's national ownership rules were the proper vehicle with which to structure incentives for minority

Mississippi

Bay St. Louis, Belzoni, Clarksdale, Cleveland, Columbus, Greenville, Greenwood, Holly Springs, Indianola, Laurel, Lexington, Lucedale, Meridian, Monticello, Mound Bayou, Natchez, State College, Vicksburg, Water Valley, Wiggins, Yazoo City.

Missouri

Ava, Boone Terre, Cassville, Chaffee, Charleston, Cuba, Kirksville, Lamar, Mt. Vernon, Perryville, Republic, Richmond, Southwest City, Sparta, St. James, Warrenton, Washington, Willard.

Montana

Columbia Falls, Conrad, West Yellowstone.

Nebraska

Plattsmouth, West Point.

Nevada

Hawthorne.

New Hampshire

Farmington, Hampton, Lebanon, Somersworth, Winchester.

New Jersey

Atlantic City, Margate City, North Cape May, Ocean Acres, Villas, Wildwood Crest.

New Mexico

Alamogordo, Carlsbad, Clovis, Farmington, Gallup, Grants, Las Vegas, Los Lunas, Roswell, Santa Fe, Silver City, Taos, White Rock.

New York

Arlington, Avon, Catskill, Center Moriches, Clyde, Dansville, Delhi, Fort Plain, Fredonia, Highland, Homer, Hoosick Falls, Irondequoit, Mechanicville, New Paltz, Palmyra, Phoenix, Plattsburgh, Poughkeepsie, Ravena, Rochester, Sodus, Stillwater, Syracuse, Utica, Warrensburg, Waterloo, Webster, Whitehall.

North Carolina

Bayboro, Elizabethtown, Fairbluff, Gaston, Louisburg, Murphy, New Bern, Old Fort, Patterson, Raleigh, Rocky Mount, Rose Hill, St. Pauls, Warrenton, Wilmington, Windsor, Wrightsville Beach.

North Dakota

Beulah, Langdon.

Ohio

Ada, Barnesville, Byesville, Coal Grove, Crestline, Crooksville, Delaware, Delta, Edgewood, Fort Shawnee, Gibsonburg, Greenfield, Grove City, Huron, Lebanon, Lima, Loundonville, Marysville, Montpelier, North Baltimore, Nelsonville, Oak Harbor, Paulding, Ripley, Shadyside, St. Marys, Swanton, Troy, Uhrichsville, Union City, Upper Arlington, Wauseon, Willard.

Oklahoma

Antlers, Bixby, Commerce, Cordell, Eldorado, Heavener, Holdenville, Hollis, Lawton, Lindsay, Tishomingo, Wagoner, Wilburton.

Oregon

Altamont, Milton-Freewater, Myrtle Point, Nyssa, Oakridge, Reedsport, Seaside, Sutherlin.

Pennsylvania

Barnesboro, Berwick, Curwensville, Edinboro, Elizabethville, Erie, Everett, Johnsonburg, Lewisburg, Masontown, McConnellsburg, Mexico, Meyersdale, Millersburg, Mount Union, Mount Carmel, Northumberland, Oliver, Olyphant, Patton, Philipsburg, Port Allegany, Portage, Renovo, Reynoldsville, Ridgebury, Scranton, Spangler, Susquehanna, Tobyhanna, Tunkhannock.

Rhode Island

Narragansett Pier, Wakefield-Peacedale.

South Carolina

Bishopville, Charleston, Conway, Ellore, Georgetown, Greer, Hardeeville, Johnsonville, Kershaw, Kingstree, Loris, Marion, Murrell's Inlet, New Ellenton, Orangeburg, Pamplico, Pawley's Island, St. Matthews, St. Stephen, Sumter, Walterboro, Williston.

South Dakota

Canton, Mission, Pine Ridge, Redfield.

Tennessee

Calhoun, Celina, Crab Orchard, Harrogate, Jackson, Knoxville, Loudon, Parsons, Ripley, Rockwood, Rogersville, Selmer, Spencer, Spring City, Surogoinsville, Tazewell.

Texas

Abilene, Beaumont, Beeville, Bloomington, Bowie, Bryan, Cameron, Campwood, Carrizo Springs, Clarksville, Corpus Christi, Daingerfield, Edna, Electra, Elgin, Friona, Jacksboro, Jefferson, Killeen, Laredo, Longview, Madisonville, Midland, Muenster, Navasota, New Boston, Nolanville, Odessa, Palacios, Pearsall, Pecos, Pittsburg, Plainview, Port Isabel, Post, Raymondville, Robstown, Rockdale, San Angelo, San Augustine, San Diego, Stanton, Tahoka, Tyler, Uvalde, Victoria, Wichita Falls.

Utah

Nephi, Payson, Roosevelt, Torrey.

Virginia

Alberta, Bedford, Bridgewater, Broadway, Charlottesville, Chase City, Chesapeake-Portsmouth-Virginia Beach, Christiansburg, Churchville, Clinchco, Coeburn, Emporia, Exmore, Gloucester, Lawrenceville, Lynchburg, Mount Jackson, Narrows, Petersburg, Richmond, Roanoke, Ruckersville, Saltville, South Boston, Vinton, West Point.

Washington

Camas, Dayton, Medical Lake, Naches, Yakima.

West Virginia

Bridgeport, Danville, Fisher, Mannington, Matewan, Moundsville, Mount Gay-Shamrock, Point Pleasant, Salem, White Sulphur Spring.

Wisconsin

Algoma, Black River Falls, Bloomer, Brillion, Columbus, Evansville, Mayville, Nekoosa, Plymouth, Rudolph, Seymour, Wautoma, Whitewater.

Wyoming

Kemmerer.

Puerto Rico

Rio Grande.

ownership. "Our national ownership rules are concerned with insuring that no single individual controls access to too large a segment of the American public," he said. "Surely this is not an issue that turns on race. If the public interest is threatened by concentrating ownership of 14 stations in a single owner, how is that threat obviated by the race of that owner? Our minority ownership policies, on the other hand, are designed to maximize diversity among broadcast licensees—but subject to the same national ceiling. I believe, therefore, that we should set a single national ownership ceiling and then work, within the constraints of that limit, to foster minority ownership of broadcast stations."

In a statement, Commissioner Henry Rivera said he was particularly pleased that the FCC got rid of the sunsets. "By law, the FCC is required to monitor the broadcast marketplace and to re-examine its rules when the circumstances upon which rules are based have changed," Rivera said. "I see no reason to chafe at this legal duty here. In fact, an automatic sunset of these rules would have been illogical and ill-advised since the commission has no way of knowing now what the condition of the marketplace will be in 1990 from the standpoint of diversification or economic concentration."

Wilson—who noted that he and other members of the Congress had met with the commissioners, broadcasters, Hollywood producers and public interest groups to seek a compromise—said Dawson, the lone dissenter to the commission's original ruling, Leland and Dingell deserved special credit. "I personally met with each of the commissioners and they deserve credit for [being] willing to listen and for their workmanship in forging this delicate compromise."

Wirth said the FCC's action would "help insure that Americans will be able to enjoy an increasing multiplicity of programming sources."

Leland said he thought Fowler, Dingell, Wirth and Wilson should be commended. "The spirit of compromise and concern for the public interest they demonstrated over the past few months served to make this positive outcome possible," Leland said.

Edward O. Fritts, president of the National Association of Broadcasters, complained that "entirely too much attention has been paid to the reactions of Hollywood as opposed to the realities of the communications marketplace on this issue." But he said the NAB was "gratified" by the outcome, and he added: "A compromise has been reached which allows growth and expansion. Chairman Fowler remained true to his principles in a trying situation and deserves the praise of all who believe in an unfettered environment."

Congress had kept the FCC on a short leash. The conference report accompanying the moratorium legislation said: "The conferees direct the FCC to proceed cautiously in this area, to consider all potential alternatives, and to consult with the committees on appropriations, the Judiciary Committee, the Senate Commerce Committee and the House Energy and Commerce Committee

prior to taking any further action" (BROADCASTING, Aug 13, 1984).

■ It really wasn't clear what happened to the commission's item proposing to give Rhodes Productions a waiver of the prime time access rule. It slipped away without a vote, even though it appeared that all of the commissioners except Fowler were poised to deny it. After the meeting, a source in the chairman's office, without offering further explanation, said that the item "is still pending and will be acted upon shortly."

At issue: Rhodes, the producer of *Second City Television*, a comedy program that had original runs on network, cable and in first-run syndication, had recut the old segments of the program into 158 half-hours. It wanted to market them for the prime time access period, even though they contained material that originally had its first run on a network (BROADCASTING, Dec. 17).

The FCC's Mass Media Bureau, at the direction of the chairman's office, had proposed that the waiver be granted. And, at the meeting, Fowler argued at length for granting that request. Fowler contended that no "wholesale revision" of the PTAR was at stake and that the grant would further the purposes of the rule. At one point, Fowler said that by failing to grant the waiver, the commission might be "dooming" Rhodes Productions.

Quello, however, said a grant would "in some ways" run counter to the PTAR's purpose in reducing the opportunity for first-run syndicated programming. Quello also questioned whether it wouldn't be more appropriate to consider waiver requests from individual stations rather than from the program's producer.

Patrick questioned whether a waiver legally could be granted, and whether such a waiver wouldn't defeat the policy purposes of the rule. He also questioned whether a waiver could be drafted narrowly enough to discourage others from filing similar requests. Commissioners Mimi Dawson and Henry Rivera indicated that they also were concerned about the waiver's opening the "floodgates" to similar requests.

Everyone seemed to be willing, as Dawson put it, "to sleep on it," however. "I think we are inviting trouble in an area that is so terribly, terribly sensitive," Dawson said.

■ Also on the mass media front, the FCC adopted its final list of 689 allotments for new commercial FM's. Jim McKinney, Mass Media Bureau chief, said the commission would address how and when applications would be accepted in a separate item in January. He said it was his hope that the commission would start accepting applications by March, "before the snow stops flying."

At Quello's suggestion, the Mass Media Bureau will attempt to work out an arrangement with the National Telecommunications and Information Administration so noncommercial broadcasters who apply for the new FM's will also be able to apply for NTIA public telecommunications facilities program grants. (Although the new FM's are for commercial occupancies, noncommercial broadcasters may apply for them.) The prob-

lem for the noncommercial operators is that NTIA's deadline for its grant program, which has been targeted for elimination in the past, is Jan. 16, and the FCC won't be accepting applications for the new FM's by that time.

■ The final list of 689 locations the FCC has proposed for new FM allocations in its Docket 80-90 appears on pages 36 and 37. The FCC will address deadlines for applications and the method for awarding licenses in an order in January. □

Two more movie networks for independents

MCA-TV and joint venture by Viacom and Tribune will offer major theatrical releases on advertiser-supported basis

The list of program distributors offering ad-hoc advertiser-supported movie networks continues to grow as two separate ventures were announced over the holidays selling major theatrical titles with no network television exposure to independent television stations. MCA-TV and a joint venture between Viacom Enterprises and Tribune Broadcasting have become the latest suppliers to set up their own alternate distribution system for major theatricals releases that only a few years ago would have been scooped up for multiple-year license terms by the three networks.

Although different in size and scope, the two new ad-hoc movie networks represent a growing trend among movie studios and program suppliers to establish new distribution channels for the reserve of major theatricals that are building up as a result of a shrinking demand on the part of the networks in favor of an emphasis on made-for-TV movies and mini-series.

MCA-TV announced it has formed the Universal Pictures Debut Network and in September 1985 will begin premiering 24 major theatrical titles at the rate of one per month on an advertiser-supported basis and then make the whole package available to the same stations via cash sale with no interim pay television window. All but three of the 24 titles have never had network play, although many of the titles have had a pay-TV run.

Shortly after the MCA-TV announcement, Viacom Enterprises and Tribune Broadcasting lifted the curtain on a similar joint venture for essentially the same purpose. Called TV NET, the joint venture will provide stations one theatrical per month on an advertiser-supported basis. And once again the films have had no network exposure, although again many of the titles are familiar to pay-TV watchers. The partners also said they hoped TV NET would clear the way for a "variety" of prime time advertiser-supported ad hoc network projects, including mini-series, specials and first-run programming.

The first phase of the MCA-TV Debut

Network will be offered to stations with 11.5 minutes of advertising time available to the stations to sell and 10.5 minutes retained by MCA-TV for national spots. At the end of the two-year run (1987), the 24 theatrical titles immediately revert as a cash package to the original stations with an additional nine titles included, many of which will have had network exposure.

"The biggest single difference between our offering and the other offerings that have sprung up to date is that there is no pay window," explained Don Menchel, president of MCA-TV. Menchel was alluding to the likes of MGM/UA's Premiere Network which after a two-year advertiser-supported run on an ad-hoc network of stations goes into an exclusive six-month pay TV window before becoming available again to stations on a cash basis. "Stations having the opportunity to get these pictures on the cash side without the 10 or 20 exposures of a pay window is a positive thing," explained Menchel.

Menchel said that in less than a week since MCA-TV brought Debut Network on the market it has been picked up by Tribune Broadcasting's WPXI(TV) New York; WGN-TV Chicago; WGNO-TV New Orleans; KWGN-TV Denver; WGNX-TV Atlanta; The Chris-Craft/United Television group of KCOP(TV) Los Angeles; KBHK-TV San Francisco; KPTV(TV) Portland, Ore.; KMSP-TV Minneapolis-St. Paul., and Jack Matranga-owned KTXL(TV) Sacramento, Calif.

The Viacom/Tribune venture will premiere in April 1985 and originally supply 12 major theatricals to stations one per month. Viacom will clear the stations and Tribune, through its Tribune Entertainment subsidiary, will be responsible for national advertising sales. Twelve minutes of advertising time will be available to the stations with 10 minutes for national spots. Tribune has already cleared the ad-hoc network on its five independent stations. "The name TV NET incorporates the initial 'T' representing Tribune and 'V' for Viacom," explained Bud Getzler, president of Viacom Entertainment Group. "The service will have considerable strength since it combines the resources of these two groups: Tribune Broadcasting's major market station group combined with Viacom's syndication expertise.

According to MCA-TV's Menchel, the genesis of MCA-TV's Debut Network lies in the fact that "the networks have not been buying theatrical motion pictures anywhere near the extent that was the case in prior years." He went on to say that "like other major studios, we find ourselves in the position of having a supply of very good exploitable motion pictures that are not being purchased by the networks. So we created the Debut Network to find other opportunities to maximize our own revenue and in the process maybe carve out a niche with the stations that will become a conduit for other product as time goes along. The meaningful thing is to create a relationship between ourselves and the stations in this ad-hoc sense to make it possible down the road for other motion pictures and other projects we might want to enter into in common."



MCA's Menchel



Viacom's Getzler



Tribune's Dowdle

The desire to extend the ad-hoc movie network beyond its initial purpose of simply supplying theatricals was a sentiment also expressed by MGM/UA, which said that it also hoped it was paving the way for other cooperative programming ventures down the road.

Menchel said that Debut Network member stations will be given a double-run, two-week window for each feature with the first telecast in prime time. During the cash phase of the package stations will be given eight runs over four years. The cash phase, Menchel said, is not optional—it is negotiated "up front" and is an integral part of the agreement with stations.

The terms for the Viacom/Tribune network are slightly different. The 12 features are being offered on a straight barter basis and there is no cash phase on the back end for a second license term. Stations get a double-run, two-week window with the stipulation that the first telecast be in prime time. And the partners are clearly hoping to expand TV NET's scope after the first year, although no specific plans were stated. "At this stage of the game we're wide open to anything that might present itself," remarked James Dowdle, president of Tribune Broadcasting. "Keep in mind that Viacom's got Showtime—so that things that come off Showtime could go into this. But it will not be restricted to Viacom product. We are looking for any and all product," he said.

The past six months have seen the introduction of similar, although not wholly identical, ventures on the part of MGM/UA Television Distribution, Orion Entertainment and Warner Bros. TV (with Orbis Communications).

The 24 titles in the MCA-TV Universal Pictures Debut Network are "A Little Sex," "Cat People," "Cloak & Dagger," "Conan The Destroyer," "The Conqueror," "Crackers," "D.C. Cab," "Doctor Detroit," "Eddie Macon's Run," "Firestarter," "Ghost Story," "Going Berserk," "Halloween II," "Hard To Hold," "Iceman," "The Lonely Guy," "Private School," "Raggedy Man," "Sixteen Candles," "The Sword And The Sorcerer" and "Where The Buffalo Roam."

Three features have also had what was described as "limited" network television exposure. They are three Alfred Hitchcock films: "The Man Who Knew Too Much," "Rear Window" and "Vertigo," all starring Jimmy Stewart. All three had a successful re-release in theaters this past year and the

last time any of them was seen on a network was 1973.

The nine additional titles for the cash phase part of the package—all of which have had or will have network exposure—are "The Best Little Whorehouse In Texas," "Dead Men Don't Wear Plaid," "Jaws III," "Missing," "Psycho II," "Smokey & The Bandit," "Somewhere In Time," "The Thing" and "Xanadu."

And although the TV NET joint venture plans 12 titles beginning in April, only 11 have been announced: "Frances," "That Championship Season," "The Washington Affair," "Evil Under The Sun," "The Octagon," "Foolin' Around," "Valley Girl," "10 To Midnight," "Mother Lode," "A Force Of One" and "Middle Age Crazy." □

Parties still far apart in talks on 1988 summer games

South Korean Olympic committee and U.S. networks have long way to go before deal is struck on rights; broadcasters want finals scheduled for U.S. prime time airings

Negotiations for the U.S. broadcast rights to the 1988 summer Olympic games convening in Seoul, South Korea, are in a holding pattern, and probably won't resume until March or April of 1985.

The negotiations are being held up by delays in getting the final schedule of athletic events in place—due to efforts by the South Korean Olympic organizing committee to persuade the various sporting federations involved (swimming, boxing, track and field, etc.) to approve schedules whereby final events would be held during early morning hours Korean time, which would enable the U.S. broadcast rights holder to telecast the finals live in prime time. And the ability to telecast live finals, the Koreans fully realize, will greatly enhance the value of the U.S. broadcast rights. How much so remains to be seen.

Seoul time is 14 hours ahead of Eastern Standard Time. "Obviously we would pay more if we could show them live," said Neal Pilson, CBS/Broadcast Group executive vice president in charge of sports and radio. "But the networks haven't been the ones

pushing for change" in the scheduled times of the finals. "The networks can handle it taped or live," he added.

The Koreans are doing everything in their power, however, to present the U.S. networks, who traditionally pay much more for the rights to Olympic games than any other network in the world, with a rights package containing as many live prime time telecast opportunities as possible. They have enlisted the services of the New York-based Trans World International to represent them in negotiations with the three broadcast networks.

So far, three international sporting federations, representing the amateur athletic interests in swimming, gymnastics and track and field, have told the International Olympic Committee they do not want the finals in their sports moved to accommodate the U.S. television rights package. As a rule, sources indicate, the IOC generally accepts the advice of the federations on such scheduling

matters.

However, the federations representing boxing and basketball have indicated they would be willing to move the finals in their sports up for live prime time play in the U.S. The other sporting federations have yet to decide, but TWI's Barry Frank is hard at work trying to convince them to go along with the wishes of the Korean Olympic committee. He said it is "pretty much assured" that the federations representing volleyball, weight lifting, rowing and cycling will adjust their schedules accordingly.

Meanwhile, the Koreans, through TWI, and the networks have begun to feel each other out on the value of the Seoul games, and so far both sides appear pretty far apart. Though he wasn't commenting publicly last week, Frank has floated a figure in some circles as high as \$750 million, which assumes a good deal of live prime time finals coverage for U.S. viewers. ABC paid \$225 million for the rights to the 1984 summer

games in Los Angeles, a record price for an Olympics.

"We don't have a specific figure in mind," commented CBS's Pilson last week. "But we don't think we'll get to Frank's figure," no matter what the package looks like. A price tag any where near \$750 million is unacceptable to both ABC and NBC. ABC president and chief operating officer, Frederick Pierce, was quoted recently as saying that his network probably would not be in the bidding if it had to pay even as much as it did the last time around for summer games: "The rights costs would have to come down well below the \$225 million we paid for Los Angeles for us to consider [Seoul]."

An NBC executive termed the \$750 million figure a "joke." The source declined to offer a more realistic value, but suggested that the difference between the value of a rights package with a lot of prime time finals coverage and a package without such coverage could be \$100 million or more. □

Increasing visibility for advocates of alcohol ad ban

Push to remove beer and wine commercials from radio and TV is gaining attention of media, local legislatures and Congress

The drive by citizen groups to ban beer and wine commercials on radio and television appears to be picking up steam. It is an issue that is likely to come under serious congressional scrutiny and was the subject of a two-and-a-half-minute story on the *CBS Evening News with Dan Rather* on Dec. 24.

The segment, reported by Susan Spencer, focused on the movement by civic and consumer groups, including the PTA, that have banded together to promote Project SMART—Stop Marketing Alcohol on Radio and Television. Project SMART is part of a campaign to collect a million signatures calling for an end to the ads or to receive equal air time for antidrinking messages. So far SMART has collected about half a million signatures and is aiming to present them to Congress this winter. And according to George Hacker of the Center for Science in the Public Interest, which is spearheading the SMART effort, there may even be some congressional action before the signatures

are delivered.

(The CSPI also petitioned the Federal Trade Commission in 1983 to ban the ads or require equivalent counteradvertising. The FTC staff is expected to issue a recommendation on the matter in January.)

The CBS story included excerpts from Anheuser Busch, Miller, Coors and Lite beer ads as well as some interviews with representatives of the broadcasting and brewing industries, CSPI and the PTA. The report emphasized that the SMART movement is picking up momentum. "Last week, 25,000 people signed petitions in Illinois alone," Spencer reported. SMART's concerns were expressed by Arnold Fege, director of government relations for the National PTA: "There is a grassroots. There are parents who are saying this is enough," Fege said.

However, as Anheuser Busch spokesman Michael Roarty noted: "Beer of a kind has been around since time began; so to say that people shouldn't drink today is really to fly in the face of history." And as NBC's Betty Hudson, vice president of corporate relations for advertising, insisted: "People are not creating messages with malice aforesought that have hidden agenda undertones to

the nation's youth to get out there and get loaded."

Although CBS appears to be the only network to highlight the issue on its evening news program, the anti-alcohol ad campaign has been the subject of local TV shows and was featured on *Entertainment Tonight*. The campaign seems to be generating more and more attention from both the print and electronic media. On the print side, *The Wall Street Journal*, *Newsweek* and *Fortune* magazine are planning coverage, Hacker said.

On Capitol Hill, there is no doubt the call to ban alcohol advertising is attracting a following. But how many people will become involved and how far the legislators will go remains unknown. Nonetheless, several prominent Senate and House members are considering holding hearings. A spokesman for Senator Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcoholism and Drug Abuse, said she is reviewing the matter and may hold hearings in February.

In the House, Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) has assigned his staff to start sorting out the facts. Wirth is also likely to chair hearings on the subject. "We have to see in fact if this is a problem. It's unclear if advertising is the cause of those problems," said Thomas Rogers, counsel for the subcommittee. Rogers will be studying the issue with University of Michigan Professor Bruce Watkins, a fellow with the subcommittee, who will look at the sociological implications of alcohol advertising.

Furthermore, there are other members who could get involved, including John Danforth (R-Mo.), the incoming chairman of the Senate Commerce Committee; Representatives Henry Waxman (D-Calif.), chairman of the Subcommittee on Health and the Environment, and James Florio (D-N.J.), chairman of the Subcommittee on Commerce, Transportation and Tourism, which



Petitioning



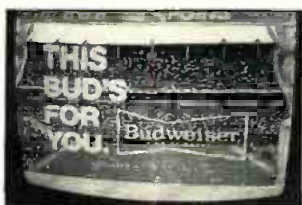
CSPI's Hacker



PTAs Fege



NBC's Hudson



Bud commercial



Busch's Roarty

has jurisdiction over the FTC.

The push to prohibit beer and wine ads has primarily been a slow-burning issue at the state level. Last March, the National Association of Broadcasters announced it would sponsor a national public service campaign against alcohol and drug abuse and has since

stepped up those efforts. But despite the broadcasters' public service campaigns, the pressure continues to mount. Hacker noted that Ohio Governor Richard Celeste has endorsed project SMART and that resolutions have been introduced in several state legislatures also backing the project. □

Networks ready for second round

CBS concentrates on weekend lineup; NBC to premiere 'Brenner's' and 'Sara'; ABC counting on special programming for ratings improvement

All three broadcast networks have announced major prime time schedule changes for the beginning of the "second season"—the time when the networks drop underperforming shows and replace them with back-up series that have been waiting in the wings.

Although the networks have been altering their schedules since the season began, the mid-season changes represent probably the last chance to make major lineup changes.

CBS, for example, is concentrating on patching up its prime time weekend schedule, which has been plagued by difficulties unrelated to ratings: the accidental death of actor Jon-Erik Hexum, star of *Cover Up*, and the nine-month British jail sentence imposed on *Mickey Spillane's Mike Hammer* star Stacy Keach for possession of cocaine.

The network will premiere a new hour-long fantasy adventure series, titled *Otherworld*, on Saturday, Jan. 26, at 8 p.m. (NYT). And *Airwolf*, which aired in the Saturday 8-9 slot, will move back one hour and air at 9-10 beginning Jan. 26. (Its last 8 p.m. broadcast will be on Jan. 19). *Mickey Spillane's Mike Hammer*, which has been occupying the 9-10 Saturday slot that *Airwolf* is sliding into, will have its last telecast Saturday, Jan. 12, and will then "go into hiatus with future plans to be announced." *Cover-Up* will continue to air in its regular 10-11 time period.

Following *Airwolf*'s final telecast, on Jan. 19, CBS will air a special repeat broadcast of the theatrical "9 To 5" at 9-11:15.

CBS describes *Otherworld* as a one-hour fantasy adventure series that "deals with a typical American family suddenly marooned in a strange 'other world,' a parallel universe just a few degrees off from our reality." The family becomes fugitives hounded by the authorities in their quest to seek out the "Masters," who they believe hold the key that can return them to their own world. It is produced by Universal Television and stars Sam Groom, Gretchen Corbett and Tony O'Dell.

As reported, CBS also introduced *Crazy Like A Fox* on Sunday, Dec. 30, at 9-10, replacing *The Jeffersons* and *Alice*, which made their final Sunday appearance on Dec. 23. Those shows will move to Tuesday at 8-8:30 and 8:30-9, respectively, effective Jan. 8. For the past several weeks CBS, has scheduled specials in the Tuesday 8-9 time

period.

NBC will premiere *Brenner's* on Saturday, Jan. 5, with a special 90-minute episode at 9:30-11. On Jan. 12 the series will move into its regular Saturday time period, 10-11 p.m., replacing *Hot Pursuit*, which was cancelled as of Dec. 28. NBC will also premiere *Sara*, a new half-hour comedy, on Wednesday, Jan. 23, at 9:30-10, the time period currently occupied by *It's Your Move*. NBC said *It's Your Move* would remain in production and return to the schedule in the spring.

NBC also said that effective Jan. 4, its regular Friday night schedule would return to the pre-December lineup of *V* (8-9), *Hunter* (9-10) and *Miami Vice* (10-11). For three weeks in December, NBC had been airing *Hot Pursuit* in the Friday 10-11 time period.

Brenner's, a prime time serial drama about the "lives and loves" of a New York social registrar family who own a New York department store of the same name, has been one of the network's trump cards for some time (it was originally on the spring list of pilots). Brandon Tartikoff, president of NBC Entertainment, stated it was the network's intention to save *Brenner's* for a mid-season premiere when viewing patterns have jelled and the series could be introduced outside the stampede of the fall premieres. *Brenner's* stars Ben Murphy and Yvette Mimieux and comes from Lorimar.

Sara "focuses on the modern single life" of a young San Francisco attorney, played by Geena Davis. It was created by *Family Ties* executive producer Gary David Goldberg and Ruth Bennett and is a UBU Production in association with NBC Productions. The title character is being compared to Mary Tyler Moore in the *Mary Tyler Moore Show*, only younger, updated for the mid-1980's and with a dash of Yuppie appeal.

Not surprisingly, ABC is doing the most prime time program shuffling. In the weekly ratings averages among the three networks, it has been in third place in all but five of the past 13 weeks. However, ABC has been steadily closing the margin between itself and second place NBC, which got off to a fast start with the World Series. In addition, ABC has announced an aggressive schedule for the first quarter that relies heavily on special event programming and ratings-tested theatricals and mini-series.

Among the lesser-known quantities in ABC's "second season" are the introduction of two new hour-long action/adventure and drama series. The first is *Street Hawk*, which premieres Friday, Jan. 4, with a 90-minute episode at 8:30-10. Thereafter, it will air regularly on Friday at 9-10, effective Jan.

11. *Street Hawk* will fill the period formerly occupied by cancelled *Hawaiian Heat*. It was originally part of the fall schedule but was bumped in favor of *Call To Glory* last August.

As reported, other ABC prime time schedule changes include *Hardcastle & McCormick*, which, beginning today (Dec. 31), moves from Sunday, 8-9, to Monday, 8-9, replacing *Call To Glory*, which moves over to Tuesday, 10-11, effective Jan. 15. *Call To Glory* takes over the time period formerly held by *Paper Dolls*, which went on "hiatus" following its last broadcast Dec. 25. During the interim, ABC will fill the Tuesday 10-11 slot with special programming.

The second new ABC prime time series is *MacGruder & Loud*, an Aaron Spelling production about a husband and wife detective team. It will premiere with a 60-minute episode following ABC's broadcast of the Super Bowl on Sunday, Jan. 20. Two days later, on Jan. 22, it will take up the Tuesday 9-10 slot formerly occupied by *Glitter*, which had its last broadcast Dec. 25.

MacGruder & Loud's premiere following the Super Bowl is no accident: ABC sources consider it one of the pre-eminent premiere time periods available in network television because the Super Bowl annually attracts one of the largest audiences ever drawn to television. CBS's *Airwolf* and NBC's *A Team* are among the series whose premieres or early episodes were cited as benefitting from a Super Bowl lead-in.

ABC's *Call To Glory*, which has received high critical acclaim, has failed to achieve corresponding ratings. ABC premiered the first episode on Aug. 13, 1984, the day after the summer Olympics ended and it achieved a 24.8/44. The ratings steadily declined thereafter, averaging a 19 share in the Monday 8-9 time period. Lewis H. Erlich, president of ABC Entertainment, stated that *Call To Glory* has "an older base of appeal" and will find a "more compatible audience" at a later time period—thus the move to the 10-11 Tuesday position. Although scheduling *Call To Glory's* new time period behind a proven programming block is understood to have been sought, an ABC source indicated there were few available choices left after the first-quarter lineup had been balanced between placing new series and rescheduling old ones.

ABC's first-quarter special event programming includes a repeat of the 10-hour mini-series, *The Thorn Birds*, as well as the premiere of such mini-series as *Hollywood Lives* and *Lace II*. ABC is also counting on an *ABC Theater* presentation, titled "Consenting Adult," which stars Martin Sheen and Marlo Thomas in a drama about a young man who discloses his homosexuality to his family and the consequences that follow. (ABC officials anticipate "Consenting Adult" will drum up the kind of attention its presentation, "Something About Amelia," did last year.)

Other *ABC Theater* and made-for-TV movies during the first quarter will be "Surviving," a three-hour drama about teen-age suicide; "A Bunny's Tale," an account of

feminist Gloria Steinem's experience as a Playboy bunny; "The Hearst/Davies Affair," which stars Robert Mitchum in the story of publisher William Randolph Hearst's scandalous affair with a show girl; "Scandal Sheet," starring Burt Lancaster as the publisher of a yellow-journalism tabloid; "Obsessed With A Married Woman," which stars Tim Matheson as a young man who bears an unrequited passion for a married woman played by Jane Seymour. Among the theatricals scheduled for first-quarter broadcast (probably in the Sunday night movie slot) are "Firefox" and "Star Trek II: The Wrath of Khan." □

Cablevision saddled with franchising problems

New builds in Boston and Sacramento, Calif., presenting company with fiscal headaches

As 1984 comes to a close, Cablevision Systems, the Long Island, N.Y.-based cable MSO, finds itself confronted with major financial problems in at least two additional markets, aside from New York, where it has committed to build and operate cable systems. (In New York, stagnant equity markets have stalled efforts to raise capital there, [BROADCASTING, Oct. 8].)

One of those markets is Boston, where Cablevision has constructed most of a system which is perhaps best known for its \$2 basic subscriber fee. But the subscriber count is about 15,000 fewer than company officials had initially hoped for by this time.

And in Sacramento, Calif., where the company has entered into a proposed joint venture with Scripps Howard, it is having difficulty raising the \$34 million that represents its share of the capital to build a system. In fact, today (Dec. 31) marks a deadline by which Cablevision, under the proposed joint venture, is to come up with the money. If it can't, Scripps Howard may exercise an option to move ahead and build the system on its own.

In Boston, Cablevision recently had its line of credit cut by a group of lenders headed by the Toronto-Dominion bank because certain subscriber and subsequent revenue-producing goals were not met. The company was cut off after borrowing \$69.3 million on an \$80-million line of credit. Initially, the company had projected about 84,000 subscribers by the end of 1984. But that figure has been reduced by 15,000 to 69,000 subscribers.

In a recent filing with the Securities and Exchange Commission, the Cablevision of Boston Limited Partnership said it lost, through the first nine months of this year, \$7.3 million, compared to losses of \$4.1 million for the comparable period in 1983. The company indicated in the report that it is discussing with lenders and investment

bankers options for acquiring additional financing. The company said it needs that financing, especially in light of unexpected "shortfalls" through the coming year. "The most recent financial forecasts indicate a substantial shortfall through 1985 in meeting overall cash requirements," it said, "on account of various construction delays, cost overruns, cash flow deficiencies and the impact of" unanticipated personal property tax assessments related to the Boston system. The company told the SEC that if it fails to acquire additional financing and get its existing line of credit reopened, it could be prevented "from fulfilling its obligation to its creditors." Cablevision estimates it needs about \$20 million more to finish construction and cover shortfalls through next year.

Meanwhile, Cablevision has also told the city Boston that it needs relief from certain but as yet unspecified franchise commitments if the cable system there is ever to be financially viable. Company Vice President Sheila Mahony said the relief sought would focus on what she termed "public purpose funding," including, among other things, funding for access programming, studios, property taxes and franchise fees. She said that between 16% and 20% of the company's annual revenues from the Boston system are currently marked for such funding, and that the system would only be viable if that figure could be cut to 7% or 8%. She stressed that the system's \$2 basic fee would be unaltered.

Mahony said the system's problems stem in part from an ongoing squabble between the company and a state-authorized architectural commission, which has blocked the company's access to a group of more than 20,000 homes in the affluent Back Bay and Beacon Hill sections of the city. The commission wants the company to build those areas underground, although the franchise agreement with the city states Cablevision may use above-ground paths used by utilities. That delay is costing the system mil-

lions in lost revenue, she said, and the dispute probably won't be settled until next spring. She also said that apartment landlords were blocking access to their dwellings for want of a piece of the action which the company is reluctant to hand out. Another factor, she said, is that there are about 20% fewer marketable homes than anticipated in the franchise, now estimated to be about 205,000 homes.

Thomas Cohan, director of Boston's office cable communications, said most of Cablevision's ailments appear to be "self-inflicted." He countered that the company's dispute with the architectural commission is perhaps "the only unforeseen circumstance" cited by the company. He said the company based its planning on inflated population growth figures that were never endorsed by the city. He also charged that many of Cablevision's problems with landlords stem from sloppy installation work by subcontractors, based on reports and complaints to his office.

But Cohan said the city was trying to be cooperative with Cablevision, at least in looking at the problems, but that it was the city's intent to remain "reasonably hard and fast" to the franchise agreement. "What we're looking for here is the source of problems," he said. "We are here to protect the interests of the public, not the interests of a cable company."

As to Cablevision's problems concerning the venture with Scripps Howard in Sacramento, Mahony said that even if Cablevision did not come up with the \$34 million in capital due by today's deadline, which is most likely, she was hopeful the two sides could reach "some kind of accommodation." Sacramento is a market for which Cablevision still has "great affinity," she said.

Whether Scripps Howard will exercise its option to dump Cablevision if the latter misses today's deadline remains to be seen. As of last week, company officials had not returned phone calls from BROADCASTING. □

Uncertain future

United Cable Television Corp. has abandoned plans to purchase Nielson Enterprises' CommuniCom cable system in Los Angeles and has resigned as manager of the operation effective Jan. 7.

Nielson, based in Cody, Wyo., had entered an agreement with Denver-based United last September to sell CommuniCom to a limited partnership formed by United, which has managed the system for about 18 months. United concluded that conditions of the proposed sale, including a successful offering and bank financing, could not be met by a Dec. 15 deadline.

It was unclear last week who would take over management of the system when United's management agreement expires, although Nielson insisted it would continue to operate the system. The Los Angeles city council is expected to take some action regarding the system's future, since its members reluctantly granted the franchise an extension predicated on the assumption that United would take over the operation permanently.

"United and Nielson are not discussing the possibility of extending the expiration date or restructuring the transaction on different terms," according to a United announcement. The MSO said it will write off about \$1.3 million in costs associated with the aborted acquisition, which the firm emphasized will not affect its construction of a separate cable system in Los Angeles's East San Fernando Valley.

CommuniCom passes about 400,000 homes and has approximately 47,000 basic subscribers in a franchise extending from downtown Los Angeles west to the Pacific Ocean, plus several smaller suburban franchises.

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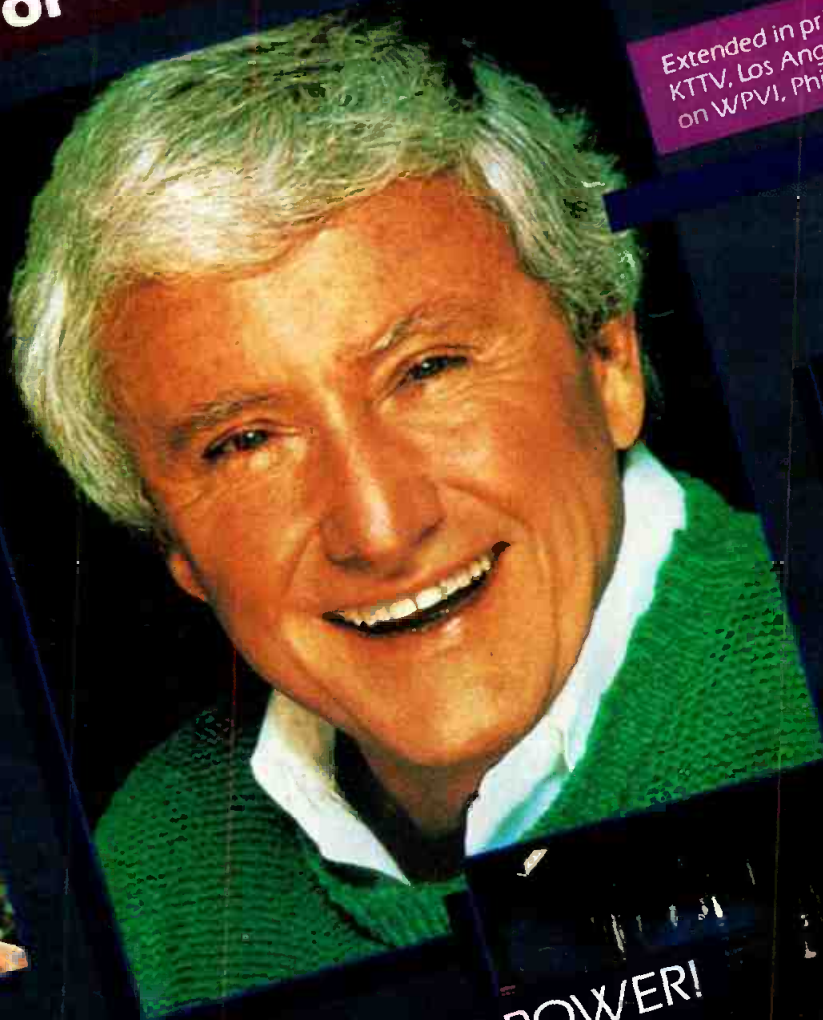


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Century Plaza

Congressional, FCC, programing and management panels on agenda; Lear to speak at Monday luncheon; screenings scheduled for afternoons

Nearly 1,200 broadcasters are expected to arrive at the Century Plaza Hotel in Los Angeles later this week for the 12th annual convention of the Association of Independent Television Stations. They will be joined by 66 program exhibitors who are setting up shop in the hotel suites on Saturday and Sunday to give many general managers and program directors their first peek at the 1985-86 season offering in the syndicated marketplace.

Herman Land, INTV president, said attendance is expected to be up about 20% this year—in line with past annual increases. Contrary to the fear that many exhibitors would not go to INTV because of its near-coincidental dates with NATPE, Land said nearly all exhibitors have returned, plus 10 new ones.

Broadcasters attending the 12th INTV will find themselves treated to four days of workshops, seminars and industry roundtable discussions on everything from what's going on inside the FCC to how to program and sell against affiliates. The theme of this year's convention is "Independent TV: The Challenge of Change."

FCC commissioners, staff members and representatives from Congress will be on

hand for panel sessions and informal meetings with broadcasters. Highlights include a luncheon speech on Monday (Jan. 7) by independent producer Norman Lear and a party later that evening at the studios of MGM/UA.

INTV gets under way Friday, Jan. 4, with an INTV board of directors meeting that afternoon. At 2 p.m. there is a "New Independent Station Workshop," moderated by



Lear

INTV

Independents ready for Los Angeles convention: "Challenge of Change" is headliner

Gail L. Brekke, vice president and general manager, WNOL-TV New Orleans. The workshop is followed by a panel titled "Hometown Stations for New Markets: A New Breed of Television" at 5 p.m., moderated by James D. Johnson, executive vice president and general manager, KFTY(TV) Santa Rosa, Calif.

Saturday begins with a welcome by Gene Adelstein, convention chairman, and a presentation by Land on the state of independents. That leads into a congressional panel, "Broadcast Issues in the New Congress," moderated by James B. Hedlund, vice president, government relations, INTV. Congressmen scheduled to be on hand include Mickey Leland (D-Tex.), Mike G. Oxley (R-Ohio), Al Swift (D-Wash.) and Thomas J. Tauke (R-Iowa).

Beginning at 11:15 a.m., there will be two concurrent workshops. The first, "Countering the News-Sports Only Objections," will be moderated by Paula A. Benko, director of marketing, south, INTV. The second workshop, titled "Targeting Tomorrow's Electronic Designs to Independent TV Needs," will be moderated by Harold E. Protter, president, WNOL-TV.

Screenings begin at 12:30 p.m. and continue to 6 p.m. Later that evening there is an opening night reception featuring the *Solid Gold* dancers.

Sunday, Jan. 6, begins with a continental breakfast at 7:45 a.m. with congressional

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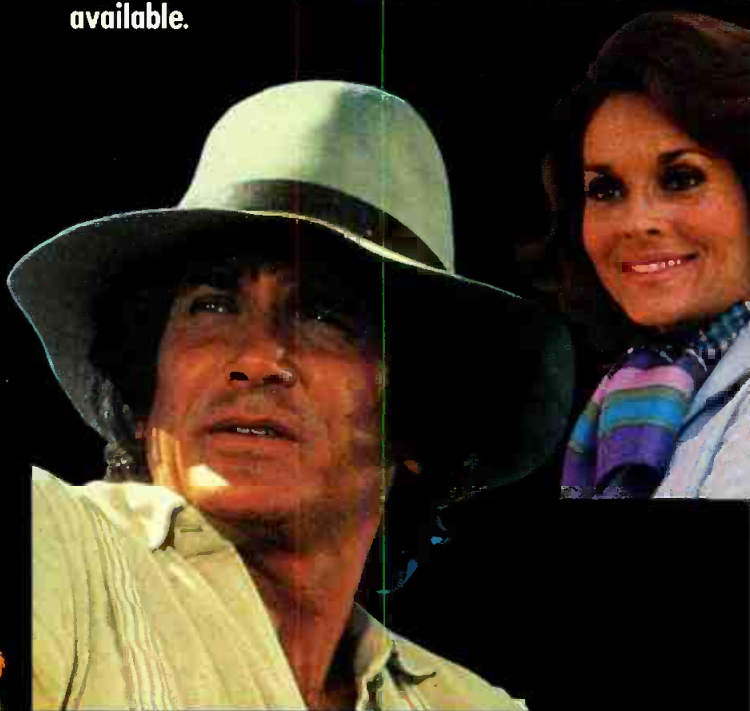
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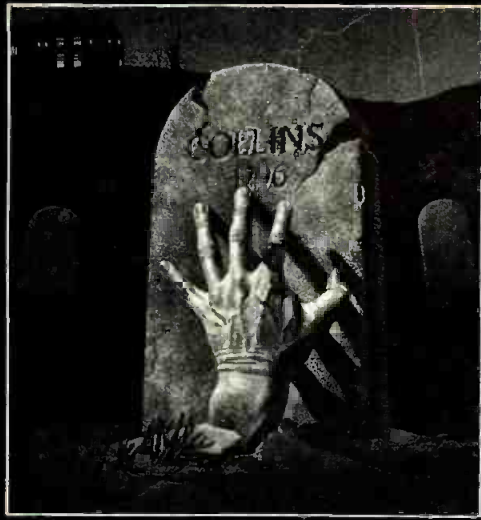
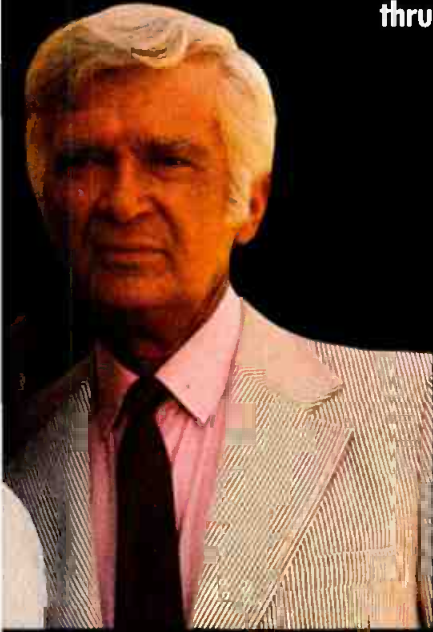
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and FCC staff members. That will be followed at 9:15 a.m. with a panel, titled "Probing the Syndication Future," moderated by Harvey E. Cohen, vice president and general manager, WCIX-TV Miami. Derk Zimmerman, vice president and general manager of WFLD-TV Chicago, will moderate a concurrent panel, titled "Soap Busters: Daytime Opportunities for Independents."

At 11:15 a.m. there are two concurrent workshops. The first, titled "Building Local

Business," will be moderated Michael A. Fisher, vice president and general manager of KRBK-TV Sacramento, Calif., and the second, "Combatting Prime Bias," will be moderated by Paul Williams, director of marketing, west, INTV. Screenings begin at 12:15.

One of Monday's sessions is titled "Overcoming Advertiser Restrictions," and will be moderated by Robert W. Jones, director of marketing, east, INTV. At 10:45 a.m.,

INTV will debut its 1985 presentation as well as recognize the best in independent television station promotion.

On Tuesday, at 10:15 a.m., there is a panel titled "Harnessing the Micro-Computer Station Needs," moderated by Donna S. Miller, research director, INTV. Almost concurrently is another workshop, "Getting the Most From Your Rep," moderated by John D. King, director of marketing, midwest, INTV. □

The daily agenda at INTV

Friday, Jan. 4

Board meeting. 1-6 p.m. Senators dinner room.

New Independent Station Workshop. 2-5 p.m. Santa Monica room. Moderator: Gail Brekke, WNOL-TV New Orleans. Panelists: Jose Echevarria, Marine Midland Bank; Dirk Freeman, Blair Media; Charles Kadlec, Frazier, Gross & Kadlec; Douglas Knight, WFTS-TV Miami; Gary Marshall, WHNS-TV Greenville-Asheville, N.C.-Spartanburg, S.C.; Richard Windatt, Kidder, Peabody & Co.

Hometown Stations for New Markets—A New Breed of Television. 5-6 p.m. Moderator: James Johnson, KFTY(TV) Santa Rosa, Calif. Panelists: David McCubbin, A.C. Nielsen Co.; Frank Savage KFTY(TV) Santa Rosa, Calif.; J. Laurent Scharff, Pierson, Ball & Dowd; Dennis Spragg, Arbitron Ratings Co.

Saturday, Jan. 5

INTV general managers' breakfast meeting. 7:45-9:15 a.m. Santa Monica room. Reservation only. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore.

Sales managers' breakfast meeting. 7:45-9:15 a.m. Beverly Hills room. Reservation only. Moderator: Michael Eigner, KTLA(TV) Los Angeles. Panelists: Robert Jones, INTV; Howard Kamin, INTV; Dot Stein, WDCATV Washington; Ted Van Erk, MMT Sales.

Continental breakfast. 8:30-9:15 a.m. California lounge. Registered participants only.

Official welcome. 9:30-11 a.m. Los Angeles room. Welcome by convention chairman Gene Adelstein, KZAZ-TV Tucson, Ariz. Convention theme: "Independent TV: Challenge of Change," Herman Land, INTV. Presentation: "The Dynamics of Independent Television." *Broadcast Issues in the New Congress.* Moderator: James Hedlund, INTV. Panelists: Representatives Mickey Leland (D-Tex.), Mike Oxley (R-Ohio), Al Swift (D-Wash.), Thomas Tauke (R-Iowa).

Two concurrent sessions. 11:15 a.m.-12:15 p.m. *Countering the News-and-Sports-Only Objection.* Santa Monica room. Moderator: Paula Benko, INTV. Panelists: Joel Kushins, Bozell & Jacobs; Lawrence Spiegel, Tracy-Locke/BBDO.

Targeting Tomorrow's Electronic Designs to Independent TV Needs. Beverly Hills room. Moderator: Harold Protter, WNOL-TV New Orleans. Panelists: William Connolly, Sony Broadcast Products; Nick Hudak, Panasonic Industrial Co.; Mark Sanders, Ampex Corp.

Screenings. 12:30-6 p.m. Exhibition rooms.

Opening night reception and dinner. 7:30. California lounge and Los Angeles ballroom. Entertainment: Rick Dees, the *Solid Gold* dancers and Lisa Hartman of *Knots Landing*.

Sunday, Jan. 6

Continental breakfast. 7:45-9 a.m. Beverly Hills room. Breakfast with congressional and FCC staff members.

Two concurrent sessions. 9:15-11 a.m. *Probing the Syndication Future.* Los Angeles room. Moderator: Harvey Cohen, WCIX-TV Miami. Panelists: Lewis Freifeld, WFTS(TV) Tampa, Fla.; Dan Greenblatt, LBS Communications; Robert Jacquemin, Paramount Television; G. Gregory Miller, WTAFTV Philadelphia; Kevin O'Brien, WTTG(TV) Washington; Dick Robertson, Telepictures.

Soap Busters: Daytime Opportunities for Independents. Santa Monica room. Moderator: Derk Zimmerman, WFLD-TV Chicago. Panelists: Henry Siegel, LBS Communications; Fred Silverman, Intermedia Entertainment; Peter Spengler, Bristol-Myers Co.

Two concurrent sessions. 11:15 a.m.-12:15 p.m. *Building Local Business.* Santa Monica room. Moderator: Michael Fisher, KRBK-TV Sacramento, Calif. Panelists: Mike Polatschek, WNOL-TV New Orleans; Frank Savage, KFTY(TV) Santa Rosa, Calif.; Erick Steffens, KGSW(TV) Albuquerque.

Combating Prime Bias. Beverly Hills room. Moderator: Paul Williams, INTV. Panelists: Susan Adams, KSTU(TV) Salt Lake City; Cathy Egan, Katz Independent Television; Lloyd James Low, KCPQ(TV) Tacoma, Wash.; Faye Youngmark, D'Arcy MacManus Masius.

Screenings. 12:15-6:30 p.m. Exhibition rooms.

Monday, Jan. 7

Program managers' breakfast meeting. 7:45-9:15 a.m. Los Angeles room. Moderator: Joe Weber, WOFL(TV) Orlando, Fla. Panelists: Charles Alvey, KPHO-TV Phoenix; Stuart Powell, KSNB-TV Kansas City, Mo.; Zvi Shoubin, WPHL-TV Philadelphia.

Board of directors and distributors members breakfast. 7:45-9:15 a.m. Invitation only. Santa Monica room.

Two concurrent sessions. 9:30-10:30 a.m. *The GSM's Role: Motivating the Sales Force.* Pacific Palisades room. Moderator: Rick Feldman, KCPQ(TV) Los Angeles. Speaker: Bill Brower, Bill Brower Associates.

Overcoming Advertiser Restrictions. Beverly Hills room. Moderator: Robert Jones, INTV. Panelists: Jackie Hagar, J. Walter Thompson USA; Sharon Lalik, D'Arcy MacManus Masius; Laura Siltan, McCann-Erickson.

Two concurrent sessions. 10:45-11:45 a.m. *Station Marketing: The World's Best.* Los Angeles room. Presenters: Gary Davis, KCPQ(TV) Los Angeles; Bill McLain, KSTW(TV) Seattle-Tacoma, Wash. Producer: Lance Webster, Broadcast Promotion & Marketing Executives.

The Best of Independent TV Promotion. Presenter: Elmer Jaspan, WDRB-TV Louisville, Ky.

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les room. Speaker: Norman Lear.

Afternoon sessions. 2:30-3:30 p.m. *The Commission and Independent Television.* Beverly Hills room. Moderator: Eugene McCurdy, WPHL-TV Philadelphia. Panelists: FCC Commissioners Mimi Weyforth Dawson, Dennis Patrick, James Quello and Henry Rivera.

The New Developments in Audience Measurement: Their Meaning for Independent Stations. 3:45-4:45 p.m. Beverly Hills room. Moderators: Robert Wormington, KSHB-TV Kansas City; Dot Stein, WDCB-TV Washington. Panelists: Paul Baard, A.C. Nielsen Co.; John Dimling, Electronic Media Rating Council; Norman Hecht, AGB Television Research; Mark Young, Arbitron Ratings Co.

Gala dinner party. 7:30 p.m. MGM/UA studios, stage 26, Culver City. Entertainment: *Fame* dancers.

Tuesday, Jan. 8

Two concurrent sessions. 10:15-11:30 a.m. *Harnessing the Micro-computer Station Needs.* Beverly Hills room. Moderator: Donna Miller, INTV. Panelists: Arthur Bulgrin, A.C. Nielsen Co.; Roger Cooper, Broadcast Management Plus; Kenneth Klein, SoftPedal Inc.; Bill Shafer and Dennis Spragg, Arbitron Ratings Co.

Getting the Most From Your Rep. Santa Monica room. Moderator: John King, INTV. Panelists: Al Devaney, WFLD-TV Chicago; Steven Engles, WRLH-TV Richmond, Va.; John Heise, Petry Television; David Morris, TeleRep; Donald Pauly, KPHO-TV Phoenix; Robert Somerville, Independent Television Sales.

In the suites

The following is a list of exhibitors showing product in hospitality suites in the Century Plaza. The suites are confined to the fifth and sixth floors. An asterisk denotes a product new to the market.

Acama Films 548-50
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I, II and V, Martial Arts Theater, Bill Burrud's Wonderful World of Travel, Bill Burrud's World of Adventure, The Explorers, Santa and the Three Bears. **Staff:** William Morrison, James Sowards, John Cosgrove, Kathy Zelsel.

Alan Enterprises 627
32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics* (28), The Promotables (15), unreleased features (56), American Caesar (5), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130), The Wizard of Oz. **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Christine Buchanan.

Almi Television Productions 608-10
1585 Broadway, New York 10036

She's A Lady* (19), Hot Rocks* (10), Thriller* (18), Jennifer's Journey, Great Comedy Volume I (33) and II* (15), Passport to Adventure (33)*. **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens.

Bel-Air Program Sales 552
1200 W. Broadway, New York 11557

New Newlywed Game*, Best of the Dating Game*, Gong Show, \$1.98 Beauty Show, Treasure Hunt.

Beta Sports Network 547

Blair Entertainment 507-09
1290 Avenue of the Americas, New York 10104

SCTV (156), Cisco Kid (156), Celebrity Revue (120), Death Valley Days (130), Beachcombers (130), Divorce Court (260), Break the Bank (195), Road to the Super Bowl '85, Mighty Men & Magic Moments Preview '85, Wake Up the Echoes, Peter Marshall Salutes the Big Bands, Four Girls Four, Broadway to Hollywood

(13), Michel Legrand & Friends, Astonishing Odyssey, Keystone Komedies (79), USA Hot Spots (13), NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be. **Staff:** Tony Brown, Joe Middelburg, Jim Weathers.

Broadcast Management Plus 621
Box 708, Auburn, Calif. 95603

Converts Arbitron, Nielsen and Birch computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a microcomputer. **Staff:** Roger Cooper, David Ludwig, Glenn DeKraker.

BSW Video 555

Camelot Entertainment 527-29

Candle Corp. 642

C.B. Distribution 511
141 El Camino, Suite 110, Beverly Hills, Calif. 90212

Carol Burnett and Friends. **Staff:** Bob Wright, Wayne Barusch, JoAnne Leighton, Linda Bross.

Cinema Visuals Inc. 648

Claster Television Productions 557-59
9616 Deereco Rd., Timonium, Md. 21093

Great Space Coaster (190), Romper Room and Friends (100), Bowling for Dollars, G.I. Joe—A Real American Hero (90), G.I. Joe—A Real American Hero Mini-series I and II (5 each), Transformers (16 and 65*), Charmkins, My Little Pony. **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Cindy Markus.

Colbert Television Sales 645
1888 Century Park East, Suite 1118, Los Angeles 90067

Joker's Wild, Tic Tac Dough, Sale of the Century, Hot Potato, Juvenile Jury, Hollywood Closeup, The Lone Ranger (182), The Rifleman (168), Sgt. Preston of the Yukon (78), Lassie (192), Jeff's Collie (103), Timmy and Lassie (156), Inter/Acter. **Staff:** Dick Colbert, Meri Bentley, Jill Siegel, Annie Ross, Colleen McGrath, Larry Lynch, Diane Galella, Adele Dempsey, Ritch Colbert, Cheryl Anderson, Reid Davis.

Columbia Pictures Television 656-60
Columbia Pl., Burbank, Calif. 91505

Barney Miller, Benson, Carson's Comedy Classics, Carter Country, Charlie's Angels, Fantasy Island, Hart to Hart, Police Story, Police Woman, Soap, Starsky & Hutch, SWAT, That's My Mama, What's Happening, Prime 4, TV 20, Volume 4. **Staff:** Herman Rush, Joseph Indelli, Dick Campbell, Steve Astor, David Mumford, Janet Bonifer, Mitchell Sallitt, Tom Holland, Bill Clark, Jay Silha, Noranne Frisby, Don Bryan, Tim Overmyer, Ken Doyle, Herb Weiss, Dick Woollen, Steve Mulderig, David Jacquemin, Tom Tardio, Marilyn Salas, Doug Roth.

Comtel Productions 514

Comworld International 649
1325 S. 800 East, Orem, Utah 84058

Applause I (13), Coming Soon Feature Film Packages (18), Tom Jones at Knotts Berry Farm, Steeler and the Pittsburgh Kid, Big City Comedy, Roy Clark. **Staff:** Bill Seymour, Jim Slater.

Cranston/CSURI Prods. 640

Direct Response Marketing 613

Embassy Telecommunications 502-06
100 Universal City Plaza, University City, Calif. 91608

Tales of the Unexpected*, Maude*, Embassy II film package*, Diff'rent Strokes (146), One Day at a Time (209), The Jeffersons (229), Professionals (52), Sanford & Son (136), Good Times (133), Pete 'n' Gladys (72), Facts of Life (153), Archie Bunker's Place (97), Entertainer of the Year (15), and 149 other features. **International:** Silver Spoons, Gloria, Square Pegs, Diff'rent Strokes, The Facts of Life, One Day at a Time, The Jeffersons, Archie Bunker's Place, Double Trouble, a.k.a. Pablo, Andy Williams Christmas Special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon This Rock, The Rock Show, Sultans of Soul, Mahalia, Grace Kelly Story, Eleanor First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Palmerstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, Ishi, Billie Jean, Maude, Good Times, Sanford, Sanford & Son, All That Glitters, All's Fair, Hello Larry, Highcliffe Manor, In the Beginning, Joe's

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World, Mary Hartman Mary Hartman, The Magical World of Gigi. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Mike Mellon, Leslie Tobin, Meade Camp, Dennis Boyle, Debbie Grant, Chris Egolf, Stephen Morley-Mower, Deborah Willard, Robert Oswaks, Panos Spyropoulos, Enno Rijpma, Dana Murray, Joel Nuffer, Banjiro Uemura, Mohammed Yassine, Stephen Carey.

Entervision 513
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury (29). **Staff:** Kris Gangadean, Lori Buck, William deArmas.

Four Star 515
931 N. Cole Ave., Hollywood, Calif. 90038

No Restrictions* (13), Star I* (15), Heroes*, Mad Movies with the L.A. Connection*, Abbott & Costello (156), Stanley Smogless Steamer (39), Awards Theater (50), Action I & II (40), Astor Classics (10), Astor Sci-Fi Features (6), Astor III (23), The Late Show (30), Main Events II (15), Poseidon Files (15), Galaxy Two (15), Neptune Journals (12), The Thirteen Premiers (13), Odyssey (14), The Renown Pictures (27), Galaxy One (15), Good Vibrations (15), Main Events I (15), The Alpha Beat & Gamma Chronicles (37), Rainbow Outdoor Adventures I-IV (45), Scream Theater I & II (32), Cisco Kid Features (13), Dick Tracy Features and Serials (64), Action Features (13), Adventure Features (6), Aci-Fi/Horror Features (110), Big Valley (112), Stagecoach West (38), Burkes Law (64), Target: The Corruptors (35), Wonderful World of Magic (12), Flipper (88), Gentle Ben (56), Wonderful World of Magic (26), Thrillseekers (52), Teen Talk (52), Harry Blackstone Jr.'s Magic Magic Magic, David Niven's World Championship of Magic, Football: The Great Years, 20 Years of Rock & Roll. **Staff:** Joseph Fischer, Richard Cignarella, David Reinbach, Bob Neece.

Fox/Lorber Associates 539-41
432 Park Ave. South, New York 10016

Bellamy* (25), Big Palookas and Hard Boiled Blondes (16), Blood Curdlers (13), Broadway Video Specials (7), Grundy Premiere Films (12), King... Montgomery to Memphis, Legacy of a Dream, Weekly Story Service, One on One Exclusive, The New Candid Camera (130), Trail Blazers (32), Young Duke (15). **Staff:** Richard Lorber, David Fox, Richard Ruben, Jackie Judd.

Fusco Entertainment 651
850 Seventh Ave., New York 10019

Top 40 Videos (65), Peter Gunn (114), Robin Hood (143), Sir Lancelot (30), The Invisible Man (26), The Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Mr. Lucky (34), Colonel March (26), My Hero (33), Lively Country (78), 50's Connection (24), Just Jazz (39), The Music Store (26),

Backstage (26), Music Circle (26), Behind the Scene (47), Friends of Man (45), Biography (65), Disaster (26), Battle Line (39), Almanac (377), John Fitzgerald Kennedy, Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco Jr., Klaus Lehmann, Cheryl Katz, Dan Galgano, Donal Joannes, David Sherr, Scott Sobel.

Gammon & Ninowski
Media Investments Inc. 553
1925 K St., Suite 306, Washington 20006

Media brokerage firm. **Staff:** Ronald J. Ninowski, James A. Gammon.

Gaylord Syndicom 508
2806 Opryland Dr., Nashville 37214

Super Sports America* (26). **Staff:** Jane Grams, William Madden, Martin Clayton III.

Genesis Entertainment 641-43
10100 Santa Monica Blvd., 26th fl., Los Angeles 90067

Sale of the Century*, Classic Country Featuring the Stars of the Grand Ole Opry (181), World War II: GI Diary (25), Wild Wild World of Animals (115), Life Around Us (26), Wilderness Alive, The Africans, Third Testament, America Sings, Music World. **Staff:** Gary Gannaway, Betsy Green, Jeff Kinney, Nancy Vautin.

Golden West Television 534-38
Box 500, Los Angeles 90078

It's a Living*, Press Your Luck*, The First Annual Stuntman of the Year Awards*, On The Rocks*, Big Girl Now, Animalympics*, The Practice*, It Takes Two, Kung Fu, New York Hot Tracks, Gene Autry Movie Classics, The Annual Hollywood Christmas Parade, American Video Awards. **Staff:** Dick Gold, Bob Clark, Bette Alofsin, Diana Foster, Bobbie Marcus, Lisa Woodcock, Jocelyn Chan, Robin Silverman, Tony Cassara, Greg Nathanson.

Samuel Goldwyn Co. 540-42
10203 Santa Monica Blvd., Los Angeles 90067

Goldwyn Gold, Explosives, Family 6-Pack, Terrorpix, Dan August, Power Pack, Snipets. **Staff:** Mort Marcus, Jack Masters, Suzanne Horenstein, Stuart Doriss, Laurette Hayden, Susan Transeth, Meyer Gottlieb, Craig Cox.

INTV 629
King Features Entertainment 615-19
235 E. 45th St., New York 10017

The Performers Vol. II* (12), The Romance of Betty Boop*, All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Animated Flash Gordon, Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Crazy Kat (50), Perspective on Greatness (26), Hearst Reports (345), The Performers (15 domestic titles), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from He-

loise (130), The Butcher (195), Blondie (26), Flash Gordon (40). **International:** The Performers (31), Genesis Project, Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show, Television Playhouse (18). **Staff:** Bruce Paisner, William Miller, Sam Gang, Len Soglio, Chips Barrabee, Steven Weiser, Maureen Smith, Stephen Elsky.

King World Productions 530-32
150 El Camino Dr., Beverly Hills, Calif. 90212

Wheel of Fortune (195), Jeopardy (195), Headline Chasers (195) Merv Griffin Show (260) (co-distributed by Camelot Entertainment), Topper (78), Guns of Will Sonnet & Branded (98), Little Rascals (71), Rascal Dazzle, Spotlight 10 (10), East Side Kids (13), Smilin' Jack Cliffhangers (13), Lost Special Cliffhangers (12), The Epics (5), Mr. Moto (9), Charlie Chan (11), Sherlock Holmes (14), Mr. Food (260), Paul Strassels Tax Report (75), Trivia Break (130), Little Rascals PSAs (195), Little Rascals Christmas, Wards of the Street, Drug Wars. **Staff:** Roger King, Michael King, Stuart Hersch, Sid Cohen, Karen Rabe, David Sams, Caroline Vanderlip, Diana King, Roger Adams, Jim Farah, Stu Stringfellow, Marianne Catalano, Lisa Gamboa, Moira Dunlevy.

LBS Communications 612-16
875 Third Ave., New York 10022

Inday*, Tales from the Darkside (26), M.A.S.K.* (65), What's Happenin' Now (65 + 22), Heathcliff (65), Inspector Gadget (86), Fame, Too Close for Comfort, Superfriends (110), The Greatest American Hero (85), Family (85), World Premiere Movies: It Came Upon the Midnight Clear*, MGM/UA Premiere Network* (24), LBS Movie of the Month* (12), Goldwyn Classics* (12), The Making Of*, Marco Polo* (10), Peter & Paul* (4), Gidget (32), Hawk* (17), Eischied* (13), LBS's Children's Theater (20), Gobots, Robotman*, Strawberry Shortcake (5), Care Bears (2), Test Series, America's Top Ten, MTV Video Music Awards*, MTV Summer Concerts* (10), Montreux Golden Rose Pop Festival*, LBS Sports (distributor of Katz Sports programming). **Staff:** Henry Siegel, Dan Greenblatt, Roger Lefkon, Jeffrey Schlesinger, Paul Siegel, Mike Weiden, Marty Mills, Fred Petrosino, Robert Unkel, Peter Afte, Jerry Frank, Andrew Holtzman, Vivian Hunt, Tony Intelisano, Stephen Parker, Louise Perillo, Wendy Phillips, Donna Barrie, Marian Lockett-Egan, Richard Golden, Chris Gordon, Roberta Lehrman, Beth Mulnick, Tara Carroll, Marc Nagel, Monica Powers, John Reisenbach, Rand Stoll.

Lionheart Television 543
40 W. 57th St., New York 10019

Threads, 1915, The Great Detectives (52), The Wild Side (52), Blake's 7 (52), Thunder Sub (27), Beatles Special, Doctor Who (402), Butterflies (27), Dick Em-

ery Show (40), Dave Allen at Large (51), The Fall & Rise of Reginald Perrin (21), Fawly Towers (12), Good Neighbors (29), Goodies (26), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'clock News (16), Solo (13), Sweet Sixteen (6), The Two Ronnies (32), Rock Goes to College (6), Shirley Bassey Show (12), Sight and Sound in Concert (16), Civilisation (14), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Darwin (7), Ireland: A Television History (13), Civilisation (14), America (13), The Americans (12), Ascent of Man (13), The Commanders (7), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Auschwitz and the Allies, The Gathering, Window on the World (9), All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Training Dogs the Woodhouse Way (10), Billy Smart's Circus (4), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Poldark (29), Jane Eyre (5), Casanova (6), Anna Karenina (10), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Pallisers (22), Rush (13), Vision On (74), Europe the Mighty Continent (13), Fall of Eagles (13), Ballet Shoes (6), Black Tulip (6), Ivanhoe (10), Little Women (9), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Legend of King Arthur (8), Prince and the Pauper (6). **Staff:** Frank Miller, Tay Vbye, Paul Vane, A. Scott Lanken, Lisa Ericsson, Nelsa Gidney, Robert Greenstein.

Lorimar 631-34
3970 Overland Ave., Culver City, Calif. 90230

Dallas (161), Eight is Enough (112), Knots Landing* (128), The Blue Knight (23), Flamingo Road* (37), 22 Karat* (22), Lorimar I (25), Lorimar II (25), Deja-Views (55), Sci-fi Horror (35), Western Package (33), Bomba the Jungle Boy (13), Americans at the Olympics. **Staff:** Ken Page, Pat Kenney, Dalton Danon, Victoria Laughlin, Dennis Greshman, Garry Hart, Michael Zucker, Maury Lanken, Bruce Genter, Scott Weber, Tom Byrnes, Steve Mathis, Glen Hagen, Cindy Barrett, Christie Hawks, Ralene Levy.

MCA TV 622-28
445 Park Ave., New York 10022

Simon & Simon* (125), FTV*, Gimme A Break* (85), Black Sheep Squadron* (35), Something Truly Special: 4 Music Events*, Whiz Kids/Vbyagers* (5), Magnum* (129), Banacek* (16), The Columbo McCloud McMillan Mystery Movies* (124), Puttin' on the Hits Year 2* (36 + 16), Switch III* (52), That's Incredible* (165), Five Star Mystery (87), Bold Ones

(98), Ironside (198), It Takes a Thief (65), Love That Bob (173), Name of the Game (76), Rod Serling's Night Gallery (97), Run for Your Life (85), Rich Man Poor Man Book 1 (12) and 2 (22), Best Seller I and II (63), Bachelor Father (157), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Dead End Kids Movies (7), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), B.J. Lobo Show (86), Incredible Hulk (85), Hardy Boys/Nancy Drew Mysteries (46), Barretta (82), Alfred Hitchcock Hour (93), Alfred Hitchcock Presents (268), Alias Smith & Jones (43), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It to Beaver (234), McHale's Navy (138), Munsters (70), Jack Benny Show (104), Woody Woodpecker & Friends (360), Six Million Dollar Man (108), Olivia Newton-John, Let's Get Physical, Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49, Universal 52 (52), Universal 50 (46), Paramount Pre 48 (693), Paramount 100 Select (100), Universal 53 (52), Universal 123, (116), Universal 260 Select List (261), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12). **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Lin Oliver, Marc Grayson, Don Toye, Bobbi Fisher, Stephanie Beatty, Charlotte Sweet.

Metromedia Producers Corp. 522-26
5746 Sunset Blvd., Los Angeles 90028

Expedition Danger*, Small Wonder*, Miller's Court, Dynasty (117), Vega\$ (68), That Girl (136), Ann Sothern Show (190), New Avengers (26), Untamed World (106), Squaring the Circle, Premium I (8), Premium II (11), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Divorce: Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), To the Ends of the Earth, David Wolper Chronicles (12), Groovy Ghoulies and Friends (104), Crusader Rabbit (13). **International:** Squaring the Circle, House of Death, Choices of the Heart, Sweet Revenge, Hard Knox, Urge to Kill, Awakening of Candra, When She Says No, Intimate Agony, Seduction of Gina, Her Life as a Man, License to Kill, Shooting Stars, Atlanta Child Murders, Evergreen, Cooper's Promise, Little Gloria-

...Happy at Last, Sara Dane, The Kennedys, Dynasty (117), Fantasy Island (155), Vegas (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), Salute to Lady Liberty, Gudunov: The World to Dance In, Assassins Among Us, Sex Teenage Style. **Staff:** Carl Menk, Grant Norlin, Jim Ricks, Ed Hawkins.

MGM/UA Television 501-05
1350 Avenue of the Americas, New York 10019

David Steinberg's Hollywood Stars* (4), Kids Inc. (26), Fame, Gilligan's Island (98), CHiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), The World of Mother Teresa, MGM/UA Premiere Network, MGM/UA Vintage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140). **International:** Paper Dolls, Jessie, Pink Panther & Sons, Mighty Orbots, Gabriela (130), George Washington (8), Goodbye Mr. Chips, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, 1983 International Emmy Awards Gala, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (14), Banjo the Woodpile Cat, Pandamonium (13), Meatballs & Spaghetti, Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment, Logan's Run (14), Lucan (11), G. E. Monograms (9), Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, Incident at Crestridge, I Take These Men, I Was A Mail Order Bride, I Want To Live, Johnny Belinda,

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To the WSMV Newsroom:

In 1981 WSMV became a Gillett Group Station and was challenged by me to achieve quality and excellence in news. According to nationally respected peers, the staff met the challenge quickly and *individual excellence* was recognized and honored.

In 1984 the Radio and Television News Directors' Association told me that my challenge had been met by the *entire* staff, RTNDA honored WSMV as having the best television newsroom in the nation.

In speaking about television, Edward R. Murrow said, "This instrument can teach, it can illuminate and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends."

My congratulations to the WSMV newsroom for living up to the highest tradition of Edward R. Murrow.

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1984

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Edward R. Murrow
International Award

BEST OVERALL
TELEVISION NEWS

Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Jerry Gottlieb, Lynn Loring, Susan Swimer, Jean Goldberg, Donna Landau, Stacy Valenza, Philip Smith, Robert Corona, Anita Van Petten, Leslie Friends, Sheryl Hardy, David Terrasi, George Paris, Terri Ooghe, Keith Miller, Colleen Malone, Edna Kaye, Peter Preis, William Trotter, Chuck Atkins, Robert Horen, Thomas Dwyer, Michael Caponi, Virgil Wolff, Kenneth DuBow, Peter Newgard, Howard Karshan, Lynden Parry, Michelle Prince, Jean Viana, William Wells, Jiro Sugiyama, Travis Wynne, Francisco Serrador, John MacDonald, Bill Wineberg.

Muller Media 630
23 E. 39th St., New York 10016

Warriors* (12), Which Witch is Which, Christmas Tree Train, Thanksgiving special*, Heros and Heroine (15). **Staff:** Robert Muller, Dan Mulholland.

On The Air 647
160 E. 56th St., New York 10022

Let's Go to the Movies* (35), Lovesongs*, Visions* (12), The Living Series* (4), Liberace and Friends* (26), Your Choice for the Film Awards*, Television: Our Life and Times*, Years of Danger Years of Hope: The Post War World*, Soap Opera Awards*, America Remembers John F. Kennedy, The Challengers, Kimba the White Lion (52), Movies on the Air (5), Unknown War (15). **Staff:** Fred Weiner, Bill Carpenter, Alan Zaretsky, Al Sussman, Jack Steng.

Orbis Communications 637-39
432 Park Ave. South, New York 10016

Empire, Jamaica Inn, The Far Pavilions (with Metromedia Producers Corp.), Warner First Editions Movies*, Alive and Well*, Seeing Stars*, Graffiti Rock Breakdance Party*, Play the Numbers*, Jury! Jury!, Comedy Tonight*, Movin' On (44), Liberty Minutes* (104), Bob Uecker's Wacky World of Sports*, I Challenge You*, Animated Classics* (5). **Staff:** Bob Turner, John Ranck, Peter Schmid, Mark Wagenheim, David Spiegelman.

Orion Television 517-19

1875 Century Park East, Los Angeles 90067
Rocket Boy* (65), Louisiana*, Blood of Others*, Secret of the Black Dragon*, Orion Premieres* (15), Orion II* (25), Orion I (20), Filmways I (22), Films for the 80's (45), Best of Saturday Night (102), Twenty Minute Workout (95), Addams Family (64), Avengers (83), Green Acres (170), Mr. Ed (143), Sinbad Jr. (130), Lorne Greene's Last of Wild (78), Sherlock Holmes (24), Winning Hand (25), World of the Macabre (8), Monsters on the Prowl (10), Films for the 70's (22), Ghoul-a-rama I (16) & II (8), A.I.P. Feature Group (24), Sci-Fi '63 (35). **Staff:** Jamie Kellner, J. Scott Towle, Larry Hutchings, Rick Jacobson, Donald Frehe, Arthur Hasson, Tom Cerio, James Ricks Jr., Jack Allen.

Osmond Media Corp. 650

Panasonic Industrial Co. 652
One Panasonic Way, Secaucus, N.J. 07094

Recam camera/recorder combination and companion AU-200 portable field recording with color playback, AU-300 studio deck, MVP-100 cart machine. **Staff:** Morris Washington, Nick Hudak.

Pappas TeleProductions 654

Paramount Television 601-03
1 Gulf & Western Pl., New York 10023

America*, Cheers (94), Family Ties (92), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Madame's Place (93), Make Me Laugh (195), Mission Impossible (171), The Untouchables (114), Mannix (130), Star Trek (79), Jesse Owens Story, Star Trek Memories, Portfolio X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Preview I (14), Marquee III (18), II (17), I (13), Paramount Action Theater (33), The Untouchables (3), Diana Ross, Frank Sinatra, Santana & Heart, The Doobie Brothers, Cher, Shogun, Washington Behind Closed Doors, A Woman Called Golda, Smiley's People, The Way They Were, The Top of the Hill, The Girl the Gold Watch & Dynamite, The Girl the Gold Watch & Everything, Anything for Money, Entertainment Tonight, Entertainment This Week, Solid Gold, Taking Advantage. **International:** Anything For Money (75), Brothers (15), Cheers (70), Family Ties (72), Webster (44), Solid Gold Hits (40), Call to Glory (22), Entertainment This Week (208), Hardcastle and McCormick (43), Riptide (34), Solid Gold (228), Special Squad (39), The Brady Kids (22), Fonz and the Happy Days Gang (24), Hans Christian Andersen (52), Kum Kum (26), Laverne and Shirley in the Army (21), Mork and Mindy (13), Oddball Couple (16), Star Trek (22), Happy Days (255), Mr. Smith (13), Greatest American Hero (42), Laverne & Shirley (178), Madame's Place (93), Taxi (110), New Ed Allen Show (130), Angie (36), Bad News Bears (26), Bosom Buddies (37), Brady Bunch (117), Busting Loose (26), Chopper Squad (26), The Defenders (132), Desilu Playhouse (47), Doctors and the Nurses (30), Funny Face/Sandy Duncan Show (26), Guestward Ho (38), Harrigan & Son (34), The Lost Islands (26), Love American Style (102), The Lucy Show (156), Make Me Laugh (195), Mannix (194), Mission Impossible (171), Mork & Mindy (95), The Nurses (68), Odd Couple (114), Petrocelli (44), Spyforce (42), Star Trek (79), The Texan (80), The Untouchables (118), Lost Hero: The Story of Raoul Wallenberg, Space, Return to Eden, The Jesse Owens Story, A Town Like Alice, A Woman Called Golda, Backstairs at the White House, Evita Peron, Flesh and Blood, Inside the Third Reich, The Last Outlaw, The Money-

changers, Shogun, Smiley's People, Timeless Land, Tinker Tailor Soldier Spy, Top of the Hill, Washington: Behind Closed Doors, Winds of War, The Country Girl, All the Way Home, Barefoot in the Park, The Odd Couple, Plaza Suite, Rainmaker, Diana Ross in Central Park, Cher at Caesar's Palace, Doobie Brothers in Concert, Frank Sinatra in Concert, Santana & Heart, Rock of the 80's, Live and in Person, Solid Gold specials (10), Miss Teen U.S.A., Bee Gees Special, Pat Boone Specials (4), Brady Bunch Musical Specials (9), John Denver Specials (13), A Gift of Song—Unicef Concert, Miss Universe, Miss U.S.A., Disco Fever, Foul Play, Grease Day U.S.A., King of the Gypsies, Thank You Rock 'n Roll, movies of the week (107), The Making of Indiana Jones and the Temple of Doom, Indiana Jones—Heroes and Sidekicks, Great Movie Stunts, Superstunt I and II, Ready When You Are Mr. DeMille, Stars with David Steinberg. **Staff:** Rich Frank, Ron Nelson, Randy Reiss, John Goldhammer, Frank Kelley, Barbara Buce, Ray Solley, Karen Pauli, Helen Ricketts, Denise Kurtzman, Michael Tanner, Richard Winters, Dea Shandera, John Wentworth, Russ Paris, Debra Garrett, Rick Weidner, Tom Mazza, Stephen Fields, Phil Murphy, Paul Sperrazza, Bob Jacquemine, Greg Meidel, James Martz, Ken Solomon, Steve Goldman, Robert Gutkowski, Joel Berman, Marc Hirsch, John Watson, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, Mel Harris, Robert Klingensmith, Leonard Kalchier, Howard Green, Bruce Gordon, Joseph Lucas.

Primetime Entertainment 635
444 Madison Ave., New York 10022

Terrahawks* (39), Primetime II* (10), Sherlock Holmes* (4), Nicholas Nickleby (9), Primetime I (17), Trident I (15), Paul Hogan Show (26), Agony (20), A Fine Romance (26). **Staff:** Harvey Reinstein, Robert Shay, Michael Clark.

Hal Roach Studio Inc. 655

Satori Entertainment 545

SFM Entertainment 528

1180 Avenue of the Americas, New York 10036

SFM Holiday Network* (11), Jason and the Wheeled Warriors* (65), Rainbow Brite (5), Rose-Petal Place, Walt Disney's Mickey, Donald & Sport Goofy, Twists From Forsyth* (9), Faces of Love* (8), March of Time (205), Crusade in the Pacific (26), Indomitable Teddy Roosevelt, Dayan's Israel, The World of Tomorrow, King Lear, Voyage Round My Father, The Shepherd*. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Gary Montanus, James Hergen, John Murphy, Dave Grimm, Mike James, Morrie Roizman, Virginia Jucius, Mary Ann O'Dea.

Syndicast Services 510-12

2 W. 45th St., New York 10036

The Black Universe (38), Dick Clark Presents (13), Golden Globe Awards, Mrs./Woman of the World Pageant, Here's Television Entertainment, Perry Como Las Ve-



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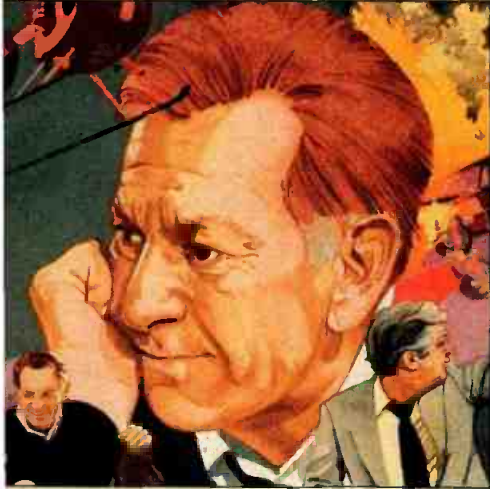
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D.L. Taffner Ltd. 623
31 W. 56th St., New York 10019

Too Close For Comfort (network weekly and 107), Benny Hill (85), After Benny (40), Thames Comedy Originals (156), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Robin's Nest (48), Hollywood (13), World at War (36), Best of Benny Hill, Blood and Honor (5), Benny Hill (5). **Staff:** Chuck Larsen, Mike Fahn, Jim Curtain, Rosemary Barry.

Telepictures Corp. 602-06
15303 Ventura Blvd., Sherman Oaks, Calif. 91403

475 Park Ave. South, New York 10016

Catch Phrase*, TV Previews*, Thundercats*, Telepictures 3* (28), Telepictures All Family Off-Network Animated Holiday Package*, Masters of Fury* (15), Rituals (52), All New Let's Make a Deal, People's Court, Love Connections, N.I.W.S., Here's Lucy (144), More Real People (195), My Favorite Martian (107), New Dick Van Dyke Show/Mayberry R.F.D. (150), Telepictures 2 (27), Telepictures 1 (13). **International:** theatrical features (84), made-for-TV features (36), mini-series (15), awards specials (6), musical specials (28), specials (22), documentaries (8), animation series, specials and films (21), series (18), children's series (7). **Staff:** Dick Robertson, Jim McGillen, Scott Carlin, Jody Shapiro, Mark Robbins, Tom Straszewski, Alicia Windroth, Jeannine Kadow, Robert Barnett, Steve Knowles, Warren Taylor, Sherr Braman, Bruce Rosenblum, Jim Moloshok, Brenda Geffner.

Titan Sports 609-11

TPE/OPT 531-35

875 Third Ave., New York 10022

The Start of Something Big* (75), Star Search (52), Lifestyles of the Rich and Famous (52), Solid Gold (52), Entertainment Tonight, Key to Rebecca* (4), Jennie's War* (4), Helen Keller: The Miracle Continues, A Woman of Substance, Sadata, Blood Fued, Exciting People in Exotic Places/The Start of Something Big*, Solid Gold Countdown '84, Lifestyles Picks the World's Best, On Top All Over the World*, Star Search Junior Championships, Solid Gold Summer Special, Lifestyles of the Superstars, Face of the 80's, Solid Gold Christmas. **Staff:** Philbin

Flanagan, Mary Jane Hastings, Michael Weiser, Tony Vella, Linda Lieberman, Cathy Forbes, Anne Rodgers.

Tribune Entertainment Co. 513
435 N. Michigan Ave., Suite 1429, Chicago 60611

Dempsey & Makepeace*, Smurfs and the Magic Flute, At The Movies (52), A Married Man (2), U.S. Farm Report (52), Nadia, Soul Train, For Your Precious Love, Martin: The Emancipator, The Making of Black Mayors, National Know Your Heritage Quiz Show, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Bill Kunkel, Clark Morehouse, Steve Rosenberg, John Barrett, Mike Newsom, Jack Donahue.

Turner Program Services 516
1050 Techwood Dr., Atlanta 30318

The World of Cousteau (25 including five new titles—Conversations with Cousteau, Snowstorm in the Jungle, Cousteau's Mississippi, Jacques Yves Cousteau: The First 75 Years, The Voyage of the Windship), CNN Television, American Caesar (5), Centennial (26), Black Beauty, Women in White, Battle of the Planets (85), Last Convertible. **Staff:** Henry Gillespie, Robert Schuessler, Art O'Connor, Colin Chisholm, Paul Wischmeyer.

Twentieth Century Fox 556-60
10201 W. Pico Blvd., Los Angeles 90035

Dance Fever (26), That's Hollywood (74), Circus (52), Animal Express (130), Hollywood: The Gift of Laughter, Fox Mystery Theater (13), Charles Dickens Animated Classics (8), Fox Movietone News (520), This Day in Sports (365), Fall Guy (110), Trapper John (132), M*A*S*H (255), Daniel Boone (120), Jackie Gleason Show (100), Batman (120), Lost in Space (83), Ghost and Mrs. Muir (50), Nanny and the Professor (54), Room 222 (113), Land of the Giants (51), Voyage to the Bottom of the Sea (110), Julia (86), 12 O'Clock High (78), Century V through 12 (220), Charlie Chan (20), Fox I through V (199), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Shirley Temple (20), Special 41 (41), Super 65 (65), Time Tunnel (5). **Staff:** Steve Roberts, Robert Morin, William Saunders, George Sefotits, Robert Ruchanan, Jerry Greenberg, Gene Lavelle, Stanley Decovnick, David Skillman, Peter Baca, Barry Lowen, Ruth Slawson, Gerald Minnucci, Joseph Greene, Michael DiGennaro, Harry Mulford, Marvin Levan, Charles Gersch, James Puffer, Barbara Van Buskirk, Dennis Juravic, Gary Grandolph, Al Shore, John Martin, Tony Bauer.

U.S. Chamber of Commerce 653
1615 H St. NW, Washington 20062

Ask Washington, BizNet News, It's Your Business. **Staff:** Frank Allen Philpot.

Viacom Enterprises 521-25
1211 Avenue of the Americas, New York 10036

Bizarre (125), Star Games* (26), Family Feud (260), Terrytoons (689), Harlem

Globetrotters (22), All in the Family (207), Mary Tyler Moore (168), Hawaii Five-O (200), Bob Newhart (142), Life and Times of Grizzly Adams (35), Cannon (124), Beverly Hillbillies (168), Clint Eastwood/Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable I and II, Thematics. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Ron Lightstone, Jules Haimovitz, George Castell, Gordon Belt, Dennis Ellis, Joseph Zaleski, Willard Block, Dennis Gillespie, John Kelley, Michael Gerber, Paul Kalvin, Charles Tolep, Toby Martin, Jerry Kaufer, Andrea Cetera, Eric Veale, William Theis, Jerry Pinks, Howard Berk, Ken Werner, Irene Mizwinski, Lisa Merians, Betsy Vorce, Raul Lefcovich, Neil McHugh, James Marrinan, George Robertson, Roger Kirman, Walter Kaufman, George Faber, Brooks Carroll, Al Miller, Frank Flanagan, James McCormick, Jim Haisell, Gloria Martin, Dennis Emerson, David Campbell, Joseph DiSalvo, Milton Strasser.

Victory Television 605-07
275 Madison Ave., New York 10016

Hill Street Blues (101), Lou Grant (114), WKRP in Cincinnati (90), White Shadow (54), Rhoda (110), Streets of San Francisco (119), Match Game, Tattletales, MTM Group (9). **Staff:** Jim Victory, Chuck Wolfertz, John Rohrs Sr., John Rohrs Jr., Ben Okulski.

Warner Bros. Television 657-59
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV2* (13), Volume 24* (18), Volume 23 (20), 13 Classic Thrillers II (13), TV1 (13), Volumes 13 (25), 14 (4), 15 (7), 16 (19), 17 (23), 18 (28), 19 (12), 20 (30), 21 (26), 22 (38), Volume IA (22), IIA (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), Bare Essence*, Thorn Birds*, Pearl, Scruples, Roots, Roots: The Next Generations, Private Benjamin* (39), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard (143), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **Staff:** Charles McGregor, Mauro Sardi, William

Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Edwin Markisch, Joe Kivlehan, Louis Marino.

World Events 625
4935 Lindell Blvd., St. Louis 63108

Voltron...Defender of the Universe (125), Rock Review* (52). **Staff:** Thomas Battista, Janet Brown, Robert Webb, Peter Keefe, Gary Elliot.

Worldvision Enterprises 636-38
660 Madison Ave., New York 10021

Bobbie Vinton Show*, Return to Eden* (series), The Jetsons* (65), Fantastic World of Hanna-Barbera* (52), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (140), The Invaders (43), The Fugitive (120), Dark Shadows (520), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show (130), Range Rider (78), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), Take My Word for It (130), Return to Eden (6), Holocaust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jerry Lewis Show (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13), An Evening with Irish Television, Ron Luciano's Lighter Side of Sports, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), Bay City Rollers, Echo I, Herbie Mann/Rahsaan Roland Kirk, Is It Christ?, Last Nazi, Raphael, Robert Flack/Donny Hathaway, A Little Bit of Irish, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** John Ryan, Bill Baffi, Randy Hanson, Jim Thomson, Paul Danylik, Burt Rosenburgh, Jesse Weatherby, Marty Weisman, Katherine Holt.

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Film Service Corp.

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Staff: Dick Thiriot, Sama Bears Rubin.

Harmony Gold

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1440 Broadway, New York 10018

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Silverbach/Lazarus Group

9911 W. Pico Blvd., Los Angeles 90035

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WW Entertainment

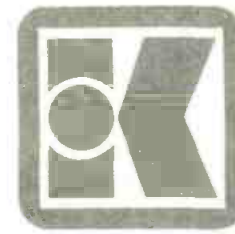
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WW Entertainment I (16), Best of Groucho (130), Black Belt Theater I (13), II (26) and III (13). **Staff:** George Hankoff, Lou Israel.

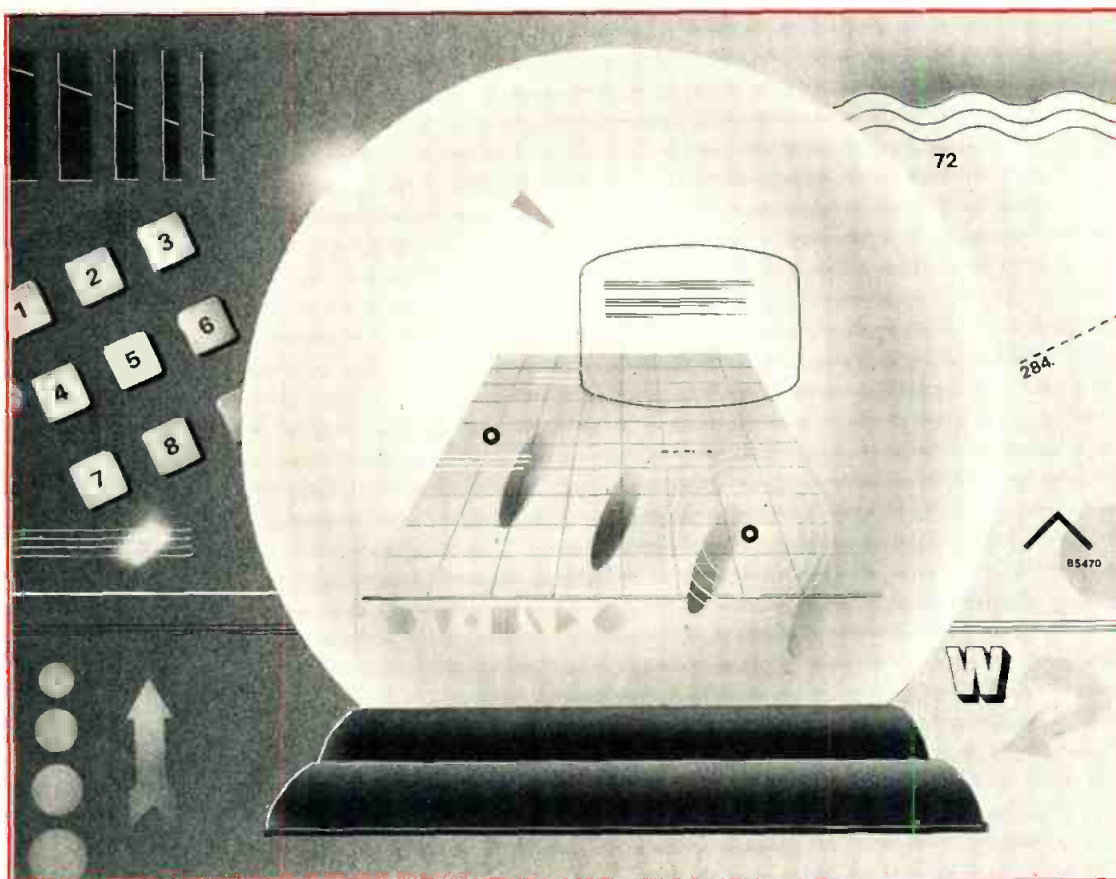
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 Jody Hankins Michael Hannibal WICZ-TV Helen Hanratty Laura Hargis KID-TV Ann Harkins David Harris KIDD-AM Susan Harris Gail Harrison Lucas Elisa Hart KIDO-FM
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PEARSPPECTIVE



1985

The past year was an eventful one for participants in all the Fifth Estate arenas. But believing that what is past is prologue, BROADCASTING takes this opportunity to examine what the events of 1984 may mean to the business of 1985. In a series of essays, the editors examine the worlds of executive policy (page 74), business (page 79), programming (page 80), regulation (page 82), journalism (page 84), legislation (page 90), radio (page 92) and technology (page 94). Then, on page 100, we present another annual installment in our running history of The Second 50 Years of the Fifth Estate—the story of 1984.

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Executive Policy

As the Reagan administration checks its telecommunications policy agenda for 1985, it finds it studded with big-ticket, foreign affairs-related items. That appears to be the case not only for the State Department, whose province is foreign policy, but for the Commerce Department and its National Telecommunications and Information Administration, as well. Domestically, telephone issues remain of major interest; broadcasting and cable television, which are of primary concern to the FCC, appear less pressing. It is the growing involvement of the U.S. telecommunications industry in the international arena that is driving U.S. policy.

Officials at State and NTIA, the President's principal adviser on telecommunications matters, are involved in many of the same matters on the telecommunications agenda—the Space WARC to be held in Geneva next summer, executive branch policy on establishment of U.S. satellite systems providing international communications service, the development of international standards for telecommunications services, even efforts to aid as well as encourage U.S. telecommunications businesses in selling abroad. McLuhan's global village is not only a matter of international understanding; it is also a matter of business opportunity.

As for domestic matters, David Markey, head of NTIA, says Commerce will be concerned principally with telephone issues. He cited specifically the FCC decision last week on access charges that will touch the household budget of almost every U.S. home. The order will impose a \$1-per-month charge on residential and single line business customers effective next June, a charge that will increase to \$2 a year later, with the aim of recovering the interstate allocation of "non-traffic sensitive" local exchange costs.

"This administration will support the commission," Markey said—while noting the issue is controversial and may run into trouble on Capitol Hill. But he hopes it survives any review intact. He sees the commission action as critical to preventing a desertion of major customers from the telephone network to their own systems, with resulting higher rates for those who remain.

Markey does not anticipate much involvement on the part of the administration in broadcast or cable television matters. The administration is in accord with the deregulatory path the Fowler commission has taken. And Markey said the administration, which supported broadcast deregulatory legislation in the last Congress, will "probably" support it in the 99th, if it is reintroduced. He also said the administration would "continue to support" efforts like those of Senator Bob Packwood (R-Ore.) in the last Congress to repeal the fairness doctrine and the equal time law. But he also had a word of caution for the FCC: It should not attempt to assert the authority to repeal the fairness doctrine. "We don't think they have the legal power. It's part of Section 315 [of the Communications Act]," he said. But apart from the legal question, he said, "The commission would be better advised to let Congress act. We won't tell the commission not to [act on the fairness doctrine issue]. But if they do, they'll run into a congressional effort to overturn."

There are some issues that broadcasters and cable interests expect to occupy their time and drain their energy in the new year that the administration now plans to give a wide berth. "We're not going to be involved in liquor ads or the cable copyright issue," Markey said. He did not go on to explain why the administration would not take a position on what is expected to be a major effort on the part of some public interest groups to persuade Congress to ban beer and

wine advertising (although NTIA would be expected to respond to a congressional request for its views on the subject.) But on the other, he said, "Our position has been you can get rid of must-carry [the rule broadcasters want to retain] and the compulsory license [which cable operators prefer over direct negotiations with copyright owners] together." NTIA is on record as favoring elimination of the compulsory license for cable operators and requiring them to negotiate with copyright owners in the marketplace—and that as long as the compulsory license is retained, the commission rule requiring cable systems to carry local signals should be retained as well.

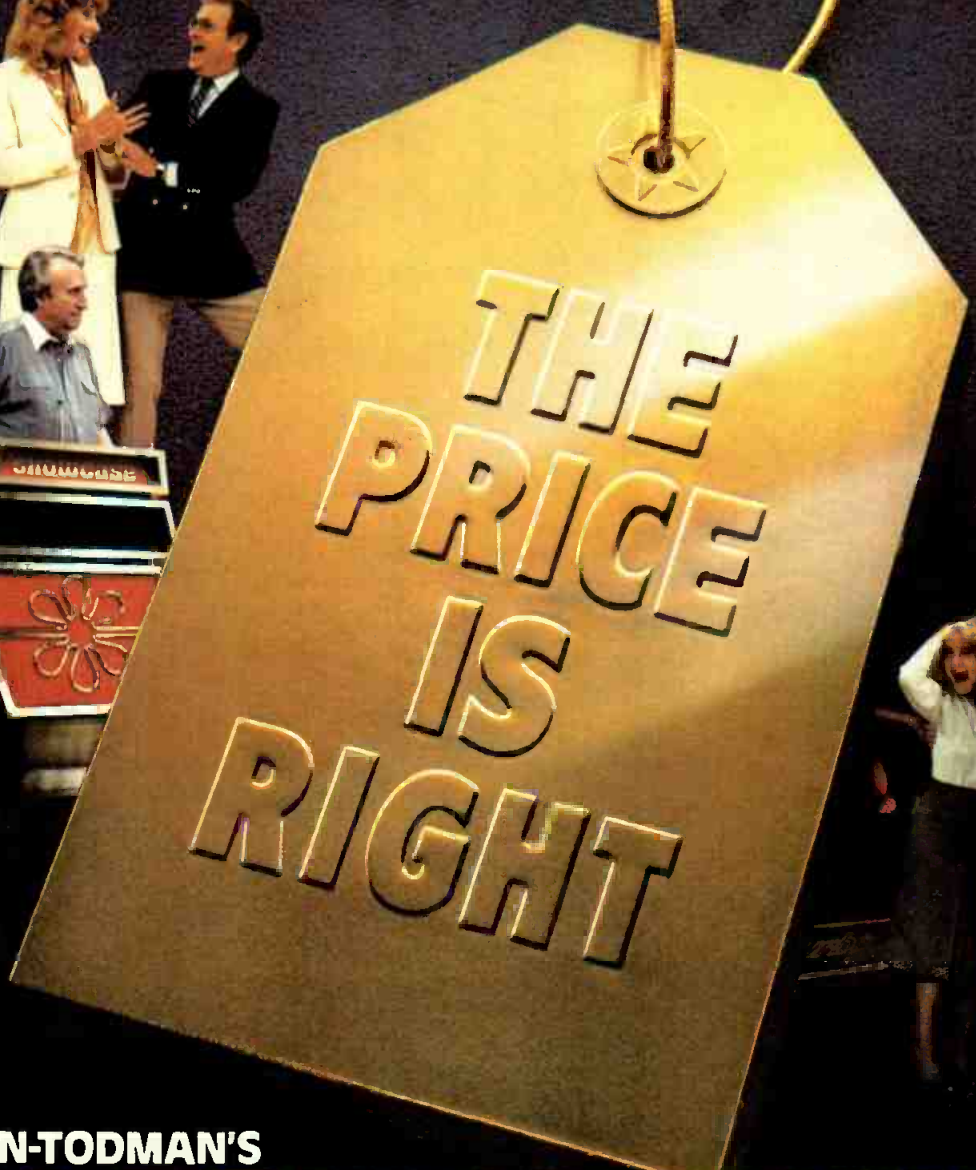
In discussing foreign affairs-related items, Markey and Ambassador Diana Lady Dougan, who is the State Department's coordinator of international communication and information policy, both put the Space WARC high on their list of priorities. Well over 100 member countries of the International Telecommunication Union will meet for five and a half weeks in Geneva next summer in the first of two sessions on establishing a plan under which orbital slots and frequencies will be assigned for the use of space services. (Although the conference, technically, is open ended, it is expected to be concerned primarily with the fixed satellite service and the frequencies now used for that service, those in the 6/4 and 11/12-14 ghz bands.)

NTIA personnel are working with officials of the State Department and the FCC—under the direction of former FCC Chairman Dean Burch, who has been named to head the U.S. delegation—in preparing for the conference. The aim of the U.S. and its allies among the developed countries is to satisfy the perceived needs of the developing countries for slots without allowing the conference to adopt a rigid a priori plan. Developed countries, which favor a plan that would provide for flexibility, feel that a plan guaranteeing specific countries specific slots, whether they need them or not, would be inefficient.

As the new year dawns, the executive branch can look back on the conclusion of at least the initial phase of one of the most significant issues with which it has been confronted in the international telecommunications area—the studies and inter-agency negotiations leading up to the President's determination that international satellite systems that would operate outside the International Telecommunications Satellite Organization "are required in the national interest" (BROADCASTING, Dec. 10). The State and Commerce Departments are currently preparing a report on the executive branch's rationale for the President's position. The report is expected to be completed by mid-January and will be filed with the FCC in the proceeding the latter opened on Dec. 19 to obtain comments on the proposal to establish separate systems.

The two departments are also studying two subsidiary questions in connection with that issue which bear on Intelsat's ability to operate in a competitive environment. One involves the scope of Intelsat's pricing flexibility; it says it is bound by the Intelsat Agreements to average prices globally and, thus, feels it would be at a disadvantage in competing with companies able to offer reduced prices over heavy-traffic routes. The other involves the question of direct, cost-based access to the Intelsat space segment. Secretary of Commerce Malcolm Baldrige, in a letter to Secretary of State George Shultz, said the departments should express clear positions on those matters in the filing they will make with the commission. However, Dougan last week said the outcome of the departments' examination of those issues will not affect the

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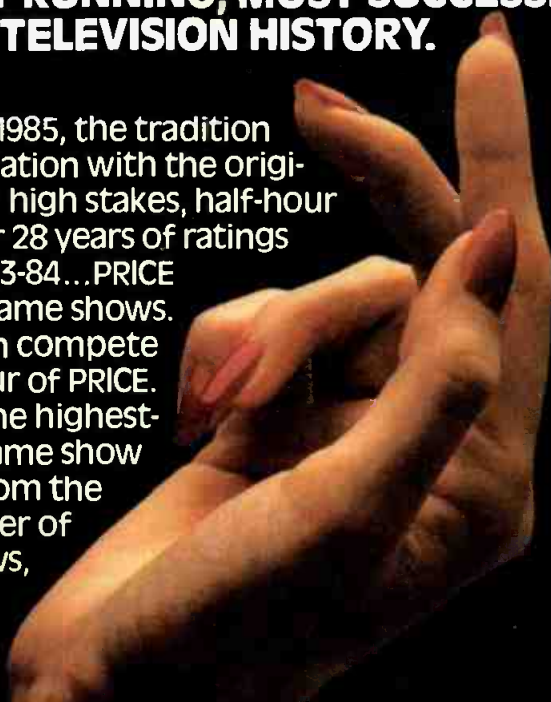
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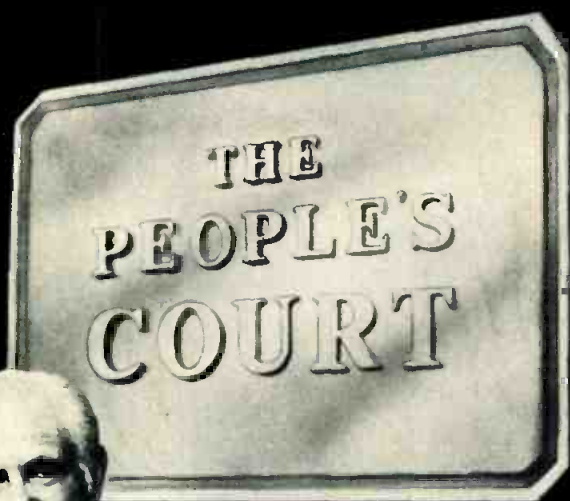
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WNBC	COURT	8/20	171	73
WCBS	Rockford Files	6/17	85	72
WNEW	He-Man	5/13	55	48
WABC	Local Magazine	5/12	146	27
WOR	Movie	4/10	92	75
WPIX	Happy Days Again	6/15	69	43

CHICAGO

WMAQ

Monday-Friday 4:00 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Love Connection	5/15	54	20
WMAQ	COURT	8/21	58	36
WBBM	Quincy	8/20	81	54
WLS	News	6/16	74	43
WGN	Heathcliff	5/13	26	26
WFLD	Flintstones	7/19	38	27

ARB

ARB

BOSTON**WBZ**

Monday-Friday 5:00 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Love Boat	9/23	48	36
WBZ	COURT	10/22	64	50
WNEV	Name That Tune	9/19	44	34
WCVB	Close for Comfort	7/16	39	20
WLVI	Brady Bunch	4/8	16	6
WSBK	Quincy	2/5	40	26
WXNE	8 Is Enough	1/3	7	4
WQTV	Star Theater	-/1	1	1

NSI

ST. LOUIS**KSDK**

Monday-Friday 4:00 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Hour Magazine	6/23	24	8
KSDK	COURT	9/25	27	11
KPLR	Voltron	8/23	10	11
KMOX	Quincy	6/18	25	12
KTVI	Three's Company	6/17	18	11
KDNL	Gomer Pyle	2/5	5	7

NSI

PITTSBURGH**KDKA**

Monday-Friday 5:00 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Hour Magazine	11/31	47	18
KDKA	COURT	13/32	49	33
WTAE	Three's Company	9/21	48	35
WPXI	Name That Tune	6/14	26	16
WPTT	Batman	2/5	6	6
WPGH	Dukes of Hazzard	4/9	12	14

APB

CHARLOTTE**WBTV**

Monday-Friday 4:30 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Rituals	6/21	13	9
WBTV	COURT	10/31	23	18
WSOC	Alice	7/23	16	10
WCCB	He-Man	4/14	8	3
WPCQ	Heathcliff	2/7	4	4

APB

MILWAUKEE**WTMJ**

Monday-Friday 4:30 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Little House	6/22	18	7
WTMJ	COURT	9/29	16	11
WITI	Jeffersons	7/21	17	9
WISN	Local Talk	3/11	10	4
WVTM	Superfriends	3/10	4	2
WCGV	Voltron	4/12	3	3

APB

ALBANY-SCHENECTADY WRGB

Monday-Friday 5:30 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Three's Company	8/22	7	8
WRGB	COURT	13/31	21	16
WTEN	Taxi	11/26	17	18
WNYT	Family Feud	6/14	7	8
WXXA	Beaver	5/12	7	7

NSI

MEMPHIS**WREG**

Monday-Friday 4:00 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Waltons	7/19	15	6
WREG	COURT	11/27	22	11
WHBQ	Dallas	8/21	21	7
WMC	Hart to Hart	7/18	19	7
WPTY	Tom & Jerry	4/10	6	2
WMKW	He-Man	2/5	1	1

NSI

RICHMOND**WTVR**

Monday-Friday 5:30 PM		RTG/SH	W 25-54 000	M 25-54 000
Lead-In	Benson	10/29	13	13
WTVR	COURT	13/33	20	20
WXEX	Love Boat	6/14	8	9
WWBT	WKRP In Cincinnati	8/21	12	18
WVIR	CNN News	1/3	3	4
WRLH	Diff'rent Strokes	6/15	6	4

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policy laid down by the President. "If the President hadn't felt he could make a determination on the basis of the information he had," she said, "he wouldn't have made it."

The President's determination regarding the separate-systems issue may not be the executive branch's last word on changes it will propose or support in U.S. international telecommunications matters. Dougan said that, "in light of current circumstances," the government should review its long-term relationship with the Communications Satellite Corp., the U.S. signatory to Intelsat. She noted that, in view of emergence of Comsat competitors and of would-be competitors of Intelsat, there is congressional interest in remodeling Comsat, which was created by an act of Congress in 1962. Bills have been introduced to break up Comsat and assure the presence of U.S. government observers attending Intelsat meetings along with Comsat representatives. Dougan was

not specific, saying only, "There are a number of issues requiring review and analysis and understanding."

Increasingly, as telecommunications multiply, the U.S. finds it essential to participate in international conferences to establish international standards. NTIA experts at present are involved in an effort by the ITU's CCITT (International Telegraph and Telephone Consultative Committee) to develop standards for Integrated Services Digital Network, a concept developed by the Bell Labs for transmitting a variety of communications services, including video and telephone, over a single wire. "Our effort," said Markey, "is to make sure the international standards are appropriate to our [U.S.] systems." And Dougan said the State Department is working with industry in its effort to develop standards, within the context of the ITU's CCIR (International Radio Consultative Committee), for high-definition television. She noted that the Japanese,

who have taken the lead in developing the technology, have scheduled a major demonstration of it in Tokyo in January (BROADCASTING, Oct. 8). "For high-definition television to be viable," she said, "we need a cohesive approach of government and industry"—provided the approach does not hinder innovation.

Beyond the question of standards, Commerce and State are attempting, each in its own way, to help the American telecommunications industry to sell goods and services abroad. Commerce, for instance, is negotiating an agreement with China—it is called the China Protocol—under which U.S. telecommunications companies would help China establish a national telephone network. "The payoff for the U.S.," Markey said, would be "goodwill and the possibility of opening a large market" for the American telecommunications industry. An obstacle to conclusion of the protocol is Defense Department concern about transfer of technology that might have military application. Markey also said NTIA officials are working with the office of U.S. Trade Representative in an effort to open markets around the world for the U.S. telecommunications industry. One country of particular interest is Japan. The U.S. deficit in trade with Japan is \$35 billion—with almost \$15 billion in electronic-based products.

What's more, a Senior Interagency Group for communication and information is considering a draft report recommending that the government increase its communications aid to developing countries (BROADCASTING, Dec. 17). Dougan says the private sector in the U.S. should take a larger role in that effort—and not as charity. She said foreign governments are subsidizing Third World telecommunications operations because they see the Third World as a future market. "We want to position the U.S. to be able to compete in Third World markets, both for foreign policy and economic considerations."

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the communications community that will occupy the time of the administration in 1985 is the violation of copyright abroad. A report issued by CBS Inc. last October listed that as the most serious international trade problem facing leading communications enterprises in the U.S. (BROADCASTING, Oct. 8). And Markey said NTIA would follow up on that report with an examination of the effect on U.S. programmers of foreign copyright laws. He also said special attention would be paid to problems with Canada, whose laws do not require copyright protection of any material—domestic or foreign—picked up for relay by cable television systems. Canada has begun consideration of changes in its copyright legislation, but Markey said the U.S. is “not sure Canada is moving as speedily” as it could. Accordingly, he said, the U.S. “will keep the pressure on.”

The U.S. is paying increased attention to intellectual property rights in a number of areas. A study is now under way in the State Department on the question of whether the U.S. should finally join the Berne Convention, which came into existence in 1886 and which focuses on intellectual property rights. The World International Property Organization serves as its secretariat. The only major international copyright protection agreement to which the U.S. adheres is the Universal

Copyright Convention. UNESCO serves as its secretariat, but State Department officials say the U.S. withdrawal from that organization will have only “negligible” effect on U.S. participation in UCC.

The Senate in one of its last actions in the last Congress gave its approval to U.S. adherence to another international copyright agreement—the Brussels Satellite Treaty—which is designed to prevent the unauthorized retransmission of signals not intended for public use. However, only eight other countries have signed the agreement; the U.S. hopes its participation will prompt other countries to join.

The U.S. withdrawal from UNESCO does not signal an abandonment of interest in matters of international communications that had been debated within that organization—those proposals coming within the heading of the New World Information Order, which the U.S. considered as contrary to the U.S. free press traditions. Indeed, officials say the State Department, principally through its Bureau of International Organizations, will keep abreast of NWIO developments in all UN agencies. The U.S. will also monitor all aspects of UNESCO operations. But it remains to be seen whether the U.S. finds what it considers sufficient degree of reform to make a return to UNESCO one of its major decisions in 1985. □

Business

As 1985 dawns, the signs are that it will be a good year for business for almost all sectors of the Fifth Estate. A few months ago, there was less certainty about that. After a decline in inflation-adjusted gross national product from 10.1% in the first quarter of 1984 to 7.1% in the second and to a still lower 1.9% in the third, there was some anxiety that economic activity and advertising might be headed toward a slowdown in 1985.

But the latest indicators from the Commerce Department say fourth-quarter GNP will end with a 3% gain. That number supports the forecasts of most economists, who say that real GNP will increase moderately through at least the first half of 1985.

Total advertising is once again expected to expand faster than the economy, according to Robert Coen, senior vice president at McCann-Erickson, who estimates a 9.7% gain for advertising, compared to a gain of 7.9% (unadjusted for inflation) in GNP for 1985. Broadcast advertising is expected to increase slightly faster than total advertising, although the estimated increases for network, spot and local revenue are lower than last year.

For the television networks, there is concern that the softness reported in the fourth-quarter scatter market will spill over into 1985. But with nearly 80% of network availabilities having already been sold at record prices upfront, all three networks are expected to post revenue increases in 1985, with a three-network gain of 5%, in comparison to last year's Olympic-laden dollars.

The new year will not produce the costs associated with covering the elections of 1984, and broadcast profits are expected to gain at both NBC and CBS. The latter, according to securities analyst Mark Riely of F. Eberstadt & Co., is expected to overtake ABC in overall broadcast profits for the first time since 1981. Riely said that because the ABC-owned television stations are likely to show operating profits down from the 30% + gain expected in 1984, and because a weakened ABC network won't be able to pick up the slack, profits for that broadcast division are expected to decline by several percentage points.

In spot and local television, the Television Bureau of Advertising estimates a 1985 spot revenue gain of 11% and an

increase in local of 14%. At a Paine Webber media conference in New York early this month (BROADCASTING, Dec. 17), however, executives of group owners on a television panel indicated they thought the TVB estimate would have to be revised downward by a few points. McCann-Erickson's Coen expects barter advertising to increase 20%, to just under \$500 million.

With single-digit revenue gains possible at both the television network and spot level, cost controls will be no less important in 1985 than in recent years. One area of particular concern is payments for sports programming rights. Rights to the summer Olympic games in Seoul, South Korea, are expected to be resolved in the first quarter of 1985, with estimates of the winning bid anywhere from \$300 million to \$750 million. ABC's winning bid for rights to the 1988 winter games in Calgary, Canada (including cable, pay and video-cassettes), was \$309 million. Both broadcasters and cable services will once again be negotiating for college football rights to replace the one-year deals made in last year's unsettled environment.

Cable MSO's hope to continue improving their operating margins, helped along by marketing efforts, basic rate increases allowed by the new cable legislation and increases in pay-per-view revenue. According to Eberstadt's Riely, “By the end of this year, you will see a couple of announcements of start-up, pay-per-view networks.” The potential for cable operators, he said, is to take away that portion of the videocassette rental business derived from hit movies, which he estimates at half a billion dollars yearly.

In 1985, several cable channels, including Disney Channel, The Weather Channel, Rainbow Program Enterprises and CBN, hope to reach profitability. McCann-Erickson's Coen estimates that cable network advertising will increase 20% in 1985 to just below \$500 million. Another estimate puts the figure at \$600 million for the networks and \$125 million for local systems' advertising.

One issue many companies will be watching closely next year is the fate of the Treasury Department's tax reform proposal. Of special interest to cable MSO's, equipment manufacturers and other capital intensive businesses is the proposed repeal, in the Treasury's tax plan, of the Accelerated

Cost Recovery System. ACRS, which Congress adopted in 1981, allowed businesses to depreciate assets over a shorter period of time—thereby reducing taxable income in the near term—than was previously the case. Richard McDonald, securities analyst at First Boston Corp., has estimated that for cable MSO's, 18% to 25% of after-tax cash flow is attributable to accelerated depreciation. Secretary of the Treasury Donald Regan will reportedly decide soon after the New Year whether to restore the ACRS to the tax reform proposal. Jim Mooney, president of the National Cable Television Association, said any attempt to eliminate the ACRS would have a rough time: "There are too many industries that are already extended that would be extended further by its repeal." Even if the proposal never makes it to Congress, the uncertainty created by the

proposal could still play havoc with Fifth Estate business.

Initial system construction may begin or will continue in urban areas such as Baltimore; Chicago; Cleveland; Sacramento, Calif.; Philadelphia; Washington; Detroit; St. Louis; Milwaukee, and certain boroughs of New York. That is good news for cable supply manufacturers and distributors, some of whom, in 1984, suffered declining revenue and price cutting.

James L. Faust, president of Zenith cable products division, foresees 1985 as providing the same kind of year as 1984 "give or take 5%." Faust said: "I think new builds may even be down a little. The trick is knowing when they are actually going to start. There is no reason to call for pessimism or undue optimism." □

Programming

Despite the lowered expectations of some of the new technologies, television programming opportunities will continue to expand in 1985, although perhaps not at the rate once predicted for the mid-80's. Producers and distributors may find that the "alternate" outlets—STV, PPV, MDS, DBS, LPTV—are fading as fast as they sprang up a few years ago, but much of the action in programming during the coming year will be centered on television stations and program producers banding together to produce shows for their own consumption rather than waiting for product to arrive from a successful four-season network run.

To the critics' dismay, the syndication marketplace may be flooded with clamorous television game shows. But at the same time, there are a number of proposals for new, first-run comedy and drama shows that, perhaps as short as a year ago, were considered a pipe dream by most television station operators. Independent television stations, which must acquire all their own programming, now have the opportunity to move away from a dependency on off-network series and instead carry first-run shows—a luxury previously available only on the networks. Whether independents will take up the opportunities available to them in the coming year is another matter—some distributors are convinced the pat programming solutions will prevail as programmers elect to travel safer roads.

And the networks themselves have not been unresponsive to change. To stem the erosion, they have applied a number of fixatives—everything from increasing their load of mini-series to ordering extra episodes of regular prime time series so that viewers will not defect during the late spring and summer repeat cycle. And by using big promotional pushes, networks are elevating the status of their programming from a show to be watched to an event that must be witnessed.

Pay cable, too, is moving slowly but steadily ahead in producing its own series and made-for-pay movies. Like their television station cousins, the pay community is increasingly becoming the instigator of its own programming destiny, rather than relying on what the Hollywood studios are producing. Here, however, the critics charge that much of the fare is no different from that which appears on the conventional broadcast networks—just a notch or two rasher in the flesh it's willing to expose and the violence it's prepared to depict.

For syndicators and the stations that buy their product, the marketplace is rich in some programs but poor in others, thus prompting some innovations that might have baffled another generation of programmers. "One of the trends we're in the middle of is bringing back shows that were not viable two years ago because there was no demand for them," said Randy Reiss, president of Paramount Domestic Television and Video Programming Division. Reiss pointed to such shows as Paramount's *Bosom Buddies* (37 episodes) and Warner Bros.

TV's *Private Benjamin* (39 episodes) as examples. Until recently, he said, most programmers thought those two shows had too few episodes to be worth stripping on a daily basis in syndication. But with the pressure for half-hour comedies at an all-time high due to so few coming off the networks, Reiss said stations are now finding innovative ways of making more out of less. Reiss warns there is a risk—stations can overexpose limited series quickly, for example, and exhaust them prematurely. But if scheduled properly—a six-month flight followed by an equal rest—he believes limited episode series can help to overcome the paucity of new comedies.

In a sense, station operators have taken the situation into their own hands and are not waiting for the traditional system to deliver programming product. Metromedia, along with Taft, Gannett, Hearst and Storer, banded together to form the New Program Group. While the consortium's name may sound rebellious, its purpose is clearly mainstream: to produce first-run programming for themselves and other stations that will eventually add up to enough episodes so that stations can strip on a daily basis. NPG's first project, *Small Wonder*, has already cleared 50% of the country.

"The development of new half-hour comedies is slowly but surely going to help make the independents less dependent on the networks," said Neil Hoffman, vice president, program manager, Metromedia Television. Hoffman is among the believers that such efforts as NPG's *Small Wonder*, as well as Golden West's *It's A Living*, Columbia's revival of first-run episodes for *What's Happening?*, the success of MGM/UA's *Fame* and D.L. Taffner's *Too Close For Comfort* (with new first-run episodes in syndication), all testify to independents doing more to shape their own programming future.

But not everybody is happy with the way the syndication market is shaping up. Some are dismayed at the explosion of game shows over the past several months. Estimates vary, but one count puts the figure at 14, in addition to the nine already on the air. "It's insanity," fumes William F. Baker, president of Group W Television and chairman of Group W Satellite Communications. "I can tell you as 1985 approaches I still have the perspective that many, but not all, broadcasters are acting like sheep and are easily intimidated by the program sales community." Baker's opinion is shared by others who decline to be so candid on the record. This is the second year for a bumper crop of game shows, principally spurred by the success of King World's *Wheel of Fortune*. (Baker's programming philosophy is self-evident—Group W Productions produces and distributes *PM Magazine*, a local magazine talk show that competes with many game shows for access time periods.)

Baker, while obviously displeased that many stations are relying on tried and true programming formulas, is encouraged

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by other developments. In the thicket of spin-offs and imitations of successful syndicated shows—a result of the so-called “herd mentality” that programmers openly admit to—Baker sees the beginnings of increased local programming and signs that the networks are starting to get serious about the quality of their shows. “The overabundance of game shows,” he points out, “is an opportunity for counterprogramming and increased localism.”

Baker dismisses the axiom that local programming is tantamount to low ratings, and cites as an example Group W-owned KDKA-TV Pittsburgh's noon newscast, which averaged a rating in the high 50's in both Arbitron and Nielsen during the November sweep. “Damn it, it works!” says a confident Baker about what happens when broadcasters commit to serve the local community.

It has not been lost on the three commercial networks that something may be gaining on them. Network programming is changing, argues Mike Dann, a senior program adviser and consultant to ABC Video Enterprises, because viewer tastes are changing—although in which direction occasionally even the seers fail to detect. “We used to be able to predict [trends] in all forms of drama,” recalls Dann, “such as the occupational cycles of lawyers, doctors, cops and the decline of anthologies, panel game shows, westerns. We also anticipated when the monologists—Lucille Ball, Jackie Gleason, Carol Burnett—took over comedy. We knew that singers [on television] were usually unsuccessful.”

But, Dann adds, “what was unpredictable was the growth of mini-series and made-for-TV movies. It was never considered a possibility.” Programming department wisdom said that viewers would not stand to have their regular series preempted, says Dann, “but the American public is now more like the British public. There are no more objections to programming being preempted.”

ABC's mini-series, *Roots*, Dann notes, “was the daring breakthrough that set the pattern for mini-series.” And when made-for-TV movies began to outrate theatricals on television, he noted, a network could insure that with mini-series and TV movies, 15% of its prime time schedule would be a “guaranteed hit.”

If the theatricals are fading on the networks, they are blossoming on the stations where syndicators are taking the excess inventory the networks are passing up in favor of made-for-TV movies. “This is one of the busiest times for movie packages I've seen in quite some time,” observed David Simon, program director at KTLA-TV Los Angeles, and second vice president of NATPE. Faced with a backlog of unsold theatricals—many which performed well at the box office—

distributors are taking the product directly to the stations and setting up ad hoc, advertiser-supported movie networks. The companies now marketing theatricals this way include MGM/UA, Embassy, Orion, Warner Bros. TV and, most recently, MCA-TV and a joint venture between Viacom and Tribune Broadcasting.

There is a parallel trend in pay television programming. Here, too, the pay services are using more made-for-pay movies and series, and will likely continue to do so this year. “We've all gotten better and more sophisticated at understanding what our subscribers want,” reported Jim Miller, senior vice president, program planning, Showtime/The Movie Channel. “And we've learned that a lot of things don't work,” he added, such as soaps and Broadway plays. Miller sees more series coming to pay television in the vein of Showtime's *Brothers*, which had 15 episodes this past year, and *The Paper Chase*, which had 12. At Showtime, he explains, “it's clear our subscribers want good made-for-pay movies, comedies and drama, and major events with star value.” On the other hand, Miller foresees a continued cooling of the exclusive Hollywood-pay television movie deal relationship, in part because it is “hard to sell the concept to the subscribers. I don't see another five-year Paramount deal coming up.”

To some observers, the absence of theatricals is being filled not just by made-for-TV movies and mini-series. It is being met by the rise of an era of “event programming.” One senior network official describes it as the phenomenon “where the television program itself becomes an event in people's lives,” as opposed to the traditional passive viewing pattern. Mini-series fall into the event programming category, as did the Olympics and made-for-TV movies like *The Day After* (ABC), *Something About Amelia* (ABC) and *The Burning Bed* (NBC). Event programming, continued this executive, involves not simply heavy promotion but also talking up awareness of the program through the coordination of “education” campaigns with civic groups, pamphlets and brochures distributed through schools and libraries, as well as coverage by the press and through such shows as *Entertainment Tonight* and the network morning news/entertainment shows. The promoter's goal is to put awareness of the program in the forefront of people's minds—putting it on a parity with any other political news event—and to “transcend [the program's] initial exhibition.”

And while the executive noted that event programming, because of its extraordinarily heavy promotion costs, may not be the most astute financial business practice, it tends to boost back-end revenue through overseas sales. “You lose something if you don't see that.” □

Regulation

Now that the FCC has reconsidered its 12-12-12 multiple ownership ruling and made clear that its network syndication and financial interest rulemaking has been mothballed, are there any big-ticket items left in the FCC's mass media closet?

Yes.

For starters, the FCC's controversial notice of inquiry into the fairness doctrine has not been shelved. The commission will forge ahead on that item, which asks, among other things, whether the FCC has the discretion to eliminate the doctrine without a congressional OK. And, according to Chairman Mark Fowler, the next step in the “dialogue” will take place face-to-face at an en banc meeting in February at which the commissioners will hear oral presentations from doctrine friends and foes.

Otherwise, it will be deregulation as usual. And, according to Jim McKinney, FCC Mass Media Bureau chief, high on the list of priorities will be a series of items the bureau took over from the FCC's Office of General Counsel last year.

One of those, according to McKinney, is the character proceeding, which explores the behavior the commission should consider relevant when it comes to determining a licensee's qualifications. The Office of General Counsel completed a draft item on the issue last year, but that reportedly fell short of the commissioners' expectations. It will be up to the bureau to whip that one into shape.

Also, according to McKinney, the commission will take on an exploration of the issues to consider relevant in comparative renewal cases. Put another way, the item will address the grounds on which licensees can be challenged. Yet another

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item will address the issues to be considered in comparative proceedings for new licenses.

The bureau also is expected to propose a rulemaking questioning the need for the Carroll doctrine, a tool broadcasters can use to challenge the creation of new services or the entry of a new service into their markets. That doctrine has its roots in a 1958 decision by the Court of Appeals in Washington that held the FCC was obliged to consider the competitive impact of a new service on existing services. If the licensee could show that entry would cause enough loss of revenue so that there would be a net loss of nonentertainment service to the public, the FCC would be required to deny entry. The FCC reportedly never has denied new service on that ground because the doctrine is said to require an impossible showing.

Early in the year, according to McKinney, look for resolution on whether must-carry should be applied to TV stereo. McKinney is hoping to have that item on the agenda for Jan. 18. Word had it that a three-vote majority liked the bureau's draft recommendation, which, among other things, would have given cable operators up to a four-year break from TV stereo carriage requirements; contained a clause triggering that obligation when a certain percentage of homes had TV stereo capability, and then permitted cable operators technical flexibility to meet their obligations (BROADCASTING, Dec. 17, 1984). The item in question, however, was referred back to the bureau by Chairman Fowler for editing.

Also early in the year, the commission is expected to act on technical deregulation for cable and auxiliary services. It's also expected to face the question of whether direct broadcast satellite receiver standards should be set.

In January, the commission hopes to specify when and how applications will be accepted for the 689 new FM allotments stemming from its Docket 80-90 proceeding (see story this issue). Around the same time, the commission is expected to adopt its "first-come, first-served" proposal, making cut-off lists for new FM and TV allotments a thing of the past (BROADCASTING, Sept. 17, 1984).

Under the commission's current procedures, applications that are accepted for filing are placed on cut-off lists, which notify other parties of the filing and give them time to file competing applications and petitions to deny. If competing applications are received, a second cut-off list is published and a deadline for filing petitions to deny the competing

applications is given.

Instead of continuing its use of the cut-off lists, the FCC has proposed to resort to filing "windows," much like those it now uses for cellular radio applications. Under the plan, all parties interested in applying for the vacant channels currently listed on the FM and TV tables of allotments would be able to do so for a window period of 45 days. If one party didn't apply before that deadline, and at least one other party did, the non-applying party would be out of contention.

Under the game plan, application windows for the Docket 80-90 allotments would be specified. All acceptable applications received during the window period would be treated as having been filed on the same day, and applications filed for the same channel would be designated for comparative hearing. Under the proposal, if no applications for a particular channel were received during a window period, the first acceptable application filed for the channel after the window closed would get the channel—without having to compete for it. The same window system would apply to applications for facility modifications.

On the cable front, the FCC will wrap up its rulemaking implementing the Cable Communications Policy Act of 1984; in January, it will put out the rulemaking aimed at implementing the equal employment opportunity provisions of that law. Also, perhaps by spring, the commission is expected to address its pending rulemaking to permit the television networks to own cable systems.

The bureau's further notice of proposed rulemaking on VHF drop-ins, which looks toward protecting as much established service as possible, should be out by the same time.

Another item expected to come up in the new year will consider how the commission should go about choosing parties for interim station operations.

Also targeted for action in the coming year: the commission's rulemaking to eliminate the personal attack and political editorializing rules; an item championed by Commissioner Mimi Dawson and aimed at granting women lottery preferences, and a proceeding on how subscription services—direct broadcast satellite, multipoint distribution service and subscription television—should be regulated.

One big question that should be answered soon: whether Commissioner Dennis Patrick, whose term expires in June, will get the reappointment he seeks. □

Journalism

Looming like dark clouds on the journalistic horizon, say news executives, are two issues: the Reagan administration's ongoing efforts to suppress access to governmental information and the effect the Westmoreland libel suit against CBS, and other law suits like it, may have on efforts by news organizations to exercise hard-hitting journalism in the pursuit of stories that may be controversial.

As for the first issue, says Lou Adler, vice president and news director, WOR(AM) New York, and president of the Radio-Television News Directors Association, "I am terrified of having Reagan in office for four more years in terms of his negative impact on journalism and the free press." Perhaps the most Draconian proposal served up by the administration, said Adler, was the one to force certain government employees to swear to secrecy about certain job functions for the rest of their lives—under penalty of prosecution by the Department of Justice.

But for some inexplicable reason, said Adler, Reagan gets away with proposing such undemocratic sanctions with barely a dip in the popularity polls. "He is a popular, Teflon

president," said Adler. "None of his gaffes stick to him. He blames the press and gets away with it."

Independent Network News President John Corporon predicted the conflict between the media and government and the latter's continuing efforts at "slowing down the flow of information" will continue in 1985 and perhaps beyond. The latest example, he noted, was breaking as this issue went to press—the government's indignation over the publication of a story revealing that the next shuttle launch would carry a spy satellite into space. "It's a classic example," he said, "of the government's desire to conceal and the media's desire to publish, educate and inform."

CBS News President Ed Joyce took a different position on the issue than many of his colleagues. "I have to separate myself from those who see anything sinister, or dramatically new, in this administration's attempt" to control media coverage, he said. Joyce added that recent past administrations, such as that of Jimmy Carter, Lyndon Johnson "and certainly the Nixon administration," all tried to manipulate the press and suppress certain governmental information. He said such

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efforts were manifestations of "the inevitable tension between the coverers and the covered. It's not new; it's always been there."

One conclusion, however, that journalists are reaching is that as a group, they may not be totally blameless in the government's efforts to suppress hot stories. NBC's Tom Brokaw mentioned it several weeks ago at a New York luncheon, and Adler repeated it last week: Journalists have not done an adequate job of explaining to the public what they do, and why, and why the free press is important to individual citizens. "A very hostile environment exists out there" among viewers, said Brokaw, as to "what we do and how we do it." And if news organizations don't improve communication with the public, they may lose public support altogether, said Brokaw, at which time "we won't be able to go forward."

Adler spoke of the problem in terms of a "marketing job and public relations job" that needs to be done. "We have to stop talking about our rights. We're defending the public's right to know."

One such effort is under way. Project Watchdog is a major public awareness campaign formulated by the Society of Professional Journalists, Sigma Delta Chi (SPJ/SDX). It was an idea that emerged several years ago from a gathering of national news organizations at the "First Amendment Congress" in Philadelphia, and later at Williamsburg, Va. The project is coordinated by SPJ/SDX member R.T. Kingman, director of the Washington public relations office of General Motors Inc. The goal, he told BROADCASTING, is to "raise the intensity of the public's appreciation personally of the protection they receive" from press freedoms under the First Amendment. Surveys have indicated, he said, that the public has little appreciation of the value of such freedoms. "The public attitude seems to be," he said, that such freedoms are "fine for the press but they don't do me any good." He said the project will attempt to "separate the value of the First Amendment from whether or not people like the press. They shouldn't be tied together. [Freedom of the press] is a protection for the rest of us."

As conceived, Project Watchdog will consist of two parts—a major, national, two-year media blitz valued at \$100 million for 1986 and 1987 (the bicentennial of the U.S. Constitution) and a grassroots campaign carried out by local SPJ/SDX chapters. A big "if" confronting the execution of the national campaign is securing the endorsement of the New York-based Advertising Council, which endorses only a few projects annually. Only with that backing will Watchdog get the \$100 million in air time and print space from media outlets that support Advertising Council-backed projects. Kingman said SPJ/SDX will make its formal presentation to the Ad Council in January.

Libel suits are nothing new, but the stakes are becoming increasingly higher (General William Westmoreland is seeking \$120 million in damages from CBS). There is concern that just from the economic standpoint, some news organizations, especially smaller ones, may shy away from tackling stories when there is a hint they may have to defend themselves in court, and face hefty legal costs in the process. "It's bound to affect everybody," said Richard Salant, former president of CBS News. "We've got to find an alternative to court trials and libel" when it comes to settling disputes between news organizations and the subjects they write about, he said. Without offering any specific solution, Salant suggested the most sensible route may be some sort of "informal arbitration proceeding that is voluntary," whereby news organizations found at fault would agree to publish either a retraction or the subject's side of the story. The National News Council, which Salant headed for a time prior to its folding last spring, attempted to develop an arbitration procedure. However, there was a lack of support from the industry.

WOR's Adler agreed libel suits would be an "immense is-

sue" in 1985. "They have proliferated and they are financially crippling," he said. "News organizations can't possibly afford that kind of thing." If Westmoreland wins a jury verdict, he added, it will have a "terrible chilling effect on our business."

Richard Wald, senior vice president, ABC News, said a "series" of successful suits would indeed have a detrimental effect on news gathering processes, which is why NBC's successful libel defense against a suit brought by presidential candidate Lyndon LaRouche Jr. is significant. "Frivolous suits have always been a problem," said Wald, because they prompt news organizations to ask: "Is it worth X million in legal costs for that story?"

For the broadcast networks, 1985 will be a year when they will try to develop successful replacements for failed attempts this year in developing new prime time news programs, such as CBS's *American Parade/Crossroads* and NBC's *Summer Sunday USA* and, before that, *First Camera*. NBC confirmed last week it is developing a new weekly news hour program—to be anchored by Roger Mudd—to debut in the second half of 1985, possibly as a summer replacement series. Details are sketchy at this point, but last week NBC News President Larry Grossman said the focus of the show would be "timeliness," with Mudd doing a weekly "cover story" on some prominent issue in the news, which would be followed by other pieces developed by as yet unnamed contributors to the program. Grossman also said his division still has plans to develop a news program for adolescents.

In fact, NBC News executive producer Herb Dudnick has developed two pilots for the young people's news show, entitled *W/5* (a reference to the journalistic basics of who, what, where, when and why). Grossman has seen the pilots and was pleased enough to send them to NBC Chairman Grant Tinker for final approval. The program, targeted to junior high schoolers, is designed as a weekly half-hour magazine show, designed to flush out and follow up major issues and events in the news—but always reported through interviews with young people, although Dudnick says the program would have appeal to adult viewers. And, he added, "there's not a story we wouldn't do." Bill Schechner, former co-anchor of *NBC News Overnight*, will be anchor of the new program, if approved.

At ABC, Wald confirmed that the news division still intends to bring *Seven Days*, the proposed week-in-review program, to fruition in 1985. But it has been a slow process, Wald acknowledged, noting that the first pilot, shot back in May, didn't come out quite right. "Our problem is that we're not a Hollywood studio" that can churn out pilots left and right, he said. So while the concept still has the backing of top-level ABC news executives, the form the program will take and its debut date are still uncertain.

CBS is examining several possible concepts for new news programs, but they are being held close to the vest. The news division said last week that it would do 12 hours of documentaries in 1985, about double the number it did in 1984, an election year, but significantly fewer than the 18 or more it was doing annually a decade ago. Former *CBS Evening News* anchor Walter Cronkite, now a special assignment correspondent with the network, will be the primary reporter/correspondent for at least three of the programs, which will explore Vietnam 10 years after the communist victory, worldwide terrorism and threats to security and safety in a nuclear world. In March, the network plans to air a documentary, reported by *Morning News* anchor Bill Kurtis, on the experiences of organ transplant recipients. CBS News commentator Bill Moyers is scheduled as the correspondent on a program exploring the rise of religious militancy throughout the world.

ABC launched a different approach to documentaries in 1984—longer form programs of up to three hours dealing with a single subject—that it will continue in 1985. Wald said ABC has also allotted some 11 or 12 hours of documentary pro-

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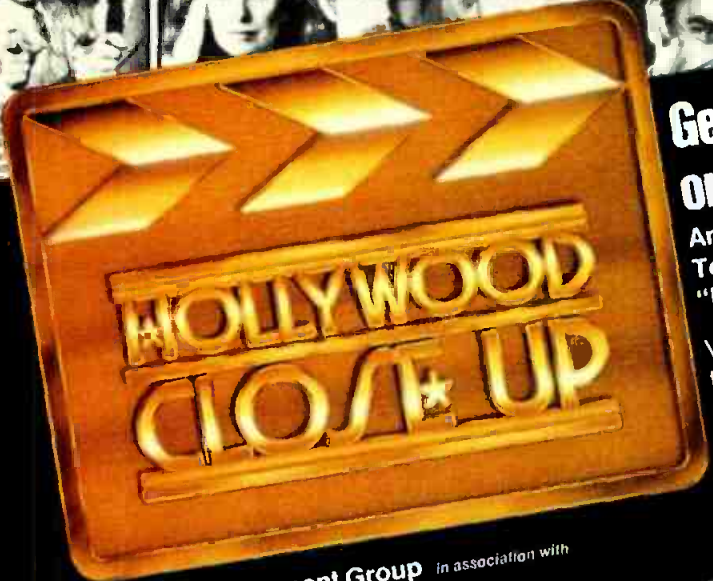
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DIVINE MISS!
 Bette at home with "Baby Divine" Vince Edwards Chases Deal - How to edit movies and TV
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graming for the 1985 news budget. In March, a multihour *Closeup* program on nuclear power is scheduled, while one on America's emerging "permanent underclass" is scheduled for the summer.

NBC's Grossman said the network plans to make "four or five" documentaries in the first half of 1985. The documentary schedule for the second half is not yet in place, he said, and will depend on whether the new Mudd-anchored program goes as planned.

Metromedia still has hopes of launching a national news

program of its own—but it is on the back burner until it establishes a news operation at its station in Chicago, WFLD-TV. "That's our first priority for 1985," said Joseph Saitta, vice president, news, Metromedia Television. That will be the company's seventh local TV outlet to launch a news operation. Officially, Metromedia now has no date for the start of the national news program, but with the Chicago operation not expected to be complete until August 1985, at the earliest, the national news project won't get off the ground before the fourth quarter of 1985 or, perhaps more likely, 1986. □

Legislation

On Capitol Hill, 1985 will bring a blend of the old and new. In the Senate, the Commerce Committee has a new chairman, Missouri Republican John Danforth, whose communications agenda has not yet been revealed. But in the House, the same players will continue to influence telecommunications policy—House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee.

Congress convenes Jan. 3 for its 99th session and it is expected to revisit many of the communications issues left unresolved during the last two years as well as tackling new ones. There is increased interest in cable copyright and must-carry legislation. Proposals for mandatory children's television programming standards and a growing concern over gratuitous sex and violence on the airwaves may also fall under congressional scrutiny.

But perhaps the most pressing matter that will face lawmakers next year is the mounting pressure from citizen groups to ban beer and wine commercials on TV and radio. "There appears to be a groundswell of groups interested in doing something about it," said one House staffer. Indeed, Project SMART (Stop Marketing Alcohol on Radio and Television) is working in conjunction with the PTA to collect a million signatures calling for an end to the ads or a requirement of equal time for health messages.

If alcohol advertising becomes a congressional priority, it may emanate from several committees. Several key legislators are considering exploring the issue, including Representative Henry Waxman (D-Calif.), chairman of the Subcommittee on Health and the Environment; James Florio (D-N.J.), chairman of the subcommittee with jurisdiction over the Federal Trade Commission, whose authorizing legislation may become a target for the SMART campaign, and Wirth and his Telecommunications Subcommittee.

In the Senate, Paula Hawkins (R-Fla.), who chairs the Subcommittee on Alcoholism and Drug Abuse, is reviewing the matter, and Commerce's Danforth could also take up the issue. "There may be more smoke than fire, but broadcasters can't assume that is the case," said one Senate staffer.

One House aide predicted that in 1985 Congress will exercise "more oversight authority on communications issues rather than pursue a legislative course." Some Capitol Hill observers feel Congress will want to concentrate on the federal deficit. "I think the Congress will be wrapped up tightly with the budget and taxes," said one communications lobbyist.

On the House side, much of the legislative activity is expected to occur in the Copyright Subcommittee chaired by Robert Kastenmeier (D-Wis.). Kastenmeier plans to continue his legislative drive to revise certain aspects of the copyright law and the manner in which it is applied by the Copyright

Royalty Tribunal and the Copyright Office. (It may take considerable time to work out the differences among the members on cable copyright, a subject that has triggered controversy in the past.) The subcommittee staff has already begun work on a bill similar to the one Kastenmeier introduced last year. The measure would have provided substantial copyright relief for the cable industry, reduced the size of CRT from five commissioners to three and authorized the tribunal to hire a chief economist and general counsel. It also would have limited the impact of a 1982 CRT decision, which called for cable systems to pay 3.75% of their gross revenues every six months for each distant signal added after the FCC dropped its restrictions on importing signals. Among other things, it would modify the method by which cable systems calculate royalty fees for secondary transmission on tiers other than basic.

The copyright subcommittee is also expected to discuss the impact of low-power television and DBS on copyright law. And Kastenmeier may examine new legislation affecting backyard earth stations. Although the matter was addressed in the cable bill, Kastenmeier is reportedly concerned about the copyright implications of that legislation.

While communications lobbyists predict cable copyright issues will occupy the House and Senate, a related matter is also expected to crop up: codification of the FCC's must-carry rules. The debate over must-carry would occur, however, in the Telecommunications Subcommittee and its parent committee, Energy and Commerce. It's unclear what stand Congress might take on must carry. In general, said one Commerce Committee aide, members have been sympathetic to the concept of must carry. But, said another House aide, Congress may want to re-evaluate where it stands if broadcasters are deregulated. "They may ask whether broadcasters are deserving of statutory protection on must carry."

Some of the key telecommunications issues that occupied the last Congress, such as the cable bill, became law. But other measures, such as broadcasting deregulation, never got off the ground. Moreover, there seems to be little enthusiasm among key House Energy and Commerce Committee members to resurrect broadcasting deregulation. One House aide said: "There's a growing sense up here that NAB [the National Association of Broadcasters] would be ill advised to pursue deregulation in the same uncompromising way it did the last time."

The Telecommunications Subcommittee may also devote more of its time to financial issues. David Aylward, who is about to resign as chief counsel for the Telecommunications Subcommittee, said the subcommittee would probably pay a lot more attention to finance matters in this session. He said many communications policy decisions were made during the last Congress.

Overall, he said, Wirth is interested in finding out how the

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new telecommunications services are being used and whether "programming choices are available and is there a way to help make them available." The implementation of the cable bill's equal employment opportunity provisions is another subject Wirth may examine.

Aylward also predicted there would be less friction between the FCC and Congress next year. (The two had clashed over a number of communications matters during the last Congress.) "The FCC appears to be taking a different approach on how it makes major policy decisions," Aylward said. He thought the commission had become more "cooperative and less combative." Aylward cited the commission's decisions on telephone access charges and the multiple ownership rules as an indication of a "different way of doing business."

Both the House and Senate are expected to examine telecommunications and trade related issues. "I think the committee [Senate Commerce Committee] will concentrate more on communications policies that affect U.S. companies that market equipment, products and services overseas," said Ward White, counsel for the Senate Commerce Committee.

White said other telecommunications matters may be raised in the context of trying to pass legislation reauthorizing the FCC and the National Telecommunications and Information Administration. The FCC's current reauthorization legislation expires next year, and Congress failed in 1984 to reauthorize the NTIA. Both measures are likely to attract "baggage," said one House source.

The question of how to finance public broadcasting must also be decided. President Reagan vetoed two funding measures in 1984 because he considered them excessive. "We

may be in for a brawl on public broadcasting," said one House aide. Congress, in the process of looking at alternative ways to finance noncommercial broadcasting, may consider limited advertising. A coalition of public television stations, which participated two years ago in the experimental airing of commercials, may lobby for limited ads. It's a subject that is likely to ignite a heated debate within the public and commercial broadcasting communities.

Even though Senate Commerce Committee Chairman Bob Packwood (R-Ore.) is moving over to chair the Finance Committee, it doesn't necessarily mean there will be less emphasis on telecommunications in Commerce. Packwood plans to continue his drive to achieve full First Amendment rights for the electronic media and his influence over telecommunications policy may remain strong, particularly if he gets a seat on the Communications Subcommittee or becomes its chairman. Communications is also expected to remain a top priority for Senator Barry Goldwater (R-Ariz.), who is the subcommittee's current chairman and may retain the post.

Another matter that will probably draw considerable attention is the proposed broadcasting legislation by Representative Mickey Leland (D-Tex.), which will contain EEO standards similar to those in the cable bill.

The networks can also expect to hear from Congress again. Their use of early projections of election results is far from a dead issue and is expected to be the subject of further hearings. There is a possibility that Congress will take another look at election projections and formulate a legislative solution. Legislation calling for uniform poll closing may well be the focus of such an effort. International satellite issues also could crop up. □

Radio

Radio broadcasting experienced a revitalization in 1984, spurred by the entry of ABC, CBS and NBC into the era of satellite distribution.

The new technology, now employed by all major radio networks, provides simultaneous multichannel transmission feeds to stations, giving affiliates greater flexibility in selecting programming. The use of satellites, coupled with growing interest among advertisers in specialized programs, will likely lead to a proliferation of entertainment programming in 1985.

Just three weeks ago, NBC launched NBC Radio Entertainment, a new unit devoted exclusively to the development of long-form entertainment programming ("Riding Gain," Dec. 17). Company officials said the move will enable NBC to explore other program areas outside contemporary rock-oriented programming, which it currently distributes to affiliates of The Source, NBC's young adult network.

Also broadening its long-form program offerings in 1985 is Mutual, which plans to add more live country programming as well as holiday specials targeted for contemporary hit radio (CHR) and adult contemporary stations, according to Dick Carr, vice president of programming for the network.

Although ABC will trim about 75 hours of long-form special programming from its schedule in 1985 (BROADCASTING, Oct. 22), it will still distribute several weekly shows which it describes as its "heavy hitters." They include: *American Top 40*, *American Country Countdown*, *Silver Eagle Cross-Country Music Show*, *Supergroups* and *The King Biscuit Flower Hour*.

Long-form programs that have a good track record and gain strong acceptance in the marketplace by stations will get "healthy" C-P-M (cost-per-thousand) rates, noted ABC Radio Networks President Ed McLaughlin.

A new approach to long-form radio programming is surfacing due to programs being introduced in 1985 by RadioRadio, CBS's youth-oriented network, and The United Stations. The concept is music and entertainment news magazine programs geared to contemporary music stations. Beginning Friday (Jan. 4), RadioRadio will launch the weekly, one-hour *Entertainment Coast-to-Coast*, co-hosted by Los Angeles radio personalities Kris Erik Stevens and Keri Tombaziana ("Riding Gain," Sept. 24) on 100 stations nationwide. The United Stations will take this concept a step further when it launches *The American Music Magazine with Rick Dees* ("Riding Gain," Oct. 22) next spring in a one-hour, daily (Monday through Friday) format. (Dees is morning personality for KIS(FM) Los Angeles.)

But the expansion of long-form music entertainment programming to a daily basis begins this week when the United Stations presents the three-hour, weekly *Solid Gold Country* as a one-hour weekday broadcast. Both programs are disk-delivered.

Sports programming will be on the increase in 1985 as CBS Radio launches a major league baseball "game of the week" package beginning May 25 ("Riding Gain," Nov. 19). The event marks the first time in about 30 years that professional baseball will be on the network airwaves on a regular basis during the season. Sports will play an increasingly important role in the programming of FM music stations, noted Bob VanDerheyden, vice president of programming for the CBS/FM Group and RadioRadio.

There also should be expansion of satellite-delivered national talk programming in 1985, with current services such as ABC's Talkradio and NBC's Talknet gaining in listenership.

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especially among AM radio listeners, and acceptance in the advertising community. The United Stations, for example, is developing a new one-hour satellite-delivered, weekday, call-in talk program, according to company president Nick Verbitsky.

In local programming, radio broadcasters do not expect any new music formats to rise to the popularity that contemporary hit radio did in 1983 and 1984. Rather, the current domination of the CHR sound will continue throughout the year.

However, the number of CHR stations any one market can support appears to be reaching its limit. For example, New York has four stations which describe their formats as contemporary hit radio. The soon-to-be-released fall 1984 Arbitron reports will reveal how the stations fared in their target demographics.

"There will be very few stations across the country switching to CHR in 1985," observed Mutual's Carr. Doubleday Broadcasting President Gary Stevens, group operator of several CHR stations, concurred, saying there will be small growth in the number of CHR stations.

The adult contemporary format promises to be another important music force in 1985, according to industry executives. VanDerheyden expects the format to make a strong comeback with high ratings because of its "salable demographics." The format has already captured large audiences in several markets.

But the survival of album-oriented rock (AOR) stations in their present form remains uncertain. Over the past two years, many broadcasters have dropped AOR for CHR. It's a difficult format to sell demographically (primarily 18-to-24-year-old males), said Stevens, who recently switched Double-day-owned WAPP(FM) New York from album rock to CHR. AOR station managers also are concerned about a ban or reduction in beer and wine advertising, a major issue facing the broadcasting industry today. Beer and wine, said Stevens, are AOR's "mainstay advertisers."

AOR stations need to reposition themselves, said Carr. "Once you get away from reflecting the current trends, the young adult audience lacks a dependence on those stations for presenting the latest music," he said. Many medium and major markets today seem to successfully support just one AOR outlet.

Talk formats, especially those that deal with financial and self-help matters, and nostalgia (big band/MOR) formats are expected to continue as viable programming alternatives for AM stations in the coming year.

All stations, no matter what the format, should expect to see a record volume of programming entering the marketplace from radio program suppliers.

In news programming, many stations are looking toward computers in the newsroom and the use of cellular phones by reporters in the field as the ingredients necessary for a competitive edge in 1985 (BROADCASTING, Dec. 3). And some network executives see more news programming for FM music stations during the next year. The process is already under way at the ABC Rock Radio Network ("Riding Gain," Nov. 19). In addition, there should be more informational programming from networks using multichannel satellite distribution.

There also appears to be a heavier reliance by stations on network news material, such as actualities, for integration into locally produced newscasts.

That raises a question about the future of the local radio reporter. According to a study by Frank N. Magid Associates, commissioned by the Radio-Television News Directors Association, jobs in radio news at the local level will decline over the next decade, but should increase at outside program suppliers (BROADCASTING, Sept. 3).

On the business side, the industry is coming off a record-breaking revenue year. Network, national and local spot will yield a combined total of approximately \$5.8 billion, up 15.7% over 1983, according to the Radio Advertising Bureau.

RAB projects network radio will end 1984 with sales of \$260.6 million, up 2.8% over the previous year. But network executives see more of a 4%-5% increase for the year due to what they say was a strong fourth quarter. (Projections do not include Olympic advertising.) In total national spot dollars (RAB takes into account the revenue figures reps report to Radio Expenditure Reports Inc., Larchmont, N.Y., and estimates direct business sales between local station and advertiser), the association projects 1984 revenue of \$1.187 billion—up 16.1%. And local sales, said RAB, will finish 16.5% over 1983 at \$4.355 billion.

The rapid pace of station trading should continue into 1985 with some properties in medium-sized markets, especially the sunbelt, commanding record prices. Over the past year, the medium has been perceived as a healthy proposition for banks and lending institutions that are making more money available to experienced broadcasters looking to purchase radio properties (BROADCASTING, June 25).

How much overall business will radio garner in 1985? RAB President Bill Stakelin predicts the industry will hit \$6.5 billion. □

Technology

If technology is the engine that drives the electronic media, broadcasters and cable operators should prepare for a pretty fast ride through 1985.

The technology will continue to evolve at a rapid pace next year, changing the economics of the various media (sometimes subtly, sometimes dramatically) as well as the quality of the electronic sights and sounds that reach the audience.

Electronic news gatherers hope to come up with a small-format recording standard next year to simplify their job. The new recording systems using half-inch or quarter-inch videocassettes are significantly smaller and lighter than the widely used Sony U-matic system with its three-quarter-inch cassettes. The small-format recorders can be coupled with optics to form compact recording cameras, which, like the old 16 mm news cameras, can be operated by a single person.

The widespread introduction of the small-format technol-

ogy has been slowed by the lack of a standard. There are two half-inch systems and two quarter-inch, each incompatible with the others. Many broadcasters have put off buying new ENG equipment until the industry settles on a single format or at least just one half-inch and one quarter-inch standard.

Proponents of the Bosch and Hitachi quarter-inch systems have been working through an industry committee to arrive at a quarter-inch standard, but prospects of success have dimmed of late. Whether there will be a quarter-inch standard—at least in the U.S.—may be determined by the time the National Association of Broadcasters convention rolls around next spring.

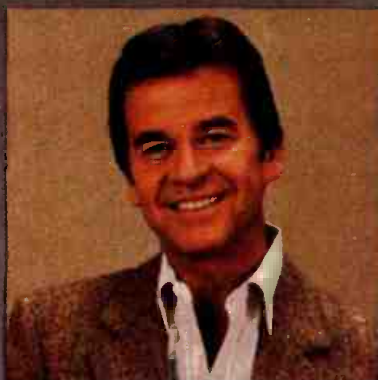
Manufacturers of the half-inch systems have been slugging it out in the marketplace, trying to win the acceptance of broadcasters through extensive marketing and promotional campaigns. As things now stand, Sony's Beta format seems

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to have jumped to a lead. During the last half of 1984, the Japanese manufacturer made deep inroads into the marketplace, highlighted by the sale of several million dollars worth of gear to CBS.

Whether solid-state cameras that use CCD chips in lieu of tubes are a technology whose time has come will be decided this year. RCA and NEC America aggressively marketed CCD cameras that offered some advantages over conventional tube cameras, but whether the advantages are great enough to outweigh the disadvantages (including high cost, in the case of the RCA unit) remains to be seen. RCA and NEC have declined to reveal how many units they've sold.

Sports producers can expect some refinements in sophisticated slow-motion video systems introduced in 1984. For its coverage of the 1984 Olympics, ABC wanted a slow-motion system with much greater resolution than it was getting from simply slowing down the playback of videotape—something close to what it could achieve with film.

Sony answered ABC's call with what ABC dubbed Super Slo-Mo. The system mimics film. The field rate is increased from the standard 60 per second to 180 per second so that when the tape is played back at, say, normal speed a high-quality slow-motion effect is created. ABC purchased two of the \$500,000 systems for the summer games and the other two networks are each expected to buy at least one.

Super Slo-Mo is not alone. RCA and NBC have demonstrated in coverage of horse races and baseball last fall that a system based on RCA's CCD technology will deliver superior slow motion. The RCA pictures lack the smoothness of the Sony pictures, but they feature considerably more resolution. During NBC's coverage of the World Series, viewers could see the seams of the baseballs as they hurtled toward batters.

Broadcasters and other program producers can expect new wonders from the marriage of video and computers in the upcoming year.

Computer-based devices have evolved rapidly over the past few years, providing broadcasters and other program producers with powerful new production tools. The character generators have a virtually limitless variety of fonts, the videoart or graphics generators obviate the need for ink and paper and, in some cases, cameras and the digital effects generator are able to take a video image and distort and manipulate it an increasing number of creative ways.

High-definition television, video promising the resolution and aspect ratio of 35 mm film, should come into its own next year. Industry groups in the U.S. and abroad are expected to agree on a standard for HDTV that should spark the manufacture and use of the new technology.

The standard is expected to feature 1,125 scanning lines with two-to-one interlace, a five-to-three aspect (width-to-height) ratio and a field rate of either 80 hertz or 60 hertz. The industry will probably settle on 60 hertz if the Japanese Broadcasting Corp. (NHK), the chief developer of HDTV, can prove that 60-hertz HDTV can be downconverted to a 50-hertz PAL or SECAM for broadcast in Europe. NHK plans a demonstration of its conversion technology in Tokyo Jan. 9-11.

One of the problems with HDTV is its extraordinarily wide video bandwidth. Because of it, the only way it can be broadcast terrestrially is to downconvert it to one of the existing standards. However, NHK may have come up with a bandwidth compression system that can squeeze the HDTV signal enough so that it can be broadcast via satellite as part of some direct broadcast satellite service. It plans to demonstrate the system, which it calls MUSE, along with the downconversion system next month.

The FCC authorized multichannel television sound last spring, but the new service, which allows for the broadcast of stereo sound as well as such auxiliary audio services as foreign language soundtracks, will probably get rolling in 1985.

The receiver manufacturers are all for it. It means (or at

least they think it means) they will be able to sell a lot more sets. But the broadcasters are a bit ambivalent. They would like to broadcast in stereo, but have no economic incentive to make the move. Indeed, the cost of buying new transmission equipment (in some cases, a new transmitter) is a strong disincentive.

Nonetheless, broadcasters are expected to gear up for stereo in large numbers in 1985, if only to keep up with other broadcasters and to keep pace with many of the cable networks. Sure to follow receiver manufacturers and broadcasters into stereo are the program producers.

The future of teletext is just as uncertain at the start of 1985 as it was at the start of 1984. For the broadcast-based home information medium to make a go of it, most believe, the decoders that receive and display the teletext information must be built into sets at little extra cost to the consumers. And there is some promise, but no assurance, of that being done in 1985.

NBC will shut down its teletext service at the end of January, having given up hope that low-cost decoders will be available any time soon. NBC had employed the North American Broadcast Teletext system for its service, it should be noted, and prospects of low-cost decoders for teletext services based on the incompatible World System Teletext system, such as that broadcast by Taft Broadcasting's WKRC-TV Cincinnati, are considerably brighter. Zenith, a major domestic receiver manufacturer, plans to incorporate teletext decoders in a new digital television set it expects to bring out next year.

The news for the new over-the-air distribution technologies, namely multichannel MDS and direct broadcast satellites, was not good in 1984. It's not that the technologies have proved unworthy; it's just that they have not proved economical or competitive. Huge start-up costs have so far defeated attempts to get high-power DBS off the ground. Comsat, which led the way into high-power DBS in 1979, all but gave up on its DBS ambitions last month, citing the combination of high costs and high risk.

MMDS's problems have been regulatory. The FCC was swamped with applications—some 16,000 in all—for four-channel MMDS licenses in the fall of 1983. But implementation of a lottery to grant construction permit has been delayed due to the running feud between the FCC and Congress as to whether the lottery should be tilted in favor of minority applicants.

Not content to wait for the FCC to act, some companies have made deals with Instructional Television Fixed Service broadcasters to use some of their excess capacity. Such deals were made possible by new FCC rules adopted last year. The first multichannel broadcaster to take the ITFS route is American Family Theater Inc., which struck a deal with the ITFS operation of George Mason University and launched a four-channel service, including three pay services and two basic cable services, last month in Washington.

Even if DBS and MMDS or multichannel broadcasting put their current problems behind them in 1985, the industry consensus is that they will be no more than so-called "niche" media, providing advertiser-supported and pay television to those homes unserved by conventional broadcasting and cable.

The impact of satellite communications on broadcasting and cable has been dramatic and well documented. Today, virtually all cable programming and most broadcast programming is being distributed by the string of domestic satellites that orbit the earth 22,300 miles above the equator. What's more, satellites have proved to be an invaluable tool for electronic news gathering.

Most television programming is bounced off of C-band satellites. But there's a definite trend toward the high-frequency Ku band satellites. NBC, the first of the commercial broadcast



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networks to commit to shifting the distribution of all of its programming from terrestrial microwave to satellite, decided to go with the Ku band technology. Comsat General, which was awarded the contract to build and operate the network, has been busy the past several months installing earth stations as close to the studios of the designated NBC affiliates as possible. (One advantage Ku band has is its relative immunity from terrestrial interference, allowing placement of earth stations in urban areas.)

NBC plans to formally inaugurate the satellite network Jan. 8, at which time some 140 of the planned 170 earth stations will be up and running. NBC will gradually phase out its terrestrial links over the next month or two as the remaining earth stations are set in place.

At the forefront of Ku-band satellites in ENG is Conus Communications, a subsidiary of Hubbard Broadcasting. By providing Ku-band transportable earth stations and access to a Ku-band satellite, Conus has opened the door to Ku-band communications for a small but growing band of broadcasters. The Conus stations may use the Ku-band technology that ties them together electronically to cover stories beyond the reach of microwave gear, as well as to exchange news reports among themselves.

The other important satellite development in 1985 will be scrambling. Disturbed by the growing number of low-cost earth stations being set up by homeowners to intercept their satellite feeds, the cable networks are turning to scrambling. If all goes well, at least four major services—Home Box Office, Cinemax, Showtime and The Movie Channel—will be scrambled (with the M/A-Com Videocipher system) by the end of the year.

Scrambling of cable programming on the satellites may give

birth to low-power satellite broadcasting. The cable programmers are considering providing backyard dish owners with descramblers that would allow them to watch their services for a monthly subscription fee.

The standards battle among several companies that has been retarding the introduction of stereo for AM broadcasters may come to an end in 1985. With the support of nearly 200 broadcasters and several major receiver manufacturers, Motorola and its C-Quam system may triumph over its competitors: Kahn Communications, Harris, North American Philips (Magnavox) and Belar Electronics.

It's still possible that Kahn could come from behind and upset Motorola. Kahn's system has the support of major broadcasters in several large markets. That popular and powerful stations are broadcasting the Kahn signal could discourage consumers from buying the growing number of C-Quam-only radio sets and, eventually, discourage manufacturers from making them.

If the market settles on a standard, most AM broadcasters are likely to begin stereo broadcasts. And, for the first time, media watchers will be able to determine whether stereo can help AM stations recover some of the audience they've lost to FM over the past decade.

By this time next year, technology will have once again transformed the Fifth Estate in ways that are often not possible to predict. One medium may be healthier relative to another. ENG may be more capable. Television pictures may be clearer. AM radio sound may be more appealing. Production techniques of all sorts may be more creative.

The only certainty is that the technology will change. And, because it changes so quickly, the only sound advice is to hold on tight. □

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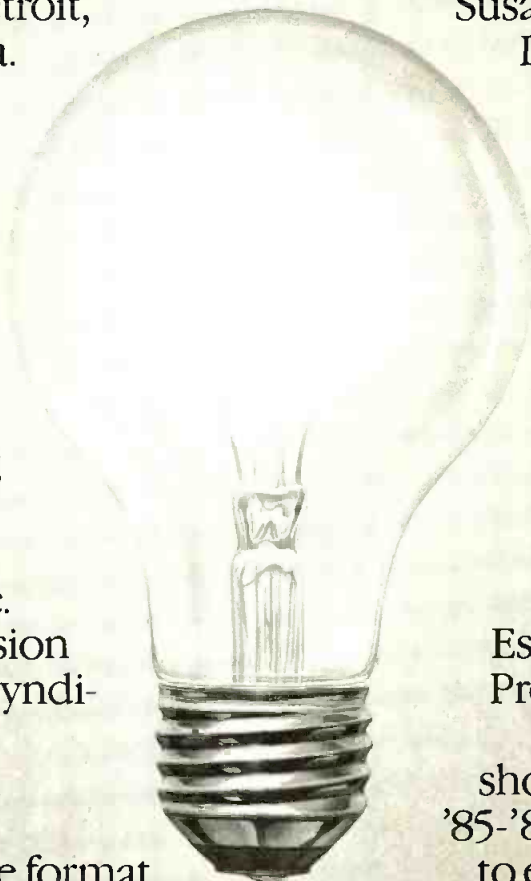
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The Second 50 Years of the Fifth Estate

1984

The year that became synonymous with George Orwell's ominous novel came and went for the Fifth Estate without the coming true of the dire predictions associated with "1984."

It was a year in which broadcast news and sports operations were stretched to the maximum in covering the winter and summer Olympics and an election campaign that ran from January to November.

It was a year in which broadcast ownership became a whole new ballgame as the FCC lifted restrictions on the number of radio and television stations a broadcast entity could own. The new magic number, more or less, became 12.

It was a year in which the cable industry got the legislative wish it hoped would help improve its bottom line: a national cable policy bill setting in stone the rights and limits of both cable operators and franchising authorities.

And it was a year in which two wayward communications satellites were salvaged from space and an over-80, former manicurist from Chicago, Clara Peller, introduced a phrase in a television commercial that became a part of the national idiom: "Where's the beef?"

With Olympics and the election campaign, 1984 proved to be a robust year for business. In mid-December it was reported that advertising in all media had increased 15.2% over 1983. Network television's 20% projected increase in 1984 (to \$8.4 billion), helped all national broadcast and cable advertising to a 16.8% increase. Spot television posted an 11.8% increase to \$5.4 billion, network and spot radio a 12.8% increase to \$1.5 billion, cable TV a 25% increase to \$400 million and syndicated TV a 33.3% increase to \$400 million.

For radio broadcasters, 1984 was the first full year major radio networks transmitted all of their programming to stations via satellite and the year contemporary hit radio (personality top 40) returned to dominance in the ratings. It was also a year in which the lines of confrontation between the President and the press were underscored, prompting a BROADCASTING essay to report that the Reagan administration was conceded to have raised the practice of manipulating or managing the news "to a new level of professionalism."

It was expected that the Olympics would boost broadcasters' bottom lines. But during the winter Olympic games in Sarajevo, Yugoslavia, ABC was beset by difficulties dur-

ing its 42 hours of prime time coverage. The six-hour time difference between Sarajevo and New York became a critical factor, eliminating live prime time coverage and giving the news media ample time to let viewers know the outcome of events long before their taped presentation by ABC.

Despite a stumbling start, ABC (which paid \$91.5 million for the rights to the winter games) found its ratings picking up speed. The network did have to give some advertisers make-goods because overall ratings were lower than expected (18.2/28), but ABC still came back from Europe with a profit.

The summer Olympics were another story. Despite a Soviet-led boycott, coverage of the XXIII Olympiad, in Los Angeles, lived up to ABC's initial predictions that it was televising "the biggest show in the history of television." As a BROADCASTING editorial called it, the coverage of the summer games was "the perfect match of television and spectacular event." ABC winnowed some 1,100 hours of coverage from over 200 events at 30 locations, some 190 miles apart, into 180 hours of on-air broadcast coverage. Nearly eclipsing some of the performances was ABC's coverage of the opening and closing ceremonies—from the 100,000 Los Angeles Coliseum spectators (using colored squares) who formed the flags of 142 participating nations and the 87 pianos playing "Rhapsody in Blue" at the beginning to the *Star Wars*-type laser finale at the close.

Trepidation in the advertising community that the ratings for the summer games might come in below expectations, as had the winter games, vanished when the numbers came in. An average of 80 million viewers—roughly one-third of the country's population—watched the games each night.

A major story for the media in the presidential election campaign was the appearance of the country's first female on a presidential ticket—Democratic vice presidential candidate, Representative Geraldine Ferraro (D-N.Y.). Exhaustive broadcast coverage began in the snows of Iowa and New Hampshire and ran through the primaries and caucuses of the spring, the Democratic and Republican conventions in the summer, and the

general elections in November.

The subject of early election projections was raised with the caucuses in Iowa and the first primary, in New Hampshire, and it continued to resurface throughout the year. At one point, Congress took the three major television networks to task, urging broadcasters to "voluntarily refrain" from projecting election results.

Although the networks did not all wait until the polls closed in New Hampshire during that primary, their coverage was cautiously reported and consisted of a so-called "characterization" of the voting trends. (ABC and NBC waited until the polls closed before predicting Senator Gary Hart [D-Colo.] as the surprise winner over former Vice President Walter Mondale. CBS announced earlier its "characterization" of the race.)

By Super Tuesday, in March, the networks had grown a bit more cautious. As for early projections, BROADCASTING reported that: "Despite the intense coverage, media watchers for the most part agreed that the three networks 'appeared to be somewhat more judicious with their election calls' this time around."

The networks were joined in election coverage by a host of brethren—ranging from CNN, INN, C-SPAN and the Public Broadcasting Service's *MacNeil/Lehrer NewsHour* to hundreds of reporters from local television and radio stations. New Hampshire (as well as the Democratic and Republican conventions and the Olympics in southern California) also demonstrated the new dimension satellite technology has added to broadcast journalism. It has given local and network broadcasters, as well as hundreds of foreign journalists, the capability to cover stories of national (or international) interest as they happen, and send reports home in an instant.

The format for televised debates underwent change in 1984. In March, a three-judge panel of the U.S. Court of Appeals in Washington affirmed an FCC decision granting broadcasters the option to sponsor as well as cover political debates without incurring equal time obligations under Section 315 of the Communications Act, thus ending the League of Women Voters' virtual monopoly on sponsorship of presidential debates it has enjoyed since 1976. On the local level, some broadcasters took advantage of that action during the primaries, but the league remained the sole sponsor for the two presidential and one vice presidential debate

during the fall campaign.

For many "new media," 1984 was a year of unfulfilled expectations. BROADCASTING reported in December the failing prospects for STV, MDS, MMDS, DBS, LPTV, teletext and videotex: "... The technologically chosen hot new media of the late 70's and early 80's have failed to gain a collective foothold that could dislodge conventional broadcasters and cablecasters from their established places in electronic communications. Moreover, it's unlikely that they will."

Despite the industry's initial optimism, many subscription television operations shut down in 1984. Unable to cope with the multichannel competition of cable television, STV's subscribers dropped from a high point of about 1.4 million in 1982 to fewer than 20 STV operations serving 560,000 homes in 1984. Early last year it looked as though Comsat's Satellite Television Corp., the first to announce its DBS intentions (in August 1979) had found a partner: CBS. But by June CBS had announced it was pulling out of the fledgling DBS business, taking with it hopes for using DBS to deliver high-definition television. STV was left to look for cash-rich investors elsewhere and tried to team with the only up-and-running DBS operation—United Satellite Communications Inc. (principally owned by Prudential Insurance), and Doug Ruhe, the co-owner of UPI. But that merger also came unglued, in late November, when Comsat's board voted to pull out of the proposed partnership.

Despite the financial and operational problems of STV and USC1, three companies spent 1984 trying to raise the capital needed to build and launch satellites and remain in the DBS business: Direct Broadcast Satellite Corp., Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite.

While DBS and the other new media had their problems in 1984, the half-inch videocassette recorder came into its own as a force in the Fifth Estate. Network broadcasters and small cable operators alike felt its effects. With the capability for time-shifting shows, "zapping" commercials and renting movies for a small fee, VCR use in the nation's homes increased from 11% in 1983 to around 17% at the end of 1984.

While plummeting prices were good for VCR owners, they made it tough for some companies, such as RCA (which had marketed a videodisk system) and ABC Video Enterprises's TeleFirst experiment in Chicago, to offer competing services with similar price tags. The latter closed its operations in June, after just six months; RCA in April.

There was further attrition in the cable programming world as Ted Turner shut down his music video service, the Cable Music Channel, aimed at the 18-to-34 age group, some five weeks after it was launched.

In November, the Nabu Network Corp. (which delivered computer software to homes over satellite and cable systems for a monthly subscription fee), shut down. The company's U.S. subsidiary (Nabu-U.S.) was headed by former National Cable Television Association President Thomas Wheeler, who was succeeded in that NCTA post by James Mooney.

The year also saw the further retrenching

of Warner Amex's two-way Qube technology. Financial conditions forced the cable MSO to cut back on franchising promises in several major market franchises and to spin off the Pittsburgh franchise to Tele-Communications Inc.

At the National Association of Broadcasters January board meeting in Maui, Hawaii, broadcast deregulation issues and organizational structure headed the agenda. John Summers, the NAB's executive vice president, was named to head the association's lobbying activities.

For those involved in the rapidly expanding satellite communications business, the flight of the Challenger space shuttle in February will be remembered for the loss of two multimillion-dollar satellites. First Western Union's Westar VI and then Indonesia's Palapa-B2 were ejected from Challenger's cargo bay, only to fall into useless elliptical orbits after their solid-fuel PAM rockets failed to lift them to the correct geostationary altitude. But all was not lost. In early November, NASA's space shuttle Discovery retrieved the two wayward birds and successfully launched four new ones by the shuttle and Arianspace's Ariane 3 rocket.

The cable bill Congress passed, the Cable Communications Policy Act, reflected a compromise between the National Cable Television Association, the National League of Cities and the U.S. Conference of Mayors. The bill, which House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) called "the first major revision of the Communications Act of 1934," limits the regulatory power of states and municipalities over cable, but, at the same time, affirms their remaining power. There was no congressional action, however, on a cable copyright bill (H.R. 6164) reported out by the House Copyright Subcommittee in June.

Legislation deregulating broadcasters was another matter. Talks among members of the House Telecommunications Subcommittee on legislation collapsed. Additional attempts later in the year by Telecommunications Subcommittee member Al Swift (D-Wash.) to resuscitate the failed negotiations between House members and the industry were short-lived. Swift, a key player from

the start, was charged by the subcommittee's chairman (Wirth) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to find the middle ground. It proved to be too elusive as members failed to overcome their differences.

One of the more controversial issues of interest to Fifth Estate broadcasters was the debate over the FCC's decision to liberalize its multiple ownership rules. The FCC raised from seven to 12 the number of television and AM and FM radio stations broadcasters may own. Later in the year, in response to mounting congressional criticism of the so-called 12-12-12 decision, the FCC voted to stay the television portion of the order at least until April 1, 1985, and Congress put that stay in legislative concrete. Under reconsideration forced by Congress that will go into effect April 2, 1985, an entity will be permitted to own 12 AM's and 12 FM's. That entity would also be permitted to own 12 TV's, as long as total reach of the station group does not exceed 25% of the nation's television homes. UHF's, however, will be assessed for only half of the market's television homes. And group broadcasters who buy interests in stations which are more than half-owned by minorities will be able to own up to 14 stations, and would be permitted to reach 30% of the nation's television households through their TV's, as long as two of the stations in each service are controlled by minorities. Although the commission's original order would have dropped all ownership restrictions in 1990, the FCC, on reconsideration, eliminated those "sunsets" for both TV and radio.

Following a sluggish start, national spot and radio networks closed out business in 1984 on a high note. Throughout the year, radio networks expanded their program offerings, radio managers increased their commitment to train salespeople and radio programming saw a continued growth of the top 40 or contemporary hit radio format.

In September, the spotlight was on radio when broadcasters from across the country assembled in Los Angeles to participate in the first radio convention jointly sponsored by the NAB and the National Radio Broadcasters Association—"The Radio Conven-



ABC at the summer Olympics

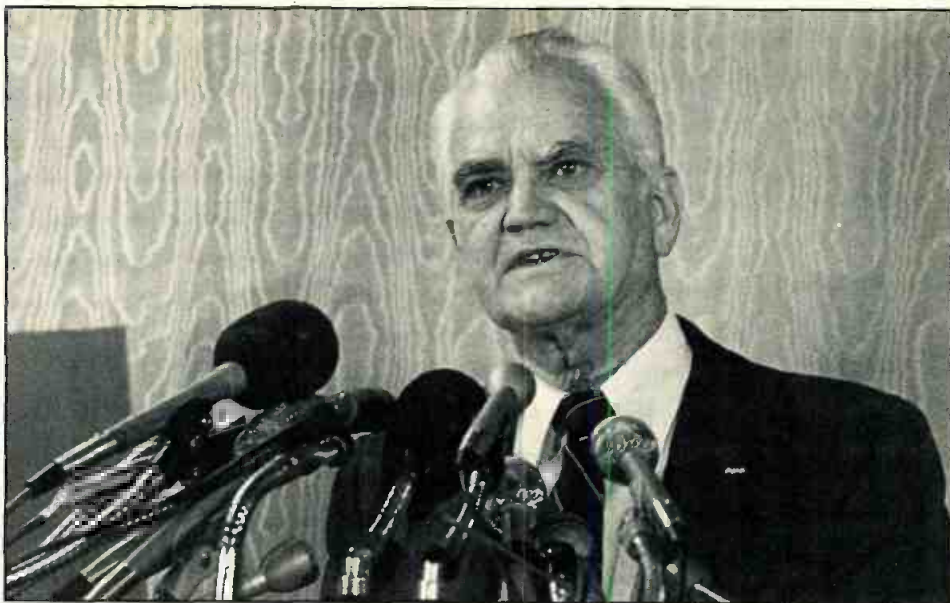
tion and Programming Conference." The "Up With Radio" convention included more than 75 workshops divided into five categories: programming, sales, management, promotion and engineering.

RKO Radio caused problems for parent RKO General when it announced in a filing at the FCC that it had billing errors to advertisers of \$7.9 million since January 1980. An FCC administrative law judge expanded the scope of RKO General's license renewal hearings to include the billing findings.

After two years of negotiations, the U.S. and Canada signed a new bilateral agreement (superceding for the U.S. and Canada the North American Regional Broadcasting Agreement) enabling the countries to establish new AM radio stations—and expand the service of stations already in existence. The agreement permitted qualified U.S. daytimers to begin broadcasting at 6 a.m. and to offer post-sunset operation until up to two hours after local sunset.

The February television sweep results proved to be a photo finish between CBS and ABC, despite the latter's telecast of the winter Olympics. (ABC had carried the winter Olympics in 1976 and 1980 and was the decisive ratings winner during the February sweeps both those years.) But the ratings in 1984 for both networks during the sweeps were lower than in 1983. Only third-place NBC improved, picking up 5% more viewers than it did in the same period the year before.

NBC's momentum carried over into the fall. After five weeks of national ratings, projections showed NBC as the only net-



General Westmoreland makes his case against CBS

work with a clear hit in the fall season—*The Cosby Show*—in first place. As was reported in BROADCASTING at the time: "What it all gets down to—after the advertising revenues, the Nielsen ratings, the profits—is programming. And here, some industry executives believe, NBC is cutting a path that has not been blazed since the now legendary 1975-76 season when ABC vaulted from third to first place and pulled the young adult, urban and teen-age audiences along with it." At the close of the year (following the first 13 weeks of the season), CBS had moved back into first place with a 17/27, but NBC remained a strong second, with a 16.3/26, followed by ABC, with its 15.2/24.

The 1983-84 season's prime time ratings honors went to CBS-TV. It said it was the first time in television history that one network ended the season victorious in the four major dayparts. (It was the fifth consecutive year CBS won the prime time ratings title.) Over the 29-week period (Sept. 26, 1983-April 15, 1984), the network averaged an 18.1 rating/28 share in the Nielsen measurements. ABC-TV placed second with 17.2/27 and NBC-TV was third with 14.9/23.

CBS's nine-tenths-of-a-rating point lead over ABC was almost double that of the year before, when CBS came out five-tenths of a rating point ahead of ABC in the prime time ratings. Most saw CBS as the winner at least as early as the end of the February sweeps, after ABC's prime time Olympics ratings had dropped 23%, compared to the ratings for the games four years ago.

Mini-series had less of an impact in 1984, generating substantially smaller ratings than, for example, the 30-plus ratings and 50-plus shares scored by episodes of ABC's *Winds of War* in 1983. None of the five mini-series in the 1983-84 season broke the 27-rating barrier or were able to achieve a 40 share. CBS's *Master of the Game* fared best, with an average 26.7/39. One positive sign for all three networks last year was that combined audience erosion in prime time was down from the year before.

The ranks thinned in the AM stereo marketplace in 1984. By year's end, only Motorola's C-Quam system and Kahn Commu-

nications were battling to become the marketplace standard. In December, Harris joined Belar Electronics and North American Philips in bowing out of the race.

Also in 1984:

- General William C. Westmoreland's \$120 million libel suit against CBS (which grew out of CBS's documentary, *The Uncounted Enemy: A Vietnam Deception* broadcast on Jan. 23, 1982) went to trial in October. At issue was the documentary's basic contention that estimates of enemy troop strength had been deliberately held to pre-set ceilings to back up the claim that progress in the war was being made.

- Following recommendations made in the Sidle report, the Pentagon began implementing in October a program providing for journalists to cover future Grenada-like military operations with the creation of a pool of 11 journalists, six of them from network TV, to accompany U.S. military forces.

- The International Telecommunications Satellite Organization celebrated its 20th year by continuing to expand its horizons in the business field. But it appeared that Intelsat would be getting additional company in providing international communications satellite service. The U.S. moved toward the adoption of a national policy to permit the establishment of companies that would permit such service. By year's end, five applications for non-Intelsat international service were pending at the FCC.

- Tough advertising-related issues were raised in 1984: The split 30-second television commercial and a campaign by special interest groups to either ban alcohol advertising on radio and television or to balance the ads with messages warning of possible alcohol-related health problems. In March, Alberto-Culver Co. dropped a class action antitrust suit against most of the broadcasting industry's biggest station group owners, saying the groups had dropped their restrictions against carrying split 30-second commercials (commercials that advertise two unrelated products manufactured by the same company) at least until September 1985. Broadcasters countered the mounting grassroots anti-alcohol advertising cam-

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Winner for
Best Target
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paign with a national public service campaign of their own against alcohol and drug abuse.

■ Paced by a new five-year network contract with ABC-TV and NBC-TV, major league baseball broadcast rights rocketed up more than 75% in 1984 to \$268 million. The increase was due largely to the \$1.2-billion rights agreement signed last year by those two networks and the league. Although local rights around the American and National Leagues did not approach the same overall percentage increase, they passed the \$100-million mark for the first time. Broadcast stations and regional cable sports channels agreed to pay almost \$105 million for local carriage rights, an increase of close to 11%.

■ The Supreme Court ruled in July that the football coverage rights the National Collegiate Athletic Association signed with the broadcast networks violated antitrust law. The high court's decision invalidated contracts that would have provided NCAA schools with some \$74 million from network and cable contracts and opened up a scramble to line up games and packages by the season's fall start.

The Supreme Court struck down an Oklahoma statute that prohibited cable systems from carrying wine advertisements in the signals they retransmitted from out of state. In July, the Supreme Court declared unconstitutional the law prohibiting noncommercial broadcasters from editorializing. Both actions prompted renewed hope for those pushing for full First Amendment rights for the electronic media. The high court had ruled in January that videotaping of broadcast programming on VCR's was exempt from copyright law.

■ In addition to revisions of its multiple ownership rules, the FCC created 689 new allocations for FM stations as part of Docket 80-90. It also authorized television stereo for broadcasters and loosened the attribution limits for broadcast station ownership.

■ The financial interest/syndication rules issue appeared to have been laid to rest in 1984. After CBS (the remaining network determined to press for a deal), and MCA (representing the major Hollywood producers) left the bargaining table, some 15 senators, led by Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), and Pete Wilson (R-Calif.), told the FCC to take "no further action" on the issue for another two years. That passivity on the subject suited the White House to a T; President Reagan had intervened personally with the FCC and the Congress to table the fin-syn issue.

■ Noncommercial WTTW(TV) Chicago became the first station in the nation to regularly broadcast stereo sound, at 6:15 a.m. (CT) on Aug. 7.

■ C-SPAN cameras became caught in the middle of a political scuffle as Democrats retaliated against Republicans who monopolized "special order" time. The so-called "camscam" debate erupted when Speaker Thomas (Tip) O'Neill (D-Mass.) changed the rules concerning television coverage of the Congress and ordered cameras to pan the almost empty chamber while Representative Robert Walker (R-Pa.) was speaking on the House floor. The dispute was unresolved at yearend.



The question of the year: "Where's the beef?"

■ The hit of the program syndication marketplace was game shows. Syndicators were unanimous when asked why game shows were so popular last year: the overwhelming ratings success of King World's *Wheel of Fortune*.

■ Music videos also were red hot. Although Ted Turner's attempt to launch a second 24-hour music video channel failed, music-related programming began making a mark in the syndicated market. And whole blocks of music video programming were turning up on independents, LPTV stations and cable networks in 1984.

■ In May, ABC bought the remaining 85% of ESPN for \$202 million from Texaco, which had obtained control of the cable sports network earlier in the year when it

bought former ESPN owner Getty Oil.

■ In September, the Mutual Broadcasting System celebrated its 50th anniversary.

■ Democratic James H. Quello was appointed by President Reagan to his third term as FCC commissioner.

While exotic new methods of delivery met with varying degrees of success in their efforts to reinvent the Fifth Estate wheel, the continuing search for product to fill the ever-broadening spectrum made it clear that programming remains the engine that drives the wheel. At the end of 1984, it appeared that 1985's first priority—in all segments of the electronic media marketplace—would be to quicken the pace of new program development.

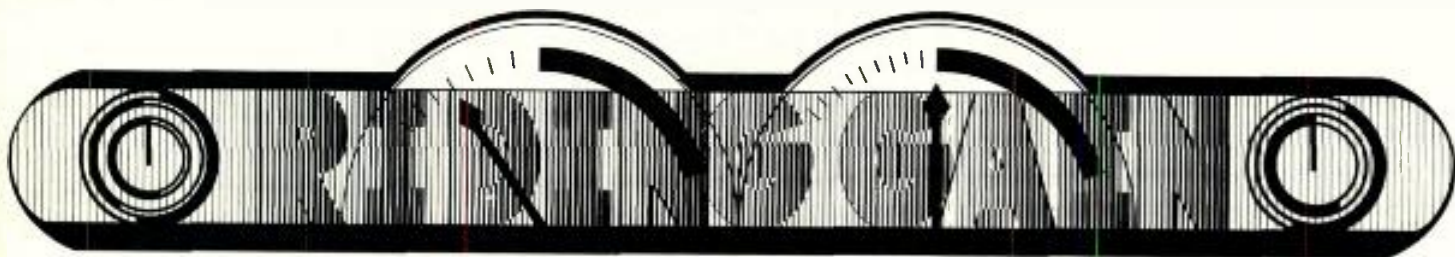
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The week's worth of news and comment about radio

Professional push

The category of "professional" workers, who include financial planners, accountants, lawyers, doctors and allied health professionals, should be the biggest growth area for local radio advertising in 1985, according to the Radio Advertising Bureau's (RAB) preliminary business forecast being mailed to association members.

Private hospital chains and free-standing emergency health clinics are strong competitors for consumers "in a field marked by soaring costs for service," the outlook said. RAB added that pharmacies, which have been strong radio users, should continue to be an important local category. As an example, RAB cited the Perry Drugs chain which nearly doubled its radio ad expenditures since 1980, going from \$66 million to \$127 million in 1983.

The association also noted that the bank and financial services field "is about to bust wide open." According to the RAB, the Federal Deposit Insurance Corp. (FDIC) is allow-

ing 9,300 state-chartered banks to get into the investing/securities business. RAB said the aural medium is "well-positioned" for this new development since radio is already being used by 77% of all banks.

A format by any other name

The Dallas-based Satellite Music Network (SMN) has, for the second time in as many months, changed the name of its 24-hour contemporary hit radio format. It was initially "Rock America" when launched last January. But, after a conflict with a New York-based music video seminar company which claimed prior usage of the name, SMN last month renamed the format "Kent Burkhart's Contemporary Top 40/CHR," in honor of its designer Kent Burkhart, chairman of the radio program consulting firm of Burkhart/Abrams/Michaels/Douglas & Associates, and a founding partner of SMN ("Riding Gain," Nov. 12). The format has now been re-christened "Rock 'N' Hits." The reason for this latest change: it better describes the format

November numbers up

Network radio business for the month of November soared 14.8% over November 1983 to \$23,032,352, according to the Radio Network Association which relies on data collected confidentially each month from ABC, CBS, NBC, RKQ, Mutual and Sheridan by the accounting firm of Ernst & Whinney. Year-to-date expenditures totaled \$247,969,830—up 4.4% over last year's pace.

which will help in its marketing and promotion, according to George Williams, SMN vice president of programming. The format is aired over 35 stations.

More frequent 'Newsmark'

Newsmark, the 25-minute monthly CBS Radio Network documentary program which will mark 10 years on the air in July, is slated to become a weekly half-hour series beginning the weekend of March 1-3, allowing for "greater flexibility" in covering stories, said Joseph Dembo, vice president for CBS Radio News.

According to Dembo, more late-breaking stories will be reported, along with news and information on the arts, science and technology as well as social, political and moral issues. While the broadcast will continue to explore single topics in its current documentary format, some editions of *Newsmark* will be presented as a news magazine, examining several unrelated subjects on the same broadcast, he said. Dembo added that the decision to move to a weekly schedule was also in response to requests from affiliates.

The program will continue to feature different CBS correspondents and reporters from around the world.

Corporate backing

The American Comedy Network, based in Bridgeport, Conn., has signed its 60th affiliate (WPOP[FM] Sacramento, Calif.) and with that news, the Katz Broadcasting subsidiary has received a financial commitment from its parent company through 1986.

ACN was formed in June 1983 with the intention to serve the Katz-owned radio stations, company officials said. Today, the company produces a weekly reel of "topical" comedy material, much of which is targeted for use on a station's morning program. ACN's weekly comedy programming service is now carried by stations in 18 of the top 25 markets. ACN last fall created the one-hour *Not the American Top 40* special, a parody of

Let us entertain Our critics... And your audience

Lots of business people duck criticism or inquiry about the way they do business. They're not hiding anything, usually. Just fearful that meeting their critics in a public setting will give a wider audience to criticism.

We don't feel that way. We'll entertain honest criticism and inquiry in any setting. We think it's healthy. We also think it's the only way that we can get an airing and some understanding for the strange and interesting things we do and why we do them.

Debate, conflict, drama are the stuff of story-telling and entertainment. It is the very best vehicle for getting across information. News people know this. We do too.

So if our critics show up at your station kicking about us, give us a call. Let us entertain them on your news or public affairs show. And maybe your audience will get a kick out of it, too.

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* Representing 570 life insurance companies, with 95 percent of the life insurance force in the United States, and 330 health insurance companies, with 80 percent of the health insurance written by insurance companies in the United States.

ONCE AGAIN, NBC RADIO NEWS HAS A STORY NO ONE ELSE CAN REPORT.

NBC Radio News has earned so many prestigious awards in 1984 that it's become a news story in itself. As of this writing, 22 of our programs have won 31 awards from 17 different organizations.

Of course we're especially proud of recognition from our peers in journalism and broadcasting. But we're equally gratified by the many citations we've received from experts in the fields we were reporting on. We were, for example, singled out by physicians for a story on AIDS, by

engineers for a story on high tech, by clergy for stories on religion, and by youth organizations for stories on children. We also won awards for our coverage of international affairs, unemployment, hunger, drunk driving—even sports.

What that tells us is we're covering stories that are important to a wide range of listeners, and covering them in a manner that knowledgeable people find outstanding. To all concerned, thanks. We're honored to have been so honored.



American Academy Of Family Physicians

"AIDS: The Facts and Fears" / *First Place*

American Women In Radio & Television, New York Chapter

"Hunger in America" / *Pinnacle Award*

"Wasting Away" / *Pinnacle Award*

Armstrong Memorial Research Foundation

"Hunger in America" / *Runner Up, News Documentaries*

"Rocket's Red Glare: Rethinking the Unthinkable" / *Runner Up,
Public Community Service*

"For Roseann" / *Honorable Mention, Public Community Service*

Deadline Club

"For Roseann" / *Rube Goldberg Award*

Freedoms Foundation

"For Roseann"

Gabriel Awards, Catholic Association For Broadcasters And Allied Communicators

"Healing the Wounds/Prisoners of War" / *First Place*

"Good News" / *Certificate of Merit*

"Rocket's Red Glare: Rethinking the Unthinkable" / *Certificate
of Merit*

Headliners

"For Roseann" / *Outstanding Documentary by a Radio Network*

International Radio Festival Of New York

"Beirut Coverage" / *Coverage of Breaking News Story*

"The Poisoned Heartland" / *Investigative or Enterprise Reporting*

"Windup" / *Sports/Commentary/Analysis*

"Drunk Driving" / *Public Service Announcement*

"Politics 1984" / *Public Service Announcements*

Janus Award

"...And They're Closing All The Factories Down"

National Press Club, National Consumer Journalism Awards

"When Ma Bell Hangs Up" / *Citation of Merit*

National Society Of Professional Engineers

"High Tech" / *First Place, Radio News/Public Affairs*

National Urban Coalition

"Hunger in America" / *1984 Distinguished Urban Journalism
Award, electronic category*

Odyssey Institute

"When a Child Is Missing" / *First Place, Series of Reports*

"Baby on a Box" / *Second Place, Series of Reports*

"For Roseann" / *Second Place, National Documentary*

"Suffer the Children" / *Second Place, National Documentary*

Ohio State Awards

"Suffer the Children" / *Achievement of Merit*

Real Estate Journalism Achievement Awards

"Money Memo" / *First Place*

Religion in Media

"Father & Son" (Guideline series) / *Angel Award*

"Two Roads to Jerusalem" / *Angel Award*

"A Cardinal for Chicago" / *Certificate of Excellence*

World Hunger Media Awards

"Hunger in America" / *First Place*



the popular weekly countdown broadcast, *American Top 40*, distributed by ABC Radio ("Riding Gain," Aug. 20). The show was carried by 180 stations.

"When we started ACN, we thought about the possibility that we would someday syndicate the service, but we never expected it to catch on so quickly," said Katz

Broadcasting President Dick Ferguson. "The positive response from stations in all market sizes... has caused us to rewrite ACN's business plans and look beyond our initial start-up time frame," he added.

Radio North Sea

Laser 558 All Europe Radio, programming contemporary hit music continuously from a ship moored in international waters in the North Sea ("Riding Gain," June 4), was reaching more than three million United Kingdom listeners a day within five months after it went on the air, according to figures released by Music Media International/New York, the worldwide advertising sales representative for the station.

The sales rep said that a survey conducted in the United Kingdom in October by the London-based Media Research and Information Bureau (MRIB) found that among people aged 15 and older, 18%, or 8,110,000, had heard of Laser 558; 11% or 4,956,000 had listened to the station within the past month; 9% or 4,055,000 had listened in the past week, and 7% or 3,154,000 had listened within the past day. In addition to the U.K., the station is heard in the Netherlands, Belgium, Denmark, France, Germany, Norway, Sweden and Ireland.

"The findings of the MRIB survey are incredible when you consider that Laser has never been promoted or advertised in any medium but its own air time," said Roy Lindau, president of Music Media International.

In November, the station launched a radio giveaway contest, offering four trips to the U.S., valued at \$1,500 each.

The station, based aboard the M.V. Communicator and manned by an all-U.S. staff, began operation May 24, playing popular music from Europe, Scandinavia and the U.S. Much of its popularity has been credited to its basic programming philosophy that listeners will never be more than one minute away from music. The station operates with 25 kw on 558 khz.

Playback

American Public Radio will distribute a six-part public affairs series on censorship next month in cooperation with The New York Public Library. The programs, which include comments by columnist Nat Hentoff, Czech author Josef Svjkovecky, actor Morris Carnovsky and Harper & Row President Brooks Thomas, are based on the library's recent exhibition, "Censorship: 500 Years of Conflict." The series represents a collaboration between WNYC-AM-FM New York and The New York Public Library, supported by a grant from The J.M. Kaplan Fund. Topics include: censorship in textbooks, blacklists, racial discrimination, sex education and political suppression. For information: (612) 293-5466.

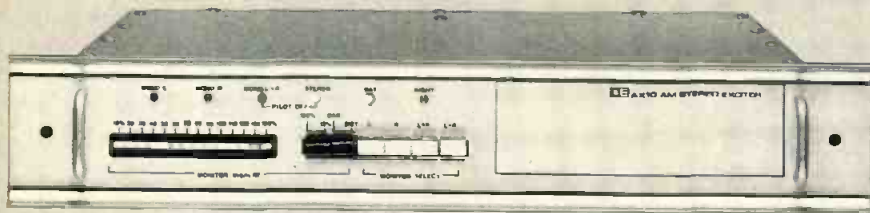
The ABC Contemporary Network plans a simulcast with Home Box Office of *Elvis: One Night With You*, a one-hour special that features "rare footage" of the late Elvis Presley during a 1968 recording session in Burbank, Calif. The broadcast is scheduled for Jan. 5 at 8:00 p.m. NYT.



Radio ET. RadioRadio, CBS's youth-oriented network, is gearing for the launch of *Entertainment Coast-to-Coast*, described as the "first-ever" satellite-delivered weekly entertainment magazine program designed for contemporary music stations ("Riding Gain," Sept. 24). The series is scheduled to debut this Friday (Jan. 4) on 100 stations across the country. Each show will present the top songs of the week, movie and music reviews and previews, and national concert activity. Pictured above are (l-r): Frank Murphy, director of programming for RadioRadio as well as the show's executive producer, and Los Angeles radio personalities Kris Erik Stevens and Keri Tombazian, co-hosts for the new program. Bottom row: (l-r): Mark Graue, program engineer, and Doree Glaser, producer. The first broadcast this weekend will feature interviews with actor Richard Chamberlain and comedian Joe Piscopo, and a special on the career of Elvis Presley.

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Stock Index

	Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	Wed Dec 26	Wed Dec 12				
BROADCASTING						
N ABC	63	58 5/8	4 3/8	7.46	10	1,822
N Capital Cities	162 3/4	155 1/2	7 1/4	4.66	16	2,090
N CBS	72 5/8	70 5/8	2	2.83	9	2,158
O Clear Channel	15 1/4	14	1 1/4	8.93	18	45
N Cox	48 1/2	48 1/4	1/4	0.52	16	1,369
A Gross Telecast	29 1/8	28 7/8	1/4	0.87	7	23
O Gulf Broadcasting	14 3/4	12 5/8	2 1/8	16.83	61	646
O LIN	22 1/4	19 5/8	2 5/8	13.38	19	468
O Mairite Commun.	12	11 5/8	3/8	3.23	15	100
O Orion Broadcast	1/32	1/32				2
O Price Commu.	14 7/8	12 1/2	2 3/8	19.00		48
O Scripps-Howard	29	26 1/2	2 1/2	9.43	17	300
N Storer	47 1/8	42 7/8	4 1/4	9.91		773
O SunGroup Inc.	7	7 1/4	- 1/4	3.45		5
N Taft	60 3/4	58	2 3/4	4.74	13	550
O United Television	15 7/8	15 3/4	1/8	0.79	26	175

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	22 5/8	24 1/2	- 1 7/8	7.65	18	138
A Affiliated Pubs	46 1/8	45 3/8	3/4	1.65	14	375
N American Family	23	21 7/8	1 1/8	5.14	11	453
O Assoc. Commun.	16 1/2	15 1/2	1	6.45		79
N A.H. Belo	44 1/4	43 1/4	1	2.31	16	512
N John Blair	17	15	2	13.33	10	136
N Chris-Craft	33 1/2	33 3/8	1/8	0.37	214	
N Cowles	45 1/4	45 3/8	- 1/8	0.28	36	180
N Gannett Co.	48 5/8	45 1/4	3 3/8	7.46	19	3,897
N GenCorp	32 7/8	33	- 1/8	0.38	9	706
O General Commun.	69	67 1/2	1 1/2	2.22	15	34
N InSilco Corp.	18 3/4	18 5/8	1/8	0.67	10	318
N Jefferson-Pilot	39 7/8	39 7/8			12	1,276
O Josephson Intl.	7	7 1/4	- 1/4	3.45	54	34
N Knight-Ridder	28 7/8	27 5/8	1 1/4	4.52	14	1,869
N Lee Enterprises	26 1/4	25	1 1/4	5.00	15	350
N Liberty	23	23			11	231
N McGraw-Hill	41 5/8	39 1/2	2 1/8	5.38	16	2,089
A Media General	65	64 1/2	1/2	0.78	12	453
N Meredith	54 1/2	54 1/4	1/4	0.46	13	513
O Multimedia	37	34 1/4	2 3/4	8.03	16	617
A New York Times	37 1/2	34 3/4	2 3/4	7.91	17	1,482
O Park Commun.	26 3/4	27	- 1/4	0.93	19	246
N Rollins	17	16	1	6.25	25	248
N Schering-Plough	37 1/4	36	1 1/4	3.47	11	1,883
T Selkirk	19 3/8	19	3/8	1.97	42	157
O Stauffer Commun.	52	52			13	52
A Tech Operations	52 1/4	47 3/4	4 1/2	9.42	18	48
N Times Mirror	40 1/4	38 5/8	1 5/8	4.21	12	2,765
N Tribune	33 3/4	33 1/2	1/4	0.75	15	1,363
O Turner Bcastg.	17 3/4	17 1/4	1/2	2.90	355	362
A Washington Post	80 1/4	78 3/8	1 7/8	2.39	15	1,123

SERVICE						
O BBDO Inc.	46 1/4	44 1/2	1 3/4	3.93	13	292
O Compact Video	3 3/4	4	- 1/4	6.25		16
N Comsat	26 3/4	26 3/8	3/8	1.42	11	483
O Doyle Dane B.	17 3/4	18	- 1/4	1.39	14	94
N Foote Cone & B.	48 5/8	48	5/8	1.30	9	167
O Grey Advertising	136	136			9	81
N Interpublic Group	35 5/8	34 1/2	1 1/8	3.26	12	385
N JWT Group	26 7/8	26 3/8	1/2	1.90	8	161
A MovieLab	5 1/8	4 7/8	1/4	5.13		8
O Ogilvy & Mather	35 3/4	33 3/4	2	5.93	15	327
O Sat. Syn. Syst.	6 3/4	7 1/2	- 3/4	10.00	10	39
O Telemation	5 3/4	5 1/2	1/4	4.55	6	7
O TPC Commun.	3/8	5/8	- 1/4	40.00		1
A Unitel Video	7	6 3/4	1/4	3.70	13	15
N Western Union	9 1/8	10 5/8	- 1 1/2	14.12		220

	Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	Wed Dec 26	Wed Dec 12				
PROGRAMING						
O American Nat. Ent	1 3/8	1 3/8				7 3
O Barris Indus	9 1/4	8 3/8	7/8	10.45	154	53
N Coca-Cola	62 1/2	60 7/8	1 5/8	2.67	13	8,277
N Disney	60 3/4	57 5/8	3 1/8	5.42	100	2,049
N Dow Jones & Co.	40 5/8	37 1/2	3 1/8	8.33	20	2,611
O Four Star	3 1/2	3 1/4	1/4	7.69	4	3
N Fries Entertain.	5 1/8	5	1/8	2.50	9	17
N Gulf + Western	29	27 1/4	1 3/4	6.42	8	2,029
O Robert Halmi	1 7/16	1 3/16	1/4	21.04	29	24
A Lorimar	30	28	2	7.14	15	213
N MCA	40 1/2	40 1/2			17	1,963
N MGM/UA	12 1/4	11 1/4	1	8.89	14	608
N Mizlou	211/16	2 1/4	7/16	19.47		12
N Orion	8 7/8	9 1/2	- 5/8	6.58	20	83
O Reeves Commun.	5 1/4	5 1/4			19	65
O Sat. Music Net.	4 3/4	4 3/4				32
O Telepictures	16 1/4	15 1/2	3/4	4.84	15	125
O Video Corp.	19 5/8	19 1/4	3/8	1.95	13	33
N Warner	21 1/8	21 1/2	- 3/8	1.74		1,281
A Wrather	17	17 1/2	- 1/2	2.86		116

CABLE						
A Acton Corp.	4 5/8	4 1/4	3/8	8.82		27
O AM Cable TV	2 3/4	3 1/4	- 1/2	15.38		10
N American Express	37 3/8	35 7/8	1 1/2	4.18	19	8,050
N Anixter Brothers	16 1/4	15 1/4	1	6.56	20	296
O Burnup & Sims	7	6 5/8	3/8	5.66	100	63
O Cardiff Commun.	5/8	9/16	1/16	11.01	63	3
O Comcast	20 1/8	20	1/8	0.63	23	248
N Gen. Instrument	16 5/8	16 1/4	3/8	2.31	17	538
N Heritage Commun.	18 3/4	18 3/8	3/8	2.04	35	142
T Maclean Hunter X	23 1/2	23 1/2			33	866
A Pico Products	4 1/8	4 1/8			19	14
O Rogers Cable	5 1/4	5 3/8	- 1/8	2.33		118
O TCA Cable TV	14	14				27 93
O Tele-Commun.	23 1/2	21 7/8	1 5/8	7.43	76	983
N Time Inc.	41	40 3/4	1/4	0.61	14	2,488
N United Cable TV	31	28 7/8	2 1/8	7.36	52	341
N Viacom	33	31	2	6.45	13	446

ELECTRONICS/MANUFACTURING						
N Arvin Industries	19 5/8	25 3/4	- 6 1/8	23.79	6	148
O C-Cor Electronics	6 3/4	6 1/2	1/4	3.85	96	20
O Cable TV Indus.	4	3 1/4	3/4	23.08	24	12
A Cetec	6 7/8	7	- 1/8	1.79	8	15
O Chyron	10 1/8	8 1/8	2	24.62	18	93
A Cohu	7 3/4	7	3/4	10.71	8	13
N Conrac	13 3/4	14 3/8	- 5/8	4.35	13	84
N Eastman Kodak	71 5/8	70	1 5/8	2.32	14	11,808
O Elec Mfg & Comm.	5 1/4	6 1/2	- 1 1/4	19.23		15
N General Electric	57 1/8	55	2 1/8	3.86	12	25,860
O Geotel-Telemet	7/8	13/16	1/16	7.63	10	3
N Harris Corp.	27 7/8	26 7/8	1	3.72	14	1,113
N M/A Com. Inc.	19 1/4	17 1/8	2 1/8	12.41	24	833
O Microdyne	4 7/8	5 1/4	- 3/8	7.14	14	22
N 3M	79 3/4	78 3/8	1 3/8	1.75	13	9,335
N Motorola	35 1/8	32 1/8	3	9.34	12	4,158
N N.A. Philips	38 3/4	38	3/4	1.97	10	1,113
N Oak Industries	2 1/4	2 5/8	- 3/8	14.29		37
A Orrox Corp.	2 1/2	2 5/8	- 1/8	4.76		6
N RCA	35 3/4	35 5/8	1/8	0.35	11	2,929
N Rockwell Intl.	30 1/8	29 7/8	1/4	0.84	10	4,480
N Sci-Atlanta	10 1/2	10 1/8	3/8	3.70	21	244
N Signal Co.s	32 1/2	32 3/4	- 1/4	0.76	13	3,544
N Sony Corp.	14 3/8	14 1/4	1/8	0.88	14	3,319
N Tektronix	58 3/4	55 1/2	3 1/4	5.86	10	1,130
A Texscan	4 7/8	5	- 1/8	2.50	7	33
N Varian Assoc.	38	36 7/8	1 1/8	3.05	15	820
N Westinghouse	26 3/8	25 1/4	1 1/8	4.46	9	4,617
N Zenith	20 5/8	21 1/8	- 1/2	2.37	8	456
Standard & Poor's 400	185.84	181.68		4.16		2.29

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

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

High wire video

ENG camera, suspended from cables strung across top of stadium, moves at speeds of up to 27 mph, providing new angles, perspective on sports action; may be used for motion picture production

When Washington meets Oklahoma in Miami's Orange Bowl on New Year's Day, millions of viewers tuned into the NBC coverage will be watching the game and the attendant hoopla from new and unusual perspectives.

Those perspectives will emanate from Skycam, an ENG camera soaring above the field and the stands like a bird, sending out a continuous stream of pictures to be recorded or broadcast live.

It's not magic, but rather a marriage of old and new technologies—the winch and the computer—arranged by Skyworks Inc., Ashton, Pa. And it's not just for football. It's unique capability makes it a powerful tool for all sorts of sports, commercial and program production.

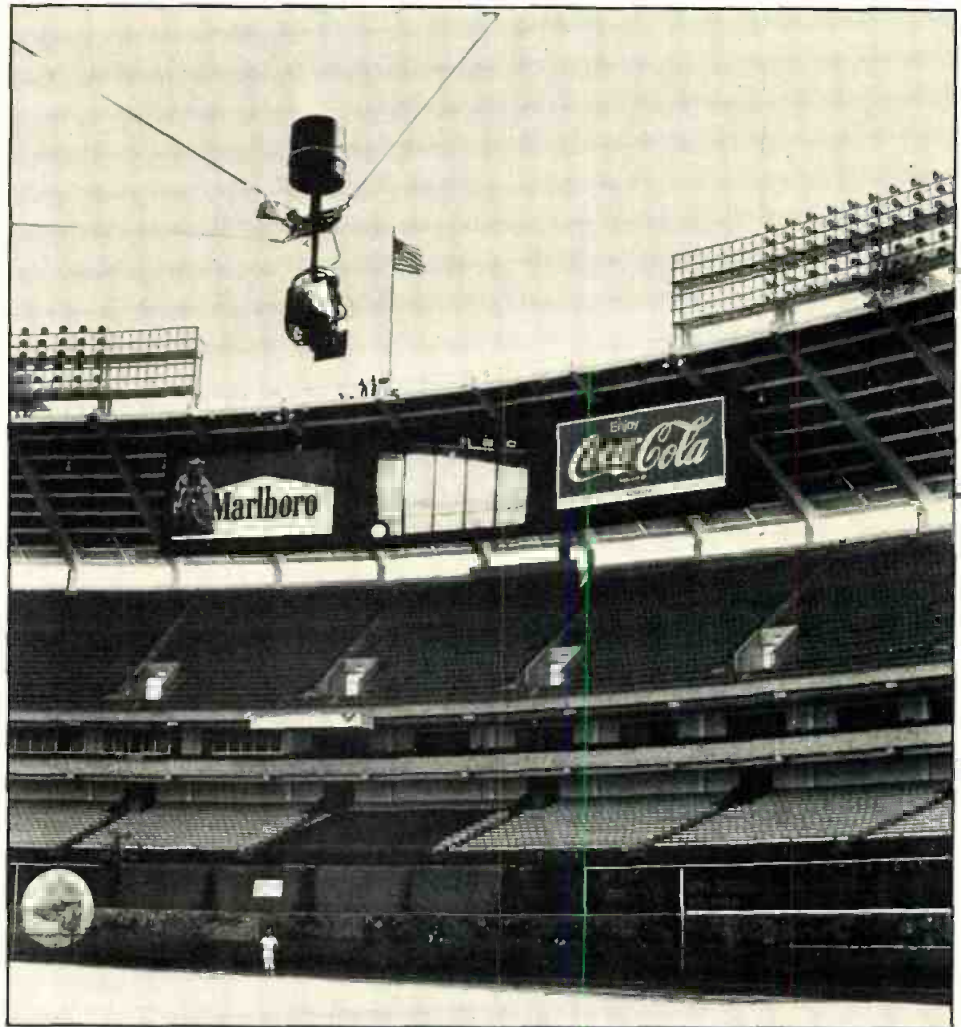
"We think it's a great device that really enhances a telecast," said Ken Aagaard, vice president, operations, NBC Sports, who has experimented with the flying camera for coverage of a number of sports and who was looking forward last week to using it again in a game that could determine college football's national champion. It provides a way of following action, he said, as well as an infinite variety of static camera angles.

For the Orange Bowl, Aagaard said, NBC will use Skycam primarily for "isolated replays." "If we can isolate a wide receiver as he runs down field and catches the ball," he said, "we can get an absolutely terrific replay that has a lot of motion to it." In addition, Aagaard said, the camera will be used "fairly extensively" for coverage of the half-time entertainment and for live coverage of a few plays.

Skycam is a computerized electro-mechanical system. A Panasonic ENG camera is affixed to one end of a "spar assembly," mounted vertically through a gimbal ring suspended at the end of four steel cables. The cables are attached to four high-speed winches placed ninety degrees apart on the roof of the stadium.

Under control of a computer, the winches operate in unison to move the camera in any direction virtually anywhere between and below the winches. For coverage of a football game, the camera could be placed right behind the quarterback's shoulder, giving the viewer the same perspective as the quarterback.

At the center of the steel web, the camera flies quickly—at speeds up to 27 miles per hour. Moving horizontally, the camera can easily keep up with a sprinter running the



Skyworks's high wire act

100-yard dash.

The camera, the microwave transmitter, which sends the video back to the control room, and the pan, tilt and stabilization motors are powered by a battery that is continuously recharged by voltages sent down the steel cables. One pair of cables acts as the primary power supply; the other as the back-up.

The system requires two operators: the pilot, who moves the camera, and the cameraman, who controls pan, tilt, focus, zoom and iris. The pilot is normally a Skyworks technician, while the cameraman is a network employee. During a broadcast, both are in direct communications with the director.

Skycam is available for lease from Skyworks, the start-up company that developed and markets the system. The hardware rents for \$6,800 a day. But by the time the costs of the Skycam crew, shipping and an extra day for rehearsal are figured in, a network ends up paying between \$25,000 and \$30,000 to cover a single game. Skyworks hopes that as use of the system increases, the per-game cost will come down to less than \$20,000.

For most stadiums, it takes a day or a day

and a half to set up and half a day to disassemble and package for shipment. There is only one system, which the networks must now share. Anticipating steady increase in demand, however, Skyworks plans to build additional systems.

Skycam is still so new that nobody really knows how to use it. "Like all new devices," said Skyworks President John Jurgens, "it takes awhile before the people involved with them know what they can do with them, what their capabilities are." To accelerate the learning process, he said, Skyworks gathered the NBC producers and directors who will be working the Orange Bowl to review videotape of Skycam shots from a few other football games and some other nonsports productions. "If you give it to them cold, it's hard to catch on during one afternoon's rehearsal."

One of the principal models for NBC coverage of the Orange Bowl will be CBS's coverage of the Army-Navy game Dec. 1, the most successful outing for Skycam to date. According to Jim Harrington, vice president, program administration and operations, CBS Sports, the network used the system extensively for the broadcast and was

pleased with its performance, particularly during the pre-game and half-time "pageantry." Still wary of the new technology, he said, CBS used it sparingly for actual games coverage.

Skyworks and the networks wanted to use the Skycam for coverage of National Football League games this year, but the NFL refused to give them permission. According to Val Pinchbeck, the NFL's director of broadcasting, they failed to prove the reliability and unobtrusiveness of the system during a series of preseason demonstrations.

Last summer, Skycam was set up at the Meadowlands stadium in East Rutherford, N.J., for a demonstration with a few players, but rain and drizzle caused some "physical problems" and some delays, Pinchbeck said. At an August preseason game between the San Francisco 49ers and the San Diego Chargers in San Diego, he said, the system was "inoperable" for CBS's coverage of the second quarter. Skyworks was supposed to move the system to the Los Angeles Coliseum for NBC's telecast the following day of a game between the hometown Raiders and the Miami Dolphins, he said, but it was apparently unable to make the move quickly enough and the demonstration was canceled. In its final preseason trial, a week later at the Coliseum in NBC's coverage of a game between the Raiders and the Jets, he said, the Skycam performed well—until it ran into a goal post.

Although Skycam was out for the NFL's 1984-85 season, it may be in for the 1985-86 season. If the system performs up to the NFL's standards during the Orange Bowl and further trials during exhibition games next summer, Pinchbeck said, the NFL would not object to the networks' using it for coverage of regular and post-season play. "We just have to have enough of the right kind of testing before it's used," he said. "In our view, they should not have their equipment run into goal posts."

Even with the go-ahead from the NFL, the networks may not use the system regularly. The cost of the system is so high, said CBS's Harrington, CBS may use it for big-game events, but "not week-in and week-out." NBC's Aagaard agreed that it's a "major expense consideration." If the network decides to use it, he said, it may have to cut back somewhere else.

Skycam has applications other than football. According to Jim Shaw, sales operations manager, Skyworks, the networks have expressed interest in using the system for baseball, hockey, basketball, soccer, horseracing and swimming. NBC got "terrific" results when it used the system to broadcast a soccer match from Busch Memorial Stadium in St. Louis, said Aagaard. And CBS plans tentatively to bring it indoors next February for the National Basketball Association's all-star game in Indianapolis, according to Harrington.

And Skycam has applications other than network television sports. When the ENG camera at the end of the cables is replaced by a film camera, it becomes a tool for motion picture producers.

According to Jurgens, Skycam is the brainchild of Garrett Brown, a producer and cinematographer who had earlier invented

the Steadicam, a camera-stabilization device that has contributed to the production of some 200 motion pictures. Skycam has been in development for two years, he said.

Skyworks was capitalized with about \$2 million, half of it coming from Brown, half from outside investors, said Jurgens. Early

in 1985, he said, Skyworks hopes to raise at least \$1 million through a second round of financing, some type of private placement. The additional funds will be used primarily to build at least two more Skycam systems, he said. They cost around \$200,000 each, Jurgens said. □

Harris throws its weight behind Motorola

AM stereo battle lines are redrawn as major broadcast equipment manufacturer chooses C-Quam; original field of five now between Motorola and Kahn

Motorola received another big boost two weeks ago in its effort to make its C-Quam AM stereo system the nation's de facto standard. As expected, Harris announced just before the Christmas holiday plans to adopt the C-Quam system and, by implication, to abandon its own system that had stumbled in the two-and-a-half year marketplace standards battle (BROADCASTING, Dec. 17).

"The selection process of AM stereo standards has continued since 1975," said Gene T. Whicker, vice president, Harris Broadcast Group, in a prepared statement. "AM stereo is still trying to get established in the broadcast industry, and, most important, in the domain of the listeners. We feel this agreement is in the best interest of all in making AM stereo thrive as a popular new broadcast technology and consumer medium."

With Harris out, the number of companies pushing incompatible systems as the national standard is down from the original five to two: Motorola and Kahn Communications.

Harris is a major broadcast equipment manufacturer with a strong marketing arm. Its alliance will give Motorola a strong presence in the broadcast marketplace, something it has lacked. According to its announcement, it has already asked the FCC for type acceptance of the STX-1B C-Quam exciter. Once type acceptance is received, it will market the exciter, as well as kits, to convert the Harris system exciters now in use at more than 140 stations to C-Quam.

Motorola has been the only system proponent to receive widespread support among receiver manufacturers. According to Motorola, nine manufacturers have introduced 14 models of C-Quam-only receivers and five more manufacturers are expected to introduce products at the winter Consumer Electronics Show.

Motorola has also jumped to a big lead in the number of stations broadcasting its system's signal. According to Motorola, it has nearly 200 stations in its camp, while Kahn has only about 120. If the stations now broadcasting the Harris system signal adopt the C-Quam system, the number of Motorola stations will swell to around 350.

"The Harris-Motorola agreement underscores the acceptance and acceleration of the C-Quam system as the marketplace AM stereo standard," said William G. Howard, senior vice president, Motorola. "There are now a large number of major manufacturers committed to the supply of broadcast equipment, integrated circuit decoders and stereo receivers

for the C-Quam system."

The announcement puts Kahn Communications on the defensive. Its best and possibly only hope of winning the standards battle rests in convincing the major-market stations now broadcasting its system to hold ranks. If they do and consumers cannot tune in their favorite stations on their C-Quam radios, receiver manufacturers may lose their enthusiasm for the Motorola system.

According to Leonard Kahn, president of Kahn Communications, the erosion has already begun. One receiver manufacturer now publicly committed to Motorola, he said, plans to abandon its C-Quam-only approach and begin the manufacture of multi-system receivers that can tune in the Kahn and C-Quam systems as well as the North American Philips (Magnavox) and now extinct Harris systems.

The proliferation of multisystem receivers is central to Kahn's strategy. With radios capable of receiving all the systems' signals in the marketplace, broadcasters will be able to choose the system they believe is best, and that, according to Kahn and at least one industry survey, is the Kahn system.

Right now, Sony is the only receiver manufacturer with large numbers of multisystem radios on the market. But that may change. Sony announced earlier this month that it was selling two integrated circuits that would allow other receiver manufacturers to make multisystem radios that would detect which system a station is broadcasting and automatically switch to the appropriate decoding circuitry.

Motorola, buoyed by its deal with Harris, believes the availability of the Sony chips is a case of too little, too late. It believes the Sony two-chip set is simply obsolete—it decodes four systems and there are only two left—and too expensive.

Kahn's next move may be in the federal courts. Kahn believes the Harris-Motorola deal is a violation of the antitrust laws. "We are consulting with attorneys to determine what legal steps, if any, should be taken," said Kahn in a prepared statement.

"This is a strange step by Harris in view of its past harsh attacks on the technical acceptability of the Motorola system," he said. "The bottom line of the joint action by two punitive competitors is that one of them, Harris, is eliminated from the market and that broadcasters can now choose between only two major systems, Kahn... and Motorola. Nevertheless, with the introduction of Sony's automatic switching system integrated circuits, low-cost multisystem receivers will drive signal-system receivers out of the free marketplace, making certain that broadcasters can select the best AM stereo system." □

USFL scrambling for radio and TV coverage

Young football league is looking for national radio contract for next season as well as television deal for 1986's first fall kickoff

While the two-year old United States Football League continues to negotiate a network television package for 1986 when it switches from a spring to a fall schedule (BROADCASTING, Dec. 10), league officials have been busy trying to stir up interest in national radio coverage for the more immediate 1985 season, which opens in less than two months.

ABC Radio held the exclusive network radio rights for the USFL during the first two years at a cost of \$1.25 million ("Riding Gain," Dec. 13, 1982). However, ABC Radio Networks President Ed McLaughlin told BROADCASTING that the company's 1985 business plan was assembled with the assumption that there would be no carriage of the USFL. Over the past two years, USFL football turned out to be about a break-even proposition for ABC Radio. "If there was a new deal, there would have to be some changes," said McLaughlin.

The first year that ABC Radio carried USFL games it drew the interest of many advertisers and was nearly a sell-out. But the 1984 season was quite a different story. McLaughlin said it was between 40% and 50% sold out. And Stroh's, the official beer advertiser for the USFL's first season on ABC, did not renew in 1984 ("Riding Gain," Feb. 27).

McLaughlin said station clearances for USFL games also deteriorated during the second season. The pre-season station lineup numbered approximately 150, which during the regular season dropped to around 100 because many stations dumped coverage during the middle of the season. Affiliates of the ABC Information Network had the right of first refusal for USFL broadcasts with stations asked to carry two games per week, on Monday and Saturday evenings.

McLaughlin said that at a meeting three weeks ago, the USFL indicated it may come up with a proposal that calls just for coverage of the playoff games and league championship contest. "If they make such a proposal, we would be interested in looking at

it," he said. (ABC Radio has the right of first refusal for network broadcast rights.)

Over at CBS, Dick Brescia, senior vice president, CBS Radio Networks, acknowledged that CBS had preliminary conversations with the USFL and said that a proposal put forth by league officials, which would cover the next two seasons, is under review. Presently, CBS Radio offers stations a National Football League package of 37 games which has 27 regular season contests, most on Monday nights, and 10 post-season games including the Super Bowl and Pro Bowl.

Meanwhile, both NBC Radio and Mutual Broadcasting have, for now, nixed the idea of USFL coverage. "It just wasn't the right time for us to get involved," said Dick Penn, vice president and general manager, NBC Radio Networks.

Dominick Camera, marketing director for the USFL, said last week that he remains confident some kind of radio deal will soon be worked out.

On the television side, ABC, which also held the TV broadcast rights for the first two years, exercised its option to carry the USFL

CBS wins holiday weeks, edging ABC, NBC

Powered by *Monday Night Football* and its Sunday night movie, ABC won four out of seven nights for the week ended Dec. 23, pulling to within one-tenth of a rating point behind first-place CBS. It was the closest ABC has come to first place all season. During the 13th week of the 1984-85 prime time season, according to A. C. Nielsen, CBS averaged a 16.1 rating and 26 share, compared to a 16/26 for ABC and a 14.8/24 for NBC.

ABC, besides winning Wednesday and Saturday nights, was helped measurably on Monday by *Monday Night Football*, which featured the Dallas Cowboys and the Miami Dolphins. The telecast was the second-ranked program of the week, achieving a 25.1/40 and, according to ABC researchers, delivered the largest number of households (21,310,000 households per average minute) of any Monday night telecast since ABC began broadcasting the Monday night games in 1970.

The combined network rating/share totaled 48.5/77, compared to a 46.3/79 for the comparable week a year ago. And reversing a season-long trend, HUT levels were up over the comparable week last year, from 59 to 61.8. During the preceding week (Dec. 10-16), the combined network rating/share totaled 48.3/77, compared to a 49.4/79 for the comparable week a year ago.

For the week ended Dec. 23, CBS had four of the top 10 shows, ABC had three and NBC had three. ABC won Monday, Wednesday, Saturday and Sunday; CBS won Thursday and Friday; NBC won Tuesday.

During the previous week, ended Dec. 16, CBS won with an average 16.6/26, and was followed by NBC with a 16.1/26 and then ABC with a 15.6/25. During the 13 weeks of the 1984-85 prime time season, ABC has made it into second place in the weekly averages five times, although it has never been able to break the 16.0 average weekly rating level.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.9/40	23.	Benson	ABC	16.4/27	46.	St. Elsewhere	NBC	12.9/22
2.	Dallas vs. Miami	ABC	25.1/40	24.	20/20	ABC	16.4/27	46.	T.J. Hooker	ABC	12.7/22
3.	Simon & Simon	CBS	23.4/35	25.	Cagney & Lacey	CBS	15.8/24	47.	E/R	CBS	12.6/20
4.	Dallas	CBS	23.0/37	26.	Night Court	NBC	15.6/24	48.	Call to Glory	ABC	12.5/19
5.	A-Team	NBC	21.8/34	27.	Highway to Heaven	NBC	15.3/25	49.	Battle of Network Stars	ABC	12.4/19
6.	Bill Cosby Show	NBC	21.7/35	28.	Alice	CBS	15.2/24	50.	Gimme A Break	NBC	12.3/21
7.	Knots Landing	CBS	20.9/34	29.	Jeffersons	CBS	14.6/24	51.	More Than Murder	CBS	12.1/22
8.	Hotel	ABC	20.8/35	30.	Trapper John, M.D.	CBS	14.5/24	52.	Dukes of Hazzard	CBS	12.1/20
9.	Riptide	NBC	20.8/33	31.	Facts of Life	NBC	14.3/22	53.	Yogi Bear Christmas	CBS	11.9/19
10.	A Christmas Carol	CBS	20.7/30	32.	He's Fired/She's Hired	CBS	14.2/23	54.	Double Trouble	NBC	11.7/20
11.	60 Minutes	CBS	20.1/34	33.	The Sound of Music	NBC	14.1/23	55.	Ripley's Believe It or Not	ABC	11.6/20
12.	Family Ties	NBC	19.8/31	34.	Matt Houston	ABC	13.9/24	56.	Airwolf	CBS	11.3/20
13.	Superman	ABC	18.9/31	35.	It's Your Move	NBC	13.9/21	57.	Spencer	NBC	11.1/19
14.	Magnum, P.I.	CBS	18.9/30	36.	Three's A Crowd	ABC	13.7/22	58.	Hawaiian Heat	ABC	11.0/18
15.	Remington Steele	NBC	18.8/32	37.	Hill Street Blues	NBC	13.6/22	59.	Punky Brewster	NBC	10.3/18
16.	Falcon Crest	CBS	18.4/32	38.	Love Boat	ABC	13.5/24	60.	Partners in Crime	NBC	10.0/18
17.	Fall Guy	ABC	18.4/30	39.	Who's the Boss?	ABC	13.5/21	61.	Glitter	ABC	10.0/16
18.	Little House Movie	NBC	18.2/27	40.	Charles in Charge	CBS	13.4/22	62.	Paper Dolls	ABC	9.9/17
19.	TV Bloopers & Prac. Jokes	NBC	18.0/27	41.	V	NBC	13.4/22	63.	Muppet Babies	CBS	9.9/15
20.	Cheers	NBC	17.4/26	42.	Private Benjamin	CBS	13.3/21	64.	Hunter	NBC	8.8/14
21.	Murder, She Wrote	CBS	17.0/28	43.	Smurfs Springtime Special	NBC	13.2/23	65.	Hot Pursuit	NBC	8.8/12
22.	Webster	ABC	16.8/27	44.	Finder of Lost Loves	ABC	13.0/24				

*Indicates premiere episode

in 1985, but, as previously reported, ruled out carriage of the fall 1986 season, (BROADCASTING, Nov. 12). The network, however, left the door open for the possibility of doing a deal the following year, according to USFL Commissioner Chet Simmons. Speaking before a gathering of the New York chapter of the National Academy of Television Arts and Sciences earlier this month, Simmons said the USFL's move to a fall schedule in 1986 was designed to get a rights deal with two broadcast networks (BROADCASTING, Dec. 10). "Aside from ABC, we really didn't have any other network interested in a spring deal," he said. (ESPN has a \$70-million agreement covering a spring 1985 schedule and fall seasons in 1986 and 1987.)

Discussions about coverage of the fall 1986 season are being conducted with both CBS and NBC by Eddie Einhorn, owner of the Chicago Blitz USFL franchise, who also serves as the television rights negotiator for the league. □

Uncertain fate

CBS-TV has placed *Mickey Spillane's Mike Hammer* "on hiatus" in the wake of a London court's rejection of an appeal by the show's star, actor Stacy Keach, who was seeking to stay imposition of his nine-month jail term for possession of cocaine.

The network said future plans for the show are "to be announced," but a spokesman emphasized the program "is not being canceled," although it probably will not reappear this season. Keach was found guilty of cocaine possession and sentenced by a lower court Dec. 7. The network had ordered 22 episodes of the program and the last of the 14 produced by the time of Keach's arrest will have been shown when *Mike Hammer* leaves the air, on Jan. 12.

Columbia Pictures Television issued a statement in which the studio said it "neither condones nor tolerates the trafficking in or use of drugs. However, we deeply sympathize with Keach's present difficulties, particularly since he has stated he has given up the use of drugs and has agreed to participate in various public anti-drug programs. Insofar as the *Mickey Spillane's Mike Hammer* series is concerned, we are studying our options. At this time, it appears that no additional episodes will be produced this season." (CPT did not respond to requests for further clarification or comment.)

CBS has scheduled the theatrical film "9 to 5" in the 9-10 p.m. Saturday time slot on Jan. 19 and will replace the series with *Airwolf*, moved up from the 8 to 9 p.m. position, beginning Jan. 26. A new mid-season fantasy-adventure series, *Otherworld*, will take *Airwolf's* previous time period starting that same week.

Advertising & Marketing

JWT says split 30's 'here to stay'

Its study finds 15-second spot is not without its drawbacks, but it can be effective with the right product

"There is no doubt about it—15-second commercials are here to stay." That's the basic premise of a report on split 30-second commercials compiled by J. Walter Thompson Inc., the New York-based advertising agency. The executive in charge of producing the report was Richard Kostyra, senior vice president, media director, JWT New York.

Although the report concludes that 15-second spots are now a fact of life, it stresses that they will not "completely replace" the 30-second format. The shorter spots are perhaps more appropriate for maintaining or building awareness for established brands, says JWT, and perhaps not so appropriate for creating awareness of new brands: "New products may require a longer message to communicate a new concept, point of difference or reason to buy." But in some cases, new products may benefit from the use of 15-second spots, such as those with a "simple competitive message advantage," where "increased frequency of exposure can help to establish brand awareness more quickly."

The report speculates that advertisers with limited media funds will be among the first to try 15's. It said that smaller advertisers (in terms of ad dollars spent on television) can increase their effective reach for products with 15-second spots because, "academically, each incremental impression is less valuable than the previous impression. An advertiser at a maximum level of effective reach gains nothing by increasing impressions." But the report added that since "few, if any, advertisers are at the point of satisfaction,

15's can be used by most advertisers to increase exposure."

The report also speculated that many new advertisers will be encouraged to use television to promote their products and that advertisers will use 15's in the future to add a second medium to their current schedule. "Advertisers who presently use only TV can maintain current GRP [gross rating points] levels with a reduced TV budget and invest the cost savings into a second medium," the report said.

While the impact of 15's on commercial clutter appears to be negative, available research also shows that from recall and communication standpoints, the shorter spots are extremely cost efficient, said JWT. "Today," the agency said, "15's cost half as much as 30's, but can produce 70% or more of the recall and communication" when compared outside the cluttered environment of a commercial pod. The report called for further research on the clutter issue (which JWT is now conducting), but noted that the current evidence indicates "both recall and attention decrease as the number of commercials in a pod increases. As the number of commercials doubles recall can be cut in half." It's likely, said JWT, that the presence of 15's in a pod will have a negative impact on the effectiveness of 30's and 60's in the same pod.

The three broadcast networks are currently accepting split-30 commercials on an experimental basis and none are selling stand-alone 15's at this time. ABC is expected to review its split-30 policy in the coming month; CBS in September of 1985. NBC has not specified a review date. None at this point are charging a premium for split-30's and JWT said that advertisers and agencies

must "carefully guard against such a move." It said that prices are likely to continue upward—but only as a result of increased demand for television time and not as a result of 15-second spots per se.

The current network policies toward split-30's are similar. Such spots can be divided into no more than two segments, and the products promoted in any single split-30 must be from the same advertiser. JWT said that current maximum network allocations for 15's total 29% of available commercial time, which exceeds by quite a bit the demand that is estimated by the agency at this time to be less than 5%. One major difference in the network policies is that only CBS allows split-30's in children's programming.

Despite the increased clutter associated with 15's, JWT concludes that such spots have a proper place in the mix. "The question is not: 'When should we use 15's?' but rather: 'When should we not use them?'" the report said. And the preliminary indications are that advertisers should exercise caution when contemplating the use of 15's for image building, new product introduction and for use in conveying "complex messages." But as a "starting point," the agency said, "JWT will recommend to its clients that the use of 15-second commercials be considered advantageous until proved otherwise."

In the meantime, said the agency, consumers are likely to "continue to move to commercial-free programming," with or without increased usage of 15's.

"The level of consumer complaints about advertising has remained stable for many years," said JWT. "There is no reason to believe that this will change. Consumers are more concerned with commercial quality than with commercial length," it said. "If commercial quality is maintained, or even improved by the introduction of 15's, increases in 'zapping' will not accelerate." □

Intelsat board pases on coordination question

Governors do not take up staff plan changing strictures used in considering proposed international satellite networks; it endorses coordination of 68 new services

The Intelsat board of governors completed its quarterly meeting in Washington last week—but the question of whether to endorse the staff's controversial proposal to revise criteria for considering the coordination of separate international satellite networks with Intelsat was not resolved. And reports from the meeting indicate that the board—which was considering the matter for a second time—did not reschedule it for a subsequent meeting.

The explosive growth of international satellite service apart from that provided by the International Telecommunications Satellite Organization was evident in other actions of the board. Employing existing criteria, it endorsed the coordination of 38 U.S. satellite networks proposing to provide transborder service, north and south, plus six Canadian systems providing transborder service. It concluded that the operation of the satellites

for the provision of various services, including audio and television, would be technically compatible with Intelsat satellites' use of the spectrum and would not cause the global system "significant economic harm." The board also endorsed the coordination of another 20 U.S. systems—and four of other countries—proposing only domestic service. The coordination of those systems required assurance only of technical compatibility.

The Intelsat staff proposal regarding coordination under Article XIV(d) of the Intelsat Agreement—which is designed to ensure that separate international systems will be technically compatible with Intelsat and would not cause it "significant economic harm"—generated considerable controversy when it surfaced three months ago. The U.S. saw the proposed revisions as likely to prevent the coordination of virtually all separate systems (BROADCASTING, Sept. 17). Director General Richard Colino disputed that view, contending the revision—prepared in response to a board request—was intended to codify existing procedures and streamline the coordination process.

The ultimate fate of the proposal remains in doubt. The U.S. government had instructed its signatory, the Communications Satellite Corp., to work against the proposal, and the State Department is understood to have urged its embassies in Intelsat member countries to make clear the U.S. position. Intelsat officials said some countries favored the proposal—but, evidently, not enough. The board is said to have discussed the matter at some length—but without reaching a conclusion, even as to when the matter will be discussed again. One U.S. official said it appears that there is "no desire on the part of many countries—some of which may be contemplating the launching of international satellite systems of their own—to codify what constitutes economic harm."

As for the U.S. systems whose coordination with Intelsat was endorsed, most involve single satellites serving the U.S. as well as Canada and Latin America and Caribbean countries. Galaxy I, G Star I and II, Comstar D-4, Spacenet I, Satcom IR, IIIR, IV and V, Westar V, SBS I, II, III and V, Telsat 3A, Westar IV, Galaxy III and Westar USASAT 3C are to provide service across both borders as well as in the U.S. In addition, ASC-1 and SBS IV are to provide domestic and Canadian service, while SBS V is to provide service within the U.S. and in countries in the Caribbean and Latin America. The board also endorsed the coordination of 10 other systems—six Canadian that would provide transborder service and the remainder Mexican and Israeli, which

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WIVY-FM	Jacksonville, Florida	\$ 6,500,000
WXGI (AM)	Richmond, Virginia	250,000
WHBB/WTUN (FM)	Selma, Alabama	1,450,000
KSUN (AM)	Phoenix, Arizona	470,000
WNOX/WNKX (FM)	Knoxville, Tennessee	} 10,000,000
WJRB/WJKX (FM)	Nashville, Tennessee	
WVOK/WRKK (FM)	Birmingham, Alabama	
KUUT (FM)	Orem (Salt Lake City), Utah	1,500,000
WMTN/WAZI (FM)	Morristown, Tennessee	1,100,000

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12/31/84

NAB shuffles duties. The National Association of Broadcasters is reorganizing its station services department by shifting some of those services to other departments. Ron Irion, vice president for broadcast management, who also handled labor-related matters and the collection of financial data, is moving to the radio department where he will serve as vice president of radio administration. NAB's legal department is assuming Irion's labor and management services duties and the gathering of financial data has been delegated to the research department. Also, Dwight Ellis, vice president for minority and special services, will now report to NAB President Eddie Fritts. James Hulbert, senior vice president for station services, remains responsible for marketing and promotional services. In other NAB news, Henry Roeder, assistant to Harold Niven, former vice president for conventions and meetings, was named director of conventions and meetings. Niven joined the Broadcast Education Association as president.

would provide domestic service.

Nor do those services constitute the sum of those that were submitted to Intelsat for coordination. Technical problems that could not be ironed out in time for the meeting prevented the board of governors from endorsing the coordination of 11 others submitted by the U.S. that would provide domestic or domestic and transborder service. Some of the problems involved Intelsat's plans for using slots at 300 and 304 degrees east longi-

tude, which is off the East Coast of the U.S.; others involved plans of other countries in the hemisphere.

The board's endorsement of coordination requests does not end the matter. The ultimate authority for making a favorable finding rests with the Assembly of Parties, which is composed of representatives of the member governments. It will consider the coordination issues at an extraordinary meeting next month. □

WALG(AM)-WKAK(FM) Albany, Ga. □ Sold by Albany Radio Inc. to Platinum Broadcast Inc. for \$1,925,000 cash. **Seller** is owned by Allen M. Woodall, who also owns WDAK(AM)-WEIZ(FM) Columbus, Ga. **Buyer** is principally owned by Robert (Peabo) Bryson, recording artist with no other broadcast interests. WALG is on 1590 khz with 5 kw day and 1 kw night. WKAK is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

Changing Hands

PROPOSED

WICS(TV) Springfield, Ill. □ Sold by WICS-TV Inc. to Guy Gannett Broadcasting Services for \$18 million cash. **Seller** is owned by Stephen J. Kumble and Henry R. Silverman. It has no other broadcast interests. **Buyer** is Portland, Me.-based station group of three AM's, three FM's and three TV's. It also publishes five daily newspapers in Maine. It is principally owned by trust headed by Jean H. Hawley and her brother, John H. Gannett. WICS is on channel 20 with 676 kw visual, 67.6 kw aural and antenna 1,430 feet above average terrain.

KKCW(FM) Beaverton, Ore. □ Sold by Columbia-Willamette Broadcasting Co. to Heritage Broadcasting Co. for approximately \$5 million. **Seller** is principally owned by John Q. Tilson, who formerly owned KGNU-FM Fresno, Calif. ("For the Record," June 18), and now has no other broadcast interests. Station was formerly KTJA(FM). **Buyer** is principally owned by William Yde and Jim West. It is subsidiary of Fairwest Enterprises, Dallas-based program syndication firm. KKCW is on 103.3 mhz with 85 kw and antenna 1,654 feet above average terrain. **Broker: H.B. La Rue.**

WDSI(TV) Chattanooga, Tenn. □ Sold by Roy L. Hess et al. to Group V Television Inc. for \$4,990,000, comprising \$250,000 cash, \$10,000 noncompete agreement and remainder note. **Seller** is owned by Roy L. Hess (72.5%), David D. Smith (3%) and five others. Hess owns WMPI(TV) Mobile, Ala., and with Smith owns WHSI(TV) Portland, Me. Smith also has interest in WPTT(TV) Pittsburgh; WTTE(TV) Columbus, Ohio; WBFF(TV) Baltimore, and is applicant for new TV in St. Petersburg, Fla. **Buyer** is owned by Michael F. Starr, who, with his brother, Peter, also owns WHLY(FM) Leesburg, Fla., and WPLR(FM) New Haven, Conn. WDSI is on channel 61 with 2,400 kw visual, 240 kw aural and antenna 1,320 feet above average terrain.

KAAY(AM)-KLPQ(FM) Little Rock, Ark. □ Sold by Multimedia Radio Inc. to Sudbrink Broadcasting of Arkansas for \$3,750,000 cash. **Seller** is Cincinnati-based station group of six AM's, six FM's and five TV's. It is headed by Wilson C. Wearn, chairman and CEO. **Buyer** is Fort Lauderdale, Fla.-based station group of four AM's and two FM's owned by Robert W. Sudbrink and his wife, Marion. It is spinning off FM (see below). KAAY is on 1090 khz full time with 50 kw. KLPQ-FM is on 94.1 mhz with 100 kw and antenna 770 feet above average terrain. **Broker: H.B. La Rue.**

KLPQ(FM) Little Rock, Ark. □ Sold by Sudbrink Broadcasting Co. of Arkansas to Signal Media Corp. for \$2,750,000 cash. **Seller** has

purchased KAAY(AM)-KLPQ(FM) and is retaining KAAY (see above). **Buyer** is Dallas-based station group owning KELI-AM-FM Tulsa, Okla., and KLRA(AM) Little Rock. It is owned by Phillip R. Johnson, who is also on board of nonprofit KERA-FM-TV Dallas. His brother, Kenneth A. Johnson, owns KENZ(AM)-KSAC(FM) Sacramento, Calif.; KORY(AM)-KROY(FM) Sparks, Nev., and KSJQ-FM Manteca, Calif. **Broker: H.B. La Rue.**

WYZZ(FM) Wilkes-Barre, Pa. □ Sold by Scranton/Wilkes-Barre Fine Music Broadcasting Co. to WARM Broadcasting Co. for \$2 million cash. **Seller** is principally owned by Richard G. Evans, who has no other broadcast interests. **Buyer** is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based station group of six AM's and seven FM's, principally owned by Louis J. Appell Jr. and family. It also owns six cable systems. WYZZ is on 92.9 mhz with 9 kw and antenna 1,060 feet above average terrain. **Broker: H.B. La Rue.**

WKDJ(AM) Memphis □ Sold by Adams Communications Corp. to Viacom Broadcasting for \$1.5 million. **Seller** is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. **Buyer** is publicly-traded New York-based station group, cable MSO and program distributor. It owns two AM's, four FM's, four TV's and operates 19 cable systems. Ralph M. Baruch is chairman and CEO. WKDJ is on 680 khz with 10 kw day and 5 kw night.

KRZE(AM)-KRAZ(FM) Farmington, N.M. □ Sold by Robert L. Finch, trustee, to D.P. Inc. for \$750,000 cash. **Seller** has no other broadcast interests. **Buyer** is owned by Homer G. Pirkey, former general manager of KNDN(AM) Farmington. He has no other broadcast interests. KRZE is daytimer on 1280 khz with 5 kw. KRAZ is on 96.9 mhz with 100 kw and antenna 300 feet above average terrain.

WPUB-AM-FM Camden, S.C. □ Sold by Austin M. Sheheen to Holder Media Inc. for \$575,000, comprising \$275,000 cash and remainder in note. **Seller** is receiver for Camden Communications Inc. and has no other broadcast interests. **Buyer** is owned by Hugh E.

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Holder, who also owns WDSR(AM)-WQPD(FM) Lake City, Fla. WPUB is daytimer on 1130 khz with 1 kw. WPUB-FM is on 94.3 mhz with 3 kw and antenna 350 feet above average terrain.

WBOB-FM Galax, Va. □ Sold by Carroll-Grayson Broadcasting Corp. to Blue Ridge Radio Inc. for \$400,000, comprising \$130,000 cash and remainder in note. Seller is owned by David B. Morris, president. It also owns colocated WBOB(AM) which is also being sold for \$200,000 (see "For the Record," page 118). Buyer is equally owned by Earlene S. Epperson and her husband, Ralph. It also owns WPAQ (AM) Mount Airy and WPNC(AM)-WKLX(FM) Plymouth, both North Carolina. It is also principal owner of WPMH(AM) Portsmouth, Va. Ralph Epperson's brother, Harry, is owner of WLLY(AM) Wilson, N.C., and is applicant for new FM in Luray, Va. WBOB is daytimer on 1360 khz with 5 kw.

KMAR-AM-FM Winnsboro, La. □ Sold by Franklin Parrish Broadcasting Inc. to Bob Henry Soderquist for \$375,000 comprising \$250,000 cash and remainder in note. Seller is principally owned by Edward O. Fritts, president of National Association of Broadcasters, who now has no other broadcast interests. Buyer is station's general manager and has no other broadcast interests. KMAR is daytimer on 1570 khz with 1 kw. KMAR-FM is on 95.9 mhz with 3 kw and antenna 170 feet above average terrain.

WXCF-AM-FM Clifton Forge, Va. □ Sold by Alleghany Highlands Broadcasting Inc. to Im-

pact Broadcasting Inc. for \$292,000, comprising assumption of \$118,000 notes, \$65,000 noncompete agreement and remainder in note. Seller is equally owned by Michael R. Kelley and Gary A. Henderson. Kelley is director of television for George Mason University Foundation, licensee of WEEL(AM) Fairfax, Va., and part-time producer for noncommercial WAMU-FM Washington. He is also applicant for low-power television in Warrenton, Va. Henderson is program producer for WAMU and WMZQ(FM), both Washington. Buyer is principally owned by Harold O'Flaherty, assistant to the U.S. Surgeon General for rehabilitative services. He has no other broadcast interests. WXCF is on 1230 khz with 1 kw day and 250 w night. WXCF-FM is on 103.9 mhz with 3 kw and antenna 511 feet below average terrain.

KFTN(AM) Provo, Utah □ Sold by Polo Broadcasting Co. to Positive Communications Inc. for \$275,000, comprising \$75,000 cash and remainder in note. Seller is principally owned by David Forier, who also owns KBHV-FM Spanish Fork, Utah. Buyer is owned by Robert Morey; his father, Lloyd Morey; T. Marshall Scott, and David Hofferle. Younger Morey is program director at KUUT(FM) Orem, Utah. Lloyd Morey is Milwaukee physician. Hofferle is weekend weatherman at KTUX-TV Salt Lake City. Scott manages chain of movie theaters in Provo. KFTN is on 1400 khz full time with 1 kw. Broker: Chapman Associates.

For other proposed and approved sales see "For the Record," page 118.

System serving northwest suburbs of Minneapolis □ Sold by Storer Communications Inc. to Hauser Communications for \$40 million. Seller is publicly traded Miami-based station group of seven TV's and cable MSO operating 150 systems. It is headed by Peter Storer, chairman and CEO. Buyer is principally owned by Gustave Hauser, former chairman and chief executive officer of Warner-Amex Cable and former vice chairman of National Cable Television Association. It also owns cable system in Arlington, Va. Suburban Minneapolis system has 85,000 homes in franchise area with 32,000 subscribers expected at closing and 1,000 miles of plant.

DBA merging with NAB

Daytimers will continue to be represented by new committee; action is result of compromise over lengthening hours of operation

The National Association of Broadcasters and the Daytime Broadcasters Association have agreed to merge the two associations. The proposed consolidation has been in the works since last January and the agreement is expected to be ratified by the DBA board on Jan. 4.

"The merger serves the best interests of all broadcasters, as it enables NAB to become a more effective organization in its representation of all segments of the industry," said NAB President Eddie Fritts. Even though plans for the merger began months ago, it was put on hold until the debate over expanded daytimer hours was settled at the FCC. Since then the commission has adopted new post-sunset authorizations based on a compromise between the DBA and the Association for Broadcast Engineering Standards (BROADCASTING, Dec. 10).

Part of the agreement with DBA includes a promise by the NAB to assume the association's debts of about \$40,000. In the meantime, however, DBA has been working toward reducing that figure by roughly \$10,000.

DBA President James Wychor, KWOA(AM) Worthington, Minn., said the time had come "to join with NAB to unify the broadcast industry." Once the DBA is dissolved, many of its directors will join a newly formed NAB committee established to study daytimer issues. "We will now have the opportunity to work within the larger organization to further daytime goals and add our voice to issues of significance to all broadcasters," Wychor said.

Members of the new daytime committee include: Wychor; Garry Bowers, WCLG(AM) Morgantown, W. Va.; Gary Capps, KGRL(AM) Bend Ore.; Ken Carter, WROL(AM) Boston; John Goeman, KIAM(AM) Madison, S.D.; Charmaine Grove, WNAK(AM) Nanticoke, Pa.; Glenn Olson, KQWC(AM) Webster City, Iowa; David Palmer, WATH(AM) Athens, Ohio; Gerry Robbins, WCMP(AM) Pine City, Minn.; William Saunders, WPAL(AM) Charleston, S.C.; Eugene Sudduth, KPRE(AM) Paris, Tex., and Richard Summer-ville, WSMA(AM) Marine City, Mich. □

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Where's Radio Marti?

Members of Congress, active in passage of bill creating radio station to broadcast to Cuba, complain to President that Marti is still not on air

More than a year after Congress completed action on the Radio Broadcasting to Cuba Act, the administration is getting pressure from Congress to get cracking on putting Radio Marti on the air. Senator Paula Hawkins (R-Fla.), principal backer in the Senate of the controversial legislation, wrote to President Reagan on the issue on Dec. 12. Representative Dante Fascell (D-Fla.), a backer of the bill in the House and now chairman of the House Foreign Affairs Committee, wrote a similar letter two days later. The word from the Voice of America, under which Radio Marti (named for a 19th century Cuban revolutionary hero) is being established, is, "We're going full steam ahead." But there is no hard estimate as to when the station the administration says is needed to break the monopoly it claims the Cuban government has on news in that country will go on the air. The Radio, says director designate Gene Pell, will go on the air when ready to do a quality job.

Hawkins said she was "appalled with the bureaucratic tangle that has prevented a program that was once acclaimed as one of the top foreign policy initiatives of your first term to languish for more than a year after it was enacted into law." Hawkins, who sees the project as a matter of critical importance to the Cuban-American community in south Florida, said the President's intervention is needed "if we are to keep our word with the Cuban Americans who supported you so well and the freedom-loving people in the world who are watching our actions at this time."

Fascell wrote of his "deep disappointment" to learn Radio Marti is not on the air "more than a year after Congress completed action on this urgent matter." Like Hawkins, he blamed the delay on apparent "bureaucratic red tape," as well as on "snags in the executive branch." And, again like Hawkins, he asked the President to take the steps necessary to get the station "into operation promptly." Fascell also said the Foreign Affairs Committee's Subcommittee on International Operations, which he headed before taking over the full committee and which is now headed by another Floridian, Representative Dan Mica (D), will, early in the new Congress, conduct "a thorough review of progress, or lack thereof, in bringing the Radio into operation."

Congress in the first session of the 98th session authorized \$14 million for Radio Marti in 1984 and \$11 million in 1985, and specified that the service be established within the VOA and that it broadcast over

the frequency used by the VOA on Marathon Key, Fla., 1180 khz, which it shares with WHAM(AM) Rochester, N.Y. VOA officials maintain that the obstacle to putting the station on the air is the time-consuming process involved in obtaining security clearances for the staff that is being recruited.

Thus far, 73 of the 178 authorized positions have been filled. And Pell last week said that "a full complement is needed to go on the air to meet the requirements of the legislation." Broadcasters, engineers, masters of ceremonies, clerical help and technicians are among those who have been hired—and among those still to be hired. The White House has even settled on top-level officials, including veteran broadcaster Paul Drew as director of Radio Marti. He is currently serving as a consultant.

Pell said the progress compares favorably with the record of other international broadcasters in establishing new services. He said it takes the BBC "about a year to put a new language service on the air, and the same for Radio Free Europe/Radio Liberty." He said it takes the VOA from six to 18 months, depending on various factors. And those operations, he noted, began with "existing infrastructures—with space and people." And Radio Marti, he noted, will be going on the

air with 14 1/2 hours of programming daily, after developing its infrastructure. Space has been leased to house the Radio Marti personnel in Washington, and the staff is going through dry runs of programs.

Pell will make no hard prediction as to when the station will go on the air. He says only, "We'll go on the air when we can with a quality program." □

Non-Intelsat service under review by FCC

The myriad questions involved in the U.S. policy decision to establish international satellite service apart from that provided by the International Telecommunications Satellite Organization are now before the public for comment. The FCC on Dec. 19 issued a combined notice of inquiry and notice of proposed rulemaking that offers no proposal but invites comment on the legal, technical, foreign policy, economic and trade issues raised by President Reagan's determination last month that such systems are required in the national interest, provided restrictions are imposed on them to protect Intelsat from

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economic harm (BROADCASTING, Dec. 3). As the staff had intended and as Commissioner James Quello described it, the combined notice is an "objective, neutral document."

Awaiting the outcome of the proceeding are five pending applications for authority to provide international satellite service. The first was filed by Orion Satellite Corp. 21 months ago. In the months since, applications were filed by International Satellite Inc., RCA American Communications Inc., Cygnus Satellite Corp. and Pan American Satellite Corp. Indications are that no early action by the commission is likely. The commission has set a deadline of Feb. 14 for comments and of March 7 for replies. And several of the commissioners expressed the view that an oral argument as a follow-up to the comments would be helpful.

FCC Chairman Mark Fowler chided the administration for the length of time required to reach a policy determination: "It took too long." But he made no promises of speedy action by the commission. "I'd not want to see matters unduly delayed," he said. "But serious issues are involved. Considering them will take a considerable period of time, even under the best of circumstances."

The key question posed by the applications for separate service is whether—or how—such service can be authorized without violating the U.S. obligation to maintain a single global satellite system. The answer developed by the executive branch is to authorize the systems subject to two conditions—that the capacity they sell or lease is not connected with the public-switched message networks and that, with one or more foreign authorities, the new services are coordinated with Intelsat under Article XIV(d) of the Intelsat Agreement to "insure technical compatibility and avoid significant eco-

Little room left. There's good news and bad news for those wanting to apply for new commercial television facilities. The good news: According to FCC calculations, there were seven open (vacant and unapplied for) VHF channel allocations in the top 50 markets, and another 18 UHF's, as of last June. The bad news, however, is that all of those VHF's were more than 55 miles away from title cities, as were 10 of those UHF's. In markets 51-100, there were three open V's and 23 open U's, but two of those V's were more than 55 miles from title cities, as were eight of those U's. In markets 101-150, there were seven open VHF's and 22 open UHF's, but all of the V's were more than 55 miles away from title cities, as were seven of the U's. In markets 151-200, there were three open VHF's and 17 open UHF's, with all of the V's more than 55 miles away from title cities, and four of the U's at least that far away. In markets 201-225, there were 11 open V's and nine U's, but three of those VHF's were more than 55 miles away from title cities, as were four of those UHF's.

conomic harm."

The Communications Satellite Act of 1962 provides for U.S. participation in organization and operation of an international satellite system through a private corporation—the Communications Satellite Corp.—created by the act and subject to government supervision. But it also authorizes the U.S. to establish systems if they are necessary to meet unique governmental needs or are required in the national interest.

One question raised by the President's determination and the restrictions the executive branch would impose is whether that is the "final" word, as Commissioner Dennis Patrick put it. The staff member who presented the item, Colleen Boothby, said, in effect, no. "There are factors other than the President's determination we have to consider under the Communications Act," she said. The notice will be rewritten to include a specific question as to whether the President's determination settles the matter.

Another key issue the notice raises is whether giving carriers other than the Communications Satellite Corp. direct access to the Intelsat space segment would promote efficiency. Commissioner Mimi Dawson, who supports the concept of direct access,

said she was "pleased" that the question is being asked. She noted that the State and Commerce Departments will urge the commission to reexamine the issue; it rejected the proposal of direct access when it was under consideration in March.

The State and Commerce Departments will express their position on the issue in the joint filing they are to submit to the commission, some time in January, providing the executive branch's rationale for its position on the separate-systems issue. In the matter of direct access, it is understood the executive branch would limit the service to be provided to the activities separate systems would be allowed to participate in. Another key question the document is expected to address is the scope of Intelsat's pricing flexibility. The executive agreement establishing Intelsat requires global averaging of prices to ease the cost burden on developing countries. Secretary of Commerce Malcolm Baldrige, in a letter to Secretary of State George Shultz, with a copy to FCC Chairman Mark Fowler, said Intelsat should have the pricing flexibility needed to meet competition, provided prices cover costs. The State-Commerce document will be made available for comment in the FCC inquiry. □

Journalism 4

Space shuttle ignites tension

Pentagon asks group of news organizations not to publish information on shuttle payload, spy satellite; 'Washington Post' runs story, others follow

As they did in 1983, the Pentagon and the news media ended 1984 engaged in controversy over the rights and responsibilities of each regarding the publication of military information. Last year, the dispute involved the Pentagon's refusal to permit journalists to accompany military forces during the first two days of the U.S. invasion of Grenada, in October. In 1984, it was the *Washington Post's* decision to publish a story, on Dec. 19, on a classified spy satellite to be carried into space by the shuttle *Discovery*, ignoring guidelines the Pentagon had laid down in an effort to limit information on the project.

The clash could result in the Pentagon seeking tighter restrictions on the flow of military information.

The Pentagon's effort to throw a cloak of secrecy over the launch, scheduled for Jan. 23, itself attracted considerable attention. For 20 years, the civilian National Aeronautics and Space Administration had been launching satellites in the full glare of publicity it not only welcomed, but promoted. In a briefing for reporters on Dec. 17, Air Force Brig. Gen. Richard Abel had asked the media to avoid speculation as to the nature of the first military satellite NASA was to launch. And high Pentagon officials, including Secretary of Defense Caspar Weinberger, called four news organizations known to have been working on stories on the launch—NBC-TV, CBS-TV, the Associated Press and *Aviation Week and Space*

Technology—with requests not to release the information they had acquired.

News media executives—those at the *Post* as well as those at the organizations that honored the Pentagon's request, until the *Post* story appeared—agreed with the need to honor requests to suppress sensitive information in the interest of national security. But the issue that was difficult to resolve was what, in the context of the spy satellite story, involved a threat to national security.

Weinberger, in an interview on Cable News Network, called the *Post* action "the height of journalistic irresponsibility," and said some stories can only "give aid and comfort to the enemy." The *Post*—which noted it had not received a specific request to withhold information on the launch—shrugged off such criticism. It said that all of the information contained in the article was

already known to those in Washington who follow such matters in the technical journals, as well as in the testimony of Pentagon officials at public congressional hearings. Leonard Downie Jr., the *Post* managing editor, also disputed the contention the newspaper had presented any information that could aid the Soviet Union, and said it had obtained, but withheld from the story, more sensitive information than it had published.

At issue is a satellite that can intercept radio, telephone and satellite transmissions and collect radio telemetry from Soviet missile tests, and is to orbit the earth in synchronous orbit 22,300 miles above the Soviet Union. It was reported to be an improved version of satellites the Air Force has launched over the years with expendable rockets. The news organizations directly contacted by the Pentagon had been working on the story for several weeks.

Many members of the media supported the *Post* in the dispute with the Pentagon. According to a survey made by the Associated Press, a number of newspapers ran editorials endorsing the *Post*'s decision and disputing the Pentagon's contention that publication of the story may have endangered national security. Jack Landau, chairman of the Reporters Committee for Freedom of the Press, called Weinberger's criticism of the *Post* an "indication of the emotional hysteria this administration has against even the most responsible press organization."

The editors' call not to run the story was a difficult one. NBC News President Lawrence Grossman, in taped comments shown on ABC's *Nightline*, on Dec. 19, said that, after being asked to withhold the story on the spy satellite, he had told Weinberger that "we certainly don't like to be beaten on a story that we're ahead on, but if it was a matter of urgent national security, that we would respect that." He also said in his taped appearance: "We are broadcasters, but we're also American broadcasters, and we're concerned about the security and about this country." The NBC News decision was made after the matter was debated by the division's editorial board, which includes top news personnel, including management, on-air journalists and executive producers.

A CBS spokesman said CBS News President Edward Joyce had made the decision not to run a story—but had based his decision initially not on Weinberger's call but on his view that the network's news operation had not developed sufficient information to justify a story. The spokesman, Dick Drayne, said CBS News continued to work on the story, and on Dec. 19—by which time all news organizations were running stories—it broadcast a piece that did not include what the network considered sensitive information. The reason, said Drayne, again was not an agreement with Weinberger but concern for what it perceived to be national security. And Joyce, in an interview shown on *The Evening News with Dan Rather*, described the standard he felt the government should meet in requesting CBS News to withhold information: "A very good case has to be made each time, an overriding and prevailing case, that the national interest could be seriously jeopardized, seriously da-

amaged, before CBS News will cross that threshold and withhold information."

Joyce was not alone in indicating a reluctance to accept the Reagan administration's word that national security is at stake. George Watson, ABC News vice president, said that, unlike the other networks, ABC had not been called directly by the Pentagon on the issue. But he expressed concern about requests to withhold information.

"They have to be considered in the context of an administration that has invoked secrecy on other fronts—some on highly questionable grounds." He acknowledged that the Pentagon has "a legitimate need" to keep things secret. But, he added, in a reference to the story at the center of the controversy, the public has a right to be informed on "military application of space [technology]."

But the journalists' anguish and frustration at feeling obliged to accept the government's word on the need to suppress a story was evident in John Chancellor's commentary on NBC's *Nightly News*, on Dec. 18, the night after Fred Francis reported on the lid the Pentagon was attempting to keep on details on the spy satellite and disclosed that NBC News was not broadcasting a report it had prepared on the "specifics" of the payload because of a direct request from Weinberger. Chancellor said that NBC News had agreed because "the government presumably knows more about national security than we do," then added:

"The fact is, we don't know enough about highly classified military operations in space to be able to judge this particular mission for ourselves. We have been forced to accept the

government's word on faith. It's a dangerous precedent. National security is an imprecise term. Governments can invoke national security to cover up mistakes or to prevent embarrassment. No one at NBC News is saying that's what going on in this case. But we're all agreed that if we're asked to do this again, we'll have to be doubly cautious."

The controversy last year over Grenada led the Pentagon to establish a commission to draft guidelines for avoiding such disputes in the future. The one with which 1984 is ending seems to be heading in another direction. For if the media were uneasy about not publishing or broadcasting stories the government claims would endanger national security, government officials were expressing interest in tightening up on procedures to prevent the appearance of such stories, with or without the cooperation of the media. Weinberger, in an appearance on NBC's *Nightly News*, talked of the possible need for legislation to protect sensitive information. Did he favor an "Official Secrets Act," like Great Britain's, anchor Tom Brokaw asked. Weinberger did not respond directly. "I think there should be some additional legislation that might be useful to deter people from harming the nation's security," said Weinberger. Michael I. Burch, the Pentagon's chief spokesman, made a similar comment in an interview with the *New York Times*. He said the Pentagon will seek tighter controls through more vigorous application of existing regulations and, possibly, new legislation. But he said reporters would not be the target—enforcement efforts would be aimed at those who provide the information. □

NewsBeat

CIA complaint. Radio-Television News Directors Association has adopted resolution calling for FCC to dismiss Central Intelligence Agency's fairness complaint against ABC (BROADCASTING, Dec. 3) without considering its substance. In its resolution, RTNDA said CIA's action had "reportedly" been taken with approval of White House and Department of Justice and appeared to be intended to inhibit criticism of government. RTNDA said government has "ample" access to media to make its positions known without resorting to threats to deny license renewal to broadcasters. "The members of RTNDA recognize and so inform the FCC and the appropriate committees of Congress that the CIA's complaint is another example of the danger of government regulation of fairness in news reporting and another reason why the fairness doctrine and other content regulation unique to electronic journalism should be abolished." □

Regular access. President Reagan, who has been criticized by members of press for what they regard as his isolation from them, will increase frequency of his formal press conferences in his second term, according to White House press spokesman, Larry Speakes. Speakes said President will hold press conferences about every six weeks. He also said he will advise President to conduct one-on-one interviews with reporters weekly. Reagan last held formal news conference in July, and plans no other until January. However, he dropped in for impromptu "mini" news conferences in White House news briefing room in September and earlier this month, and he held press conference in California following election. □

Election roster. House and Senate radio and television correspondents galleries elected new executive committee officers. Broadcast journalists elected were Phil Jones, CBS News correspondent on Capitol Hill; Pete Hively, Capitol Hill producer, NBC News, and John Bisney, RKO Radio Senate correspondent. Jones becomes chairman of committee in 1986, succeeding the incumbent, Charles Gibson, ABC News. □

Open skies. FCC Common Carrier Bureau has approved request by Cable News Network to link directly with Canada's Anik satellite system to provide news service between U.S. and Canada.

As compiled by BROADCASTING, Dec. 12 through Dec. 27, 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. MEQC—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

- WAKA(TV) Selma, Ala. (ch. 8; ERP vis. 53.7 kw; aur. 10.7 kw; HAAT: 360 ft.; ant. height above ground: 387 ft.)—Seeks assignment of license from Charles F. Grisham (et al) to Montgomery Independent Telecasters Inc. for exchange of stock. Seller is owned by Grisham (84.6%) and three others. It has no other broadcast interests. Buyer is owned by Bahakel Communications Ltd., Charlotte, N.C.-based station group of six AM's, four FM's and seven TV's. Filed Dec. 13.
- WPAF(AM) Defuniak Springs, Fla. (1460 khz; 1 kw-D)—Seeks transfer of control of Holmes Valley Broadcasting system from Larry H. Land; his wife, Myra, and their daughter, Melissa, to M. Scott McAda for \$115,000, comprising \$17,500 cash, assumption of \$75,000 note and remainder note. Seller has no other broadcast interests. Buyer has interest in WMGO(AM) Canton, Miss., and WKXX(FM) Pana, Ill. Filed Dec. 13.
- WICS(TV) Springfield, Ill. (ch. 20; ERP vis. 676 kw; aur. 67.6 kw; HAAT: 1,430 ft.; ant. height above ground: 1,458 ft.)—Seeks assignment of license from WICS-TV Inc. to Guy Gannett Broadcasting Services for \$18 million cash. Seller is owned by Stephen J. Kumble and Henry R. Silverman. It has no other broadcast interests. Buyer is Portland, Me.-based station group of three AM's, three FM's and three TV's. It also publishes five daily newspapers in Maine. It is principally owned by trust headed by Jean H. Hawley and her brother, John H. Gannett. Filed Dec. 12.
- WMDI-AM-FM Marin, Ky. (AM: 1440 khz; 2.5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 112 ft.)—Seeks transfer of control of Floyd County Broadcasting Co. from Fate L. McNalley (50% before; none after) to Dale McKinney (50% before; 100% after) for \$125,000, comprising \$50,000 cash and remainder assumption of note. Seller also owns WEKC(AM) Williamsburg, Ky. Buyer is station's general manager and has no other broadcast interests. Filed Dec. 14.
- WLTK(TV) Somerset, Ky. (ch. 16; ERP vis. 390 kw; aur. 69.2 kw; HAAT: 413 ft. ant. height above ground: 271 ft.)—Seeks transfer of control from Burnside CATV Corp. (54% before; none after) and five others (46% before; none after) to Commonwealth Communications Corp. (none before; 100% after) for \$250,000 cash, including \$50,000 non-compete agreement. Seller, Burnside, is owned by E. Roy Taylor, H. Rakestraw Jr. and T.B. Grissom Jr. It owns WTLO(AM) Somerset, Ky., and cable TV system in Pulaski, Ky. It is also app. for new FM in Somerset, Ky. Buyer is owned by Rudy LaRusso. He has no other broadcast interests. Filed Dec. 13.
- KTRY-AM-FM Bastrop, La. (AM: 730 khz; 250 w-D; FM: 94.3 mhz; 3 kw; HAAT: 290 ft.)—Seeks transfer of control of Jamie Patrick Broadcasting Ltd. from Henry Reese and Charles Dickerson (25% each before; none after) to Henry C. Cotton (25% before; 75% after) for \$113,640, comprising \$10,000 cash and remainder note. Remaining 25% is owned by the estate of Norman A. Johnson. Sellers have no other broadcast interests. Buyer also has interest in KDKS-FM Benton, La. Filed Dec. 19.
- KMAR-AM-FM Winnsboro, La. (AM: 1570 khz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 170 ft.)—Seeks transfer of

control of Floyd County Broadcasting Co. from Edward O. Fritts (85% before; none after) of Franklin Parrish Broadcasting Inc. to Bob Henry Soderquist (15% before; 100% after) for \$375,000 comprising \$250,000 cash and remainder in note. Seller is president of the National Association of Broadcasters and now has no other broadcast interests. Buyer is stations general manager and has no other broadcast interests. Filed Dec. 6.

- WXCM(AM)-WIBM-FM Jackson, Mich. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 94.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Casciani Communications Inc. to Van Wagner Broadcasting Inc. for \$3.1 million. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is subsidiary of Van Wagner Advertising, New York-based display advertising firm principally owned by Jason Perline, president, and Richard M. Schaps. It has no other broadcast interests. Filed Dec. 14.
- KRZE(AM)-KRAZ(FM) Farmington, N.M. (AM: 1280 khz; 5 kw-D; FM: 96.9 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from Robert L. Finch, trustee, to D.P. Inc. for \$750,000 cash. Seller has no other broadcast interests. Buyer is owned by Homer G. Pirkey former general manager of KNDN(AM) Farmington. He has no other broadcast interests. Filed Dec. 17.
- WNYN(AM) Canton, Ohio (900 khz; 50 w-U)—Seeks assignment of license from North Shore Communications Inc. to Mortenson Broadcasting Co. for \$225,000 cash. Seller is principally owned by Raymond N. Malcom and Donald Keyes, who also have interest in WTAL(AM) Tallahassee, Fla. Buyer is Lexington, Ky.-based station group of six stations owned by brothers, Jack, Stan and Daniel Mortenson, and their sister, Marianne Carter. Filed Dec. 14.
- New TV Defiance, Ohio (ch. 65; ERP vis. 1,191 kw; aur. 120 kw; HAAT: 1,013 ft.; ant. height above ground: 1,018 ft.)—Seeks assignment of CP from Community Television Associates to Masterpiece Properties Inc. for \$50,000 cash. Seller is owned by Eddie L. Bernal, James A. Kennedy, Nancy H. Ducatt and two others. It is app. for four LPTV's. Buyer is owned by Vernon Gatewood (48.9%); his son, Michael (23.5%), and Edwin H. Dodt (23.5%). It has no other broadcast interests. Filed Dec. 13.
- KDEP(FM) Durant, Okla. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Robert McViegh to Thomas E. Spellman for \$16,000 cash. Seller has no other broadcast interests. Buyer has no other broadcast interests. His brother, Mick C. Spellman, has interest in app. for new AM in Plano, Tex. Filed Dec. 7.
- KMCO-FM [formerly KCIV(FM)] The Dalles, Ore. (104.5 mhz; 100 kw; HAAT: 1,700 ft.)—Seeks transfer of control of Mid-Columbia Broadcasting Inc. from Steven Wood, and his wife, Kimbra (100% before; none after), to Frank Diegman for retirement of \$30,000 debt. Sellers have no other broadcast interests. Buyer is owned by Diegman (30%) Steven Wood (51%) and three others. Diegman has no other broadcast interests. Filed Dec. 10.
- WPUB-AM-FM Camden, S.C. (AM: 1130 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 350 ft.)—Seeks assignment of license from Austin M. Sheheen to Holder Media Inc. for \$575,000, comprising \$275,000 cash and remainder in note. Seller is receiver for Camden Communications Inc. and has no other broadcast interests. Buyer is owned by Hugh E. Holder, who also owns WDSR(AM)-WQPD(FM) Lake City, Fla. Filed Dec. 7.
- KMIT(FM) Mitchell, S.D. (105.9 mhz; 75 kw; HAAT: 290 ft.)—Seeks transfer of control of Mitchell Broadcasting from Tim J. Grivna (50% before; 24% after), Dwight Pooley (12.5% before; none after) and Jon Airhart (12.5% before; none after) to Gorden Thomsen (none before; 26% after) and Kevin Culhane (none before; 25% after) for \$17,850. Sellers have no other broadcast interests. David Horton and Burliegh B. Boldt own 12.5% each. Buyer Thomsen is trailer manufacturer who also owns advertising firm, both in Mitchell. Culhane is station's general manager. They have no other broadcast interests. Filed Dec. 17.
- WYXI(AM) Athens, Tenn. (1390 khz; 2.5 kw-U)—Seeks assignment of license from Rep Broadcasting Inc. to J's Broadcasting Co. for no consideration. Seller is owned by W.L. Gerdes, who has no other broadcast interests. Buyer is owned by Julia N. Frew (40%); her husband, John (40%), and their daughter, Julie (20%). They sold station to seller in 1979 and are reacquiring after default on loan. Julia and Julie Frew also own WYXE(AM) Cartersville, Ga. Filed Nov. 27.
- WDSI(TV) Chattanooga, Tenn. (ch. 61; ERP vis. 2,400

kw; aur. 240 kw; HAAT: 1,320 ft.; ant. height above ground: 320 ft.)—Seeks assignment of license from Roy L. Hess (et al) to Group V Television Inc. for \$4,990,000, comprising \$250,000 cash, \$10,000 noncompete agreement and remainder note. Seller is owned by Roy L. Hess (72.5%), David D. Smith (3%) and five others. Hess owns WMPI(TV) Mobile Ala., and with Smith owns WHSI(TV) Portland, Me. Smith also has interest in WPTT(TV) Pittsburgh; WTTE(TV) Columbus, Ohio; WBFF(TV) Baltimore, and is app. for new TV in St. Petersburg, Fla. Buyer is owned by Michael F. Starr, who, with his brother, Peter, also owns WHLY(FM) Leesburg, and WPLR(FM) New Haven, Conn. Filed Dec. 10.

- WXCF-AM-FM Clifton Forge, Va. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 3 kw; HAAT: minus 511 ft.)—Seeks assignment of license from Alleghany Highlands Broadcasting Inc. to Impact Broadcasting Inc. for \$292,000, comprising assumption of \$118,000 notes, \$65,000 noncompete agreement and remainder in note. Seller is equally owned by Michael R. Kelley and Gary A. Henderson. Kelley is director of television for George Mason University Foundation, licensee of WEEL(AM) Fairfax, Va., and part-time producer for *WAMU-FM Washington. He is also app. for LPTV in Warrenton, Va. Henderson is program producer for WAMU(FM) and WMZQ(FM), both Washington. Buyer is principally owned by Harold O'Flaherty, assistant to the surgeon general for rehabilitative services. He has no other broadcast interests. Filed Dec. 7.
- WBOB-FM Galax, Va. (1360 khz; 5 kw-D)—Seeks assignment of license from Carroll-Grayson Broadcasting Corp. to Blue Ridge Radio Inc. for \$400,000, comprising \$130,000 cash and remainder in note. Seller is owned by David B. Morris, president. It also owns collocated WBOB(AM), which is also being sold (see below). Buyer is equally owned by Earlene S. Epperson and her husband, Ralph. It also owns WPAQ(AM) Mount Airy, and WPNC(AM)-WKLX(FM) Plymouth, both N.C. It is also principal owner of WPMH(AM) Portsmouth, Va. Ralph Epperson's brother, Harry, is owner of WLLY(AM) Wilson, N.C., and is app. for new FM in Luray, Va. Filed Dec. 6.
- WBOB(AM) Galax, Va. (98.1 mhz; 6.8 kw; HAAT: 590 ft.)—Seeks assignment of license from to Twin County Broadcasting Corp. for \$200,000, comprising \$50,000 cash and remainder note. Seller is owned by Deborah E. Sizer. Buyer owns 10% of WPMH and is app. for new FM in Hanahan, S.C. Her father, Ralph Epperson, is purchasing WBOB-FM (see above). He also owns WPAQ(AM) Mount Airy, and WPNC(AM)-WKLX(FM) Plymouth, both North Carolina. It is also principal owner of WPMH(AM) Portsmouth, Va. Ralph Epperson's brother, Harry, is owner of WLLY(AM) Wilson, N.C., and is app. for new FM in Luray, Va. Filed Dec. 6.

New Stations

Applications

New FM's

- Montgomery, Ala.—Alabama State University seeks 90.7 mhz; 25 kw; HAAT: 608 ft. Address: 915 S. Jackson St., 36195. Principal is educational institution with no other broadcast interests. Filed Dec. 17.
- Gulf Breeze, Fla.—Gail Rose Schroeder seeks 95.3 mhz; 3 kw; HAAT: 323 ft. Address: 1700 East Blount St., Pensacola, Fla. 32503. Principal's husband, Gerald D. Schroeder, owns WPFA(AM) Pensacola, Fla. Filed Dec. 14.
- Titusville, Fla.—The Schrader Corp. seeks 97.3 mhz; ERP and HAAT to be determined. Address: 1850 Park Ave., Suite 24A, 32780. Principal is owned by Alfred H. Schrader, who has no other broadcast interests. Filed Dec. 14.
- Kanoeh, Hawaii—Kanoeh Broadcasters seeks 104.3 mhz; 100 kw; HAAT: 768 ft. Address: P.O. Box 73, Batesville, Miss. 38606. Principal is owned by J. Boyd Ingram. It has no other broadcast interests. Filed Dec. 10.
- Pearl City, Hawaii—Timothy Paul Woodward seeks 101.9 mhz; 100 kw; HAAT: 1160 ft. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal is app. for three new FM's. His father, Dr. Sewell Woodward, has interest in app.'s for new TV's in Lexington, Ky., and Hutchinson, Kan. Filed Dec. 14.
- Arkansas City, Kan.—Faith Broadcasting Inc. seeks

90.9 mhz, 10 kw; HAAT: 310 ft. Address: Summit & Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson, president. It has no other broadcast interests. Filed Dec. 14.

■ Kennebunk, Me.—Keith B. Handyside seeks 99.3 mhz; 3 kw; HAAT: 309 ft. Address: 98 Forrest Dr., Plaistow, N.H. 03865. Principal is former engineering director at noncommercial WGBH-FM-TV and WGBX-TV, all Boston. He has no other broadcast interests. Filed Dec. 17.

■ Williston, N.D.—Prairie Public Broadcasting Inc. seeks 89.5 mhz; 100 kw; HAAT: 492 ft. Address: 207 N. 5th St., P.O. Box 3240, Fargo, N.D. 58108. Principal is nonprofit corporation headed by Dennis Falk. It also owns KSWE(TV) Williston and other noncommercial stations. Filed Dec. 11.

New TV's

■ Clermont, Fla.—South Lake Communications Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 801 ft.; ant. height above ground: 691 ft. Address: 1158 5th St., P.O. Box 1277, 32711. Principal is equally owned by L. Glen Lowery, Richard R. Reynolds and Richard L. Huff. They have no other broadcast interests. Filed Dec. 12.

■ *Honolulu—Minority Broadcasters for the Public Inc. seeks ch. 44; ERP vis. 5,000 kw; aur. 500 kw; HAAT: minus 94 ft.; ant. height above ground: 253 ft. Address: 15628 Vintage St., Mission Hills, Calif. 91343. Principal is nonprofit corporation headed by John Nania. It has no other broadcast interests. Filed Dec. 10.

■ Syracuse, N.Y.—Tureaud Broadcasting seeks ch. 56; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 853 ft.; ant. height above ground: 873 ft. Address: P.O. Box 151, Buffalo, N.Y. 14205. Principal is owned by Melvin Watkins, James W. Pitt and Robert L. Gore. It also has app.'s for LPTV in Rochester and Batavia, both New York. Filed Dec. 14.

■ Charleston, S.C.—G.A.K.G. Enterprises seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 474 ft.; ant. height above ground: 469 ft. Address: 180 East Bay St., 29401. Principal is equally owned by Joseph P. Griffith Jr.; his father, Joseph Sr.; Charles F. Ailstock, and Michael J. Knapp. It has no other broadcast interests. Filed Dec. 14.

Facilities Changes

Applications

AM's

Tendered

- WDGY (1130 khz) Minneapolis—Seeks CP to increase night power to 50 kw and change night TL. App. Dec. 11.
- WAEB (790 khz) Allentown, Pa.—Seeks CP to increase power to 1 kw. App. Dec. 12.
- WEAB (800 khz) Greer, S.C.—Seeks CP to increase power to 1 kw. App. Dec. 14.
- KBNG (930 khz) Yakima, Wash.—Seeks CP to change city of lic. to Union Gap, Wash.; add night service with 500 w; increase day power to 5 kw; change TL, and make changes in ant. sys. App. Dec. 12.

Accepted

- KDIA (1310 khz) Oakland, Calif.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 12.
- WSYL (1490 khz) Sylvania, Ga.—Seeks CP to change TL and make changes in ant. sys. App. Dec. 12.
- WAQX (1490 khz) Syracuse, N.Y.—Seeks CP to increase night power to 1,000 w. App. Dec. 11.
- WWWC (1240 khz) Wilkesboro, N.C.—Seeks CP to increase power 1 kw and make changes in ant. sys. App. Dec. 14.
- WCNS (1480 khz) Latrobe, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 14.
- WKQW (1120 khz) Oil City, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 11.
- WKCE (1230 khz) Harriman, Tenn.—Seeks MP to increase night power to 1 kw. App. Dec. 11.

FM's

Tendered

- *KJIC (89.3 mhz) Pasadena, Tex.—Seeks mod. of CP to change freq. to 88.1 mhz. App. Dec. 12.

Accepted

- KAJJ (106.3 mhz) Greenwood, Ark.—Seeks CP to

change ERP to 1.7 kw and change HAAT to 434 ft. App. Dec. 17.

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks CP to change ERP to 1.55 kw and change HAAT to 452 ft. App. Dec. 17.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,853.6 ft. and make changes in ant. sys. App. Dec. 14.

■ WFUZ (93.7 mhz) Ocala, Fla.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 840 ft. App. Dec. 11.

■ WQXI-FM (94.1 mhz) Smyrna, Ga.—Seeks mod. of CP to change SL to Fulton county, Ga. App. Dec. 11.

■ WAXT (96.7 mhz) Alexandria, Ind.—Seeks CP to change TL; change ERP to 2 kw, and make changes in ant. sys. 395 ft. App. Dec. 14.

■ WENS (97.1 mhz) Shelbyville, Ind.—Seeks mod. of CP to change TL; change ERP to 23 kw, and change HAAT to 739 kw. App. Dec. 14.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks mod. of CP to change ERP to 50 kw and change HAAT to 590.4 ft. App. Dec. 11.

■ WLBj-FM (96.7 mhz) Bowling Green, Ky.—Seeks mod. of CP to change ERP to 1.7 kw and change HAAT to 426 ft. App. Dec. 14.

■ WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and change HAAT to 939 ft. App. Dec. 11.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 15.5 kw and change HAAT to 900 ft. App. Dec. 14.

■ WMJC (94.7 mhz) Birmingham, Mich.—Seeks CP to change ERP to 13.5 kw and change HAAT to 950 ft. App. Dec. 14.

■ KJPW-FM (102.3 mhz) Waynesville, Mo.—Seeks CP to change TL; change ERP to 0.85 kw; change HAAT to 518 ft., and make changes in ant. sys. App. Dec. 17.

■ KLSK (104.1 mhz) Santa Fe, N.M.—Seeks CP to change HAAT to 1,920 ft. App. Dec. 17.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Seeks mod. of CP to change TL and change HAAT to 268 ft. App. Dec. 14.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 615 ft., and make changes in ant. sys. App. Dec. 17.

■ WQDR (94.7 mhz) Salisbury, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 1,129.6 ft., and make changes in ant. sys. App. Dec. 17.

■ WFLO-FM (95.7 mhz) Farmville, Va.—Seeks CP to

change HAAT to 338 ft. App. Dec. 17.

■ WCMS-FM (100.5 mhz) Norfolk, Va.—Seeks CP to change ERP to 50 kw; change HAAT to 189.9 ft., and make changes in ant. sys. App. Dec. 14.

■ WVCM (107.1 mhz) Miami, W. Va.—Seeks mod. of CP to change TL and change HAAT to 666.4 ft. App. Dec. 17.

■ *WVVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks mod. of CP to change ERP to 2.4 kw; change HAAT to 69 ft., and make changes in ant. sys. App. Dec. 17.

TV's

Accepted

■ WLEX-TV (ch. 18) Lexington, Ky.—Seeks CP to change transmitters. App. Dec. 13.

■ WKAF (ch. 68) Syracuse, N.Y.—Seeks MP to change HAAT to 1,466 ft. App. Dec. 13.

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to move SL outside community of lic. App. Dec. 13.

Actions

AM's

■ WTOB (1380 khz) Winston-Salem, N.C.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Dec. 7.

■ WHBG (1360 khz) Harrisonburg, Va.—Granted app. to change city of lic. to Bridgewater, Va. Action Dec. 5.

■ WRIG (1390 khz) Schofield, Wis.—Dismissed app. to operate transmitter by remote control. Action Dec. 5.

FM's

■ WKSJ-FM (105.5 mhz) Mobile, Ala.—Dismissed app. to change TL. Action Dec. 7.

■ KFPO-FM (100.9 mhz) Fort Smith, Ark.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 200.08 ft. Action Dec. 10.

■ KFTH (107.1 mhz) Marion, Ark.—Granted app. to change TL and change HAAT to 328 ft. Action Nov. 28.

■ WRUL (95.9 mhz) Anaheim, Calif.—Granted app. to install aux. sys. Action Nov. 29.

■ KBEE-FM (103.3 mhz) Modesto, Calif.—Granted app. to change TL; change ERP to 3.41 kw; change HAAT to 59.04 ft., and make changes in ant. sys. Action Dec. 12.

■ KGB-FM (101.5 mhz) San Diego—Granted app. to change TL; change ERP to 7 kw and change HAAT to 1,103 ft. Action Dec. 4.

■ WMEZ (94.1 mhz) Pensacola, Fla.—Denied app. to change TL and change HAAT to 1,466.16 ft. Action Dec. 10.

■ WNIZ-FM (96.9 mhz) Zion, Ill.—Granted app. to change ERP to 50 kw and make changes in ant. sys. Action Dec. 10.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Accepted for filing app. to change ERP to 1 kw. Action Dec. 5.

■ *KFGQ-FM (99.3 mhz) Boone, Iowa—Granted app. to change ERP to 2.55 kw. Action Dec. 3.

■ KLFQ (106.1 mhz) Lyons, Kan.—Granted app. to change HAAT to 333 ft. Action Nov. 30.

■ *KDAQ (89.9 mhz) Shreveport, La.—Granted app. to change HAAT to 931.5 ft. and make changes in ant. sys. Action Dec. 3.

■ WZYQ-FM (103.9 mhz) Braddock Heights, Md.—Granted app. to change ERP to 0.42 kw. Action Dec. 6.

■ WGRX (100.7 mhz) Westminster, Md.—Dismissed app. to change TL; change ERP to 27.5 kw, and change HAAT to 700 ft. Action Oct. 18.

■ *WMED (89.7 mhz) Calais, Me.—Granted app. to move SL to the campus of Bangor (Me.) Community College. Action Dec. 7.

■ *WMEM (106.1 mhz) Presque Isle, Me.—Granted app. to move SL to campus of Bangor Community College. Action Dec. 7.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change TL; change ERP to 97.6 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action Dec. 10.

■ WBIP-FM (99.3 mhz) Booneville, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action Nov. 28.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Granted app. to change ERP to 3 kw. Action Dec. 11.

■ KYSS-FM (94.9 mhz) Missoula, Mont.—Granted app. to change ERP to 15.04 kw and change HAAT to 2,511 ft. Action Nov. 29.

■ WMHR (102.9 mhz) Syracuse, N.Y.—Granted app. to

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	561
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.

change ERP to 16.3 kw and change HAAT to 782 ft. Action Nov. 29.

- **WFAS-FM** (103.9 mhz) White Plains, N.Y.—Granted app. to install new transmission sys. Action Dec. 4.
- **KZPR** (105.3 mhz) Minot, N.D.—Granted app. to change TL. Action Nov. 29.
- **KDSR** (101.1 mhz) Williston, N.D.—Granted app. to change HAAT to 800 ft. Action Dec. 11.
- **WHOH** (106.3 mhz) Cadiz, Ohio—Granted app. to change TL; change ERP to 2.57 kw, and change HAAT to 328 ft. Action Dec. 10.
- **KCMA** (106.1 mhz) Owasso, Okla.—Granted app. to change HAAT to 1,315 ft. Action Dec. 6.
- **KKCW** (103.3 mhz) Beaverton, Ore.—Granted app. to change ERP to 95 kw. Action Dec. 6.
- **WZPR** (100.3 mhz) Meadville, Pa.—Granted app. to change ERP to 33.4 kw and change HAAT to 588 ft. Action Dec. 10.
- ***WWAS** (88.1 mhz) Williamsport, Pa.—Granted app. to make changes in ant. sys. Action Dec. 11.
- **KKLS-FM** (93.9 mhz) Rapid City, S.D.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 756 ft., and make changes in ant. sys. Action Dec. 7.
- ***KRSD** (88.1 mhz) Sioux Falls, S.D.—Granted app. to change ERP to 1.26 kw; change HAAT to 183 ft., and make changes in ant. sys. Action Dec. 7.
- **WKJQ** (99.3 mhz) Jefferson City, Tenn.—Returned app. to change TL; change ERP to 0.86 kw, and change HAAT to 575 ft. Action Dec. 10.
- **KWIC** (107.9 mhz) Beaumont, Tex.—Granted app. to change freq. to 107.9 mhz. Action Dec. 12.
- ***KSBJ** (88.1 mhz) Humble, Tex.—Returned app. to change freq. to 89.3 mhz. Action Dec. 10.

- **KYKX** (105.7 mhz) Longview, Tex.—Granted app. to change HAAT to 1,005 ft. Action Dec. 12.
- ***KTXX** (91.5 mhz) Texarkana, Tex.—Granted app. to change ERP to 2.8 kw. Action Dec. 4.
- **KUIN-FM** (105.9 mhz) Vernal, Utah—Granted app. to change freq. 105.9 mhz; change TL; change ERP to 100 kw; change HAAT to 1,008 ft., and make changes in ant. sys. Action Dec. 4.
- **KRAB-FM** (107.7 mhz) Seattle—Granted app. to change ERP to 100 kw and change HAAT to 1,288 ft. Action Dec. 5.
- ***WJGF** (89.7 mhz) Romney, W. Va.—Granted app. to change ERP to 0.109 kw and change freq. 89.7 mhz. Action Dec. 7.

TV's

- **WMCF-TV** (ch. 45) Montgomery, Ala.—Granted app. to change ERP to vis. 250 kw, aur. 25 kw; change HAAT to 303 ft., and change TL. Action April 12.
- **KTBNY** (ch. 4) Anchorage—Dismissed app. to change HAAT to 78 ft. and change TL. Action Dec. 7.
- ***KLEP** (ch. 17) Newark, Ark.—Granted app. to change TL. Action July 24.
- **WKJL-TV** (ch. 24) Baltimore—Granted app. to change ERP to vis. 1,180 kw, aur. 118 kw; change HAAT to 1,073 ft.; change TL, and make changes in ant. sys. Action April 12.
- **KADN** (ch. 15) Lafayette, La.—Granted app. to change ERP to vis. 1,320 kw, aur. 132 kw; change HAAT to 1,180 ft., and make changes in ant. sys. Action Dec. 11.
- **WRDG** (ch. 16) Burlington, N.C.—Granted app. to change ERP to vis. 1,918 kw, aur. 175 kw; change HAAT to 837 ft.; change TL, and make changes in ant. sys. Action Dec. 11.

Call Letters

Applications

Call	Sought by
	New TV
KDIA-TV	Metroplex Broadcasting Co., Dallas
	Existing FM
WMKR-FM	WMAR-FM S & F Communications Corp., Baltimore
	Existing TV
WTMV	WIUD Lakeland Public Interprest Telecasters, Lakeland, Fla.

Grants

Call	Assigned to
	New AM's
KTFR	Armer Communications Inc., Lyons, Kan.
WTUJ	Holt-Robinson of Mississippi Inc., Ridgeland, Miss.
	New FM's
*KUHB	Pribilof School District Board of Education, St. Paul, Alaska
WWWV	Carter Broadcasting, Santa Rosa Beach, Fla.
WULF-FM	Queen City Broadcasting System Inc., Atlanta, Ga.
*KTTK	Lebanon Educational Broadcasting Foundation, Lebanon, Miss.
KPWB-FM	Clearwater Broadcasting Co., Piedmont, Mo.
	New TV
WKYI	Community Television Associates, Defiance, Ohio
	Existing AM's
WRLX	WIGL Keymarket Communications of Alabama Inc., Tuscaloosa, Ala.
KFYI	KDIA Powell Communications (West) Inc., Oakland, Calif.
KLZZ	KOGO SBI of San Diego Inc., San Diego
WIXI	WWSI U.S. Two Broadcasting Corp., Jupiter, Fla.
WREA	WKOE Rhea County Broadcasting Co., Dayton, Tenn.
	Existing FM's
KLZZ-FM	KLZZ SBI of San Diego Inc., San Diego
WLZR	WWET Tippecanoe Broadcasting Co., Monticello, Ind.
*KWJC	KWPB William Jewell College, Liberty, Mo.
KKSS	KAFE-FM New Mexico Broadcasting Co., Santa Fe, N.M.
WWWI	WSRQ Colonial Broadcasting Co., Eden, N.C.
KBKN	KWVS Charmar Broadcasting Inc., Newport, Ore.
KISC	KHQ-FM KHQ Inc., Spokane, Wash.
KATI-FM	KAWY Mountain West Broadcasting Inc., Casper, Wyo.
	Existing TV
WSCV	WKID Blair Spanish Television of Florida Inc., Fort Lauderdale, Fla.

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Jacksonville, FL. Sales manager. 100,000 watt FM/full time 5,000 watt AM. Verifiable sales and sales management ability required. Must carry list. Rush resume, letter, including income history: Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

General manager. Take charge, sales-oriented person. Supervise construction and operation of new full-time AM. New York state single station market. Possible future equity. Resume: Jack Clancy, Box 22, Penn Yan, NY 14527.

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.

Young, growing AM station, delightful rural area, SW, needs take-charge manager who emphasizes sales. Salary, commission, possibility of acquiring part-ownership. Box B-87.

Manager. SE small market AM in turn-around situation with potential. Need take-charge person who likes small community radio, promotion, sales. Salary negotiable. Box B-96.

Sales oriented general manager. Fulltime AM and FM. New facility, beautiful Texas town. Immediate opening. Excellent conditions/benefits. Reply Box B-97.

Growing broadcast group offers excellent opportunity for sales oriented manager and strong local sales manager. Medium-sized Southwest markets. Send resume to Box B-108.

Station manager. Establish and develop fine arts FM radio station serving the 700,000 greater Dayton, Ohio area. Radio management experience desired. Salary range \$18,000-\$24,000, benefits included. Send resume and background material to Dayton Public Radio, P.O. Box 591, Midcity Station, Dayton, OH 45402. EOE.

General manager/part owner. Small market west Texas FM. Modest investment required. Must be sales oriented, aggressive, producing leader. 915—563-5788 after 6PM CST.

General manager. Community-oriented radio station near Minneapolis-St. Paul. Must have strong sales background plus experience in management, promotion, programming, fiscal management. Successful candidate will be capable of building, leading and motivating superior sales force. Beautiful community, growing area. Excellent opportunity for intelligent, creative broadcast executive. Reply in strict confidence with resume, salary history, philosophy of management and sales to Box B-119. Midwestern applicants preferred; not mandatory. EOE.

Southern California. Top 100, medium market, California's fastest growing city, seeking sales professional who'd like to move up. If you prove to me that you can sell, lead by example, recruit, train, motivate, you will become sales manager of #1 rated rock/oldies station in the market. Salary plus commission, plus override, expenses, many other benefits should provide annual income between \$25K-\$45K. Contact Gary Conard, GM, 805—327-3587; resume to KGEO/KGFM, Box 260, Bakersfield, CA 93302. EOE.

HELP WANTED SALES

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.

General sales manager. 10,000 watt AM, Richmond, VA. Goal-oriented person to manage sales staff, work agency and regional account list. Resume to R.H. Martin, 1540 Broadcasting Corp., 6001 Wilkinson Rd., Richmond, VA 23227.

Jacksonville, FL. 100,000 watt FM/full time 5,000 watt AM. Verifiable radio sales ability required. Rush resume, letter, including income history: Bruce Webb, WJAX, Box 1740, Jacksonville, FL 32201.

WKOK/WQKX, central Pennsylvania's most powerful & fastest growing stations, need one more experienced sales person. If you are highly motivated, self-starting sales pro who knows how to use research and the "consultant sell" approach, we want to meet you. Salary + commission + mileage + benefits = very attractive package. Resume to Joe McGranaghan, Executive Vice-President, WKOK/WQKX, P.O. Box 1070, Sunbury, PA 17801. Equal opportunity employer, M/F.

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Salesperson. Terrific opportunity in beautiful, warm Corpus Christi. Beaches, sunshine, lots of money for the right, experienced professional. Top producing station—KOUL-FM. Gene Etheridge, 512—883-0927.

Local sales manager. Successful country FM. Must have good people skills/proven performance record. Resume to G. A. Gamblin, WAMZ-FM, P.O. Box 1084, Louisville, KY 40201.

New FM sales staff being formed, offering good opportunity for hardworking account executive. Must have at least one year's radio sales experience. Must be aggressive but willing to work with others cooperatively. Must have car & be able to travel short distances. Resume to Earl Hunter, 704 LaCrosse St., La Crosse, WI 54601. EOE.

Radio advertising sales. If you're an experienced salesperson with strong marketing background, you may be the person we're looking for to join successful WGCH sales team in Greenwich, CT. Experience in advertising sales preferred. Mike Fray, 203—869-1490. EOE/M/F.

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Can you talk? Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

Southeast top 100 modern country needs one (possibly two) experienced announcers for openings after Jan. 1. Personality, professionalism, winning attitude musts. Exceptional company/working conditions. Rush resume to Box B-100.

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Expanding chain seeking engineer. Head technical division of group. Must understand audio, AM directional, FM, plus FCC rules/regulations. No "desk" engineers, please. SBE certification preferred. Resume to H.J. McAnany, Northeast Broadcasting Corp., 59 Quinipiac Ave., North Haven, CT 06473. EOE.

Radio engineers needed by rapidly expanding group owner in SE, MW, & NE. All levels of entry needed for medium and large markets. Resume, references, salary requirements in confidence to Lynn A. Deppen, Radio Engineering Consultant, Suite 102, 800 Mansell Rd., Roswell, GA 30076.

Chief engineer. WGUS AM/FM, Augusta, GA. Consider combo. Don Kern, 504—641-1560; Manager, 803—279-1380.

Chief engineer. AM-FM operation, Michigan. Some experience necessary. Start immediately. Good salary/fringe benefits. Car furnished. Excellent chance for advancement. 616—781-7243, collect.

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

Sunbelt radio stations looking for strong assistant engineer. Multimedia owned 50KW AM stereo/100KW FM stereo. Stations presently being upgraded. Opportunity for moving up and gaining experience with latest state of the art equipment. EOE. Resume/references to Craig Kingcaid, KEEL/KMBQ, P.O. Box 20007, Shreveport, LA 71120.

Hands on chief for 2 class C's in Shreveport. Excellent facilities, strong companies. Lots of opportunity to springboard to your own contract company. Start immediately. 318—938-7927.

Chief engineer. Class B FM, AM-DA, directional experience & general class license required. GM, WAAL/WKOP, Box 997, Binghamton, NY 13902.

FM maintenance engineer. Major market FM looking for radio maintenance engineer. Candidate must be thoroughly knowledgeable of state of the art production equipment including consoles, tape machines, audio routing systems, radio uplink and downlink equipment, STLs, transmitter remote control systems. This person will be required to design & construct studio changes. Five years minimum maintenance & design experience desired. Candidate must be self-starter. Send resume/salary history to WGBH, Personnel Office (A-201), 125 Western Avenue, Boston, MA 02134. Equal opportunity employer. No phone inquiries.

HELP WANTED NEWS

Senior news reporter. Denver, CO. Must have 3 years professional broadcasting experience as news reporter. News anchoring and college experience do not count. Salary to \$20,000. Application should include non-returnable audition tape containing one 3-4 minute piece. No news casts. Tape/resume to Kimberly Taylor, KCFR, 2249 South Josephine, Denver, CO 80210. No phone calls. Affirmative action/equal opportunity employer.

Florida AM-FM, medium market, updating resume file for possible news director slot. Nice sunshine position for pro with initiative. Resume to Box B-83. EOE.

Top regional station seeks committed broadcast journalist with experience in gathering, writing, airing news & meeting tight deadlines. Must be willing to work any shift. Prefer applicants from mid-Atlantic states. Tape/resume to ND,WCTC, Box 100, New Brunswick, NJ 08903. No calls.

Seeking innovative newsperson with polished delivery and ability to interact with air personalities. We dare to be different; so must you. Great medium market, dream facilities. Put your thoughts in a letter to Box B-101. Females/minorities encouraged.

Serious, industrious journalist. Busy Eastern newsroom. Experienced reporter/editor/anchor preferred. Pay: moderate. Future: unlimited. Resume/salary history to Box B-113. EOE/MF.

News/sports/reporter. Not afraid to work extra hours or learn different areas of radio. Minimum 1 yr. news/sports reporting experience. 24-hour AM. Big-10 University City. Tape/resume to Station Manager, KCJJ, Box 2118, Iowa City, IA 52244. No phone calls, please.

Fulltime. News gathering, writing, recording experience necessary. Send resume, non-returnable tape, writing samples, references: WIKI, PO Box 369, Carrollton, KY 41008. EOE/M/F.

State capital news leader seeks reporter/anchor willing to handle variety of duties. Talented beginners encouraged. T&R to WKED, 115 Myrtle Ave., Frankfort, KY 40601. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production manager. AM/FM ABC affiliate knows how valuable you really are. Work directly with VP and sales coordinator. Aggressive, high-energy sales force needs someone with creativity, common sense, good people skills. Excellent benefits/salary. Resume to R. Vickrey, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301.

SITUATIONS WANTED MANAGEMENT

GM/group manager looking for new challenge. 20 years' experience as owner, SM, GM, group president, small and medium markets. Box B-52.

General manager with sales, programming, and management experience. Successful track record, excellent references. Presently employed. Equity's my goal. Prefer small markets, Midwest-Mideast. Box B-77.

Young general manager. Prefer top 100 markets. Particularly effective in start-up and turn-around situations. Very confident with "tough" job. 10 year production of revenue and ratings excessive to that expected by my owners/supervisors in major & medium markets. My track-record for hiring, training, organizing, motivating, achieving success is substantial, regardless of market size, format, or agency vs. direct. Currently positioned, but station is changing hands. Prefer Southwest/West. Correspondence confidential. Box B-82.

Young investor/manager looking for growth. Creative and imaginative in achieving immediate growth and bottom-line cash flow. Experienced and successful all phases of radio broadcasting (as manager, consultant, and/or part-owner), with significant strength toward sales/marketing. Locale and market-size less important than opportunity. Currently involved in equity/ownership situation, but facility is to be sold. Ideal compliance for absentee and/or non-broadcast investor who wants to profit & grow quickly. If you have the need, and the time to talk, I have the interest. All correspondence confidential. Box B-84.

General manager, 18 yrs.' experience, last 2 in unrelated field. Desires return to broadcasting. POB 532462, Grand Prairie, TX 75053.

Can't walk on water, but can manage/sell/program in any mkt. 25 yrs.' sales/ratings success. Box B-106.

General manager. Strong motivator, ratings/sales success, computer knowledge, over 25 years' experience all phases. Excellent references. Box B-109.

Strong aggressive general manager. No-nonsense, hands-on professional. 19 years' experience managing AM/FM. Heavy sales/organizational skills. Quality leader producing results you can bank on. Box B-61.

SITUATIONS WANTED ANNOUNCERS

Urban personality seeks refined A/C format. "Thinking person's" announcer. Distinctive phrasing. Clear enunciation. Have voice, will travel. T & R: George, 312-348-3314.

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.

Country or adult contemporary 11½ years' experience, stable, dependable, excellent references. Mike, 904-255-6950.

Good, not great. Need small mkt., stability, professional station. 400 mile radius NYC. Bob, 518-842-2296.

Central/west coast Florida position wanted by experienced announcer. Bachelor's journalism. 3 yrs. out of broadcasting too long. Full/part time, automation OK. Bruce, 813-794-6140.

Top rated black oldies personality. 7 yrs. at 50,000 watt major mkt. public radio station. Seeking good pay, anywhere. Billy Ray, 301-596-0947.

Time to grow—Midwestern man, 31, 1 1/2 years' full-time broadcasting experience in small market. Mature, warm, authoritative delivery. Multi-talented. Seek announcer/sales position. Go anywhere. Bob, 309-799-3946.

17 year vet of broadcasting desires to work at automated station on Gulf Coast of Florida where dependability means more than voice. Will do traffic also. Write P.O. Box 4482, Wilmington, NC 28406.

SITUATIONS WANTED TECHNICAL

I have the education and experience to be your chief engineer. Contact Mike Hughes, 1052 Terrace Avenue, Jackson MS 39209, 601-352-7007.

Chief engineer looking for similar position. Eastern market. 15 years experience includes FM, AM, DA, studio, transmitter, and satellite installation, repair, and maintenance. 804-233-1545.

SITUATIONS WANTED NEWS

Sports reports, interviews, editorials, PBP, talk show. Experienced, professional sportsaholic seeks to move up to major college or major mkt. Box B-92.

Sportscaster. Take charge play-by-play specialist, nine years' experience in capitol city, seeking challenge. Mark, 913-266-4068; 267-5060.

News director—operations manager. Seasoned professional. Excellent track record, solid news judgement. Serious about news commitment; tired of management that looks at news as break in programming. Prefer South/Southwest. Let's talk success. Box B-105.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Attention GMs & PDs. Production director for fraction of cost. Custom IDs, automation tracks, client and station voicing. Now on KLIF, KFOX Seattle. Satisfaction guaranteed. John Mack Flanagan, Great Productions, San Francisco, 415-992-9070.

Seasoned, mature pro seeking PD or operations spot at stable, adult station. Andy Budnick, 904-744-5750.

Aggressive pro with great record at top-rated country and A/C stations. 10-year background includes on-air, programming, music, promotions, community involvement, production, research. Quality references. Mark, 205-759-2936.

Programming professional with operations manager experience. Ten years includes most formats, automation, first phone. Promotional/managerial skills, aggressive. Thom, 601-868-1504.

TELEVISION

HELP WANTED MANAGEMENT

Creative director. Midwest 80+ market. We are seeking award-winning person to develop and execute campaigns in all areas of media. Two years experience, BS degree in communications required. Salary \$22,000-\$25,000. EOE/M/F. Resume to Box B-53.

General manager. Strong, aggressive. New UHF independent. Ogden/Salt Lake City. Experienced in Western markets preferred. Sales-oriented, knowledge of agencies, budget control musts. We'll be at INTV. Resume: Box 1513, Gainesville, FL 32602.

Research director. Seeking research director or research analyst ready to move up. Must have good working knowledge of ratings as they relate to sales, marketing statistics, sales billing trends, diary translations. Possibility to move into sales. Group ownership WJKS-TV (NBC), Jacksonville, FL (rank 63), looking for such a person. Salary commensurate with experience. Write Karen Heniger, GSM, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. EOE.

Promotion manager. WROC-TV, NBC affiliate. Individual will create, write, produce promotion advertising for use on TV and radio. Department head position reporting to general manager. Resume to Tom Kenney, General Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. 716-288-8400. EOE.

Promotion manager. University PBS station, Southwest. Requires degree in English, journalism, or related field, plus one year's broadcast promotion experience, or equivalent combination of education and experience; working knowledge of television production techniques; ability to deal successfully with other media. Will produce station promotion materials, program guide, purchase advertising, produce daily log, supervise traffic operation. \$15,000-\$18,000. Resume, samples of work, names of three professional references postmarked no later than January 7, 1985, to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. New Mexico State University is an AA/EOE.

Development manager. University PBS station, Southwest. Requires degree in communications or marketing plus two years fundraising experience; or equivalent combination of education and experience; strong administrative, communications, selling skills; ability to recruit/motivate volunteers. Will coordinate pledge weeks, membership campaigns, annual auction, solicit underwriting, maintain records. \$18,000-\$21,000. Resume/names of three professional references postmarked no later than January 6, 1985, to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. New Mexico State University is an AA/EOE.

Technical management position. Society of Motion Picture and Television Engineers, Scarsdale, NY, has started search for manager to supervise its national and international standards programs. Salary based on experience. Requirements should include degree in engineering or science, and experience in engineering management, preferably in broadcast TV. Forward resume/salary level to L. Robinson, SMPTE, 862 Scarsdale Ave., Scarsdale, NY 10583.

Chief engineer—expanding three station network, Wyoming. Minimum ten years in TV. Must have operational record, effective communication skills. Responsible for budget prep., compliance with FCC, system design/implementation, supervise staff of 8. Reply in confidence with resume/salary requirements to Consultant, KCWY-TV, Box 170, Casper, WY 82602.

Chief engineer. Group owned, #1-rated CBS affiliate, Sunbelt, needs the right person. Hands-on abilities a must. Ability to manage, budget, plan also essential. Equipment includes RCA BL25 transmitter to Panasonic MVP 100 1/2" cart machine. Minimum 5 years' TV experience required. SBE certification/general class license necessary. Resume/salary history to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE, M/F.

HELP WANTED SALES

Account executive. Midwestern NBC market leader offers seasoned list due early retirement. Two or more years' experience at local or regional level. Opening immediate. Resume to Box B-67. EOE.

National sales manager. Seeking motivated individuals who are interested in making a contribution. Ideal candidate should be self-starter with thorough understanding/knowledge of national sales and inventory control. We are a growth company looking for individuals with growth potential. Resume to Ben Tucker, Executive Vice President, Retlaw Broadcasting, P.O. Box 1938, Monterey, CA 93940.

Kansas City's fastest-growing independent TV station, KEKR-TV, seeks experienced local salesperson. Dynamic growth opportunity with young, aggressive company. Excellent compensation package. Resume to Ed Perl, Sales Manager, KEKR-TV, 2111 Blue Summit Dr., Kansas City, MO 64126, 816-254-6262.

Account executive—KWCH-TV, CBS affiliate, Wichita, KS. Looking for aggressive, self-motivated account executive with at least two years' proven sales experience. Must work well with agencies. We need to add some depth and experience to our local sales staff. Qualified applicants send resume/references to Local Sales Manager, KWCH-TV, P.O. Box 12, Wichita, KS 67201.

Account executive. Aggressive self-starter for the second indy in fast-growing Orlando, FL market. Minimum 2 years' TV sales experience, indy preferred. Heavy emphasis on direct retail. Excellent compensation plan for someone willing to work. Resume to Skip Painton, WMOD-TV, 1011 Wymore Rd., Suite 207, Winter Park, FL 32789, 305-628-4043.

Local sales manager. Are you ready for the last lane? We are looking for local sales manager or account executive ready to move up and lead our sales team. We are leading affiliate in top 100 Southeast Sunbelt market; compensation mid \$30's plus benefits. If you feel you can meet the challenge, send resume to Box B-110. EOE.

Local/regional sales pro needed with minimum 2 1/2 yrs.' TV sales record, strong research and account development skills, self-motivated. Excellent career growth potential in fast growing, successful broadcast group. Resume/letter to Local Sales Manager, Box HP-8, High Point, NC 27261. EOE/M/F.

Account executive. TV sales. Must be self starter, good communicator, tough competitor who wants opportunity to attain rewarding career. 2-3 years' experience broadcast sales and/or advertising. Good commission plan. Excellent benefits. Resume to General Sales Manager, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F.

HELP WANTED TECHNICAL

Maintenance engineer - major Florida post production facility, with latest digital equipment, has opening for talented, self-motivated television engineer. Must have strong maintenance skills, & digital experience. Beautiful facility, friendly atmosphere. Call Bruce Graham, Chief Engineer, 305-920-0800.

TV chief engineer and assistant TV chief engineer. Immediate opening. Experienced engineer with good operations background, capable of maintaining equipment, studio, transmitter. Send resume/salary requirements to Jerry Finn, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EOE.

Chief engineer. Supervise maintenance of GVG, Chyron, Ampex, RCA, Panasonic equipment. Established station, Sunbelt. Resume to WKFT-TV, 230 Donaldson St., Fayetteville, NC 28301.

TV maintenance supervisor. Installation/repair of studio and transmitter equipment. Good supervisory skills, minimum three years maintenance experience required. FCC general class license preferred. Knowledge of TV broadcast, production, related equipment essential. Competitive salary/excellent benefits. Resume to WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Video maintenance engineer. Minimum 3 years' experience maintaining/repairing studio cameras, GVG switcher, master control equipment, 1" and 2" VTR's, extensive experience with 3/4" Sony VCR's. Knowledge of digital and analog theory a must. Contact Bob Marlin, 408-998-7344; send resume to BAI, 1310 N. Fourth St., San Jose, CA 95112.

Chief engineer. Hands-on chief. Mid-Atlantic, small market ABC, excellent group. Studio/transmitter maintenance experience required. Salary commensurate with ability. EOE. Resume/salary requirements in confidence to Box B-90.

Chief engineer. Christian UHF, major Midwest market, needs chief engineer. Knowledge of general station management helpful. Send resume to Bob Kearn, 897 Hinckley Rd., Burlingame, CA 94010.

TV technician for active state network operation. Job involves switching, operation of helical & quad recorders, minor maintenance & installations. One year broadcast experience and tech schooling required. Rotating shifts, working in high-tech facility located in good living area. Salary starts at \$18.6K. Resume to Pennsylvania Public TV Network, attn: Director of Technical Operations, P.O. Box 397, Hershey, PA 17033. No calls. PPTN, a commission of the Commonwealth of PA, is an equal opportunity/male/female employer.

Producer/director/editor. WHNS-TV seeking creative person to write, shoot, direct, and edit commercials. Good knowledge of lighting and computer time code editing desirable. Minimum 2 years' directing experience. Send resume/salary requirements to Joe Heaton, Commercial Production Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607. EOE.

Cable TV maintenance technician. Progressive SW resort area cable TV station seeks experienced person for Sony ENG/studio/remote/microwave set-up & maintenance. Resume/salary requirements in confidence to Harry Horn, GM, The Newspaper Channel, 120 W. 1st Ave., Mesa, AZ 85202. EOE.

TV maintenance engineer. Experienced with all tape formats, GV 300 & 1600 switchers, RCA cameras, state of the art equipment. UHF transmitter experience desirable. Previous experience required. EOE. Reply to Barry Erick, WBRE-TV, Box 28, Wilkes-Barre, PA 18701.

Engineer. FCC license required, previous engineering experience. Send resume: WTVQ-TV, Box 5590, Lexington, KY 40555. No phone calls. Equal opportunity employer.

Engineering director. Minimum 10 years in field, with Bachelor of Science degree. Working knowledge AM/FM, TV, microwave, cable TV. Resume to Del Cantrall, California Oregon Broadcasting, P.O. Box 5M, Medford, OR 97501.

Mtce. eng. Will repair LDK6 cameras, VPR's 2, 3, & 80, ACT-25, VR 2000, Harris 9100 microprocessor remote control of AM-FM-TV, 16 Ikegami cameras 77-83's, over 70 Sony 3/4" VTR's, 3 frequency agile ENG trucks, 3 rotatable ENG pickup systems, RS 422 machine control, RS 232 routing SWR system, FM stereo with digital SCA, AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, Digital storage scope sound technology 1500. Experienced in all the above desirable. Not an entry level position. First or gen FCC license mandatory. EOE. Resume to J.D. Weigand, KFMB TV/AM/FM, P.O. Box 80888, San Diego, CA 92138.

Transmitter supervisor sought by San Diego's KPBS stations for new TV/FM plant. UHF transmitter experience essential. Construct and maintain all RF systems including translators, ITFS network, satellite terminals, auxiliary microwave. Salary range starting at \$23,640. Applications accepted through January 14, 1985. Mail resume to Personnel Services, Third Floor, E. Nash, San Diego State University, San Diego, CA 92182. EEO/AA/Title IX employer.

Growing #1 station seeking good, self-starting technical engineers wanting career in broadcasting. Engineering, transmitter, studio maintenance experience preferred. Send resume to KTVP-TV, P.O. Box 1029, Fayetteville, AR 72701.

Chief engineer. Midwest group owner seeks chief engineer and asst. chief for Fort Wayne, IN independent, WFFT. Hands on experience with UHF transmitters, studio equipment, EFP is essential. Previous experience as chief or asst. chief preferred. Resume, references, salary history to Director of Engineering, 4 S. Main St., Dayton, OH 45402. EOE.

Maintenance engineer. Major market station looking for 3/4" maintenance engineer. Candidates must have Associate's degree in electronics or its equivalent, with two years 3/4" technical experience. Responsibilities include design and construction of edit suites, maintenance of 3/4" video tape machines and ENG/EFP equipment. Send resume/salary history to WGBH, Personnel Office (A-202), 125 Western Avenue, Boston, MA 02134. Equal opportunity employer.

HELP WANTED NEWS

Reporter. South 100+ net VHF has immediate opening for solid beat reporter with 2-3 years experience. Want person who breaks news & takes personal satisfaction in beating the competition. Absolutely no phone calls. Tapes to Craig Alexander, News Director, KATC, Box 93133, Lafayette, LA 70509.

Weather anchor/reporter. Meteorologist needed for expanding weather center staff. Duties will include anchoring TV & radio weathercasts and science reporting. Must be outstanding communicator with personable style. AMS seal preferred. Tape/resume to Tom Luljak, News Director, WTMJ-TV-AM, PO Box 693, Milwaukee, WI 53201. EOE.

Managing assignment editor. You'll be no. 2 person working with staff of 30. At least 5 years TV news experience. We are solid no.1 in our market. Resume with statement of news philosophy to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

News anchor and sports anchor. Midwestern 100+ network affiliate seeking two talented professionals to join expanding news team. Resume/salary requirements to Box B-88. EOE.

News director. Small market, excellent group, ABC affiliate, Mid-Atlantic. Strong management skills; interest/ability to groom young, energetic staff. EOE. Replies confidential. Salary requirements/resume to Box B-91.

Sports anchor. Terrific midsized sports market, Northeast, accepting applications for energetic, effective, imaginative sports anchor. If you're ready to move up and want to join well-established, leading news operation, drop us a letter & resume stating experience, salary requirements, phone number. We'll contact you right away. Excellent benefits; good place to live/work. Resume to Box B-93. EOE.

Weathercasters needed. Tapes/resumes to Steve Porricelli, Primo People, Box 116, Old Greenwich, CT 06870, 203-637-3653.

TV news photographer. Top-rated group-owned news operation, central California, has fulltime position available for qualified individual. Must have demonstrated ability to shoot/edit under pressures of deadlines. Not entry level position. Tape/resume to Chief Photographer, KFSN-TV, 1777 G Street, Fresno, CA 93706. No phone calls, please. Capital Cities Communications, Inc. is an equal opportunity employer.

News reporter. General assignment. Temporary position open for qualified journalist. Assignment is for minimum of 3 months. Minimum requirements: one year on-air, ENG experience, broadcast quality voice. Resume/tape to Tony Marino, News Director, KJRH, 3701 S. Peoria Ave., Tulsa, OK 74105. No phone calls. EOE.

Chief news photographer. Creative and knowledgeable person wanted. Lead news photography staff. Person must have ability to teach others the finer points of shooting and editing, and be familiar with shooting live. Resume/tape to James Smith, News Director, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Self motivated TV news personalities, including anchors, reporters, sportspeople, sought by group-owned stations, 4 Midwest mkts. Good pay, excellent benefits, room to advance. Resume to Box B-104. EOE/MF.

Rocky Mountain CBS affil. needs AM anchor/reporter. Good opportunity for solid radio journalist. T&R to Mike Nikitas, KREX-TV, Hillcrest Manor, Grand Junction, CO 81502.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Northeast public broadcasting organization seeking grants/planned giving officer. An existing program is just getting on its feet and requires personable self-starter to give it life. Good communication skills essential, as is ability to translate needs of the organization into effective long-term relationships. Must have car, able to work flexible schedule. Experience in both areas helpful. Reply with resume/salary requirements to Development Office B, WNED, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

Award winning audio production house seeks engineers for new studios. Must be capable of producing award-winning sound tracks for slide and video shows, radio, and film. Must relate well to clients; have working knowledge of music and SFX libraries. Resume/tape to SoundHound, 45 W 45th Street, Suite 405, NYC 10036. No phone calls.

Promotion producer. Creative writer-producer with at least one year television news promotion experience. Tape/resume to David Smith, Promotion Manager, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211. EOE.

Assistant program manager. KPLR-TV, 1 of America's highest rated independents, has immediate opening for growth-oriented individual with independent programming and research skills who's ready to move to a major station in a major market. A hands-on position for a 24-hour operation. Please send resumes only to Howard Stevens, Program Manager, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108. EOE.

Midwest production facility has immediate opening for experienced 1-inch computer editor. Must be proficient in theory, set-up, and operation of videotape machines & editing systems, & also distribution and monitoring systems associated with overall operation. Resume only to Operations Manager, 3210 W. Westlake Ave., Glenview, IL 60025.

Texas farm organization getting into corporate TV seeks individual who can write, produce, perform on-camera. A little better than entry level. Good pay/excellent benefits. Tape/resume to Gene Hall, Box 489, Waco, TX 76703.

Program director. Seeking person with strong creative capabilities with interest in local program development, experience in managing program and production department, network affiliation background, successful record in selection and placing of syndicated programming. Letter/resume to Robert L. White, VP & Gen. Mgr., KMGH-TV, P.O. Box 5007, Denver, CO 80217. EOE, M/F.

Production manager. Northern California UHF independent. Manage 8 person department for both on-air and commercial production. Resume to Box B-120. EOE.

Producer. Experienced, creative, quality producer wanted for local programming department of major market TV station. Must have strong structuring and writing experience in long form program production. Knowledge of technical phases of broadcasting and ability to produce live and taped programs. College degree or equivalent with liberal arts background required. Resume & salary history to Box B-123. EOE/MF.

SITUATIONS WANTED MANAGEMENT

News director. Experienced, competitive administrator seeks competitive ownership for long-term association. Especially interested in number three determined to be number one in 40's-70's markets. Box B-117.

SITUATIONS WANTED NEWS

News photographer, over one year experience in small market shooting/editing, seeks challenging position, small to medium California market. Dedication, aggressiveness, willingness to get job done are my forte. Resume and tape available. Box B-26.

News director. Managing editor-assignments editor for small market ready to move to top spot in small or medium market. Excellent references. John Morvant, 318-981-1383.

TV sports reporter. 84 MS TV journalism. Major market network affiliate experience. Production pro too. Can and will do everything. NBA/NCAA/AAA/500. Single. Will relocate. Entry level position more important than salary. Rick, 317-849-3913.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Radio pro (14 yrs.) with some TV experience looking to break into TV, producing features, hosting programs, announcing voice-overs, booth announce, commercial production. Will go anywhere for right opportunity. Small market OK. Box B-99.

Sports producer—director—writer. 35 yrs.' experience. All sports. References. Will travel. Box B-114.

Jack-of-all-trades, master of Many mediums (network TV daytime drama, local radio/TV/cable) looking to continue creative or news career in writing/production/editing. Roy, 504-482-8338.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Communication department chairperson. Illinois State University seeks candidates for department chairperson position in large mass communication and speech communication department. Qualifications: Ph. D., university administration, teaching and research experience desirable. Duties include administration, teaching, research. Rank and salary open. Position available August 16, 1985. Send letter of interest/resume, including names and addresses of references, by February 1, 1985, to Dr. Al Bowman, Search Committee Chairperson, Department of Speech Pathology and Audiology, Illinois State University, Normal, IL 61761, 309-438-5704. ISU, an affirmative action/equal opportunity employer.

Broadcast news. Assistant or associate professor. Teach television news, including ENG. Minimum of M.A. and extensive broadcast experience. Review of applications begins February 1. Minimum nine-month salary is \$23,040. Send curriculum vitae/list of references to Dr. Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. OSU is an equal opportunity/affirmative action employer.

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.

Remote truck: church related organization. Donation/purchase. Catholic Media Ministry, P.O. Box 40200, St. Petersburg, FL 33743, 813-344-1611.

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.

UHF transmitters - 2 available. 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

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.

Harris FM-20H3 (1977), 20kw FM, on air, portable studio desk w/2 QRK trntbls. & 8 ch. stereo board. ITA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215-379-6585.

1kw AM RCA BTA-1R, good condition. Call M. Cooper/Transcom Corp., 215-379-6585.

Videocassettes, half price! Master stock quality U-matic blanks. Chyron evaluated, delabled, erased, fully guaranteed! Albums included. Prices: KCA-60's \$12.49; KCA-30's \$9.49; mini KCS-20's \$7.49; mini MBU-18's \$8.49; KCA-10's \$6.99. 1" and 2" videotape also available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301-845-8888.

25KW FM Sparta (1978) model 625 w/exciter, like new condition. Call M. Cooper/Transcom Corp., 215-379-6585.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCU's with multi-core interface rear V.F. zoom & focus controls. Call Walter Edel, 212-689-1040.

1000 foot solid 10 foot face tower can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214-739-2828.

Automation - Schafer 803; 4 Scully decks, 2 IGM cart machines; 3 carousels, racks. In use; in good working condition. \$10,000. Call Jim Nutter, 601-442-2522, WMIS Radio.

Lightening Elimination Associates. LEA Kleen Line power line, conditioner, 250 KW. Used two months since new. Make any offer. Call/write Jim Lockerd, KSWO-TV, 405-355-7000.

Sparta 701B, presently on 780. Good condition. Being replaced because of power increase. Available now. \$6,500, plus shipping. Will consider all offers. WABS, 703-534-2000.

TCR-100 cart machine, serial #6017, with TR-60, master kit and DOM V diagnostics included. 360,000 thread cycles, RCA rebuilt in 1981. \$55,000. Available 1st quarter 1985. Jim Withers, KDNL-TV, 314-436-3030.

Acrodyne solid state 100 watt UHF transmitter/translocator. ENG portable 2GC microwave 12 watt. 315-683-5669.

2-RCA BTF-10ES1 10 KW FM transmitters for sale. Transmitter includes BTA-15 exciter, BTS-101 stereo generator, harmonic filters, spare parts, low noise kits. For further information, contact Rick Melamed, ABC-NY, 212-887-4981.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Adda TBC/synchronizer, 1982 model VW-2. Excellent condition. Asking \$10,000. Contact Pro-Sound Company, Inc., Atlanta, GA, 404-264-8483; 404-874-5556.

Remote production truck—1976 GMC 26' motor home. Remodeled and ready to install equipment. Excellent condition, racks installed, generators, air conditioned. Beautiful truck. \$30K. 603-434-8850.

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.

Dear Mr. producer: successful dolls/toys designer offers group of toys ready for children's TV program & movies. Written story outline available. All copyrighted. Agents welcome. Box B-86.

RADIO Help Wanted Sales

SUNBELT SALES MANAGER

Where are all the pros? We need a hitter to hire, train and motivate successful local staff at technically superior class C, 100 kilowatt and 5000 watt Canadian clear AM property, sold in combo, located in America's fastest growing Sunbelt market. Good bucks, opportunity for advancement. People & planning skills a must! I know you're out there somewhere. Let's find each other! Cover letter, resume, compensation history to Box B-118.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 Zeeb Road, Dept. PR., Ann Arbor, MI 48106

CHIEF ENGINEER

Exciting opportunity. Build state-of-the-art class C, growing San Antonio market. Young, expanding group needs strong, experienced chief engineer. Excellent benefits. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772, 516-475-5200. EOE,M/F.

AmericanMediaInc

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

We need programmer. WBAP/820 Dallas-Ft. Worth. Candidate must have successful track record. Send resume in confidence to Warren Potash, WBAP, One Broadcast Hill, Ft. Worth, TX 76103. A Capital Cities station. EOE. No calls.

Situations Wanted Programing, Production, Others

Creative & Experienced
PROGRAMMER

During the past four years I've programmed for Cap Cities #1 rated Dallas/Ft. Worth Combo!

KSCS The nation's original Continuous Country Music station with the infamous Three In A Row Guarantee.

WBAP The full service AM giant with personalities, sports play by play, weather and traffic services, as well as constant on-air promotions.

I'm experienced in advertising campaigns; computerized traffic and music systems; baseball and basketball networking; sales merchandising and matched flow programming.

My creative interests lie in Country, Adult Contemporary and Beautiful Music formats. Would like to help you be successful and all it takes is a call to:

R. T. Simpson (817) 496-3604
Available 1st Quarter 1985

Situations Wanted Management

NEED A TOP NOTCH EXECUTIVE

to direct your group to greater profits? Extensive experience in sales, promotion, management, programing, finance. Business degree. Shirt-sleeve executive who gets the job done! Write Box B-95.

Video Engineering Expansion

Bell & Howell/Columbia Pictures, an industry leader in consumer and industrial video duplication, is expanding its engineering organization to support their rapid growth and technical environment. Due to this expansion, several key opportunities exist for Senior Engineering Managers as well as experienced Video Engineers at our plant locations in the Chicago and Los Angeles areas.

Candidates should possess a technical degree such as a BSEE or similar trade/military education, coupled with in-depth video/audio duplication and signal distribution experience. Additionally, candidates should possess a desire to work in a high growth, fast paced manufacturing environment.

Competitive salaries and an extraordinary benefit package, which includes profit sharing, accompany these positions. For immediate consideration, please submit resume including salary history, in confidence, to: Steve Lesniak, Bell & Howell/Columbia Pictures Video Services, 720 Landwehr Road, Northbrook, IL 60062.



Bell & Howell / Columbia Pictures Video Services



An Equal Opportunity/Affirmative Action Employer

ATLANTA CHIEF ENGINEER

We are acquiring WATL-TV and are searching for a highly qualified Chief Engineer. Land has been purchased and building design has begun. We are looking for an engineer who has considerable experience in facility design and construction and is an excellent engineering manager.

This is an outstanding opportunity to join a major group broadcast organization with radio and television stations in major markets nationwide. We offer an excellent salary and benefit program.

Resume and professional references to Gerald T. Plemmons, Vice President - Engineering, Outlet Communications, Inc., Broadcast House, 111 Dorrance Street, Providence, RI 02903. We are a Rockefeller Group company and an equal opportunity employer, M/F.



ENGINEERING SUPERVISOR

WCVB-TV, channel 5, Boston, is expanding its engineering management team and is seeking qualified person to fill position of engineering supervisor. Candidates must have solid operational and maintenance background, be familiar with satellite and terrestrial microwave systems, and have knowledge of current ENG and FNG techniques. Minimum 5 years' experience in TV broadcasting is required, and previous supervisory experience preferred. Salary commensurate with experience. If qualified and interested, send resume (no telephone calls, please) to:

Dave Folsom
Chief Engineer
WCVB-TV
5 TV Place
Needham, MA 02192.

WCVB-TV is an equal opportunity employer, M/F.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to American Uplinks, Inc., P.O.Box 699, Idaho Springs, CO 80452.

Help Wanted Technical Continued

MAINTENANCE ENGINEERS

Come to sunny south Florida! Miami-Ft. Lauderdale market! Min. 3 years experience, with FCC first or general license. Knowledge of operation, set-up, maintenance of RCATTU-110C transmitter, Ampex VPR 3, VPR 80, 1200, and 2000 VTR's, TK-29 film island, TK-761 cameras, Grass Valley production-master control switcher, distribution equipment. Strong digital/analog background preferred. Excellent salary commensurate with experience. Resume/salary history in confidence to Andrew Sackheim, Chief Engineer, WDZL-TV, 2055 Lee St., Hollywood, FL 33020. EOE. No phone calls, please!

Help Wanted Sales

TV EQUIPMENT WESTERN U.S. SALES MANAGER

Due to our continued growth, we require a sales manager to market our line of TV & FM broadcast transmitters in the western half of the U.S.A. We offer excellent opportunity for someone with solid background in transmitter sales & good contacts in this part of the U.S. Send resume to:

Peter Balodis, P. Eng.
Marketing Director
Larcan Communications Equipment, Inc.
6520 Northam Dr.
Mississauga, Ontario
Canada L4V 1H9
416-678-9970

LARCAN

Help Wanted Programing, Production, Others

PRODUCER/ DIRECTOR

KUED-TV
Salt Lake City, Utah

Bachelor's degree in TV/radio, journalism or related field or equivalency. Minimum 2 years solid experience in equivalent position. Demonstrated work experience which reflects strong directing/post-production skills. Will be responsible for variety of studio and remote program format, as well as documentary production. Send two copies of resume with names, addresses, telephone numbers of 3 references to Patricia Baucum.

UNIVERSITY OF UTAH
101 Annex Building, PB-65
Salt Lake City, UT 84112
Equal opportunity employer

Help Wanted Programing, Production, Others Continued



NATIONAL OFFICE

We're expanding and need consulting producer 1/1/85. We need uniquely qualified individual with 3-5 years magazine show producing & story producing experience. Consulting producer will advise stations on all aspects of program and participate in national programming decisions. Send tape and resume to:

Debby Messana
PM MAGAZINE
National Office
825 Battery
San Francisco, CA 94111

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Management

WEST COAST TV STATION

Seeking three great people for following new openings. **General manager.** Work for one of the best broadcast groups in a beautiful city. Exciting opportunity for high-performance individual with strong people, managerial, sales, organizational skills. Build winning team; receive financial rewards as well. Send qualifications, career objectives, & references. **Program/promotion manager.** Assertive person. Handle program manager/promotion manager duties. Experience in either programming or promotion required. Familiarity with network affiliation helpful. Must be creative, energetic, organized, have good management/people skills. Excellent opportunity for right individual. Written samples of promotional work appreciated; not required. **News director.** Experienced professional journalist with creative, managerial, organizational skills who is ready to lead, train, and develop group of eager people while expanding coverage of service area. This company offers excellent benefits; requires high performance & integrity from each individual. An excellent and rare opportunity for personal growth/development while working in a beautiful city. Qualified applicants should send resumes, references, and any other written information they feel is appropriate to Box B-116. Equal opportunity employer.

Help Wanted Management Continued

DIRECTOR OF OPERATIONS

Number 1 CBS affiliate, Charleston, SC, seeks department head to manage 23-member staff. Minimum 3 years' experience in commercial and local program production is absolutely necessary. A great opportunity for assistant operations or production manager in a larger market to move to a Sunbelt city on the ocean and work with one of the Southeast's most aggressive stations. We have the resources including CONUS, the KU Band Satellite Technology for local programming. Send resume to Vice President/General Manager, P.O. Box 186, Charleston, SC 29402. EOE, M/F.

WCSC-TV5

GENERAL MANAGER MUSIC VIDEO TV

Broadcasting company expanding. Seeks station manager for innovative programming. Excellent incentives. Upscale market, 250,000+. Resumes also solicited for ad managers. More stations in planning. Contact: LPTI, 507 Trinity, Austin, TX 78701.

Employment Service

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly over 10,000 yearly. All market sizes, all formats. Openings for DJs, 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!

Miscellaneous

Docket 80-90!

- Site Survey
- Tower Construction, Management and/or Leasing

Call Tiner Assoc., Inc.
8300 Douglas, Suite 612
Dallas, TX, 75225 (214) 739-2828

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Miscellaneous

WINNERS

Fine jewelry prizes available free-of-charge for radio promotions, especially those with an "American" theme. Nationally recognized fine jewelry manufacturer will donate diamond, ruby, sapphire & emerald 14K gold jewelry in return for on-air product name mentions. Call/write Michele Wells, 800-221-8018; 3025 S. Parker Rd., Suite 209, Aurora, CO 80014, to discuss your promotion plans!

For Sale Stations Continued



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Profitable and well-managed Florida AM. Ideal for owner-operator. This station is priced at \$350,000, and liberal terms are available to qualified buyer.

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 Stations

AL	SM	FM	A	\$185,000
SE	SM		A (CP)	\$25,000
		AM		
CO	SM	DAY	(CP)	\$35,000
GA	MED	DAY		\$275,000
TN	SM	FULL		\$160,000
WA	MET	DAY		\$350,000
WY	SM	FULL		\$185,000
		AM/FM		
SE	MED			\$2.9 CASH
SE	MAJ			\$4.7 CASH
		TV		
AR		UHF	(CP)	\$200,000
NE	MAJ		\$7.7 MIL	GREAT TERMS
FL		UHF		\$1.1 MIL
		LPTV		
CO	RESORT	UHF	CP	

TEXAS

Absentee owner, for immediate sale. Class A FM. Almost new leased facilities. Major network affiliated. Perfectly located in fast-growing, small, west central Texas city. Booming markets, oil, ranching, industry, interstate highway, lakes, junior colleges. Experienced operator could earn payout in very few years. See & you will buy. Only \$375K or best cash offer. 817-265-7771.

FLORIDA \$\$\$ MAKER

Phenomenal growth area! Valuable real estate with modern studios. Excellent equipment including satellite dishes. 5KW fulltime. \$825,000 terms; \$575,000 cash. Financial qualifications on first contact to Box B-107.

ARKANSAS COMBO

Medium market. Asking \$575,000. Look and then make an offer! Box B-111.

ESTABLISHED CHAIN OF COMBOS

in good medium and small medium markets of the South. \$7 million. Qualifications on inquiry to Box B-112.

Bill Kitchen / Dan Dunnigan
(404)324-1271



Quality Media
Corporation

- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.1 million. Terms.
- FM CP SW AL. Only station in county of 16,000. \$15,000.
- Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
- FMs: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA.
- Fulltimer near Knoxville. Real estate. Super Terms \$190,000.

BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 HRS.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

For Fast Action Use
BROADCASTING'S
Classified Advertising



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

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City _____
State _____ Zip _____



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
GA	Sub	FM	\$1600K	\$300K	Charles Giddens	(202) 822-8913
GA	Med	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
WY	Med	AM/FM	\$1200K	\$150K	David LaFrance	(303) 534-3040
RkyMtn	Sm	FM	\$950K	\$150K	Greg Merrill	(801) 753-8090
FL	Maj	AM	\$450K	\$30K	Randy Jeffery	(818) 366-2554
OK	Sm	AM/FM	\$300K	\$75K	Bill Whitley	(214) 680-2807
VA	Sm	AM	\$300K	\$37K	Mitt Younts	(202) 822-8913
TN	Met	AM	\$300K	\$20K	Ernie Pearce	(615) 373-8315
IN	Sm	FM	\$160K	\$55K	Peter Stromquist	(319) 359-4768

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

Horton & Associates



MEDIA BROKERS/APPRAISERS

Sunbelt TV Smaller market network affiliate UHF. Growing revenues. Asking under \$5 million. Negotiable. Call **Mel Stone at (207)774-6561** or any Horton Associate.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, Tn. 38157

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.

CLASS C FM CP

Ready to build now. All engineering done. 1000 ft. tower & antenna on site. tower footings in, anchor steel set. Studio/transmitter bldgs. owned. Strobes & studio equipment ordered; immediately available. Excellent small NW Kansas market. Will sell all; take partner, manager, with cash to finish construction. Brokers protect. ed. Paul Bailon, 60 W 4th St., St. Paul, MN 55102.

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.

AM STATION

In beautiful Blue Ridge Mountains. Regional small market daytimer with PSA. Average sales for past three years: \$8029 Monthly. Average collections for past three years, \$7918 monthly \$125,000 terms; considerable discount for cash. Call Kathy Appleton, 404-491-7373, afternoons EST.

FOR SALE

Top 25 market UHF CP. Top 25 market class C station. 219-474-6913, evenings.

UPPER MIDWEST

Major market suburban 5KW clear channel AM with excellent PSA and PSSA. Awaiting untested CP for higher power & fulltime. Mostly new equipment; renovated studios, offices. Asking \$850,000 (\$250,000 cash for S corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on facility's potential. Broker participation welcome, as are IRS Sec. 1071-qualifying minorities. Box B-121.

MERRY CHRISTMAS!

We have large list of clients for all size markets and would like to discuss selling your station. We have the time, the desire, and the buyers to help you sell your station. Call with confidence. 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78597.

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.

The White House Fellowships



A unique opportunity for outstanding Americans early in their careers to work for a year at the highest levels of the Federal Government

For more information:

The President's Commission on White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522

INVESTORS WANTED

Connecticut FM seeking investors in rapidly growing radio market. Experienced management and sales force ready to join staff. Send financial qualifications and degree of involvement to Ken Dolman, 135 Ocean Avenue, West Haven, CT 06516.

AM DAY

Med mkt., Ark., make offer. We have properties in the SW, SE, and Mid-west that are represented by more patient sellers. Write/call John Mitchell & Assocs., P.O. Box 1065, Shreveport, LA 71163, 318-868-5409.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

For Sale Stations Continued

SOUTHWEST SUNBELT CLASS A FM

Wealthy small market oil town. Excellent new facilities—underdeveloped. Priced reasonably—3 X gross. Payback investment in less than two years. Box B-122.

MID SOUTH AM

With 30% cash flow. Less than 2X gross at \$600,000. Slightly higher with liberal terms. Reply with qualifications to Box B-124.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Lee

Jeffrey Lee, national sales manager, KPRC-TV Houston, named executive VP, general manager.

Jeffrey Trumper, VP and general manager, KSRR(FM) Houston, joins WLS-AM-FM Chicago as VP and general manager. **John Craavens**, general sales manager, WABC(AM)

New York, succeeds Trumper.

Allan S. Horlick, sales director, NBC-owned WRC-TV Washington, joins co-owned WMAQ-TV Chicago as station manager, succeeding Fred DeMarco, who joined WRC-TV as VP, general manager, in August ("Fates & Fortunes," Aug. 20).

Gary Boal, VP and station manager, KLSK(FM) Santa Fe, N.M., named president and general manager.

Tim Menowsky and **Frank Bell**, VP's, Audio-phase Broadcasting Inc., Jersey Shore, Pa., have left to form Heartland Broadcasting Inc., licensee of KNZS(AM)-KQWK(FM) Pittsburg, Kan. Menowsky will be president and general manager, and Bell, VP and program manager.

Hal Fisher, general manager, KRRZ(FM) Fargo, N.D., named VP of parent, Red River Broadcasting Corp.

Richard Appleton, president, R.F. Appleton & Associates, management consulting firm, Raleigh, N.C., joins WLFL-TV Raleigh-Durham, N.C., as senior VP, chief operating officer and general manager.

Jim Stanton, general manager, KFJZ(AM) Fort Worth, joins WDJO(AM)-WUBE(FM) Cincinnati in same capacity.

Ken Wolt, head of H&W Communications's WZPL(FM) Greenfield, Ind., and WLLT(FM) Fairfield, Ohio, named president and chief executive officer of H&W. He will also assume an equity position in company.

John McRae, station manager, KHWY(AM) Folsom, Calif., named general manager.

Jerry Fox, program manager, WTVQ(TV) Lexington, Ky., named station manager.

Carey Davis, director of sales, WMCA(AM) New York, named station manager.

Sandra Butler, executive producer, WDVM-TV Washington, named manager of broadcast operations.

Dave Shepard, chief financial officer, Paramount Petroleum Corp., Paramount, Calif., joins Mutual Broadcasting System, Arlington, Va., as VP, finance, and chief financial officer.

Jeanne Penner, from Ernst & Whinney, In-

dianapolis, joins Scripps-Howard Broadcasting, Cincinnati, as senior internal auditor.

John Damiano, VP, affiliate marketing, NBC-TV, New York, named VP, affiliate relations operations, East Coast.

Gregory Essayan, staff attorney, real estate, ABC, New York, named assistant general attorney, corporate legal affairs department.

Henry Schafer, director, network research, ABC Marketing and Research Services, New York, named VP, primary and social research.

Alan Wurtzel, VP, broadcast standards and practices, East Coast, ABC, New York, named VP, broadcast standards and practices, ABC.

Ruth Ann Burns, director of New Jersey operations, WNET(TV) New York, named director, metropolitan division.

Michael Haberkorn, manager of accounts systems and special projects, United Cable Television, Denver, named manager of corporate development, financial planning.

Appointments, Public Broadcasting Service, Washington: **Daniel Agan**, director of marketing, PBS Enterprises, to VP, advertising and promotion; **Dee Brock**, head of adult learning service, to VP, adult learning service; **Barry Chase**, director of news and public affairs programming, to VP; **Amy Fleishman**, controller, to VP; **Michael Soper**, director of development and video marketing, to VP, development, and **Lance Ozier**, director of program business affairs, to VP, program administration and information.

Agnes Scott, VP, development, noncommercial WTVS(TV) Detroit, named VP, special projects.

Gary Ferrell, president, Ferreco Inc., Waco, Tex.-based chain of photograph processing labs, joins WLOS-TV Asheville, N.C., as business manager.

Gregory Essayan, staff attorney, real estate, ABC, New York, named assistant general attorney, corporate legal affairs department.

Virginia Mulloy, development director, non-commercial KNPR(FM) Las Vegas, joins Prairie Public Radio, Fargo, N.D., statewide public broadcasting network, in same capacity.

Brent Williams, public information director, noncommercial WUFT(TV) Gainesville, Fla., named director of corporate support.

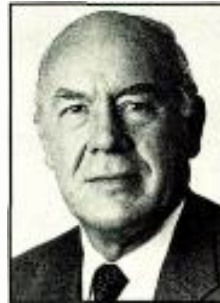
Michael Sutton business manager, WCIX-TV Miami, joins Western New York Public Broadcasting Association, Buffalo, N.Y., as director of finance and business affairs.

Marketing

Elected senior VP's, SSC&B Lintas Worldwide: **Sharon Antonios**, associate creative director; **Sheri Colonel**, management supervisor; **Richard S.M. Mathews**, associate creative director; **Stanley Noble**, producer; **William**

Overlock, treasurer; **Nicholas Pellegrino**, producer, and **William Timm**, director of personnel.

Willard C. Mackey Jr., chairman and chief executive officer, McCann-Erickson World-



Mackey



James

wide, New York, will retire July 1, 1985. **Robert L. James**, president and chief operating officer, will become chief executive officer, effective March 1.

Appointments, Tracy-Locke, Dallas: **Rod Underhill**, senior VP, management representative, to executive VP and member of board of directors; **Thomas Morris** and **David Novak**, senior VP's, to board of directors.

Appointments, USA Cable Network, Glen Rock, N.J.: **Dan Lawlor**, VP, regional advertising sales, to VP, national sales; **Steve Van Ophuijsen**, from CBN Cable Network, Virginia Beach, to manager of advertising sales, Detroit, and **Jim Watson**, from CBN Cable, to director of new business development.

Sheldon Senzon, associate media director, Dentsu Young & Rubicam, New York, joins Vitt Media International there as VP, account director.

Dave Agate, account executive, Doyle Dane Bernbach, New York, named VP.

Nancy Honor, traffic manager, and **Margaret Mooney**, VP, director of creative services, Ogilvy & Mather, New York, named VP's.

Barry Orell, account supervisor and creative director, Diener/Hauser/Bates, Los Angeles, named VP.

Michael Windler, broadcast producer, D'Arcy MacManus Masius, St. Louis, named VP.

Blaise Leonardi, sales manager, ABC Youth Networks, and **Frank Leoce**, sales manager, ABC Adult Networks, both New York, named VP, Eastern sales manager, and New York sales manager, respectively, for ABC Radio Networks.

John Scognamillo, controller, Petry Inc., New York, named VP.

Appointments, CBS Radio: **Alan Fuller**, account executive, Los Angeles, to Western sales manager; **Thomas Reeve**, account executive, New York, to Midwest sales manager, and **Robert Schroeder**, manager, Chicago sales office, to newly created position of manager, Midwest sales development.

Appointments, agricultural group, DFS/Wegener, New York: **Salvatore Alba**, creative director, named senior VP; **Joseph Osborn**, creative supervisor, to VP, associate creative director, and **Bradley Chaik**, account supervisor, to VP, marketing manager.

Sharon Wolf, from KYW-TV Philadelphia, joins Independent Television Sales, New York, as VP, director of research.

Theodore Caruso, VP, finance, ICPR, Los Angeles public relations firm, joins Knoth & Meads, San Diego advertising agency, as controller.

William Harmond, account executive, ABC-TV, New York, named VP, sales, Western division, Los Angeles.

Sheldon Hechtman, from Rapp & Collins, New York, joins Clark Direct Marketing there as VP, media.

Ken Christenson, advertising manager, Turner Program Services, Atlanta, named director of advertising.

E. Jean Hall, manager of regional spot broadcast group, D'Arcy MacManus Masius, St. Louis, named VP. **Stephen Nollau**, executive VP, Vinyard & Lee Partners, St. Louis, joins DMM there as account supervisor.

Morton Lowenstein and **Tim Pollak**, senior VP's, Young & Rubicam USA, New York, named group directors.

Joe Harris Jr., account executive, NBC-TV Spot Sales, New York, named Eastern spot sales manager.

Beth Milauskas, junior art director, BBDO International, London, named assistant art director, Quinn & Johnson/BBDO, Boston.

William Berry, media coordinator, HBM/Creamer Inc., Pittsburgh, named assistant media buyer.

Benjamin F.D. Lord, account executive, Blair/RAR, New York, named marketing manager, newly opened Boston sales office.

Emily Munnell, from Sullivan Haas Coyle, Atlanta, joins Cargill, Wilson & Acree there as copywriter. **Jane Foreman**, senior copywriter, J. Walter Thompson, Atlanta, joins Cargill, Wilson & Acree there in same capacity.

Karen Geiger, broadcast director, Eisaman, Johns & Laws, joins Torbet Radio there as account executive.

Joan Scheeter, from Don Costello & Co., Chicago, joins CPM, Chicago advertising agency, as account executive.



James Sterling, account executive, KTTV(TV) Los Angeles, joins KNBC(TV) there as director of sales. He is former local sales manager for KNBC.

Bob Ford, local sales manager, WDAM-TV Hattiesburg, Miss., joins WTOK-TV Meridian, Miss., as general sales manager.

Kevin O'Grady, president, WGCA(AM) Charleston, S.C., joins WASH(FM) Washing-

ton as general sales manager. **Dennis Murphy**, from WTOP(AM) Washington, joins WASH as national sales manager.

Robert Foster, national sales manager, WBNS-TV Columbus, Ohio, named general sales manager, succeeding **Arnold Routson**, VP, and general sales manager, retired.

Judy Allen, account executive, WFMR(FM) Milwaukee, named director of sales.

Clint Pace, general sales manager, Scripps-Howard's WCPO-TV Cincinnati, named general sales manager of co-owned WEWS(TV) Cleveland.

John Peck, local and regional sales manager, WCHS-TV Charleston, W. Va., joins WJKA(TV) Wilmington, N.C., as general sales manager.

Jay Williams, account executive, Blair/RAR, New York, joins WINS(AM) there as sales manager. **Linda Ann Dalleader**, from ABC Radio Network, New York, joins WINS(AM) as national sales manager.

Marianne White, marketing assistant, WTVQ(TV) Lexington, Ky., named marketing director. **Job Baker**, account executive, WTVQ, named local sales manager.

David Kuehn, account executive, KETV(TV) Omaha, joins KMTV(TV) there as national sales manager.

Ted Stephens, retail sales manager, WHO-TV Des Moines, Iowa, named local-regional sales manager.

Rick Leverrier, account executive, WGMS(AM) Bethesda, Md.-WGMS-FM Washington, named local sales manager.

Larry Wert, account executive, ABC-TV Spot Sales, New York, joins ABC-owned WLS-TV Chicago as local sales manager.

Roz Weitz, account executive, WAAF(FM) Worcester, Mass., named local sales manager.

Mike Freeman, account executive, KOLR-TV Springfield, Mo., named local sales manager.

Carole Collins, from WCNX(AM) Middletown, Conn., joins Radio Advertising Bureau, New York, as account executive.

Michael Harris, Florida district promotion manager, Capital/EMI Records, Miami, joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

Ken Rhoads, from KWTO-FM Springfield, Mo., joins KOLR-TV there as account executive.

Karen Johnson, market research director, WISN-TV Milwaukee, named account executive.

E.C. Umberger, from KPBC(AM) Dallas, joins KQZY(FM) there as account executive.

Jim McKernan, account executive, KWVL-TV Waterloo, Iowa, joins KMTV(TV) Omaha in same capacity.

Programing

Karl Kuechenmeister, VP, media sales, Telepictures Media, New York, named senior VP.

Appointments, Pro Serv Television, Dallas, Tex.: **Dennis Spencer**, executive assistant to president, to senior VP; **Doug Tkachuk**, pro-

duction administrator, to VP; **Bryan Polivka**, staff producer, to creative director; **Robin Kershner**, assistant controller, to director, financial affairs, and **Curt Ellis**, assistant to chairman, Washington, to administrative assistant.

Anita Addison, manager, dramatic development, Paramount Network Television Production, Los Angeles, named director, dramatic development.

Robert Rimes, president and chairman, Marketing Consultants Inc., San Diego, joins Tuesday Productions there as head of its broadcast division.

Richard Albarino, director of program development, West Coast, Showtime/The Movie Channel, Los Angeles, named VP, comedy development.

Anna Hall, manager, original programing, Home Box Office, New York, joins CBS Entertainment there as director, mini-series.

Casimiro Urbano Tolentino, counsel, Writers Guild of America, West, Los Angeles, joins Embassy Television there as associate director, legal affairs.

Barbara Title, director, Premiere Films, Home Box Office, Los Angeles, joins Krost/Simon Television, production company there, as VP.

Michael Newsom, regional sales director, Telepictures Corp., Atlanta, joins Tribune Entertainment Co. there as Southern division sales manager. **Jack Donahue**, VP, Western division, Colbert Television Sales, Los Angeles, joins Telepictures there as Western division sales manager.

Winthrop Knowlton, chairman of board, Harper & Row, New York, named to board of directors, Telepictures Corp. there.

Robert Cort, executive VP, worldwide production, 20th Century Fox Productions, Los Angeles, joins entertainment division, Interscope Communications there as president.

Laurey Barnett, associate program director, TeleRep, New York, joins United Television, Los Angeles, as director of programing.

William Turner, VP, operations, Bullock's department stores, Los Angeles, joins Lorimar there as VP, administration.

Moir Dunlevy, director of research, King World, New York, named VP, research.

S. Arthur Schimmel, VP and general manager, ABC Video Enterprises, Los Angeles, resigns.

Gary Hendler, president and chief operating officer, Tri-Star Pictures, resigns to form yet-unnamed Los Angeles-based independent film production company, with long-term agreement granting Tri-Star first right to distribute new firm's products.

Timothy Quealy, director, entertainment production planning, NBC Entertainment, Los Angeles, named VP, entertainment productions.

Mark Ovitz, former senior VP, creative affairs, Paramount Pictures Television, Los Angeles, has entered exclusive two-year development and production agreement with Walt Disney Pictures there for motion pictures and television projects.

Rita Ellix, national accounts director, Arts & Entertainment Network, New York, named director, affiliate sales and marketing there.

Irene Kahn, production executive, Home Box Office, Los Angeles, joins D.L. Taffner Ltd. there as VP, program development.

Midge Barnett, director of international sales and operations/home video, Western World Television, Los Angeles, named VP, international sales and operations. **Belinda Menendez**, director of Latin American sales and operations, Western World, named VP, international sales and operations.

Joel Berman, Eastern division manager, station sales, Paramount Television Domestic Distribution, New York, named VP, station sales.

Jay Rosenstein, director, program administration, CBS Sports, New York, named VP and assistant to executive VP, CBS/Broadcast Group.

Anthony Vaughn, director, labor relations, Columbia Pictures Industries, New York, named VP, labor relations, filmed entertainment.

Murray Oken, national sales manager, Trident Television Associates, Los Angeles, joins National Telefilm Associates there as Southeast sales manager.

John Herrin, VP, Midwestern and Southeastern sales divisions, National Telefilm Associates, New York, joins ITC Entertainment there as VP, Southern sales division.

Ruth Presslaff, director, affiliate relations, The United Stations, Washington, named manager, Midwest sales, Chicago.

Carla Hammerstein, account executive, Silverbach & Lazarus Group, Los Angeles, named regional sales manager.

Al Michaels, sportscaster, ABC Sports, Los Angeles, has signed new long-term contract with network.

Mike McKay, weekend personality, *Night Time America*, RKO Radio Networks, New York, named host, succeeding **Mike McKay**, resigned.

Christy Faughn, program coordinator, KFVS-TV Cape Girardeau, Mo., joins WJKA(TV) Wilmington, N.C., as program director.

Hank Price, director of advertising and promotion, WJLA-TV Washington, joins WDM-TV there as director of programing and marketing.

Bill Tanner, program director and air personality, WASH(FM) Washington, resigns.

Bob Bedl, program director, WCPZ(FM) Sandusky, Ohio, joins WNOR(AM) Norfolk, Va., in same capacity.

Mike Dirxx, assistant program director, KGW(AM) Portland, Ore., named program director.

News and Public Affairs

Appointments, Cable News Network, Atlanta: **Bailey Barash**, producer, medical news unit, CNN, to producer, new science and technology unit; **Charles Crawford**, corre-

Washington lineup. Word circulating in Washington last couple of weeks is that Edward Fouhy, ABC News vice president and Washington bureau chief, will leave that post to join Roger Mudd in connection with weekly, 60-minute, prime time news show to start on NBC next fall. Fouhy would serve as executive producer of the program, with Mudd set to serve as anchor. Confirmation was lacking last week, but it may be forthcoming this week or next.

Fouhy, who has already served at all three networks, was last at NBC in 1977. He was at CBS from 1966 to 1974, when he joined NBC, and returned to CBS in 1974. He served as head of the CBS News Washington bureau before moving to New York as vice president and director of news. He joined ABC in Washington in 1982 (BROADCASTING, June 14, 1982).

While Fouhy may be moving on, ABC's chief White House correspondent, Sam Donaldson, apparently will stay put. Donaldson is completing his eighth year as ABC's top man at the White House, and has talked often of his desire for a change. But ABC sources say no other beat could be found for Donaldson that could provide an outlet for his energy. The White House, one source said, "is where the actions is" in network news.

spondent, CNN, to correspondent, science and technology unit; **James Alan Miklaszewski**, White House correspondent, to national correspondent; **Larry Badger**, news director, Financial News Network, Los Angeles, to executive producer and manager, business news unit, based in New York bureau; **Gwen Scott**, anchor-reporter, Cablevision of Connecticut, Westport, Conn., to anchor; **Frank Sesno**, national correspondent, AP Radio, Washington, to White House correspondent, Washington.

Appointments, ABC News: **Steve Shepard**, political correspondent, Washington, and **Sheilah Kast**, business correspondent, Washington, to White House correspondents; **Mike von Fremd**, White house correspondent, to correspondent, Atlanta bureau; **Rita Flynn**, White House correspondent, to weekend news correspondent; **Anne Garrels**, Central

America bureau chief, El Salvador, to state department correspondent; **Peter Collins**, correspondent, Miami, succeeds Garrels; **Dean Reynolds**, correspondent, to Pentagon correspondent; **Rick Inderfurth**, acting Pentagon correspondent, to National Security correspondent, covering both Pentagon and State Department; **David Ensor**, correspondent, Warsaw, to correspondent, Rome, succeeding **Bill Blakemore**, on leave of absence; **Jean Meserve**, correspondent, Washington, to additional duties as substitute anchor, *World News This Morning*; **Dennis Trout**, State Department correspondent, and **Bill Greenwood**, Senate correspondent, to general assignment correspondents, and **Carole Simpson**, correspondent, Busch campaign, to correspondent, Washington.

Roger Mudd, chief political correspondent, NBC News, named anchor of prime time

Broadcasting

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Type of Business _____ Title/Position _____
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(required) No

For renewal or address change
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news hour. While still in development stage, Washington-based program is scheduled to begin in second half of 1985.

Al Volker, news writer, producer and anchor, WLUK-TV Green Bay, Wis., named news director.

Chris Alexander, news and sports director, KAAA(AM)-KZZZ(FM) Kingman, Ariz., joins KVON(AM)-KVYN(FM) Napa, Calif., as news editor.

G. Donald Gale, director of public affairs, KSL-TV Salt Lake City, named VP, public affairs.

Peter Maroney, news manager, WBZ-TV Boston, named assistant news director.

Appointments, WAVY-TV Norfolk, Va.: **Debbie Aiken**, from WCMS-FM Norfolk, to assignment editor; **Byron Pitts**, from WNCT-TV Greenville, N.C., to reporter, and **Phillip Smith**, recent graduate, Norfolk State University, Norfolk, Va., to night videotape editor.

Diane Thompson, news anchor, KHJ(AM) Los Angeles, named news director; **Mary Lyon**, news anchor, KRTH(FM) Los Angeles, named news director; succeeding **Lori Lerner**, who has resigned as news director of both stations.

John Schutte, weekend news producer, KPLR-TV St. Louis, named weekend anchor.

Cathy Marshall, reporter, KIRO-TV Seattle, named co-anchor, noon news.

Richard Brown, weekend anchor and correspondent, CTV National News (Canadian Television), joins WCBS-TV New York as co-anchor, weekend news.

Aian Ross, from WAGM-TV Presque Isle, Me., joins WKBN-TV Youngstown, Ohio, as reporter.

Rhonda Rogers, reporter, WLUK-TV Green Bay, Wis., joins KSBY-TV San Luis Obispo, Calif., as Santa Maria, Calif., bureau chief.

Jane Sachs, from WTVN-TV Columbus, Ohio, joins WLEX-TV Lexington, Ky., as reporter.

Nancy Rubin, from WABLTV Bangor, Me., joins WJXT(TV) Jacksonville, Fla., as reporter.

Celeste Ford, reporter, WBT(TV) Charlotte, N.C., joins WFSB-TV Hartford, Conn., in same capacity.

Yolanda Zugasti, part-time staff member, Local Cable News, Dynamic Cablevision Of Florida, Coral Gables, Fla., named reporter.

Roberta Gonzales, weather reporter, KGT(TV) San Diego, joins KSBY-TV San Luis Obispo, Calif., in same capacity.

Jon Berringer, from KWLL-TV Waterloo, Iowa, joins KTIV(TV) Sioux City, Iowa, as chief photographer.

Technology

Lauren (Pete) Belvin, deputy general counsel, FCC, Washington, joins United Telecom Communications Inc., Kansas City, Mo.-based communications holding company, as assistant general counsel for federal regulatory affairs.

Appointments, Siecor Corp., Hickory, N.C.: **Charles Wakeman**, VP and general manager, optical cables and accessories, to president

and chief operating officer; **Joseph Hicks**, VP and general manager, computer and communications products group, to senior VP, sales and marketing; **Robert Moser**, VP and general manager, telephony and control products, to senior VP, electrical operations, and **David Day**, plant manager, optical cable manufacturing and development, to VP, optical operations.

Edmund Bartlett III, VP, finance and treasurer, Satellite Television Corp., Comsat, Washington, named treasurer, Comsat.

Ronald Herman, director of marketing, General Television Network, Oak Park, Mich., production and post-production facility, named VP, marketing and development.

J. Keith Drysdale, manager, corporate business planning, North American Phillips Corp., named director, business planning.

Lawrence Brown, general manager and director of taxes, Continental Group, Stamford, Conn., joins RCA, New York, as staff VP, tax affairs.

Barry Pressman, from Decision Sciences Corp., Jenkintown, Pa., consulting firm, joins Jerrold Subscriber Systems Division, General Instrument, Hatboro, Pa., as director of product management.

Vince Donovan, chief engineer, WBOC-TV Salisbury, Md., named VP, engineering, of parent, Draper Communications, which also owns KOAM-TV Pittsburg, Kan.

Promotion and PR

Peggy King, manager, story department, ABC Motion Pictures, Los Angeles, named director, creative affairs, ABC Motion Pictures.

Alec Shapiro, VP, Geltzer & Co., New York public relations firm, named senior VP.

Steve Thaxton, promotion manager, WTCN-TV Minneapolis, named VP.

Hattie Neas, commercial director, WJKA(TV) Wilmington, N.C., named promotion director.

James Weinrebe, freelance writer, New York, joins Mutual Broadcasting, Arlington, Va., as press representative.

Marty Rossman, assistant design director, WDIV(TV) Detroit, joins WFSB-TV Hartford, Conn., as manager, design and graphics.

Jane Wilson, copywriter, WDBQ(AM) Orlando, Fla., named promotion director.

Kelly Jennings, production manager, WGXA-TV Macon, Ga., named promotion manager, succeeding **Tony Williams**, who joins KSLA-TV Shreveport, La., as director of promotion and creative services.

Rebecca Rucker, production manager, KEKR-TV Kansas City, Mo., named program-promotion director.

Allied Fields

Michael Morris, assistant general counsel, California Cable Television Association, Oakland, Calif., assumes additional duties as director of regulatory affairs.

Elected to board of directors, Broadcast Pioneers Educational Fund, Washington: **Stanely Hubbard**, Hubbard Broadcasting; **Erwin Krasnow**, Verner, Lipfert, Bernhard, McPherson & Hand; **Roger Neuhoft**, Eastern Broadcasting Co., and **Ralph Renick**, WTVJ(TV) Miami.

Sharon Rickel, account executive, advertiser-agency television sales, Arbitron Television, Dallas, named Southwest regional manager, advertiser-agency sales. **Shirley Ward**, account executive, advertiser-agency sales, Arbitron Radio, Dallas, named Southwest regional manager.

Robert Stahlheber, operations manager, Yankelovich, Skelly & White, New York, joins Mediamark Research there as director of custom research.

Rachel Kozan, art buyer and senior cost analyst, Benton & Bowles, New York, joins Licensing Company of America there as graphic services manager.

Elected officers, Ohio Radio and Television Broadcasters, Columbus, Ohio: **George Joachim**, WMRN-AM-FM Marion, Ohio, president; **Neil Pugh**, WHIO-TV Dayton, Ohio, vice president, and **Thomas Stewart**, WBNS-AM-FM Columbus, corporate secretary.

Deaths

David J. Gillespie Jr., 69, chairman emeritus of Kenyon & Eckhardt, Detroit, died of heart attack Dec. 12 at his home in Vero Beach, Fla. Gillespie started in K&E's mailroom in its New York headquarters in 1936, and spent his entire career with firm. He moved to Detroit in 1955, was appointed Detroit manager in 1966, elected senior VP in 1972 and chairman in 1975. Survivors include his wife, Jane, and daughter.

Robert Buchanan, 53, VP, national sales and administration, 20th Century Fox Telecommunications, Los Angeles, died in automobile accident Dec. 15 in Oxnard, Calif. He served as national sales manager of WJBK(TV) Detroit and later was general sales manager and station manager of WJW-TV Cleveland. From 1973-79 he was an independent television and motion picture producer, joining 20th Century Fox Sports as sales director in 1979, later moving to telecommunications division as director of national sales, West. Survivors include his wife, Karin, two daughters and one son.

Martin Hummel, 57, former executive VP, SSC&B:Lintas USA and vice chairman, SSC&B International, who retired in April 1984, died of cancer Dec. 18 at Sloan-Kettering hospital in New York. He is survived by his wife, Evelyn, son and daughter.

William Hunter Jr., 76, retired chief, compliance branch, Broadcast Bureau, FCC, Washington, died of heart ailment Dec. 12 at his home in Clearwater, Fla. Survivors include his wife, Grace, and two daughters.

Bert Wick, 85, founder of KDLR(AM) Devil's Lake, N.D., in 1925, and president of KDLR-AM-FM at time of his retirement in 1977, died Nov. 30 at Mesa, Ariz., hospital. Survivors include his wife, Hildur, and daughter.

William Means III, 31, senior field producer, PM Magazine, WGAL-TV Lancaster, Pa., died of ruptured cerebral artery Nov. 29 at his home in Lancaster.

What a difference a Day makes

The play-by-play of last January's Super Bowl has long since been forgotten. But millions of Americans still remember an arresting ad for a new personal computer.

In the 60-second commercial, an athletic-looking young woman evades police, then bursts into a crowded auditorium dominated by a Big Brother-like face projected on a huge video screen. She throws a sledgehammer at the image, which promptly explodes. At the end of the ad, an announcer promises that Apple Computer's new Macintosh will show users "why 1984 won't be like [Orwell's] 1984."

The commercial attracted wide publicity and helped generate \$3.5 million in sales the first day Macintosh was introduced. But it almost didn't get on the air at all. Apple's board of directors considered canceling it, complaining it cost too much (\$1.5 million) and didn't show the product.

"The real purpose of that ad was to change widespread perceptions about Apple's image," explains Guy Day, president and partner of Chiat/Day, the agency which created the campaign. "Practically everybody was hanging crepe on the company. Apple wanted to tell them that was a lot of bull."

Although Chiat/Day is small by industry standards—employing about 60 people at offices in Los Angeles, San Francisco and New York—its ideas are not. And that creativity has paid off.

Chiat/Day is privately held and does not release financial information, but Day confirms that its 28 clients contributed more than \$200 million in revenue for the fiscal year ended Oct. 31—an increase from an estimated \$100 million in FY 1983. He puts current annual billings in the \$300-to-\$325-million range.

Their rapid growth is attributed by Day to attracting clients with larger budgets, and the word-of-mouth success that success breeds. "We're a moving target," Day declares. "We're attracting a lot of attention now, but we've always done exciting advertising. The only difference now is we're working for bigger clients with more money to spend."

The Chicago native has been involved in advertising almost continuously since he accepted a mailroom job at New York's McCann-Erickson in 1955. But, courtesy of the U.S. Army, Day had already "discovered California sunshine" and soon relocated to Los Angeles. He settled into a series of jobs with small agencies before forming a partnership with businessman Tom Faust in 1962. About the same time, in nearby Orange County, 29-year-old Jay Chiat was founding Jay Chiat & Associates.

In 1968, the pair bought out Faust to form Chiat/Day, eventually headquartered in the Biltmore hotel. Day later sold his stake in



GUY BRIAN DAY—Co-founder and President, Chiat/Day Inc.; b. July 30, 1930; B.A., journalism, University of Missouri, 1952; U.S. Army, 1952-54; attended Art Center College of Design, 1954-56; mail clerk, McCann-Erickson, New York, 1955-56; account executive, Hixson & Jorgenson, Los Angeles, 1957-60; account executive, Carson-Roberts Advertising, 1961-62; partner, Faust-Day Advertising, 1962-68; current position since merger of Faust-Day with Chiat in 1968; m. Annette Peifer, Jan. 21, 1956; sons, Cameron, 23; Bill, 22; daughter, Colleen, 25.

the company during a five-year novel-writing sabbatical (he wrote a number of novels, which remain unpublished), and ownership is currently divided among a number of agency employees.

"I don't think we are risk-takers," Day contends, acknowledging that his agency is often assigned that label. "To our way of thinking, the riskiest advertising is the kind that doesn't get any reaction, that's so safe that you get no audience response."

Consumers, Day is convinced, "never have been less conventional than now. They understand, in their viscera, that they have tremendous power." In terms of broadcasting, this is evident in the growing number of video and audio options now available, along with technological innovations that allow television viewers to "zap" advertisements, shift program times or eliminate commercials altogether.

"Broadcasting in the 1970's, mostly television, really was advertising's golden goose," Day believes. "If the numbers were right, the advertising was right. As a consequence, broadcasters—chiefly networks and very large agencies with packaged goods clients—formed a buyer-seller culture that related to consumers based on numbers. There was a gentleman's agreement on how television should be bought and used and as a result we saw an awful lot of advertising that was very similar and programing that was much the same. Everybody was happy and it made a lot of money."

This "captive audience" has been lost, Day notes, which means advertisers and broadcasters cannot afford to be insensitive to consumer interests and needs. That reality, says Day, is the driving force at Chiat/Day.

"We are notably free of high-velocity, small-ticket, packaged goods accounts, by choice. What we have to do is really understand, in a value-system sense, who we're after, honing that down so tightly that we're able to reach an adequate number of people without concern for everyone." Most advertisers don't need 20 million customers; "what they need are tens of thousands of customers."

In addition to the positive publicity, C/D has had its share of bad press recently. The agency has been in litigation with the Godfather Pizza chain, which is seeking to prevent Chiat from working on the account of rival, Pizza Hut. Godfather claims top C/D executives—including Day—have secret trade information about their company divulged during account bidding last summer. A state appeals court has struck down a lower court ruling that prevented C-D management from working on the Pizza Hut account.

Day believes a dangerous legal precedent could have been set by the case "that would prevent agencies from using people with experience from working on other accounts relevant to that experience."

Chiat/Day agency has deliberately been kept small, says Day, and has resisted takeover bids, in large measure because—as Day puts it—"publicly held companies have other concerns, principally their shareholders. As a result, such agencies tend to be less creative and risk-taking."

Underlying C-D's success, according to Day, is a fundamental "faith and interest in consumers." The agency is deeply involved in focus group research. "Our account planners live on the road," Day points out. "It's not unusual for them to conduct 40 or 50 focus groups for a single campaign. It's an incredibly accurate system for determining what the right conceptual forms will be for advertising."

Looking to the future, the 54-year-old executive sees continued share erosion of network television inevitable as consumers exercise their increasing options. He cautions against any expectation that broadcast advertising and programing will demonstrate anything more than evolutionary change.

"McCann-Erickson has a great impact on what happens," Day concedes. "Chiat's influence is only a small one."

One area that should be of immediate concern to industry executives, Day feels, is the videocassette recorder. "It is no longer a luxury item," he declares. "The VCR is the most exciting advertising medium that nobody has figured out how to use yet." But don't worry, Day advises, "I'm working on that."

National Association of Broadcasters annual convention planned next year in Las Vegas April 14-17 is facing unusual **complication**. Ceasars Palace has scheduled major middleweight championship fight between Marvin Hagler and Thomas Hearns during convention (April 15). As result, major hotels have already started to reduce room allotments reserved for NAB. So far, more than 700 room reservations slated for convention attendees have been canceled. Latest word, however, from Las Vegas Convention Bureau is that it is trying to change date of fight. NAB President Eddie Fritts says it is probably too late to move convention. But, association has made it clear it is unhappy with situation and may not reschedule future conventions in city. "The only leverage we have," said Fritts, "is retribution."

NBC has renewed V for six episodes and **Hunter** for four episodes to bring total to 19 episodes and 17 episodes, respectively, ordered by network. NBC said new episodes of *V* will continue along same storyline but also "incorporate a generous dose of humor." Explained spokesman: "We're going to try to lighten it up." *V* and *Hunter* announcements follow previous full-season renewals for **Riptide**, **Highway to Heaven** and **Miami Vice**. NBC has not yet made official announcement regarding renewal of any other drama series. In addition, network has also picked up six more episodes apiece for comedies **Double Trouble** and **Spencer** to bring total to 12 and 13 episodes, respectively. Latest comedy renewals come on top of renewals for all of NBC's other comedies made last month. **It's Your Move** will go off schedule temporarily this month, spokesman said, but will remain in production and return to NBC schedule in March after undergoing slight revision.

Metromedia has renewed Rituals for remaining 23 weeks of 52-week cycle through September 1985. Metromedia carries syndicated serial drama from Telepictures on all seven of its stations in top eight markets. Deal Telepictures made with stations said that stations would be released from their commitment to carry two 30-second spots included in show if Metromedia did not pick up renewal after 29 weeks. However, some major market stations have dropped *Rituals*, including WRGB-TV Albany and WIVB-TV Buffalo, both New York; WXIA-TV Atlanta, Ga.; KMBC-TV Kansas City,

Football score for 1984. Season-end ratings on the three broadcast networks for both National Football League games and college football were down for 1984.

Of the three, CBS suffered the greatest declines in viewing for NFL games, scoring a season average rating of 14.3 with a 33 share, down 14.4%. And since 1981, when the network got a rating of 17.5, viewing has declined by 18.3%. Viewing of NBC's NFL telecasts was down the least, 4%, with its season average calculated at 12.1/28. Since 1981, however, the network's rating for NFL football has declined about 13%. ABC's Monday Night Football telecasts were also off this year—by 6.1%—as the network's average MNF rating declined to a 17.0/29. However, MNF ratings have plummeted 37.3% since 1981 when those games scored an average 27.1/36.

College football ratings were expected to decline in the first season after the Supreme Court ruled the National Collegiate Athletic Association's football television plan violated antitrust rules. Again, CBS suffered the greatest declines, averaging a 6.1 rating this past season, down 36.5% from last year's average 9.6 rating. ABC averaged an 8.3 with its slate of college games, off 16.2% from last year's 9.9 rating.

Many observers attribute the ratings decline to a saturated football market, aggravated this year by the open college football marketplace. And those observers believe the situation will only worsen if the United States Football League moves to the fall, as intended, in 1986. Others have cited the fact that most games now take well over three hours to play, and the National Football League has indicated it will explore ways of shortening games. One alternative ABC is examining is to start MNF games one hour earlier (8 p.m.).

Mo. Stations must honor commitment to carry barter spots, however. Other stations have moved *Rituals* to noncritical viewing periods, such as WPTT-TV Pittsburgh, which rescheduled it from 7:30 p.m. to 10 a.m., and WLWT-TV Cincinnati, which moved it from 7:30 p.m. to weekend slots at 1 a.m. and 2 a.m. In order to boost ratings, Telepictures has inaugurated contest with grand prize of \$100,000 to viewers who solve murder mystery built into show's storyline. Clues will be dropped during February sweeps and viewers must identify victim, murderer and motive behind crime in order to become eligible to win prizes.

Gulf Broadcasting Corp. has asked Goldman, Sachs & Co. to explore possibility of selling company, in whole or in part. Dallas-based group owner of two AM's, six FM's and six TV's, and real estate holding company, may be sold for close to \$800 million, or \$18 per share, according to Barry A. Kaplan, securities analyst with Bear Stearns & Co. Gulf stock began trading at six-and-a-half in November 1983, at about time it was distributed on pro-rata basis to shareholders of former parent company, Gulf United. "I think it will probably go in six months," said Kaplan, who added that company may previously have wanted to wait three to five years to divest assets, but that pressure to sell may have come from new 25% owners, American Continental, Phoenix-based home builder.

Republican National Committee has paid ABC \$2 million for two hours, 9-11 p.m., on Jan. 19 for **White House Inaugural Gala**, to be held at D.C. Convention Center. Show will feature Frank Sinatra, who is also honorary chairman, as well as host of motion picture and film stars. RNC hopes to make \$2.6 million profit on evening by selling 14 minutes of commercial time for \$330,000 each, for total of \$4.6 million. Four years ago, during first Reagan inaugural, advertisers in gala broadcast paid \$250,000 per minute.

Association of Maximum Service Telecasters, National Association of Broadcasters, Outlet, Taft Broadcasting, McGraw-Hill Broadcasting, Capital Cities Communications, Chronicle Broadcasting of Wichita and Storer Communications have asked **FCC to reconsider its attempt to remedy noncommercial FM interference to television channel 6** (BROADCASTING, Oct. 29, 1984). In joint filing at FCC, broadcast groups faulted FCC's order for allegedly "vastly" underestimating interference from FM that would result at recommended powers, especially for FM's located close to channel 6 transmitters; failing to consider and limit number of people who will suffer loss of channel 6 service; opting for effective interference in formulating power levels, and for relying on complaints and after-the-fact corrective measures, instead of sound allocation standards.

KABC-TV Los Angeles will not broadcast 20/20 episode on Jan. 4 which includes segment on **child abuse** at a Los Angeles area private nursery school. Segment, which includes interviews with three former students at the school, was tentatively scheduled for network broadcast on Nov. 15 but was postponed after *20/20* came into additional information that warranted inclusion. At time of postponement KABC-TV vice president and general manager, Tom Van Amburg said he would review *20/20* segment on child abuse before making decision to air story locally (BROADCASTING, Nov. 19, 1984).

National Public Radio finished its 1984 fiscal year on Sept. 30 within its operating budget, but had "planned deficit" of \$348,000. That money, according to NPR, was set aside as "cash funding" depreciation, for, among other things, replacement of equipment. In October, NPR met its first payment of \$1.6 million plus interest on \$7-million loan from Corporation for Public Broadcasting (CPB), which was borrowed in 1983 to help then financially-troubled network bail out of budget shortfall of \$9.1 million.

Question of whether Intelsat, under present international agreements, **has pricing flexibility it says it needs to compete with separate international communications systems** is said to have been put

by Intelsat to three law firms—Wiley & Rein, Arnold & Porter and Ginsburg Feldman Weill & Bress, as well as its in-house counsel. As to specific question asked, answer in each case, reportedly, was that Intelsat is required to charge same price for identical service (telephone, data, TV were examples used by Intelsat), regardless of regions involved. U.S. State Department does not disagree with that interpretation, but is understood to believe Intelsat Agreements still afford global system sufficient pricing flexibility to allow it to respond to competition. Its view—which is being put in final form for presentation to FCC as part of executive branch position on separate-systems issue—is said to be that Intelsat may charge any price it chooses for particular service, so long as price covers costs (in other words, no predatory pricing). □

U.S., as expected, has formally withdrawn from UNESCO. One year after U.S. gave notice of its intention, State Department official said United Nations Educational, Scientific and Cultural Organization had not effected reforms U.S. thought necessary and that, as result, it was leaving organization it helped found in 1946. Gregory Newell, assistant secretary of State for International Organization Affairs, cited number of concerns, including UNESCO's "endemic hostility towards institutions of a free society." □

Arbitration panel established earlier this year to settle dispute over subscriber rate increases between **Warner Amex Cable and city of Cincinnati** for WA's system there has ruled in favor of company. Thus, **rate increases** imposed by company last spring—\$11.95 for expanded basic and \$13.95 for Qube service—will remain in place. Arbitration panel stated WA's higher rates were "better calculated to enable the company to earn a fair return on its investment." City officials were still studying decision last week and had no comment. □

National Radio Broadcasters Association is conducting survey of more than 4,000 commercial radio stations nationwide to measure broadcasters' contributions to **antialcohol abuse and drunk driving campaigns.** NRBA wants data on number of hours and total value of commercial air time (including public service campaigns, programming and promotions) devoted to issue. □

FM radio has captured record high 69.4% share of listening, based on average quarter hour audience (persons, 12-plus, Monday through Sunday, 24-hours), while AM radio has remaining 30.6%, according to fall 1984 RADAR report. Weekly cum audience stands at 154,301,000 for FM stations and 109,472,000 on AM side. □

Major Market Television Caucus, formed two years ago to represent interests of major group operators in Washington, **has selected new chairman. Joseph Dougherty,** executive VP and president of Capital Cities' broadcasting division, and member of MMTC board will head group. He succeeds David Henderson, president and chief operating officer, Outlet Communications, who has chaired caucus since its inception. □

Former FCC Commissioner Stephen Sharp has made offer for **The Alexandria Gazette,** 200-year-old daily newspaper serving Alexandria, Va. Paper is currently owned by Sing Tao International, Hong Kong-based international media conglomerate. Sharp declined to discuss details. □

Merrie Spaeth has resigned her post as **special assistant to President and director of media relations** to take position with Republic Bank, Dallas. She is vice president, public affairs and public and government relations. Spaeth, whose background includes service as producer for ABC's 20/20, joined White House staff in March, after tour as Federal Trade Commission's director of public affairs. **Sue Mathis** has replaced Spaeth in media relations office as acting director. □

White House is expected to announce soon appointment to its staff of **television consultant. Elizabeth Board,** who had been with NBC News for five years, is person said to have been picked to serve as director of television office. She would report to Michael Deaver, deputy chief of staff and assistant to president who is top aide to President on communications. Deaver has talked of adding TV adviser to staff ever since taking over duties of David Gergen after he resigned as White House director of communications, in January 1984. □

Lee Michaels, 37, partner in Atlanta-based radio program consulting firm of **Burkhart/Abrams/Michaels/Douglas & Associates,** died Dec. 18 from injuries sustained in same day car crash while enroute to his office. Michaels had been associated with firm for nearly eight years. □

Westmoreland vs. CBS: trial update. *General William Westmoreland's libel suit against CBS will probably last five months or more, attorneys arguing the case now believe, not the three to four months originally anticipated. That means closing arguments probably won't be given until the first or second week of March, at the earliest.*

That, in turn, helps CBS in its on-going effort to force the CIA to hand over certain documents related to the case—an internal history of the agency under the leadership of Richard C. Helms in the 1960's and 1970's, and sealed transcripts of a mid-1970's congressional hearing the network believes corroborates the premise of the documentary at issue, The Uncounted Enemy: A Vietnam Deception. The so-called Pike Committee Hearing papers were leaked to the Village Voice several years ago and are believed to have concluded that Westmoreland's reshuffling of the official order of battle categories was an "attempt to retain a ceiling" on enemy troop strength estimates, one of the main premises of the broadcast.

The Voice also reported the committee as having concluded that the validity of most of the enemy strength estimates put out by Westmoreland's intelligence command were "dubious."

Attorneys now believe the U.S. Appeals Court in Washington will hear oral arguments on those matters, as well as whether former CIA director Helms must give a deposition on videotape, as most of the other witnesses have, some time in February. CBS lost the first round last April.

Meanwhile, the trial's two-week recess for the holidays ends this Thursday (Jan. 3) as George Crile, who produced the broadcast, again takes the stand to be questioned on cross-examination by CBS attorney David Boies. It's estimated that Westmoreland's direct case will last another seven days or so. Still to be called by the plaintiff is Ira Klein, an editor who worked on the documentary and who was highly critical of Crile's work on it. Soon after, CBS will commence its direct case.

The defense attorneys were still determining what witnesses to call at press time, but perhaps the network's best witness, an attorney on the case said, will be co-defendant Sam Adams. Adams first raised doubts about the validity of the Westmoreland command's enemy estimates as they were being assembled—at the time he was an intelligence analyst with the CIA, also working with enemy strength estimates for Vietnam. He later wrote an in depth magazine article on the subject for Harper's, that appeared in 1975 which was highly critical of the Westmoreland command's enemy strength gathering process. That article was edited by then Harper's editor George Crile, who has acknowledged that editing the piece provided the impetus for his suggesting that the same subject be addressed in a documentary when he later moved to CBS News. Crile hired Adams as a paid consultant in the making of the documentary. Adams, the attorney said, "is the best witness" CBS has. Described as "meticulous" in his work, the attorney said he will be to provide almost an "hour by hour chronology" of events related to his work as a CIA analyst.

Editorials

After the 15, what?

The 15-second TV commercial is back in the news, this time in its own right and under its own name. The last time, a year or so ago, it was involved primarily as an incidental if not innocent bystander in the battle over the split 30. Opponents of the split 30 lost that battle, making it inevitable—the way things go in this business—that the 15's time at bat would come next.

Since the split 30 was legitimated, the 15 has been used increasingly as the split 30's most popular constituent. What has brought it into the news now is a special report on the subject by J. Walter Thompson USA ["Ad Vantage," Dec. 10; also see story this issue]. In JWT's view, "there is no doubt" that "15-second commercials are here to stay," although the agency also speculates that individual 15-second announcements "will not be sold until at least the fall of 1985."

JWT's report is generally even-handed, meaning that it contains a fair share of on the one hand this and on the other hand that. It comes down clearly on the side of 15's, of course, recommending that their use be considered advantageous until it is proved not to be.

JWT raises the appropriate questions about the sales effectiveness of individual 15's and what effect the ensuing increase in sheer number of commercials may have upon viewers' perception of "clutter." Unfortunately, as this page has been saying for decades, there is a gross absence of research on this subject, and it is welcome news that JWT says it will undertake some.

When commercial inventories are tight, the idea of creating a dramatic increase in availabilities by edging into the 15-second market can hold powerful business attractions for a broadcaster. But broadcasters, advertisers and agencies ought to think twice before getting in too far. Nobody suggests that current commercial formats should be cast in concrete. Neither should they be irretrievably changed without serious thought for the consequences. The 60 begat the split 60, the split 60 begat the 30, the 30 begat the split 30 and now the split 30 is begetting the 15. The law of diminishing returns must come into play somewhere. When it does, the returns may be diminished for everyone.

The real FCC stands up

The FCC's second revision of its multiple ownership rules went off as rehearsed, just as though the commission had come to an independent judgment that the first revision was faulty and needed correction. Except for Commissioner James Quello's low-key reference to a need for a footnote acknowledging the congressional role in the proceeding, the uninformed observer would never have known that the rules adopted last week were crafted in the office of Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, with the considerable help of Representative Mickey Leland (D-Tex.), before submission to the trouble spot on the other side of the Capitol, Senator Pete Wilson (R-Calif.).

After this charade was played to its conclusion, Wirth was honest enough to claim the credit that is due him. He noted that the FCC's new regulation "mirrors" a bill introduced by him, Leland and John Dingell (D-Mich.), chairman of the House Commerce Committee. Wirth could have added that the FCC action spared him the long agony of moving his bill through the Congress to an unpredictable end. The way things work now, a few influential members of Congress can achieve legislative aims by

lining up a majority of votes in the five-member Communications Commission.

This was not exactly the relationship that Congress had in mind when it created what was called an independent agency to work out the regulatory details of general policy assigned to it by the Congress. The idea then was that the review and, if necessary, correction of individual decisions of the FCC would be the jobs of the courts.

The intrusion of individual members of the Congress in the reversal of FCC decisions is a mechanism that can be grossly misused by interests hostile to broadcasters, as was demonstrated graphically in the case at hand. Upon the FCC's original revision, which would have enabled station groups to acquire market power that Hollywood perceived as a threat to its negotiating muscle in the sale of television programs, the Motion Picture Association's Jack Valenti went to work at once on friends on Capitol Hill. Hence Senator Wilson's proposed 22.5% cap on potential station reach, just a tad more than the networks achieve with their existing owned and operated stations. The "compromise" of 25% that the FCC adopted is halfway between Wilson's (read Hollywood's) figure and the 27.5% FCC Chairman Mark Fowler put on the bargaining table.

Eddie Fritts, president of the National Association of Broadcasters, correctly noted after the FCC vote that "entirely too much attention" has been paid "to the reactions of Hollywood as opposed to the realities of the communications marketplace on this issue." Indeed the "realities of the communications marketplace" justify the removal of all artificial limits on broadcast station ownership, as the FCC concluded before its mind was changed.

The realities at work last week were those of the political arena, not the marketplace. It is a distinction *with* a difference, and a big one.

It didn't happen here. *On this, the last day of 1984, all those tired George Orwell jokes may safely be put away. The pluralistic society that Orwell's Big Brother would have suppressed is alive and in better health than ever, as reflected in the continued proliferation of communications enterprises. There are now 10,469 radio and television stations on the air in the U.S., an increase of 288 over the station population of a year ago. The total does not count 789 FM translators, 4,790 TV translators, 295 low-power television stations and cable systems reaching 36 million homes. Hello, 1985.*



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