

Don Martin

KHOW keeps traffic moving

Editor's note: Each day millions of commuters tune in radio stations across the country to find out what is happening on the highways. It's a job usually taken for granted by the listeners and too many times by those in the business not directly associated with traffic reporting. Don Martin is considered the dean of traffic reporting by many of his colleagues since he has been a journalist in the air since 1959. BW spent a day with Martin to paint a picture

of the hazards, hassles and hectic pace of the reporters in the sky.

By Jim Craig

DENVER—When Don Martin is on the air he is in the air. That's the way it has been most of the time since 1959 when the journalist with a pilot's license took to the Mile High sky to do traffic reporting.

"Good morning Arapahoe tower, this is Sky Watch One

coming out of the ghetto. . . Sky Watch One is ready for takeoff."

The sun is just above the horizon as the four-seat Cessna banks around and heads for the major traffic arteries of downtown Denver. Martin is scanning police and fire frequencies for his first report at 6:30 a.m. for KHOW radio. Several thousand commuters will be hanging on Martin's reliable words as they drive in from the sur-

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BROADCAST WEEK

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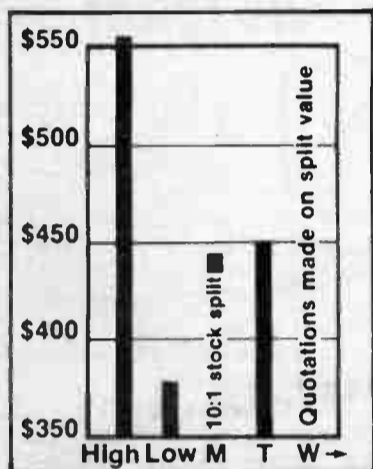
EXTRA

7's rule

- An exercise in history, reform
- Overdue blessing
- Financial ramifications

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BW IN BRIEF



Metromedia splits

NEW YORK—Metromedia Inc. stock stabilized last week, down about 14 percent from early August levels, but the company didn't miss a beat in signing new deals. Page 13.

CBS Radio trims staff

NEW YORK—CBS Radio plans minor staff cuts by the end of this year as part of CBS Inc.'s program of budget cuts. Meanwhile, Robert VanDerheyden took on a new CBS Radio position. Page 2.

Robinson fills in

NEW YORK—ABC's Max Robinson will fill in for Peter Jennings on *World News Tonight*, dampening speculation that Robinson is on the outs with the network. Page 3.

ABC/CBA Page pact

WASHINGTON—ABC Radio and CBA Page Inc. have reached agreement for a national paging service via ABC's data channel, uplinks and downlinks. Page 6.

Regional report

KYW-TV examines Philadelphia's radio industry; WHIT, Madison, Wis., is inundated with birthday wishes; "Crazy" Dave Otto joins WFAA in Dallas; and more. Page 13.

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Nets shift fall starts

NEW YORK—Two of the three networks will get a competitive jump on their rivals by premiering some of their new offerings in September before Monday, Sept. 26, the "official" starting date of the new fall television season.

On Friday, Sept. 9, ABC will premiere *Lottery* with a special 90-minute show from 8 to 9:30 p.m. EDT. The show will be followed that evening by a 90-minute premiere episode of *Matt Houston*.

The following Friday, Sept. 16, ABC will unveil its new Friday lineup of *Benson* at 8 p.m., *Webster*, a new sitcom, at

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'Pine Tar' ball a sticky issue

By Les Luchter

NEW YORK—Last Thursday night's on-again, off-again "Pine Tar" baseball game between the New York Yankees and Kansas City Royals not only played havoc with plans of the teams and their fans, but with several broadcasters as well.

Take WDAF-TV in Kansas City, for instance. When the resumption of the controversial July 24 game was first scheduled a week earlier, Bud Turner, operations manager, was told it would be played in the afternoon. So he ordered satellite and transponder time.

Then, it was announced that the game would resume at 6 p.m. New York time. So Turner canceled the afternoon time. He reordered it last Wednesday for the following evening.

On Thursday morning at 11, however, a State Supreme Court Justice issued an injunction stopping the game from being played. Luckily, Turner did not cancel the satellite time.

At about 4:30 p.m., another Justice upheld an appeal by the American League. The game would go on as scheduled in just an hour and a half.

At 4:40 p.m., WUHF-TV, a Yankee Network affiliate in Rochester, N.Y., announced plans to carry the game—the

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Larry Gershman

Gershman leads new MGM/UA television unit

By Adam Buckman

CULVER CITY, Calif.—Lawrence Gershman has been appointed president of the newly created MGM/UA Television Group. He had been president of MGM/UA's Television Distribution Division for the past 21 months.

In his new position, Gershman will supervise the division's activities in network production and sales, domestic and international distribution and other areas in broadcast and pay TV, according to Frank Yablans, vice chairman and chief operating officer of MGM/UA Entertainment Co.

Gershman will move from New York to MGM/UA corporate headquarters in Culver City. Before joining MGM in June 1980 as executive vice president in charge of worldwide syndication for MGM Television, he was vice president of Viacom's international sales unit.

"Under (Gershman's) direction, MGM/UA Television Distribution has become the strongest, most efficient and effective sales organization in the industry today," Yablans said. "We are certain that under his dynamic leadership, the company's television operation will continue to grow and prosper," he said.

Gershman started his television career at National Telefilm Associates and moved to CBS in 1961. He since has worked at RKO General and in 1968 became Eastern sales manager for NBC-TV's Spot Sales Department. He later became sales manager and then station manager for New York's WNBC-TV.

The MGM/UA Television Group's new president is on the board of directors of the Television Bureau of Advertising.

Gershman speaks out—page 2

Sony takes wraps off AM stereo receivers

By Les Luchter

NEW YORK—Quietly, without fanfare, Sony AM stereo receivers have begun arriving at radio stations and retail outlets across the country. The multi-system sets retail for \$89.95 in stores.

Sony won't say how many radios have been ordered, but one report puts the number at 13,000. Jon Strom, marketing manager for Sony's Consumer Audio Products division, said only that all units received so far from Japan have been sold.

Shipping began in late July, with 30 percent of sales going to radio stations and the rest to regular retail outlets. All of the current inventory will be shipped by the end of this month, Strom said.

Stations appear to be waiting until after Labor Day to make their big promotional pushes. One example is KFI, Los Angeles, which is scheduled to receive 1,000 radios—Sony's single largest order—early this week.

Don Dalton, KFI vice presi-

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Media General refutes Tanner fraud charges

By Bill Dunlap

RICHMOND, Va.—Media General Inc. is standing by its William B. Tanner Co. subsidiary in the absence of formal charges against Tanner by federal investigators. The parent company says it will guarantee all obligations of the Tanner Co.

The Tanner Co. headquarters in Memphis, Tenn., were searched Aug. 12 by a team of federal investigators who spent seven hours going through the company's files.

No formal charges had been filed at press time although the agents were acting on a search warrant that cited suspicions of income tax fraud and conspiracy. The investigation was the result of an affidavit signed by two former employees and a former client that alleged a number of questionable practices by the broadcast barter firm, including

that it provided clients with women, gifts and cash.

Tanner denied all wrongdoing. "I'm innocent. It's all—I would say garbage, but it's worse than garbage. They've been here for a week with auditors, accountants and lawyers and have not been able to find one thing to substantiate one of the allegations," Tanner said.

He indicated that the allegations were part of a "hatchet job" on him. At press time, there were unconfirmed reports that one of the three persons who made the allegations was prepared to recant them.

Alan Donnahoe, vice chairman and chief executive of Media General, emphasized the lack of charges. "We have nothing but allegations by these three unnamed informants that were presented to the court for the purpose of getting the

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AT DEADLINE

ABC affiliates opt for 'Starsearch'

NEW YORK—Four ABC-TV affiliates will pre-empt *Ripley's Believe It Or Not* (7 p.m. Sundays) to air *Starsearch* this fall, and also will participate in the production of the program. The stations include Gaylord's WVUE-TV, New Orleans, and Taft's WBRZ-TV, Birmingham, Ala.; WTVM-TV, Columbus, Ohio; and WKRC-TV, Cincinnati.

Piscopo, NBC reported near contract

NEW YORK—NBC-TV was reported close to signing a contract with Joe Piscopo, star of *Saturday Night Live*.

Second indie station to launch teletext

NEW YORK—A second independent TV station is expected to

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Networks rebound on audience share

NEW YORK—The combined three-network share of the TV audience shot up to 71.8 for the week ending Aug. 14, recovering from the previous week's summer low of 67.1.

The three-network rating also rebounded, rising from 34.4 to 37.5.

CBS led the week with a 13.3 rating and 25.3 share, followed by NBC's 12.8/24.6 and ABC's 11.4/21.9.

Two CBS Sunday night repeats led the ratings parade—*Newhart* (19.6/33) and *Trapper John, M.D.* (19.1/34)—followed by the *NBC Monday Night Movies* repeat of *Wait Till Mother Gets Home* (18.5/34).

ABC's top-rated show was a 9 to 5 repeat (16.9/30), which finished in sixth place.

The highest-rated non-repeat program was ABC's *20/20*

(14.8/27), at 18th.

CBS's *On the Road with Charles Kuralt* (14.6/29) finished a notch behind at 19th, while the network's *Our Times with Bill Moyers* (14.5/28) came in 21st. Both shows won their timeslots, benefiting from NBC's pre-emption of *The A Team* for baseball coverage. The last episode of ABC's *Half Hour Comedy Hour*, on opposite Kuralt, finished 33rd (12.3/25).

NBC's *Buffalo Bill* showed improvement, moving into the 28th position (13.3/24), while ABC's *The Hamptons*—at the same hour—continued its demise. The soap came in 60th (8.9/16).

ABC's two other current summer series—*Eye on Hollywood* (10.7/21) and *Reggie* (9.5/17)—finished 44th and 55th respectively.



Bob VanDerheyden

VanDerheyden takes new post at CBS Radio

NEW YORK—CBS Radio will trim its staff by two to five employees by the end of this year as part of CBS Inc.'s ongoing program of budget cuts, a CBS Radio spokeswoman confirmed last week.

Downplaying the significance of the staff cuts, CBS Radio President Bob Hosking noted that the division employs more than 1,000 people. The network hopes to accomplish the staff cuts through attrition, the spokeswoman said.

Meanwhile, CBS Radio has named Robert VanDerheyden to the newly created position of vice president of programming for both RadioRadio and the CBS FM stations.

VanDerheyden, who has been director of program services for the network's FM stations since 1981, replaces RadioRadio Program Director Leslie Corn, who will leave the company Sept. 1.

Since April, VanDerheyden has been executive producer of RadioRadio's new adult contemporary countdown program, *Top 30 USA*. That experience, coupled with his success as one of the developers of the Hot Hits and Hitradio formats, qualified VanDerheyden for the top programming spot at RadioRadio, Hosking said. Hot Hits and Hitradio are the current formats on five of the company's seven FM stations.

Before joining the CBS FM Group, VanDerheyden was program director for New York's WCBS-FM. He was director of information services for the station from 1976 to 1979.

Schubeck fills KNXT slot

By Eric Taub

LOS ANGELES—KNXT, the CBS O&O, has found a replacement for Connie Chung, the local girl who has gone on to the network bigtime. But Chung's replacement, John Schubeck, moves into the local evening news surrounded by controversy over one of the more unusual reasons for leaving a local news post.

John Schubeck, an 11-year news veteran on KNBC, will pick up the 5 p.m. early news slot Chung filled before her move to NBC to anchor *NBC News at Sunrise*. Schubeck left the NBC O&O, reportedly, because NBC management would not agree to allow him to develop literary projects for theatrical and television distribution while continuing as a news anchor. In addition, it has been reported that Schubeck wanted the station to aid him

financially in his new endeavors.

KNBC balked at his demands, at which point Schubeck went over to KNXT and signed a "long-term" contract for his anchor services beginning Sept. 5. His new agreement allows him to pursue his literary interests, according to a KNXT spokeswoman, but does not offer him any financial assistance to do so. "Schubeck can pursue his (projects) with any network, any production organization," the spokeswoman said, "as long as the project doesn't conflict with his duties."

Prior to her move to NBC, Chung co-anchored the news slot with Ralph Story, a position Story will now handle by himself. After Schubeck's 5 p.m. slot, well-known KNXT anchor Jess Marlow will continue on the 6 p.m. news slot, with an as yet unannounced co-anchor.

KNBC has not named a replacement for Schubeck.

WKKO wants shuttle time

COCOA, Fla.—When Columbia lights up the Florida skies in its first nighttime launch Aug. 30, Bill Maschmeier, general manager of WKKO-AM, has high hopes of being there with a live broadcast.

No great feat for the networks and other broadcasters, but for this Florida daytimer, it may not happen. "Here I am in the shadow of the shuttle and they (the Federal Communications Commission) say I can't broadcast the launch," Maschmeier said.

Maschmeier explained that each of the other Columbia launches had been broadcast live by the station and he had requested a waiver from the FCC to carry the nighttime

launch. The FCC turned him down.

"They tell me that I'm supposed to operate in the public interest, convenience and necessity. What could be more in the public interest than the shuttle launch?" he said. "Rules are meant to be followed, but sometimes exceptions are needed."

Maschmeier finds special irony in that the FCC is in the process of reviewing the rules for daytime-only broadcasters, considering adding two hours to each end of their day with the probable goal of bouncing them up to full-time status.

The FCC reported that his waiver request is still under consideration.

'Lifestyles' gets bland reception

NEW YORK—*Entertainment Tonight* reporter Robin Leach's solo fling into syndicated entertainment programming, *Lifestyles Of The Rich And Famous*, earned moderate ratings for several independent stations last week, according to overnights from Arbitron and Nielsen.

The two-hour special, planned as the first of a series bartered and distributed by Telerep's Television Program Enterprises division, was broadcast by WPIX-TV, New York, WDCA-TV, Washington, and WTAF-TV, Philadelphia, on different nights during the week, out in the same time period: 8-10 p.m. EDT.

WPIX fared the best of the trio on Aug. 15, getting an 11.0

rating and 19 share in Arbitron and 10.4/19 in Nielsen. *Lifestyles* placed third in the time period, ahead of ABC's *Monday Night Baseball* but just behind a two-hour *Little House* episode on NBC and a combination of *M*A*S*H*, *Square Pegs* and two comedy pilots on CBS.

On the same night, WDCA placed fourth in the time period, with a 6.2/13 in Arbitron. The station managed to double its average rating in that daypart.

Against a schedule that included CBS' encore showing of *The Exorcist*, WTAF pulled a 6.3/11 in Arbitron and a 5.5/10 in Nielsen. The show placed fourth, with more than double the station average prime-time rating.

Gershman committed to MGM/UA goals

By Adam Buckman

CULVER CITY, Calif.—Larry Gershman last week began his new job as president of the newly created MGM/UA Television Group. Gershman, who had been president of the MGM/UA Television Distribution Division, moved from New York to MGM/UA's corporate headquarters in this city near Los Angeles.

Last week, Gershman talked with *Broadcast Week* about the changing marketplace for television programs in this country and around the world, as well as the growing number of opportunities in co-productions. He also offered some thoughts on the cancellation and subsequent reincarnation of MGM/UA's *Fame*.

BW: Why was the MGM/UA Television Group created?

Gershman: The reason why this was

created is that when you're developing programs and you've got a lot of money potentially on the table and you commit the projects, if you're doing them just for the networks you're very limited in your approach.

Today, with the changing markets, I'm very committed to the increased number of co-production possibilities. I love the stuff. This is terrific.

BW: How has your job changed?

Gershman: Well, sure it's changed because now I'm going to be more immediately responsible for and involved in production as well.

BW: With *Fame* being cleared in syndication in about 80 percent of the markets in the U.S., why do you suppose NBC-TV canceled it?

Gershman: Why they didn't move it from Thursday night against (CBS-TV's) *Magnum* I don't know. I do know there was discussion about moving *Fame* to Sunday at 7, but NBC decided to put *Monitor* (now

First Camera) in there.

That was their call. They had to do what was best for them in their business judgment. I wasn't involved, of course, but when I found out they were not going to take it, my feeling was that that show was not ready to be canceled.

BW: How is production and promotion going on *Thicke of the Night*, the new latenight variety show being produced by Metromedia and distributed by MGM/UA?

Gershman: We're in something like 82 or 83 percent of the country right now. We've been doing run-throughs and, boy, it really looks good. We're taping our first show this weekend (Aug. 20-21). So far, what we've seen looks really good.

They've (Metromedia) put a lot of work and a lot of money into that—believe me, a lot of money.

BW: As someone with experience in international sales of television

programs, to what do you attribute the popularity of *Fame* in other countries? Why is it popular in Israel and Europe and other places?

Gershman: It's a very human show. You're dealing with young people wanting to win. And the scripts are particularly well-written and the show has a quality feel to it.

BW: Any thoughts on the future of the medium in general?

Gershman: I believe that domestically the networks will continue to be the primary source of entertainment. I think their shares will continue to climb. I think that pay television as a medium will continue to increase its subscribers. Your (viewer) base is going to get larger as an industry overall.

In the future, all television entities will get a bigger slice of a bigger audience pie. Viewing of television in some form will continue to grow.

WABC unveils news team

NEW YORK—WABC-TV announced its new anchor teams during a lavish 30th birthday party here last week at the Grand Hyatt hotel. The 1950s-themed celebration, featuring singer Chubby Checker, was hosted by former WABC Radio disc jockey "Cousin" Bruce Morrow.

Eyewitness Extra, a new 4:30 p.m. newscast premiering Sept. 5, will pair station veterans Ernie Anastos and Bill Beutel.

Anastos, who now anchors the 5 p.m. newscast with Kaity Tong, will be replaced in that time period by Tom Snyder. The 5 p.m. news finished 1.2 rating points behind WNBC-TV's *Live at Five* in the July Nielsen sweeps, while the

Snyder-Tong team at 11 p.m. virtually tied with the NBC O&O.

Snyder, however, will be replaced at 11 p.m. by Anastos. At 6 p.m., co-anchors Bill Beutel and Roger Grimsby will continue their 13-year-old pairing. That newscast was slightly behind WNBC's in July, with all three network O&Os receiving identical shares.

Cliff Abromats, WABC news director, said Snyder's move to the feature-oriented 5 p.m. newscast will enable him to make more use of his interviewing skills.

Ira Joe Fisher, imported from Cincinnati, will join the 4:30 and 5 p.m. newscast as a weatherman.

RKO expands Olympic coverage

NEW YORK—RKO Radio Networks announced an expanded lineup of information and entertainment programming for 1984, including special coverage of the Winter and Summer Olympics and the events leading up to the 1984 presidential elections.

The RKO Olympic Express will provide short reports from Sarajevo, Yugoslavia, and Los Angeles, anchored by John Madden and Charley Steiner. *Project '84* will report on the 1984 primaries and conventions leading up to election night coverage on Nov. 6. Anchors are Richard Davies and Gil Gross.

Broadcasting bills snagged in procedure

WASHINGTON—Heading off for their annual summer recess, members of Congress left behind a number of broadcast-related bills awaiting final resolution. Listed below are key proposals that the subcommittees, committees and both houses are expected to act on this fall.

The House calendar is expected to be particularly busy as most of the measures before

them have not been marked up by the subcommittee. While the Senate has made considerably more progress, filibusters have and continue to be a threat to the success of some of the measures.

In addition, broadcasters can expect fallout from bills on cable television deregulation, copyright readjustments, video-cassette recorder use and the AT&T divestiture.

SENATE

Legislation	Chief sponsor(s)	Status
S. 55 Broadcast Deregulation Codify deregulation for radio and television	Barry Goldwater (R-Ariz.)	Passed by Senate and referred to House Commerce Committee
S. 880 Daytimers Broadcast Bill Extend broadcast hours for daytime only stations	Larry Pressler (R-S.D.)	Reported by committee and pending on Senate calendar
S. 602 Radio Marti Protect broadcasters from Cuban interference	Paula Hawkins (R-Fla.)	Reported by committee, discussion to resume on Senate floor
S. 999 International Communications Improve international telecommunications exchange and protection	Barry Goldwater (R-Ariz.)	Hearings by committee only
S. Res. 66 Broadcast coverage of Congress Allow television/radio coverage of floor activities	Charles Mathias (R-Md.)	Reported by committee and pending on Senate calendar
S. 774 Freedom of Information Act Narrow media and public access to government information	Orrin Hatch (R-Utah)	Ordered reported with amendments but not yet reported to Senate

HOUSE

Legislation	Chief sponsor(s)	Status
H.R. 2453 Radio Marti To protect broadcasters from Cuban interference	Dante Fascell (D-Fla.)	Marked up by full committee, pending action by full House
H.R. 2250 Financial interest/syndication Impose a five-day moratorium on any FCC change in FI/S rules	Henry Waxman (D-Calif.)	Hearings by subcommittee, not marked up for full committee
H.R. 2382 H.R. 2370 H.R. 2873 Broadcast deregulation Codify deregulation for radio and television	Thomas Tauke (R-Iowa) W.J. Tauzin (D-La.) Al Swift (D-Wash.) Thomas Luken (D-Ohio) Michael Oxley (R-Ohio)	All three bills are still pending in subcommittee. Surveys on issues distributed to broadcasters
H.R. 2385 Daytimers' Broadcast Bill Extend broadcast hours on daytime only stations	Vin Weber (R-Minn.)	Awaiting action by subcommittee
H.R. 2331 Minority Telecommunications Ownership Act Broaden tax credit and extend tax certificates for sales to minorities	Mickey Leland (D-Texas)	Awaiting action by subcommittee
H.R. 1115 Minority Telecommunications Development Act Encourage participation by women and minorities in telecommunications	Cardiss Collins (D-Ill.)	Awaiting action by subcommittee
H.R. 1388 Broadcast retransmission Allow retransmission of broadcast programming by non-cable systems without violating copyright laws	Barney Frank (D-Mass.)	Awaiting action by subcommittee
H.R. 3349 Limiting government frequency access—Radio Marti offshoot Prohibit new AM/FM domestic spectrum space for U.S. government	Thomas Luken (D-Ohio)	Awaiting action by subcommittee

Robinson named sub; rumor mill dampened

NEW YORK—ABC's Max Robinson will fill in for Peter Jennings this week on *World News Tonight*, dampening speculation that Robinson is on the outs with the network.

Formerly Chicago anchor for the news program, Robinson's contract expired this past

spring. With Jennings' rise to the sole anchor position set for this September, Robinson's future role with the network is still in negotiation.

Jennings, former London correspondent for the show, is tying up loose ends overseas this week.

Martindale returns to radio

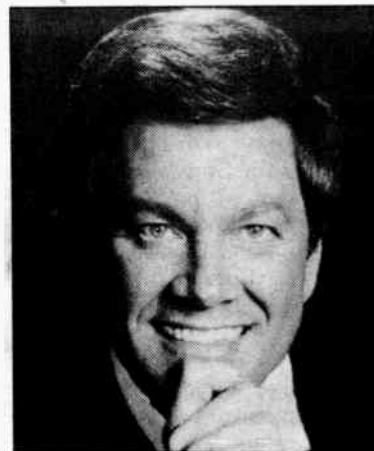
By Eric Taub

LOS ANGELES—It's back to his roots for Wink Martindale. The well-known five-year veteran host of *Tic, Tac, Dough* has returned to radio this week, hosting a daily show on Los Angeles' KMPC.

KMPC recently has undergone some radical programming changes. It tried to compete with KABC in its extremely successful all-talk-radio format. But after several years, the station recently switched back to its middle of the road approach.

Martindale is no stranger at KMPC. From 1972 to 1979, he hosted a show much like the one that he has now reprised. "I don't just go on the air and play records and do commercials," Martindale said. "With the station's nostalgia format, I'm able to program a number of autobiographical pieces about well-known artists."

Martindale began the week with a two-day feature on the Gershwin brothers, prompted by brother Ira's recent death last week. Each half-hour of his



Wink Martindale

2 p.m.-6 p.m. daily time slot features eight to nine minutes of Gershwin material and biographical information, culled by Martindale. Other featured artists have included Rosemary Clooney and Elvis Presley.

Martindale will continue hosting *Tic, Tac, Dough*. His KMPC contract stipulates that the station will provide substitutes for him whenever television or his private business interests call.

NAB board promising an 'election connection'

By Angela Burnett

WASHINGTON—Requesting a "master plan" of potential activities surrounding the 1984 electoral process, the National Association of Broadcasters' Executive Committee has promised to tie the national election to its annual convention and is exploring the possibility of sponsoring debates between the presidential candidates.

In conversations with the League of Women Voters, sponsor of the 1980 debates, the NAB has explored logistics and expenses. Estimates would place costs for holding the debates between \$300-\$400,000.

Shaun Sheehan, senior vice president for public affairs, explained that as long as there is interest and available financing, hosting the debates could provide an important link between the NAB membership and the electoral process. "It's in our mandate. The NAB is in the political process and the debates would better equip our membership to deal with that process... since the public is

already turning to the media for information about the elections, it would be a natural marriage."

Added NAB President Edward Fritts, "We're not trying to upstage the League of Women Voters... We just think it's very important that we participate."

The NAB has met with the major candidates, both political parties, networks and has approached the Federal Communications Commission on increasing the possibility that broadcasters could hold the debates. President Reagan has been targeted as a chief participant in the 1984 convention.

The executive committee laid out preliminary membership of several committees including task forces on "must carry" and the AT&T divestiture. While the must-carry task force will focus on action in the courts, at the FCC and in Congress, the AT&T task force is expected to explore the impact of the divestiture.

'Mudville' special set by consortium

Prime-time news slated by KHJ-TV

LOS ANGELES—KHJ-TV, the RKO station here, has joined WOR-TV, its New York sister station, in plans for a prime-time news broadcast.

The Nine O'Clock News, sandwiched between *Lou Grant* and *Police Woman* on KHJ's schedule, will premiere Sept. 26. Paul Bloom and Wendy Gordon will anchor the newscast.

WOR has not announced a title, anchors or premiere date for its 8 p.m. newscast, but it is expected to follow *Laugh-In* and *Benny Hill* on the schedule.

WASHINGTON—The five station members of the Eight Decade Consortium have announced plans for the September broadcast of *No Joy in Mudville*, an hour-long probe of youth, amateur, collegiate and professional sports.

Featured will be segments from WRAL-TV, Raleigh-Durham, N.C.; WCVB-TV, Boston; KSTP-TV, St. Paul-Minneapolis; WJAL-TV, Washington; and KOMO-TV, Seattle, Wash. Previous award-winning programs from the consortium have focused on working mothers, crime and rights of children.

Sony takes wraps off receivers

Continued from page 1

dent/general manager, said Sony and its retailers are helping the station set up "listener lines—devices with earphones at strategic locations at various shopping centers." The station will also give away radios through on-air promotions.

Since most of the radios being bought by stations will be used for promotions and giveaways, most of the sales are being handled by Sony's premium/incentive division, explained Strom.

Ellen Kaye, advertising and promotion manager for New York's WNBC, said she was leaning toward buying the radios from Sony's marketing department rather than incentive division. She explained that the NBC flagship station plans to do a joint promotion with retailers, not a promotional giveaway.

Strom said that AM stereo radios have been bought by a major national account with stores in all 50 states. Local retailers, he said, include Hudson's in Detroit.

In the fall, Strom promised a program that will "make it easy (for retailers) to do joint promotions with radio stations." He hinted that stations might exchange advertising time for product.

The Consumer Audio Products Division, he added, will be present at the October NRBA convention in New Orleans, "as a kind of matchmaker between retailers and radio stations."

Because the demand for AM stereo radios is greater than the supply at present, there are no plans for a major ad campaign until next year. But Strom said that Sony is definitely "thinking of using radio as a medium."

Glitches delay Sansui

On the high end of the AM stereo market, Sansui—the first and only other manufacturer to announce multi-system receivers—has delayed their introduction for about a month. The \$410 units are now targeted for delivery at the end

of October or start of November, according to Gary Elias, Sansui's assistant manager of special sales.

Elias, who said the delays were necessary "to get rid of glitches," reported that a "couple of hundred" receivers have been ordered—all by broadcasters.

"If there's any left in the

'Pine Tar' sticky issue

Continued from page 1

only TV station outside of New York or Kansas City to do so, despite reports that the game was so newsworthy that even the Cable News Network tried to secure rights. The other 10 stations who normally broadcast Yankee games via land lines passed up the opportunity to air this one.

"Maybe I'm the only one who thought about it," quipped Jerry Carr, the station's vice president, general manager and program director. "It's a service we can perform for the community."

WUHF went into action quickly, calling all area radio stations and other TV stations and running a promotional crawl every 15 minutes.

WUHF pre-empted *I Love Lucy*, while Yankee originating station WPIX-TV, New York, cut off *Laverne & Shirley & Co.* WDAF normally runs local news during the 5 p.m. central time period.

Turner said that WDAF didn't attempt to assemble its normal Royals network "for such a short duration. It (the "Pine Tar" game) is a big deal for the people in Kansas City, but as you get away from Kansas City, the interest drops off."

On the radio side, Mary Anne Murray, a news reporter for KCMO, Kansas City, described the day's events as "unbelievable." The station, she said, was in constant contact with KCMO producer John Matthews who took a rare trip with the team. "It was a matter

of rearranging where our people would be," said Murray.

Both KCMO and the Yankees' radio station, WABC, normally have sports talk programs at the time the game was scheduled. In WABC's case, host Art Rust Jr. took his act to Yankee Stadium for a live remote.

Before the resumption of play, the station ran a replay of the disputed July 24 ninth inning.

WDAF also replayed the original "ending" and included an elaborate opening and heavy music for what the station dubbed *The Pine Tar Playoff*.

With the *NBC Nightly News* scheduled at 5:30 p.m. CT, Turner just hoped the game would be "no longer than a half-hour." A WPIX spokeswoman also hoped for a quick ending. "Hopefully, we will just go on with regular programming," she said.

The Royals, and especially the Yankees, complied with the wishes of both TV stations. After four quick outs in about 15 minutes, the Royals had retained their 5-4 advantage.

And all the participating TV and radio stations returned to their normal schedules. "This is exciting," said WUHF's Jerry Carr of the day's events. "This is what broadcasting's all about."

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Nets shift starts

Continued from page 1

8:30 p.m., a regular one-hour episode of *Lottery* at 9 p.m., and a one-hour *Matt Houston* at 10 p.m.

At NBC-TV, Fred Silverman's *We Got It Made* will premiere on Thursday, Sept. 8, at 9-9:30 p.m. and the season premiere of *Real People* will be broadcast in a special 90-minute episode from 8 to 9:30 p.m. on Wednesday, Sept. 14.

The network also will premiere its new magazine show, *First Camera* (formerly *Monitor*), at 7-8 p.m., Sunday, Sept. 18.

A spokesman for CBS-TV said the network has no plans to air premieres early this year. The network also has no special plans to compete against the NBC-TV broadcast of the Emmy Awards on Sept. 25, the day before the fall season opens.

CBS will go with its Sunday lineup of *Alice* at 8 p.m., *One Day At a Time* at 8:30 p.m., *The Jeffersons* at 9 p.m., *Goodnight, Beantown* at 9:30 p.m. and *Trapper John M.D.* at 10 p.m. ABC has yet to schedule a *Sunday Night Movie* against the awards program on NBC.

Craft appeal set

KANSAS CITY, Mo.—Metro-media Inc. filed for a new ruling in the Christine Craft case. The former owner of KMBCTV here—found guilty of fraud for telling Craft she was hired solely for her journalistic skills and then firing her because of her looks—has asked for a directed verdict based on insufficient evidence. Metro-media also wants Craft's \$500,000 award reduced.

FOR THE RECORD

■ Group W Radio Sales has launched its 11-station unwired radio network, which the company has dubbed the Quality Unwired Radio Environment. According to Roy Shapiro, vice president and general manager of the rep firm, QURE stations reach 30 percent of the U.S. population in 10 markets. The company said the combined audiences of the 11 stations represents 10 million listeners a week. Group W's unwired radio network includes WINS, New York; KFWB, Los Angeles; WIND, Chicago; KYW, Philadelphia; WBZ, Boston; KOAX, Dallas/Fort Worth; KODA, Houston; KDKA and WPNT, Pittsburgh; KJQY, San Diego; and KOSI, Denver.

■ Columbia Pictures Television has reorganized its executive management team. Michael Grossman, senior vice president, business affairs, has been appointed senior vice president, business affairs and administration, and given additional financial responsibilities. Stephen Girard, senior vice president, creative affairs, is now involved in all creative areas.

■ Production began Aug. 15 in Hollywood for the ninth season of *One Day at a Time*, for broadcast on the CBS Television Network.

■ Filming has begun on *Memorial Day*, a motion picture-for-television being produced by Charles Fries Productions Inc. for CBS Entertainment. Mike Farrell stars in the role of a Vietnam veteran.

■ KGUN-TV, Tucson, Ariz., announced that the 15-month experiment of broadcasting *CNN Headline News* will end Sept. 4. Jack Parris, vice president and general manager, said, "Viewer and advertiser reaction . . . was initially positive, but in recent months, response to the service has been limited."

■ Diana Muldaur has been elected president of the Academy of Television Arts & Sciences and will serve a two-year term beginning in October.

■ NBC sportscaster Dick Enberg was elected to the Academy of Television Arts & Sciences board of governors, representing the sports launch. His term is two years.

■ WJLA-TV, Washington, has announced plans to launch a 15-minute weekly football report before each Redskins' game. *Redskins' Sunday* will feature Sports Director Frank Herzog as host and will focus on the events and highlights of the current game.

■ Federal Communications Commissioner Henry Rivera, speaking before the United States Hispanic Chamber of Commerce, challenged the group to turn their potential into political and economic clout. "Your participation in the electronic mass media will be far more than simply an attractive investment. Media ownership goes to the heart of the political process and inescapably confers tremendous political clout, given the media's formidable capacity to influence public opinion," Rivera said.

■ The National Association of Broadcasters has asked the Federal Communications Commission to reject petitions that would have the Fairness Doctrine, reasonable access and equal time provisions applied to teletext transmissions. The NAB previously asked the FCC to prevent cable systems from stripping broadcast teletext for retransmission.

■ The Federal Communications Commission has affirmed its December decision that granted the assignment of WJAN-TV, Canton, Ohio, from PTL of Heritage Village and Missionary Fellowship Inc. to David Livingston Missionary Foundation Inc. (*BW*, 1/17/83). The FCC will, however, forward information concerning PTL to the Department of Justice.

■ The U.S. Chamber of Commerce hosted a meeting of eight organizations involved in scrambling satellite television on the development of television satellite encryption systems. Participants from the U.S. and Canada worked on "applying an industrial solution to a regulatory problem," according to a spokesman.

■ National Captioning Institute has been selected by Public Broadcasting Service to close-caption several PBS fall programs. Funding for the captioning, provided by the Corporation for Public Broadcasting, totals \$400,000 in CPB and matching public television station funds.

■ Comsat, in the midst of a corporate-wide review to reduce expenses, has announced that reductions in force will be announced shortly. Although exact numbers have not been announced, the cost-cutting measures are designed to strengthen the corporation.

■ WJZ-TV, Baltimore, will delve into mental health problems with *On My Own*. The show, which focuses on a 27-year-old diagnosed as schizophrenic and manic depressive, is an impact special produced by the station. It will be followed by a half-hour live discussion with 30 recovering mental patients.

■ Anna-Del Broadcasting Co. Inc. has purchased WYRE-AM/WBEY-FM, Annapolis, Md., from Bay Broadcasting Corporation/Atlantic Broadcasting Corporation. The sale, subject to Federal Communications Commission approval, is for \$1.3 million.

■ WCLI-AM, Babylon, N.Y., has been sold to Babylon Communications Inc. for \$400,000. The seller is Greater Long Island Communications Inc.

■ Jim Dauphinee has been named director of programs, East Coast, for the CBS Television Stations Division.

AT DEADLINE

Continued from page 1

announce this week its plans to launch a commercial World System Teletext service. Taft Broadcasting's WKRC-TV in Cincinnati has been transmitting such a service since June.

Ameritext Inc., U.S. proponent of the British-developed WST, is also expected to announce that another manufacturer will join Zenith Radio Corp. as a decoder supplier.

Blaupunkt ARI launch set for Sept. 27

PHILADELPHIA—Blaupunkt will launch its ARI traffic alert system Sept. 27 over FM radio station subcarriers in Atlantic City, Trenton, Philadelphia and Wilmington. Station call letters were not released.

Blaupunkt has also added WRKI-FM, Danbury, Conn., to its ARI network in the New York metropolitan area. And northern New Jersey drivers, who have been without ARI since WVNJ-FM left the airwaves a few weeks ago, were due to get the service again via Malrite's new WHTZ-FM. Equipment was scheduled to be installed at the station this past weekend.

FCC approves \$55 million Blair deal

WASHINGTON—The FCC approved the transfer of WKAQ-TV, San Juan, from Telemundo Inc. to John Blair & Co., which said consummation of the \$55 million deal should occur early in the fourth quarter.

ABC ties CBS in daytime ratings race

NEW YORK—ABC tied CBS in daytime ratings for the week of Aug. 12. ABC earned a 6.9 rating/23 share to CBS' 6.9/25. NBC followed with a 5.5/20. In late night numbers, NBC's *Tonight* scored a 6.6/21 to CBS' 6.1/20 and ABC *Nightline's* 4.3/14.

'GMA' continues 80-week lead

NEW YORK—*Good Morning America* led early morning ratings for the 80th consecutive week (Aug. 8-12) with a 3.9 rating/23 share. *CBS Morning News* earned a 3.4/20 to *Today's* 2.8/16. For the first seven weeks of the third quarter, *GMA* led *CBS Morning News* by one rating point, and *Today* by nine-tenths of a rating point.

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**BROADCAST
WEEK**



CBA Page, ABC Radio reach pact

By Angela Burnett

WASHINGTON—ABC Radio and CBA Page Inc. have reached agreement for a national paging service via ABC's data channel, uplinks and downlinks. Terms of the contract were not disclosed.

CBA is one of 16 companies that have applied with the Federal Communications Commission to establish nationwide paging services. It is believed any final terms hinge on FCC approval.

"We've looked at paging for a long time," explained Bill Battison, ABC's vice president for satellite development and planning. "This is one of the

neatest and cleanest pre-existing ways to develop this kind of service in all the markets we serve."

George Borsari of Daly, Joyce & Borsari, attorney for CBA, explained that when ABC moved to digitize its radio network and incorporate satellite transmission, extra channel space was leased from RCA. CBA will lease ABC's data channel for the paging service, using ABC's uplink out of New York.

ABC, in turn, will encourage its affiliates to allow their downlinks to be used as the backbone of a national paging system. By tying into an existing system, CBA hopes to

avoid a number of pitfalls in creating a national paging system.

"What we found is that the equipment needed to access ABC (by affiliates) is the same needed for paging," Borsari said. ABC has been involved in converting to a satellite program delivery system since 1982 and currently has nearly 500 of its affiliates hooked up with satellite downlinks. By year's end, 1,200 to ABC's full complement of affiliates of nearly 1,800 are expected to be connected.

Borsari projected total costs for the system at \$3 million, which would include hardware, a computer to handle the paging

operation and installation. "Nobody else can do that," he explained of the low cost. "It depends not only on the fact that they have the dishes in place, but that ABC will have the digitized process."

"We have one direct data distribution system already in place," Pattison said. "The big plus is that the downlinks are already there." He added that most markets will have at least one dish, although some markets may have five or six.

Borsari predicted that the system could be up and running within six months of Federal Communications Commission approval of the proposal.

UPDATE

NBC affiliates shun 'First Camera'

NEW YORK—Affiliate defections have done little to dampen network enthusiasm for *First Camera*, NBC's revamped *Monitor* program moving from Saturdays to Sundays at 7 p.m. in September.

Apparently having little hope for the show's survival against *60 Minutes*, four top 10 affiliates—KYW-TV, Philadelphia; WBZ-TV, Boston; WDIV-TV, Detroit; and KRON-TV, San Francisco—will not air *First Camera*, choosing instead *The Muppet Show* (KYW and WBZ), *Entertainment This Week* (WDIV) and *Fame* (KRON).

At press time, 29 of the 210 NBC affiliates had joined an ad

hoc network of 106 stations airing new episodes of *Fame* this fall. Most are expected to air the show on Sundays, many in the 7 p.m. slot.

"The only thing you can do in a situation like this is count on the quality of your product, and in time, people will just gather around," said Reuven Frank, president of NBC News. "It's happened before. Some of the stations that aren't clearing *First Camera* are the stations that did not clear the *Huntley-Brinkley Report*, and after a year, they came around. My memory is a long one."

Frank also downplayed the competition between *First Camera* and *60 Minutes*.

"*60 Minutes* has done quite well, they're quite successful and pretty good at it. But we will carve out our own niche without respect to whether they have problems or not."

An NBC spokeswoman compared *First Camera's* reduced clearance to early affiliate reactions to the *NBC News Overnight* and *Early Today* shows. *Overnight* debuted with an 88 percent clearance; *Early Today* earned an 88 percent clearance.

"Even though *Monitor* has been in the last place, it's had typical documentary show ratings, around a 12 share, which haven't gone up or down too much," she said.

Arbitron disputes SRI survey results

NEW YORK—A television ownership survey conducted recently by SRI "overstates multiset households and cable television penetration in the New York ADI (area of dominant influence)," according to a review of the study's results by Arbitron.

Arbitron presented its evaluation to the New York Television Station Research Committee, which commissioned the SRI survey and the review by Arbitron.

"Different procedures, methods and definitions produce different results," Arbitron said. The ratings company's own estimate of multiset households in the New York area is 53 percent, while SRI's survey found 65 percent of the households in the area with more than one television set.

SRI also put cable penetra-

tion at 34.8 percent, while Arbitron estimates it at 27.2 percent in the New York area. "SRI's estimates may be valid for certain purposes but they are inappropriate for establishing a meter panel for measuring TV viewing," Arbitron said.

The disparities Arbitron said it discovered about SRI's methodology included the fact that SRI didn't survey non-telephone households.

Arbitron said that since multiset penetration is significantly lower in these households, their "omission would tend to overstate multiset penetration by almost three points.

Non-telephone households comprise 9.2 percent of the New York and Newark, N.J., SMSAs, according to Arbitron.

Arbitron also said SRI didn't use sample balancing to "compensate for sample-to-universe

disparities in important demographic areas." In the category of household size, Arbitron said SRI's sample understated one- and two-person homes and overstated three- and four-person homes.

Because smaller homes have fewer TV sets, multiset estimates "would be overstated, possibly by as much as two points," Arbitron said.

Arbitron also found fault with SRI's definition of an "active" TV set. Under SRI's definition, these sets include ones "not normally available for use; those in storage, broken or used as a computer terminal."

"If SRI's definition were to be applied, Arbitron's estimate of multiset households would increase by about four points. However, this would include a number of sets which are not used for television tuning," Arbitron said.

Coleman departs Weather Channel

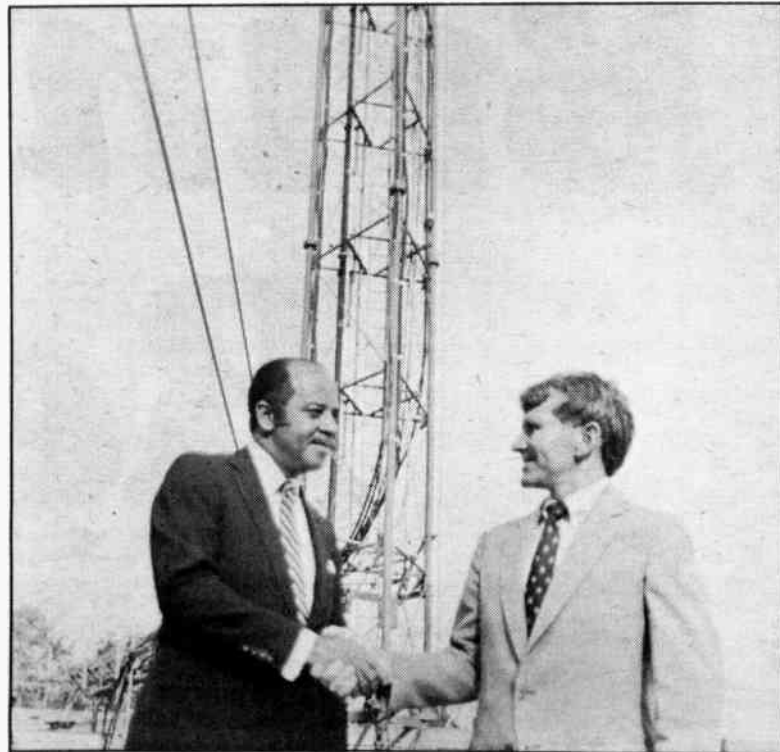
ATLANTA—*Good Morning America* weatherman John Coleman terminated his relationship as chairman and president of The Weather Channel last week. Partnered with Landmark Communications in the all-forecast cable service since its debut 15 months ago, Coleman resigned after an unsuccessful effort to acquire it from Landmark with a new financial backer. Coleman was a 20 percent equity holder in TWC; Landmark owned 80 percent equity.

After Coleman's resignation, Landmark announced that it will continue operation of the network indefinitely. Coleman will continue his *Good Morning America* appearances for the foreseeable future while examining other business options, according to a TWC statement.



Diehards

Blair Television's Chicago sales team rode to Wrigley Field along with media buyers and representatives for Blair's annual "Cubs Baseball Bus Bust." More than 100 attended.



Looking better

Mayor Richard Arrington congratulates Hoyle Broome Jr., vice president and general manager of WBMG-TV, Birmingham, Ala., on the launch of the CBS affiliate's new tower and fall promotional campaign, "Looking Better than Ever Birmingham."

Newslink sets political feeds

NEW YORK—The Newslink Convention Service will provide "live" feeds from both 1984 political conventions, for as many as 60 television stations, at total a cost of \$13,000.

Using two Westar IV transponders, 12 hours each day for six days, the company will offer a package of three five-minute live feeds during scheduled newscasts and two tape feeds for pre-recorded material daily. Newslink's services will originate from two sets constructed

side by side in "sky booths" at both convention sites.

"We're very pleased with the response. We've gotten calls from Dayton and Columbus, Washington, Detroit, Des Moines and Sacramento, among others," said Brad Niemcek, president, Newslink. "But we're trying to be absolutely fair about it, and have told them that we won't be taking orders until the RTNDA." The service will be exclusive to each market, he added.

Extravision on-line again

NEW YORK—Albert Crane, vice president for CBS Extravision, announced that the teletext service will resume regular updating of its contents on Sept. 6. The updating was suspended in July due to lack of decoder availability.

Crane, noting that decoder penetration is still his "biggest problem," said the revived Extravision service will "have less people than we used to have." There were 14 people on staff, including four *per diems*, when the July cutbacks were made.

Barbara Watson, general manager of NBC Teletext, said, "I'm delighted that they (CBS) will be back in live operation. We need both network's support to build the industry."

Watson said she hopes to be expanding her staff, but that

"probably CBS and NBC's biggest push will be to get the decoder manufacturers moving."

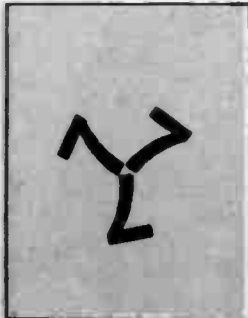
In Cincinnati, where Zenith decoders are available for Taft's Electra teletext service, dealers met last Wednesday to plan a major promotional push. No figures were released as to how many decoders have been sold.

'Cagney & Lacey' reaps high rating

NEW YORK—A *Cagney & Lacey* rerun, cleared by only 194 CBS stations representing 94 percent of the country, managed to garner a 19.9 rating and 36 share on Aug. 15.

The canceled series was up against NBC's *Pumpkin and Dinettes on Television* and ABC's *Monday Night Baseball*.

Blessing overdue



It should come as no surprise that station group owners see the possible relaxation or elimination of the FCC's seven-station rule as a long-awaited blessing. A random sampling of large and small

station groups turned up no real surprises: Executives admitted they would be interested in buying more stations, though they didn't offer specifics.

Page 8

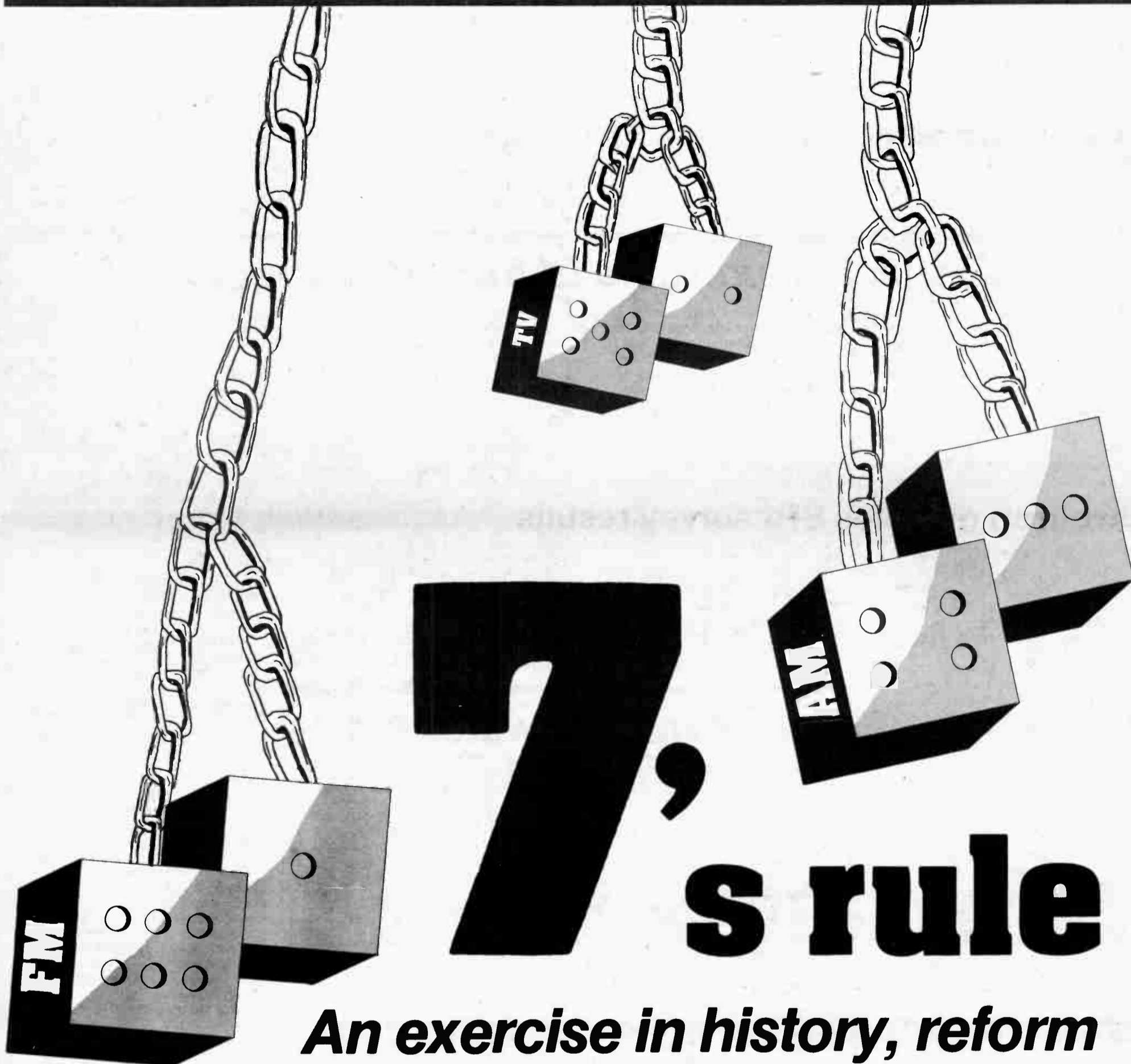
BW EXTRA TELEVISION

Live from the fair

Amid the revelry of the state fair—candy apples, sawdust and 4-H competition—is probably the last place to expect a television station to generate nearly 40 hours of local programming, but for WTTV it's a way of life. For this Indiana station, which has covered the Indiana State Fair for the last 13 years, it's not just 11 days of special programming, but a production that involves every aspect of the station.



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An exercise in history, reform

By Alan Pearce

A major item on the agenda when the Federal Communications Commission returns from its August recess will be a comprehensive review of the so-called seven-station rule.

Senior FCC staff members currently are preparing a Notice of Proposed Rulemaking that may result in the total abolition of the rule, which prohibits any broadcast group from owning more than seven AM, seven FM and seven TV stations, of which no more than five can be VHF.

The rule was adopted in its present form in the 1953-54 time period, meaning that this fall's investigation will represent the first close scrutiny of the rule for more than 30 years.

Any rule-making inquiry that threatens to change the structure of the broadcasting industry is bound to attract a great deal of political—as well as business—interest. But Chairman Mark Fowler, who has headed the FCC for almost 2½ years, is convinced that he's on the right track. "The rule simply does not measure concentration," Fowler said. "It measures numbers of stations. As a guide to limiting concentration it serves no effective purpose."

When asked what the commission might decide after all of the comments and studies are in, Fowler is predictably cautious. "The commission might conceivably develop an upper limit in terms of population," he said. "Whatever the commission decides will be more

rational than the arbitrary limit that currently exists.

"If the number of stations that can be owned is increased, it could extend the number of production sources as well as increase competition for the three TV networks."

It appears that the FCC's reappraisal of station ownership limitations will receive the approval of those Congressional leaders who keep close tabs on telecommunications policymaking. Sen. Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, said, "The ownership rules are anachronistic. I don't approve of regulatory surrogates for the antitrust laws. Ownership rules are totally unnecessary. If there is a problem with concentration of

ownership, then it is an antitrust question, not something that the FCC should be looking at."

Sen. Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, agreed. He added, "There is no justifiable reason for limiting broadcast group ownership to seven, seven and seven. The rule is unnecessary. It represents a barrier to competition. I am in favor of taking a new look at it."

Somewhat surprisingly, Rep. Tim Wirth, (D-Colo.), chairman of the House Telecommunications Subcommittee, believes that the seven-station rule needs to be revised, even though he has repeatedly warned

Continued on page 8

Station buys on minds of owners

It should come as no surprise that station group owners see the possible relaxation or elimination of the FCC's seven-station rule as a long-awaited blessing.

A random sampling of large and small station groups turned up no real surprises as executives generally held their cards pretty close to their Hathaways. Most admitted, though, that they definitely would be interested in buying more stations.

Dick Block, executive vice president of Metromedia Television, said buying decisions would come from Chairman and President John Kluge's office, but Block thought the company would be in the market for more television stations.

"I would certainly think Metromedia would be exceedingly interested in having more stations," Block said. "The more stations we have, the more we can justify programming on a national basis, which is so expensive, and national news services.

"There are economies of scale that let you make those investments," he said.

Bahakel Communications owns seven television stations in small and medium markets and Cy Bahakel, president, says the group would immediately jump into the market for more stations if the rule is changed.

"We would tend to stay within the top 100 markets," Bahakel said, mentioning that the group's Charlotte, N.C., outlet is its largest market station at number 31.

Bahakel is confident that the rule will be repealed, or at least greatly relaxed. "The FCC is long overdue in making this common sense revision and I believe the present people on the commission are practical minded people who appreciate the lack of realism in the rule. I have every confidence that they will repeal the rule. It's not in the public interest to have an arbitrary limitation," he said.

Bahakel can see no reason for skilled broadcasters with demonstrated records of respect for FCC rules and for community service to be kept from acquiring more than seven stations.

Kenneth Bagwell, executive vice president of Storer Communications,

said Storer would be interested in more stations, but that it would not automatically buy more stations if the rule falls.

"In theory, the answer is yes," he said, "but those decisions can be made only in light of economic conditions and your own corporate economic condition at that given moment."

Bagwell declined to predict the FCC's action, but clearly would like to see a change. "We have always felt that such an artificial limit has no place in the business," he said. "It causes turnover because people who are successful broadcasters want to upgrade.

"You want to find a better property and if you have the limit already, you have to dispose of another one. I think that's destructive, not productive," he said.

"If you are a successful operator with seven stations and you find an eighth station in a smaller market that is suffering, and you could bring it better service, why shouldn't you? Don't people in that eighth market benefit from that?" he asked.



Dick Block

Brian Little, partner in the investment firm of Forstmann Little & Co., which, with former CBS President John Backe, owns Universal Communications Corp., a fledgling station group owner, thinks a shift at the FCC will raise prices.

"I think it is going to increase prices as more people come back into the market," he said. "That's a plus if you are already in and we feel we are already in, with one station already done, for all intents and purposes, and two more in agreement."

Sevens rule: An exercise in history and reform

Continued from page 7

Chairman Fowler that the FCC is going too far too fast in pursuing an "unregulatory" philosophy with the broadcasting industry.

"We must encourage competition and diversity in broadcasting and we must develop a consensus in order to do it," Wirth said. "One place to start building that consensus may be the 7-7-7 ownership rule.

The development of the seven-station rule has a long and somewhat convoluted history.

In June, 1940, the FCC unilaterally decided that no single broadcasting firm could own more than six FM stations. The decision was released quite suddenly and without any lengthy explanation as to why this course of action was taken. In its annual report for 1940, the FCC said that the six FM station order was adopted "to obviate possible monopoly and to encourage local initiative." In the same year, the commission also decided no single owner could operate more than three "experimental" TV stations.

By the following year—1941—the FCC had established television as a commercial broadcasting service and kept the three-station limitation.

NBC petitioned the FCC to raise to seven the number of TV stations any single owner could operate. The commission's response—in 1944—was to raise the limit to five.

By 1946, the commission decided to set the ownership limit for AM stations at seven. This was in response to a plan by CBS to purchase an eighth AM radio station. The FCC said no, and the seven AM station limit was adopted as the *de facto* rule.

Congress got into the act for the first time in 1947 when hearings were held at the suggestion of Sen. Wallace White, chairman of the Senate Commerce Committee, who proposed what he called "a 25 percent rule." White's "rule" would set no limit on the number of stations so long as no more than 25 percent of the total U.S. population could be reached by any one group owner.

The FCC vociferously opposed the proposed legislation, which was not even reported out of committee. The broadcasting industry also was opposed, saying that no ownership limitations should be adopted by either the Congress or the FCC.

August 1948 marked the launching of what ultimately became the seven-station rule. The FCC actually proposed, in its Notice of Rulemaking, that the existing standards be adopted as a rule, namely seven AM stations, six FM

stations and five TV stations. The commission also suggested that two minority non-controlling interests be substituted for one sole ownership, which would have resulted, if adopted, in one broadcaster being able to have minority non-controlling interests in 14 AM, 12 FM and 10 TV stations.

The seven-station rule inquiry lasted more than five years. In November 1953, the FCC finally came up with its Report and Order adopting the seven-station limit for both AM and FM, but keeping the five-station limit for TV.

Historical developments and the close interrelationship between AM and FM radio, the commission said, were the reasons behind increasing the six FM station limit to seven. TV station ownership was limited to five on the basis that the FCC saw

concentration of ownership problems arising from unlimited multiple ownership. The adoption of the rule caused almost no divestiture problems. Only two licensees were over the limit.

One of them was CBS, which had to sell its interests in three minority-owned stations and was given three years to do so. In putting forward the rule, the FCC decided that a minority interest was to be judged in the same way as having control of a station.

Just one month later—on December 24, 1953—the commission adopted a Notice proposing that the TV limit be raised to seven, with no more than five being VHF's. Three petitions were filed during the course of the rulemaking. NBC suggested that no limit be placed on the number of UHF stations any one group could own. Dumont suggested that the limit be increased to eight, of which no

more than five should be Vs. ABC proposed the seven-station limit, with no more than five being Vs.

Clearly, ABC won the day. On September 17, 1954, the FCC adopted the present seven TV station limit and this—along with the seven-station limit for both AM and FM stations—has remained intact ever since.

Throughout 1956 and 1957 the FCC considered various forms of multiple ownership, but the 7-7-7 restriction stuck and no serious attempt has been made to overturn it until the inquiry that is about to begin in earnest this fall.

What options are being considered by the FCC?

Strangely enough, some of them closely resemble those that have been considered in the past, particularly regarding potential access to 25 percent of the nation's TV households, or allowing the ownership of UHF stations to greatly exceed the current limit of seven.

The most popular option, however, appears to be total abolition of the rule with tough FCC language suggesting that, to the extent that concentration of ownership problems arise, they will be dealt with by the Department of Justice prosecuting the "broadcasting conglomerates" under antitrust law.

Commissioner Mimi Dawson, however, favors the development of some concentration measure that would be adjudicated by the FCC. Consequently she wants FCC staff to take a close look at regional concentration, cross-ownership and other issues as the comments come rolling in this fall.

Some commissioners, along with some senior staff, are known to favor the maintenance of severe ownership restrictions on the three networks, while loosening them substantially for other group owners. Other suggestions include treating radio and TV differently and treating VHF ownership differently from UHF ownership.

Whatever happens, it seems that the 7-7-7 limitations are finally going to collapse and be replaced by something not quite completely different—and certainly not new.

Alan Pearce is the President of Information Age Economics, a Washington, D.C.-based research and consulting firm. He was formerly chief economist at the FCC for two chairmen, Dean Burch and Dick Wiley, and chief economist of the House of Representatives Subcommittee on Telecommunications.

Stock market watchers anticipating little impact

The financial community is expecting the Federal Communications Commission to make substantial changes in the seven station rule, but it doesn't expect any quick effect on stock prices.

Alan Gottesman, broadcast analyst for L.F. Rothschild, Unterberg, Towbin, thinks the rule should be dropped completely and he believes such a decision will raise the value of stations, especially those in the larger markets.

"The price for major market stations is going to go up, at least for a while," he said. "If there were a rush for stations, it wouldn't surprise me."

Gottesman sees no particular winners and losers on Wall Street if the rule goes. "It's going to help whoever sells a station in a major market. It's going to create new buyers of stations," he said.

Susan Watson, analyst for E.F. Hutton, said a change in the rule would be a benefit for group owners in general, but that if audience penetration were limited, the networks would have the least to gain.

Watson sees some kind of FCC restriction after the seven-station rule is dropped. "The networks and Metromedia all hit more than 20 percent of the audience with the television stations they now own," she

said. "So if they made the rule 25 percent or so audience penetration, it's not much of an increase for them."

"But companies like Capital Cities, which with its six stations hits only 7 or 10 percent of the audience, would be able to benefit much more," she said.

Gottesman believes the rule should be dropped completely because all the evils it is designed to protect the public from are also covered by other laws.

"For instance, if you own so many stations that you have significant influence over the price of advertising, that's a monopolistic trade action which is illegal already. The same for libel.

"The rule doesn't cover a lot of new ground. There is nothing, in and of itself, that is bad about owning eight stations," Gottesman said.

He wouldn't call it a prediction, but Gottesman said a surprise that might come out of an open market for television stations could be that the networks would sell some of their stations.

"The networks may consider selling O&Os. They make less money, pound for pound, than group owned stations, so buyers may be willing to pay higher prices than normally called for because they believe they can raise profit margins," he said.

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Weekly Planner

Line A
Cume or Reach

1 1.5 2 2.5

KATZ-RULE

Effective Reach/Frequency Planner

Instructions for use:

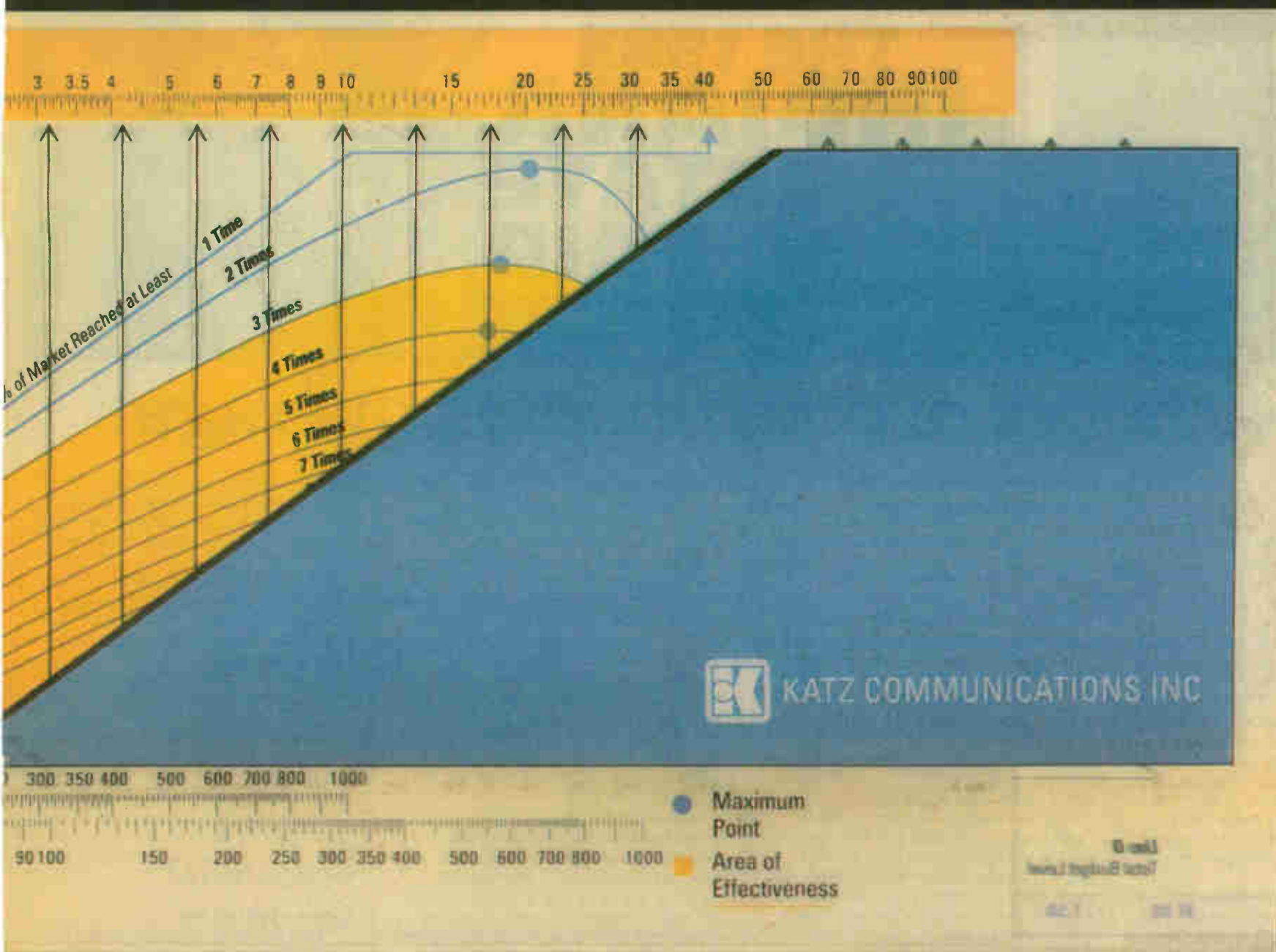
1. Arrow of "% of Market Reached At Least Once" is placed against appropriate cume of Cume or Reach Level (Line A).
2. Arrow point of transparent diagonal is placed against appropriate GRP level of Gross Rating Point line (Line B).
3. To obtain the full frequency distribution for your schedule, cume data for each frequency level is found on Line A above the intersection of the transparent diagonal and each effective frequency curve line.
4. For planning purposes: **KATZ-RULE** will equip the user to set media goals and objectives for a specific schedule (GRP's or TARP's/Reach/Average Frequency) which will maximize on effectiveness. (Complete Planning Instructions described on **KATZ-RULE** folder.)

Line B
Gross Rating Point Level

10 15 20 25 30 35 40 50 60 70 80 90 100 150 200 250

Line C
Double Spotting Level

10 15 20 25 30 35 40 50 60 70 80



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EXTRA



...or, 40 hours of down-home coverage

By Angela Burnett

Amid the revelry of the state fair—the candy apples, sawdust and 4-H competitions—is probably the last place to expect a television station to generate nearly 40 hours of local programming from Aug. 17-28, but at WTTV-TV it's become a way of life.

For WTTV, an independent serving Bloomington and Indianapolis, it's not just 11 days of special programming, but also includes a unique sales effort, special production facilities and involves every aspect of the station. Over 13 years that the station has covered the Indiana State Fair, coverage has expanded from using one camera to produce two children's shows to 10 different programs, six of which air daily.

"We're the only people who are equipped to do it and who want to do it," explained Program Director Mike Davis. Davis added that the station has a history of carrying programming that could not be carried anywhere else—like 110 basketball games.

"I don't know of any network affiliate that could keep their affiliation very long pre-empting programming for 110 basketball games. But as an independent, we can do this sort of thing," Davis said.

Elmer Snow, general manager, added, "We turn all out for it (the fair). . . moving a lot of our programs out there. It's not a big money-maker, but it's good for the station and the community."

WTTV's participation is a cooperative effort between it and the Indiana State Fair Board. Over the course of the 11 days, WTTV has full access to the Lincoln Theatre, a 400-seat facility that is used for the production of four shows. The station also makes extensive use of minicams and other remote equipment.

In addition to being the home base for WTTV during the fair, Lincoln Theatre is the site of continuous live entertainment provided by the fair and is used by the station for its productions during inclement weather. The theater also is used as a showcase for the station, its sponsors and advertisers.

"It's a good showcase for our station and our people," Snow noted. "It's a good promotion effort and gives us a chance to merchandise the station and sponsors directly. . . It's good public relations and something that we can do for the community."

Part of the promotion includes a series of monitors in the theater that preview the station's fall programming, list daily programming and sports, chronicle past Indiana State Fair Queen winners, show off the news team and station personalities, and billboards station

sponsors of the fair activities. Shopping bags, emblazoned with sponsors and station logos and containing discount coupons, are also distributed to the nearly one million people that pass through Lincoln Theatre.

The station also uses the fair to launch cooperative efforts with local radio, sharing personalities and tidbits. The coordinated promotional effort involves WOWO-AM, Fort Wayne, and WIRE-AM, WNAP-FM, WIBC-AM and WTLC-FM—all of Indianapolis.

Let's watch the state fair

Just in case you happen to be in Indianapolis and miss the fair, but are near a television, tune into the *Jim Gerard Show*. Gerard's daily talk show will originate at the fair and will feature interviews with people closely related to the fair.

Want livelier action? *Today at the Fair* with Rich Green and Joanie Kinzler, live each weekday from the fairgrounds, brings WTTV's regular broadcast of *Your Show* to the fair and is what *Today* is all about.

For those who miss a day at the fair or want a recap of events, *Your State Fair* will provide an evening wrap-up of the day's activities. Additionally, agricultural buffs can tune in for *RFD 4*, hosted by Bob Cook, for a live perspective of the farm market.

Of course, WTTV has not forgotten its younger viewers and will produce *Cowboy Bob* and *Janie* from the fair. The two programs, mixing cartoons with favorite hosts, will involve activities geared particularly to the younger viewing audience.

The station also will generate additional programs based on specific

events at the fair. The *Indiana State Fair Spotlight Sale* will focus on winners of the 4-H livestock competition sale auction. The most prestigious and coveted non-betting one-mile harness race for 2-year-olds will set the stage for the *Indiana State Fair Fox Stake*.

The station will produce the *Indiana State Fair Band Day* featuring more than 30 high school bands and the *Miss Indiana State Fair Queen Pageant*. All in all, WTTV will have nearly 40 hours, averaging four hours each day, of programming directly related to the Indiana State Fair.

Bob Caldwell, production director, explained that the station will use 75 different people to pull it off, and as many as 30 each day. The remote facilities set up at the Lincoln Theatre will include four cameras, an audio set-up and three tape machines just to keep up the four shows produced each day from there. But things are not that simple.

The spotlight sale will have to be shot at the coliseum, a second remote truck is to be brought in for band day and a microwave link will be set up for coverage of the harness race. During the band day, every band that enters will be recorded in its entirety as well as the 16 finalists in their evening performance. The 18-hour day will then be edited for a two-hour program.

Caldwell added that there will also be three minicam units roving the fairgrounds as support for the live and daily shows. Their shoots will be used for same-day or next-day broadcasts. "You don't just see a small area of the fair," he said.

He explained that over the years the station has expanded its fair coverage, adding and combining events and programs to cover the full scope of the event. This year, *Your State Fair* represents one such change.

By using minicams at the fair and doing some editing there, WTTV gets a head start on the final production of the show. It then brings the tape to the station for final edit and roll-

together with the studio hosts. "What we're doing with the show is taking a lot of special events and putting them into the magazine format," Caldwell said.

He added that this volume of local production is nothing new for the station. In the past it has carried the Mayflower Golf Tournament for the LPGA, using fiberoptics to hook up the remote; three or as many as four sporting events for broadcast on one day; and of course these 13 years of state fairs.

"The producer/directors that are on staff here are some of the best in the country," Caldwell said. "They're used to doing a variety of events all in the same day. We have people who love their work and the harder they work, the happier they are."

Making the fair pay

"This is a very expensive event," noted General Manager Snow. "We get through by the skin of our teeth. But it's a very big event in the middle of Indiana."

Selling programming of a state fair is probably not the easiest job imagined, but WTTV appears to have found a mix of promotions and commercials for its advertisers that works. Through a sponsor board, commercials on the monitor at Lincoln Theatre, shopping bags with coupons and on-air commercials, WTTV has prepared a package that many advertisers cannot pass up.

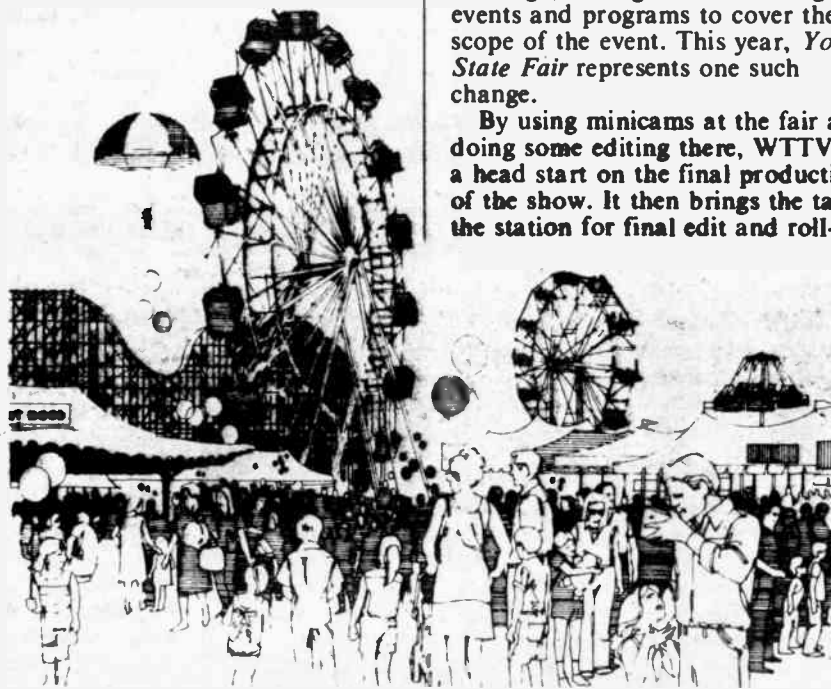
Bernie Souers, general sales manager, explained that the package offered advertisers, which would include the promotions and spots in most of the fair-related programs, runs about \$11,000. While individual spots are available, usually from \$350-\$650 for an event like band day, most advertisers go for the package.

"We're 80-90 percent sold out," Souers said a week before the fair, "and still going." He added that interest by advertisers appears to be holding steady, with the majority of buyers being local or regional.

"We can do a lot for the local or regional advertiser because of the merchandising," Souers said. He added that MCI has been signed on as a national sponsor and will offer free phone calls along its network.

But Davis noted that the state fair is a winning institution for the station. "It's exciting, it's challenging, it's fun and it's a lot of work—still, I really couldn't imagine it any other way."

"What we're doing this year is based on a critique of what we did last year—we evaluate sales, production, promotion, programming and everything else—because, we want to make it just a little better each year."



REGIONAL REPORTS

News from
coast-to-coast



Sealed with a kiss

Easter Seal Child Danielle Berube seals a contract with New York's WNBC deejay Howard Stern (left) and Yankee pitcher Goose Gossage. Gossage is honorary chairman and Stern is radio chairman of The 1983 Annual Easter Seal Softball Benefit in New York and New Jersey.

KYW-TV examines Philly's radio race

PHILADELPHIA—KYW-TV examined this city's radio industry earlier this month with a half-hour prime time special called *Radio: Red Hot and Right Now*.

KYW's weekend news anchor, Dave Stanley, hosted the special, which delved into the competitive race for ratings and some of the changes that have occurred recently among the city's radio outlets.

The half-hour show, which was drawn from a 20-part series put together for Channel 3's *Eyewitness News* last May, featured interviews with radio station general managers, program directors and air personalities that included KIP's Ken Garland, WPEN's Grady & Hurst, WCAU-FM's Paul Barsky Butterball from WDAS-FM and others.

In what could be a first for television, Philadelphia's WWSH-FM switched music formats live on TV. The station, which hopes to change its call letters later this year, switched from adult contemporary to top 40. *Radio: Red Hot and Right Now* also profiled two Philadelphia legends of the air: Hy Lit of WSNI-FM and Terry Motormouth Young of WCAU-FM.

In Albany, N.Y., a new satellite earth station has been installed and is operating at the facilities of WTEN-TV, channel 10/WCDC-TV, channel 19. Ron Pulera, president and general manager of the two stations, said the new equipment is the largest and most extensive in the area.

With its new dish, the station combo will receive various news sources and sporting events from around the world as well as syndicated shows such as *PM Magazine* and *The Richard Simmons Show*.

WTEN's new Harris satellite antenna measures 29½ feet in diameter and can be positioned by remote control from the WTEN studios.

Howard Stern, afternoon drive personality on New York's WNBC radio, and New York Yankee relief pitcher Rich "Goose" Gossage will be hon-

'Crazy' Dave pilots WFAA to rock age

DALLAS—WFAA, the AM station that changed formats from news/talk to "Good Time Rock 'n' Roll" almost two months ago, has hired veteran air personality "Crazy" Dave Otto for morning drive.

Otto comes to WFAA from KZZP, Phoenix, where he also held down morning drive. In his more than 14 years in radio, Otto has also worked at KSRR-FM, Houston, KOPA-FM, Phoenix, and WGCL, Cleveland.

With the addition of Crazy Dave Otto in the morning, WFAA's new schedule of air personalities is all set. The lineup includes Rex Glen from 10 a.m. to 3 p.m., Dennis Anderson from 3 p.m. to 8 p.m., Paula Scott from 8 p.m. to 1 a.m. and Chuck Roberts from 1 a.m. to 6 a.m.

KBDI-TV, Broomfield, Colo., has inaugurated a low-power television transmitter to broadcast channel 12's programming on channel 11 in Boulder.

The transmitter, designated K-11-QJ, has been built on top of the Williams Village Towers in Boulder and has begun sending a 10-watt signal to an area of approximately 25 miles around the city. Viewers in central Boulder and subscribers

to Boulder Cable TV now are receiving a clear KBDI signal.

KBDI Chief Engineer Paul Crook says the transmitter is one of several steps in a plan aimed at providing the entire Boulder area with a clear KBDI signal. He said additional equipment will be added in the area to "fill in the gaps."

Dallas' KZEW-FM 98—"The Home of Rock 'n' Roll"—will celebrate its 10th birthday Aug. 20 with a concert featuring Eddie Money, The Fixx and Mitch Ryder. Tickets for the *Turn it Loose, Dallas/Fort Worth* concert, which is sponsored in part by Coors Light, went on sale July 30 at \$1.98 each.

KZEW Vice President and General Manager Jay Hoker says 12,000 tickets have been sold for the concert, which is being held at the 18,000-seat Reunion Arena. Commemorative KZEW T-shirts will be available at the concert for \$3.50 and a ticket stub.

Ten winners and three alternates have been chosen to substitute for vacationing weatherman Joel Bartlett on San Francisco's KPIX-TV. Five of the winners filled in for Bartlett last week with the

WEST

other five set to go this week.

The contestants, who come from all walks of life, auditioned for their TV debuts as part of the recent Third Annual Summer Weather Screen Test, sponsored by the station.

The first night's weather report Aug. 15 featured the Dotes Sisters from San Francisco singing the forecast. On Tuesday, Bartlett's substitute was Oakland secretary Charles Williams, who first started watching Bartlett after he heard about the contest.

Other winners include Tony Gibiliscio, a San Jose native who auditioned all three years for a coveted appearance on the KPIX news, and Rhoda Grossman, described as a "nice Jewish mother" from El Cerrito, who had the contest's judges in hysterics with her guilt-ridden version of the weather.

Finishing up last week's forecasts was Berkeley actress Margie McCoy. Kicking off the second week tonight is self-proclaimed comedian Greg Bedford of Mountain View followed by another Mountain View resident, cheerleader Beth Marcus.

EAST

orary chairmen of the annual Easter Seals Softball Benefit, to be held the weekend of Aug. 20-21 at various locations around the metropolitan area.

The benefit, which is open to male, female and co-ed teams, raises funds for disabled children and adults. Stern was a co-host of the Annual Easter Seal Telethon last March on WNBC-TV and Gossage is a member of the National Easter Seals Sports Council.

Last week, the WNBC radio Grand Slammers softball team played the New York Islanders in a softball game to benefit the New York Special Olympics. WNBC's teams consists of station staffers as well as deejays Johnny Dark, Frank Reed and Allan Beebe.

WDSB-FM, Big Country Stereo 95 in Dover, Del., will broadcast two hours a day from the year's Deejay Convention Oct. 10-15 at Nashville, Tenn., Opryland Hotel.

The live broadcasts, which will be heard in Delaware each day from 2 to 4 p.m., will feature interviews with a number of country music artists.

Last year's broadcasts on the station featured interviews—both live and taped—with Charley Pride, David Frizzell, Shelly West, Sylvia, George Lindsay (the actor who played Goober on *The Andy Griffith Show*), Jone Sun and Margo Smith.

The week beginning Sept. 19 has been designated *Health Alert Week* by WTEN-TV, Albany, N.Y., which will use the occasion to present programming on *TV10 Action News* and *PM Magazine* focusing on health issues. The week is being planned in cooperation with 16 hospitals in the station's viewing area.

Channel 10's *Health Alert Week* will culminate on Saturday, Sept. 24, with a Health Fair at Albany's Philip Livingston Middle School. On Sunday, Sept. 25, WTEN will co-sponsor *Run for the Health of It* with the Hudson-Mohawk Runners Club.

Birthday wishes inundate WHIT

MADISON, Wis.—WHIT radio, 1550 AM, celebrated its first birthday Aug. 2 by giving away prizes worth more than \$7,500 to listeners during a day-long on-air celebration.

"It's our birthday, but the gifts are on us" was the theme of the birthday party, which was promoted on the station for two weeks prior to the anniversary. Listeners were asked to send a birthday card to the station to qualify for a drawing for 14 prizes during the event.

WHIT currently programs pop hits of the 1950s, '60s and '70s. Mike Ryan is the station's program director and Andy Haynes is the station's popular morning man.

Cleveland's WMJI-FM—Majic 105.7—gave away 15 pairs of lawn tickets to a concert by George Benson at the Blossom Music Center Aug. 11. The winners "called in to win" Aug. 2 through Aug. 9 as part of Majic's Summer Concert Series Giveaway.

The station also will give away 12 pairs of lawn tickets to a Sheena Easton concert Aug. 24 and 25 pairs of lawn tickets to the Cleveland Orchestra's performance on Aug. 26 at Blossom.

One grand prize winner of the Summer Concert Giveaway will win a dinner at Blossom, a pair of seats in the pavilion for the Cleveland Orchestra concert and a season pass for two to the orchestra's 1984 concert series at Blossom.

In Chicago, WIND radio and WFLD-TV simulcasted a public forum featuring Mayor Harold Washington on Aug. 8. The hour-long program—*Mayor Harold Washington: The First 100 Days*—included questions from the studio audience and viewers and listeners at home.

WIND Talkradio personality



WHIT's Andy Hayne, morning man (left), and Mike Ryan, program director, look over thousands of cards sent to the station on its first birthday. Card senders qualified for a chance to win one of 14 birthday presents worth more than \$7,500.

Norman Mark moderated the forum. Most questions focused on the mayor's impressions of his first 100 days in office.

Chicago's new public TV station—WYCC-TV, channel 20—will preview its fall semester during the week that begins Aug. 22. The station, which is operated by the City Colleges of Chicago, is offering a series of telecourses. The preview week will give Chicagoans a chance to see some of the telecourses in action before registering.

WYCC's telecourses include lessons in conversational Spanish and German as well as sign language. *A Wok Thru China* instructs viewers on the wonders of Chinese cuisine.

Blair Radio has been chosen as the national sales representative for KSOO/KPAT-FM, Sioux Falls, S.D. KSOO broadcasts at 10,000 watts during the day and 5,000 watts at night. The adult contemporary station also offers regional news, weather and sports.

KPAT is also an adult contemporary station. Blair touts the combo as the strongest in South Dakota radio.

Radio rep Hillier, Newark, Wechsler and Howard has assumed the national sales representation of WUSY-FM in Chattanooga, Tenn. The station, which used to be adult contemporary WQLS-FM, now features a modern country format and calls itself "U.S. 101."

SOFTWARE

'Moneyline' syndicated nationwide

ATLANTA—Meredith Radio Syndication has begun national distribution of *Richard Warner's Moneyline* after two years of test-marketing the feature in Georgia.

The feature, which is available to stations on a market-exclusive basis with 10 new one-minute segments per week, has been sold to WGST, Atlanta; WWL, New Orleans; KCNN, San Diego; WJW, Cleveland; and more than a dozen stations in smaller markets.

Richard Warner's Moneyline features business and marketing

news of interest to the consumer. The show has won numerous awards including the Associated Press's 1983 Outstanding Radio Feature Award for Georgia. The series is heard on 106 stations comprising the Georgia Radio News Service, a statewide radio network operated by Meredith Broadcasting, Atlanta.

The Wine Cellar, a daily radio feature heard for the last nine months on New York's WVNJ (now WHTZ), now is being syndicated to stations on

a barter basis. The feature is being produced and distributed by Garden State Radio News, Whippany, N.J.

Each day, program host Bob Schoolsky reports on the latest wine news and interviews wine makers. The host of the 2½-minute feature has written about wine for *Newsday*, *Wine and Spirits Buying Guide* and France's *Vinotec Presse*.

Rock music specials on NBC Radio's *The Source* this month include Asia the weekend of

Aug. 26-28 and Culture Club, Wednesday, Aug. 31. The Culture Club concert, which will be broadcast live from Philadelphia's Tower Theatre, will be produced by Starfleet Blair, which also will handle satellite transmission of the concert.

The Asia special will feature interviews with band members Steve Howe, Carl Palmer, John Wetton and Geoff Downes as well as selections from the group's two albums—*Asia* and *Alpha*. The Asia program is produced by Denny Somach Productions.

PRODUCT UPDATE

Reach pager approved for subcarrier use

WASHINGTON—The FCC has approved the first pager for use with subcarrier channels of FM radio stations. The tone and voice pager—TVC-1—is distributed by Reach Inc., Lincoln, Neb.

The TVC-1 can be used with local paging systems or with the nationwide Reachcast System. Reach has more than 70 stations connected to its national network from Hawaii to Portland, Maine.

The new pager has an audio output of 150 MW and can be operated for a year on the same battery. Options include a vibrator operated independent of the voice signal to permit group calls. An on/off switch is also available.

The Broadcast Equipment Division of NEC America Inc., Elk Grove Village, Ill., has unveiled its new three-chip CCD color camera. The SP-3 interfaces directly with ½-inch Beta and M tape formats as well as with ¾-inch U-matic tape formats.

The 7.3-pound camera features three charge coupled devices, image sensors designed for use in solid-state broadcast quality cameras. There are two such image sensors for the Green channel and one for the combined Red/Blue channel.

The SP-3 also features an optional ½-inch VTR, a low-pass filter to reduce "ghosting" and a signal-to-noise ratio of 54 dB. The camera costs \$19,000.

The Canadian Broadcasting Corp. has purchased 29 Betacam three-tube camera/VTR systems for ENG and EFP assignments. The equipment is scheduled to be delivered this fall.

Other Canadian broadcasters which have selected the Betacam equipment include the Global Television Network, CFYO-TV and CJOH-TV and a number of independent broadcast TV stations.

Sony Corp. says it has developed a digital color television system that displays a superior quality picture. The system's digital processing completely separates luminance and color signals as it receives them, something conventional systems cannot do.

The video circuitry uses semiconductors and digital processing components and incorporates a non-interface scanning system that doubles the number of scanning lines and yields higher density picture elements, according to Sony.

The company also said the digital circuitry promises to reduce the number of components and thus the adjustment steps during production as well as production costs.

Modular keyboard assemblies available with four, six or eight positions for rapid interconnection are now being marketed by Belden/CPD, Geneva, Ill.

The assemblies use 26 AWG tinned copper conductors and polypropylene insulation to provide a 30-volt rating. The plugs carry 0.5 amps of power. The units are available in unshielded and Bendfoil shielded versions.

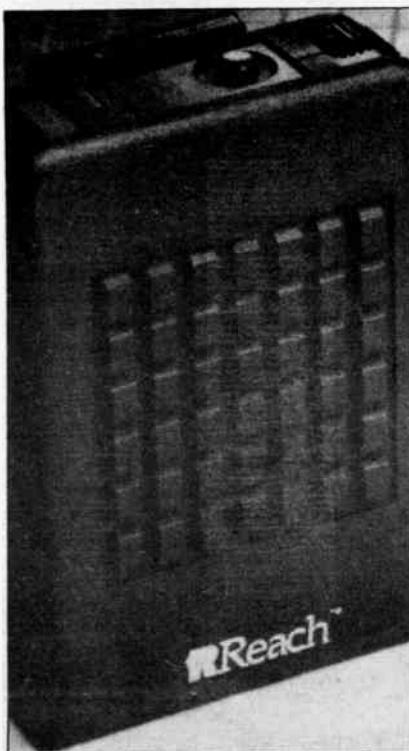
Belden's new keyboard assemblies can be ordered with either a 15-inch retractile cord or a standard 18-inch straight cord.

Ross Video Ltd., Iroquois, Ontario, has introduced the model RVS 517 video production switcher for use in studios, mobile units and post-production facilities.

The RVS 517 is available with either 12 or 20 inputs and features two independent multi-level effects units. Each unit can control up to four video sources in combination with the Ross Transition Preview system.

The switcher is also available

HARDWARE



Reach TVC-1 tone and voice pager. NEC's SP-3 CCD color camera, shown with ½-inch Betacam recorder.

with interfaces for all major computerized editing machines, digital effects systems, analog key borders, rotary spin and matrix wipes and the Ross Scene Store memory system.

News-Press and Gazette Co., St. Joseph, Mo., has purchased JVC VCRs, cameras and monitors valued at nearly \$170,000 for its three TV stations.

WJTV-TV, Jackson, Miss., is upgrading its editing suites with three CR-665OU ¾-inch players and three C-2082UM 19-inch color monitors. The station has also added four CR-4700U portable recorders and a KY-310 color camera.

The company's KAAL-TV, Austin, Minn., has ordered eight CP-555OU ¾-inch videocassette players, a VE-90A editor with CR-665OU and CR-8250U VCRs and two CR-4700U portable VCRs. The

station also ordered a KM-2000U special effects generator for its production van.

In Savannah, Ga., WSAV-TV will soon be equipped with three KY-310U cameras, three CR-4700U portable recorders and a KM-2000U special effects generator.

Micro-Phonics Ltd. of Mesa, Ariz., has come out with a portable FM receiver that can be worn behind the ear. The company's Earadio is expected to be on store shelves soon.

The half-ounce Earadio, available in red, beige, blue and saddle-tan, comes with a miniature speaker that is placed directly into the ear with the receiver tucked behind the ear. The radio uses an A-76 battery. A dual speaker design is available for stereo sound.

Texscan Corp., Phoenix, Ariz., is calling itself "the

world's largest manufacturer of character generators" in the wake of its recent acquisition of Computer Video Systems, Salt Lake City.

The acquisition, paid for with Texscan stock early this month, will bring "new products in the areas of teletext and commercial insertion to the Texscan product line," according to Texscan Chairman Carl Pehlke.

Mirage, described by manufacturer MCI/Quantel, Palo Alto, Calif., as "the ultimate illusion," has been installed at Trans America Video, Hollywood. The facility is the first West Coast production house to install the digital picture manipulation system.

MCI/Quantel says Mirage is actually an optical house in the TV studio, a picture animator "able to achieve virtually any effect the creative person can conceive, in real time and with real video."

The system's special effects include page turns, globes, cylinders, flag waves, cubes, cones, spirals and explosions.

50 years of Miss Americas to highlight '83 pageant

NEW YORK—One of the highlights of this year's Miss America Pageant, scheduled to be televised live on NBC-TV Sept. 17 from 10 p.m.-midnight, will be a reunion of Miss America titleholders encompassing the last 50 years.

The pageant, which is held each year at Atlantic City's Convention Hall, is the 30th consecutive pageant to be televised live. Former Miss Americas returning for the reunion range from Marian Bergeron, Miss America 1933, to Elizabeth Ward, Miss America 1982. The pageant's host is Gary Collins.

NBC-TV's *We Got It Made* will be the first of the network's

SOFTWARE

new shows to premiere this fall when it begins its run on Thursday, Sept. 8, at 9-9:30 p.m. EDT.

The new comedy series depicts the zany mixups that occur when two New York bachelors with steady girlfriends hire a beautiful, blonde live-in maid. Bachelors Jay and David are played by Tom Villard and Matt McCoy, respectively. The harried girlfriends—Claudia and Beth—are played by Stephanie Kramer and Bonnie Urseth.

We Got It Made is produced by Intermedia Entertainment and the Farr Organization in

association with MGM. The sitcom's executive producer is Fred Silverman.

Country music stars will headline a fall TV special, *Country Gold*, slotted for September/October. Hosted by Robert Ulrich, the show will feature T.G. Sheppard, B.J. Thomas, Tammy Wynette, Tanya Tucker, Waylon Jennings, Jerry Reed, Sylvia, Ricky Skaggs and other notables. Multimedia Program Productions taped the program at the Tennessee Performing Arts Center, Nashville.

Janie Fricke: You Ought To Be In Pictures recreates great moments in Hollywood musicals with the country music

female vocalist of the year. Fricke will be joined by Alabama, Ronnie Milsap, George Jones and others. The special will be produced by Jim Owens Entertainment and Multimedia Program Productions.

Being with John F. Kennedy, a two-hour special from Golden West Television, has been cleared by TV stations in the top 10 markets.

The special will be carried some time this fall on WABC-TV, New York; KTLA-TV, Los Angeles; WFLD-TV, Chicago; WTAJ-TV, Philadelphia; KTVU-TV, San Francisco; WCVB-TV, Boston; WDIV-TV, Detroit; WJLA-TV, Washington, D.C.; WJKW-TV,

Cleveland; and WFAA-TV, Dallas.

Being with John F. Kennedy is produced by Nancy Dickerson and Robert Drew. Dickerson, who reported on Kennedy's administration for both CBS-TV and NBC-TV, is host of the special.

Alan Landsburg Productions and Grant-Reeves Entertainment have begun production on *And Now a Goof from Our Sponsor*, a one-hour prime-time special scheduled to air on ABC-TV sometime this fall.

The show, produced by Bob Booker, will feature out-take footage from television commercials from around the world.

FINANCE

Metromedia stock stabilizes splits

NEW YORK—Metromedia Inc. stock stabilized last week, down about 14 percent from early August levels, but the company didn't miss a beat in signing new deals.

Metromedia stock, which was trading around \$500 a share early in the month, dropped \$110 a share August 8 and 9 after an article in *Barron's* attacked the company's accounting procedures on certain items.

Late last week, the stock had regained some of the loss and was trading at the equivalent of \$430 a share after the previously announced 10-for-1 stock split went into effect Aug. 15.

Although the *Barron's* article had an immediate and severe

impact on the closely held stock, analysts minimized the importance of the article's revelation. Susan Watson, analyst for E.F. Hutton, wrote in a memo to clients that "We view the recent price decline as an opportunity to resume accumulation of Metromedia shares. We continue to recommend purchase by long-term investors."

Meanwhile, Metromedia announced several developments in the cellular radio field.

The company signed a definitive agreement to acquire Ram Broadcasting of Texas Inc., a Dallas-based radio common carrier company with a participation in a group that

has applied for a cellular mobile radio telephone license in Dallas.

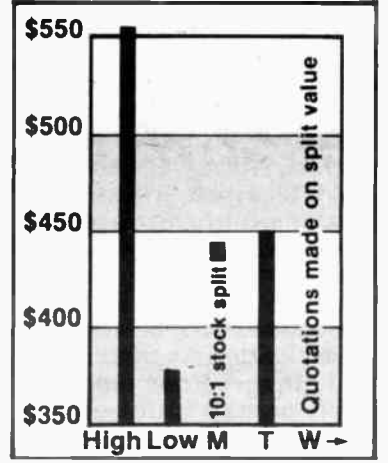
At the same time, the company said it agreed to acquire Network I Inc. and Teltec Saving Communications Co. Inc., two Miami-based long-distance telephone resale companies.

Metromedia also acquired all the stock of Associated Communications Inc., a Bridgeport, Conn., radio common carrier, and received all the regulatory approvals necessary

to consummate its acquisition of Mobilphone-Paging Radio Corp. of Providence, R.I.

Metromedia said those transactions involve a total consideration of about \$102 million, payable in cash, notes and stock.

The company's wholly owned Cellular Telephones of Florida Corp. bought 20 percent of a joint venture to provide cellular radio telephone service to the Tampa, Fla., area.



Media General refutes Tanner fraud charges

Continued from page 1
search warrant," Donnahoe said.

"We have no evidence indicating any wrongdoing on the part of Bill Tanner," he said.

Media General last week mailed letters to several hundred Tanner Co. customers and clients saying that Media General will meet all of Tanner's commitments and obligations.

The statement read: "The William B. Tanner Co. is in a strong financial condition and Media General stands behind it and will see that it carries out all of its advertising and other commitments and will meet all of its obligations" signed by Donnahoe.

The barter broadcast trade business is a murky one, at best, although there is no inherent reason for it to be. The company operates by providing various services, including jingles and products, to broadcasters in return for unsold advertising time.

One observer in New York characterized the Tanner Co. as having a somewhat unsavory reputation. "The company certainly worked its way up from a very, kind of, earthy beginning. They were certainly famous in the business for sales that included plenty of booze and, so the legend goes, women on the side. That was back in the past, but how far back, I'm not sure," he said.

"These are personal allegations against Bill Tanner,"

Donnahoe said. "We have no way of knowing how many of them were supposed to have happened before we acquired the company."

"Tanner is a self-made millionaire. He's worked hard all his life to build this company," Donnahoe said. "He's a super salesman and flamboyance in the advertising world isn't an unusual quality."

Donnahoe emphasized that the company had been audited by Touche Ross for the period through February 1982 and that it was examined closely by Media General auditors and accountants before the acquisition on July 1, 1982.

"Before we acquired the company, we had our own executives call on a number of the top clients of the company and each and every one gave the company a very fine rating. We did the same thing with a number of broadcast stations to make sure that relationship was sound, and we got the same answer.

"It was included in our consolidated audit by Arthur Young & Co. and there is nothing in these allegations so far that we recognize as having any truth at all," Donnahoe said.

Media General, which is conducting its own investigation of the matter, was only able to see the documents taken from the Tanner building on Thursday and had not yet been able to draw any conclusions from them, Donnahoe said.

STOCKS

EXCH	COMPANY	CLOSING 8/10	CLOSING 8/17	NET CHANGE		52 WEEK		P/E
				IN PERIOD	% IN PERIOD	HIGH	LOW	
NYS	ABC	56.00	58.75	2.75	4.91	69.75	35.38	11
ASE	ADAMS-RUSSELL	25.00	26.50	1.50	6.00	30.88	12.00	25
OTC	AEL (AM. ELEC. LAB.)	41.00	41.50	.50	1.22	44.25	12.50	171
ASE	AFFILIATED PUBS.	42.25	40.13	-2.13	-5.03	45.00	26.88	17
OTC	A.H. BELD	45.50	45.00	-.50	-1.10	52.00	18.50	15
NYS	AMERICAN EXPRESS	43.50	45.25	1.75	4.02	49.50	17.63	14
NYS	AMERICAN FAMILY	21.25	21.00	-.25	-1.18	24.13	9.50	12
NYS	ARVIN INDUSTRIES	27.00	25.38	-1.63	-6.02	29.13	11.88	16
OTC	BARRIS IND.	5.88	6.25	.38	6.38	9.50	1.63	32
OTC	BBDO INTL.	38.75	39.00	.25	.65	47.00	21.88	13
NYS	JDHN BLAIR	39.38	42.75	3.38	8.57	43.50	15.00	18
OTC	BURNUP & SIMS	8.88	8.88	.00	.00	14.63	7.38	0
OTC	CABLE TV INDUSTRIES	6.75	6.50	-.25	-3.70	9.75	3.00	38
NYS	CAPITAL CITIES COMM.	138.50	145.00	6.50	4.69	157.50	67.75	18
NYS	CBS	70.75	71.63	.88	1.24	77.63	36.13	13
OTC	C-COR ELECTRONICS	15.50	14.50	-1.00	-6.45	35.13	14.75	14
ASE	CETEC	9.88	9.75	-.13	-1.27	12.88	3.88	22
NYS	CHARTER CO.	11.50	12.25	.75	6.52	15.50	7.00	20
NYS	CHRIS-CRAFT	21.50	22.00	.50	2.33	61.38	19.25	43
OTC	CHYRON	22.00	23.00	1.00	4.55	29.25	10.75	24
NYS	COCA-COLA	48.88	51.88	3.00	6.14	57.38	34.50	17
ASE	COHU	7.13	7.63	.50	7.02	10.63	3.88	12
OTC	COMCAST A	22.50	22.00	-.50	-2.22	25.25	9.50	22
OTC	COMPACT VIDEO	7.38	6.63	-.75	-10.17	10.50	2.63	30
NYS	CONRAC	20.50	18.50	-2.00	-9.76	24.00	11.50	12
NYS	COX COMMUN.	45.25	48.88	3.63	8.01	55.25	26.75	20
NYS	WALT DISNEY PROD.	61.88	62.50	.63	1.01	84.75	49.63	31
NYS	DOW JONES & CO.	47.25	48.75	1.50	3.17	54.88	18.25	22
OTC	DOYLE DANE BERNBACH	21.75	22.50	.75	3.45	28.50	14.25	17
NYS	DUN & BRADSTREET	57.50	59.75	2.25	3.91	70.00	34.13	21
NYS	EASTMAN KODAK	69.38	65.63	-3.75	-5.41	98.13	68.13	11
OTC	ELEC. MISSLES & COMM.	10.00	11.00	1.00	10.00	18.50	10.00	0
NYS	FAIRCHILD IND.	24.00	23.38	-.63	-2.60	24.88	13.63	19
NYS	FOOTE, CONE & BELDING	45.00	46.00	1.00	2.22	51.50	29.50	11
NYS	GANNETT CO.	61.50	60.88	-.63	-1.02	72.00	33.13	17
NYS	GENERAL ELECTRIC	49.50	49.00	-.50	-3.03	57.75	31.38	11
NYS	GENERAL INSTRUMENT	38.75	39.13	.38	.97	64.88	26.63	13
NYS	GENERAL TIRE	29.75	28.88	-.88	-2.94	37.50	21.00	10
NYS	GETTY OIL CORP.	62.50	68.75	6.25	10.00	72.50	43.00	12
OTC	GNAPRIC SCANNING	17.75	17.38	-.38	-2.11	28.88	7.88	0
OTC	GREY ADVERTISING	105.50	105.50	.00	.00	105.50	57.00	8.6
ASE	GROSS TELECASTING	60.50	60.13	-.38	-.62	68.00	23.25	13
NYS	GULF UNITED	26.50	27.13	.63	2.36	29.75	19.00	8.2
NYS	GULF & WESTERN	25.13	25.00	-.13	-.50	30.13	11.50	9.5
NYS	HARRIS CORP.	37.63	37.50	-.13	-.33	51.88	23.00	20
NYS	HARTE-HANKS	23.63	23.75	.13	.53	26.75	10.63	16
NYS	HERITAGE COMM.	13.00	12.13	-.88	-6.73	15.00	7.38	25
NYS	INSILCO CORP.	22.25	22.63	.38	1.69	26.75	12.25	18
NYS	INTERPUBLIC GROUP	55.75	55.00	-.75	-1.35	58.75	28.88	12
NYS	JEFFERSON-PILOT	32.13	33.75	1.63	5.06	37.50	22.38	8.4
OTC	JOSEPHSON INTL.	14.00	17.50	3.50	9.38	20.00	8.13	11
NYS	JWT GROUP	35.13	37.38	2.25	6.41	39.00	14.75	21
NYS	KNIGHT-RIDDER	56.50	57.25	.75	1.33	60.88	28.50	16
NYS	LEE ENTERPRISES	25.00	24.38	-.63	-2.50	24.75	11.63	16
NYS	LIBERTY	20.50	21.00	.50	2.44	22.00	10.13	13
OTC	LIN BROADCASTING	23.38	23.00	-.38	-1.60	24.63	9.13	23
NYS	MACOM	29.63	29.75	.13	.42	35.13	13.25	38
NYS	MCGRAW HILL	41.88	42.13	.25	.60	53.88	22.63	18
NYS	MCA	37.00	37.75	.75	2.03	42.13	28.50	9.3
OTC	MCI COMMUNICATIONS	40.75	40.63	-.13	-.31	56.88	17.88	22
ASE	MEDIA GENERAL	62.50	54.50	-8.00	-12.80	65.75	34.25	10
NYS	HEROITH I	38.50	38.50	.00	.00	41.63	19.22	36
NYS	METROMEDIA II	39.50	43.00	3.50	8.86	56.00	19.13	31
NYS	MGM/UA	15.00	16.25	1.25	8.33	22.25	5.13	17
OTC	MICRODYNE	14.00	14.75	.75	5.36	18.00	7.13	37
NYS	3M	76.75	77.88	1.13	1.47	90.50	51.38	14
NYS	MOTOROLA	132.00	134.75	2.75	2.08	148.25	59.00	29
ASE	MOVIELAB	6.50	5.88	-.63	-9.62	7.38	2.00	0
OTC	MULTIMEDIA	36.25	37.25	1.00	2.76	43.75	19.75	17
ASE	NEW YORK TIMES CO.	79.50	82.50	3.00	3.77	86.00	36.00	15
OTC	A.C. NIELSEN A	31.50	32.50	1.00	3.17	39.50	22.88	11
NYS	N. AMERICAN PHILLIPS	62.50	64.38	1.88	3.00	70.38	33.50	15
NYS	OAK INDUSTRIES	9.25	7.75	-1.50	-16.22	20.25	9.00	0
OTC	OGILVY & MATHER	50.50	49.75	-.75	-1.49	60.75	31.50	15
NYS	ORION	18.25	21.13	2.88	15.75	30.00	6.13	23
ASE	ORROR CORP.	4.75	5.13	.38	7.89	15.13	4.00	0
NYS	OUTLET CO.	41.75	42.50	.75	1.80	42.00	15.00	17
ASE	POST CORP.	41.50	41.38	-.13	-.30	45.50	26.00	16
NYS	RCA	27.50	26.63	-.88	-3.18	31.63	16.75	16
OTC	REEVES COMMUNICATIONS	12.75	13.25	.50	3.92	28.63	12.00	7.1
NYS	ROCKWELL INTL.	30.50	29.75	-.75	-2.46	35.50	15.50	12
NYS	ROLLINS	14.88	15.50	.63	4.20	17.50	9.88	19
ASE	RSC INDUSTRIES	6.00	5.88	-.13	-2.08	7.50	4.00	191
NYS	SCHERING-PLOUGH	43.63	42.88	-.75	-1.72	48.13	30.00	12
NYS	SCIENTIFIC-ATLANTA	19.25	19.63	.38	1.95	22.88	10.13	0
OTC	SCRIPPS HOWARD	27.50	27.00	-.50	-1.82	31.00	17.25	15
NYS	SIGNAL COS.	32.75	33.13	.38	1.15	38.75	13.13	59
NYS	SONY CORP.	13.25	13.38	.13	.94	17.25	11.00	31
NYS	STORER COMMUNICATION	31.88	31.38	-.50	-1.57	34.50	19.00	0
NYS	TAFT BROADCASTING	47.13	48.50	1.38	2.92	57.00	28.25	12
ASE	TECH OPERATIONS	32.00	33.63	1.63	5.08	41.50	14.00	5.7
NYS	TEKTRONIX	72.75	74.00	1.25	1.72	86.75	34.00	29
OTC	TELEMET	9.00	8.75	-.25	-2.78	10.25	2.75	0
OTC	TELENET(GEOTEL INC.)	2.63	2.50	-.13	-4.76	4.50	1.50	22
OTC	TELEPICTURES	16.63	16.38	-.25	-1.50	24.25	6.63	21
ASE	TEXSCAN	22.13	22.00	-.13	-.56	27.50	9.75	24
NYS	TIME INC.	61.50	62.25	.75	1.22	78.38	25.50	23
NYS	TIMES MIRROR	75.00	77.50	2.50	3.33	83.63	35.50	16
OTC	TOCOM	7.50	7.75	.25	3.33	14.00	6.50	0
OTC	TPC COMMUN.	2.25	2.38	.13	5.56	4.00	2.00	0
OTC	TURNER BROADCASTING	18.00	21.50	3.50	19.44	24.50	10.00	143
OTC	UNITED TELEVISION	12.00	12.00	.00	.00	14.13	7.38	15
ASE	UNITEL VIDEO	10.25	10.38	.13	1.22	13.50	10.00	14
NYS	VARIAN ASSOCIATES	55.63	54.13	-1.50	-2.70	73.00	17.38	29
NYS	VIACOM	32.50	32.75	.25	.77	40.88	17.50	17
OTC	VIDEO CORP. OF AMER.							

PEOPLE ON THE MOVE

Rickey Green, producer of *Washington Week in Review* and several other public affairs specials at WETA-TV, Washington, has been named executive producer at the station. A five-year veteran at WETA, Green will assume responsibility for special projects in news and public affairs.

The Federal Communications Commission has announced that **Robert Foosner** has been named chief of the Private Radio Bureau, succeeding James McKinney. Foosner, with the FCC since 1968, has worked in the Broadcast Bureau, Office of the General Counsel and in the Office of Science and Technology. The FCC also announced that **William Silva**, assistant chief of the Mass Media Bureau's Enforcement Division, has resigned. Silva will join the law firm of Bilger & Blair.

Dr. Frederick Breitenfeld Jr., former executive director at the Maryland Center for Public Broadcasting, has left the center to assume the presidency of WHYY-TV, Philadelphia. Replacing Breitenfeld will be **Warren Park Jr.**. Park was director of programming and operations at the center.

Genesis Entertainment, Atlanta, has appointed **Robert Webb** and **Jeffrey Kinney** regional sales managers. Webb was regional sales manager for Lorimar Television. Kinney was Lorimar's Midwest sales manager. Genesis has also named **William Pastuch** an account executive.



Heather Balliett

Koplar Communications, St. Louis, has hired **Howard Stevens** as director of programming for KPLR-TV. Stevens comes to St. Louis from WLVI-TV, Boston, where he was program manager for the last three years. Also at Koplar, **Heather Balliett** has been promoted to publicist for Koplar Communications Center and KPLR-TV. She had been public affairs coordinator. **Vicki Bass** has become public affairs coordinator for KPLR. She was public affairs assistant before Balliett was named publicist.

Andrew Kryworuchenko has been promoted to Midwest regional sales manager for Sony Broadcast Products Co. Kryworuchenko was a sales engineer for the company in the Southwest. **Steve Sarafian**, a field engineer in Sony Broadcast's Eastern region for the last three years, has been named product manager for 1-inch videotape recorder products for Sony Broadcast.



Sy Shapiro

Sy Shapiro will head a new TV/film company, Jarco Distribution Services Inc., in Encino, Calif. Shapiro was previously executive vice president and general manager of Dan Curtis Distribution Corp.

Kel Takahashi, an account executive in the New York office of CBS Radio Spot Sales, has been appointed sales manager of the company. **Linda Merinoff** is the new manager of prime time for the CBS Broadcast Group's Program Practices Division in Hollywood. Merinoff was senior editor of program practice for the division.

The ABC Rock Radio Network and *Rolling Stone* magazine have named **Jimmy Fink** producer of *Rolling Stone's Continuous History of Rock 'n' Roll*, which airs on the network. Fink will continue as an air personality on ABC's WPLJ-FM, New Albany, **Tony Pigg**, has been named the show's host.



Joan Wechsler

Joan Wechsler, who has been with ABC since 1961, has been promoted to the new position of executive assistant to the president of ABC, Fred Pierce.

Ampex Corp. Redwood City, Calif., has announced several management changes. **David Bocchini**, controller of Kellogg-Rust Inc., Houston, was appointed Ampex's vice president of finance and chief financial officer. **Gary Masner** has joined Ampex's Memory Products Division as vice president and general manager. He was senior vice president of sales and marketing for Freightliner Corp., Portland, Ore. Also, **Mark Sanders** was promoted to vice president of the company's Audio-Video Systems Division and **David Bunker**, Ampex controller, has been assigned additional duties as company treasurer.

Veteran broadcast journalist **Sam Hall** has been named news director for New York's WYNY radio. He spent the

last two years as news manager for RKO Two before rejoining NBC, where he was a reporter and anchorman for WNBC radio, New York, and the NBC Radio Network.

Roxanne Brown has been promoted to sales executive for Viacom Licensing and Merchandising. She was most recently sales administrator for the division.

CBS Entertainment named **Richard Kirschner** director of dramatic program development. Kirschner, who had been a program executive in current dramatic programming, will remain in Hollywood. Also at CBS Entertainment, **Peter Sterne** has been appointed director of miniseries. Sterne was vice president of current comedy program production for CBS Entertainment since June 1982.

Pat Michell will head the Chicago office of Caballero Spanish Media. She had been an account executive with the G.M. Feldman ad agency. She is currently president of the Mexican-American Business and Professional Club of Chicago.

Danielle Webb has joined the sales staff of Katz Independent Television's New York office—assigned to the Swords sales team. She comes to Katz from WWRL radio, New York, where she was general sales manager. **George Hayes**, a programmer with Alexander's Inc., New York, has joined Katz's Media Data Division, New York, as a programmer/analyst.

CALENDAR

AUGUST

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak St., London, W1R 4HP.

Aug. 25-26—*American Newspaper Publishers Association, National Association of Broadcasters and Libel Defense Resource Center*, "A Workshop for Media Defense Counsel: Libel." Hyatt Regency O'Hare, Chicago. Information: (202) 293-3570.

Aug. 27—*Radio-Television News Directors Association* regional conference. Ramada Inn, Norman, Okla.

Aug. 28-31—*National Association of Broadcasters' Radio Programming Conference*. Westin St. Francis, San Francisco.

SEPTEMBER

Sept. 1—Deadline for entries in *Gabriel Awards* competition. Information: Rev. Harry Schlitt, awards chairman, (415) 673-9294.

Sept. 7—*Ohio Association of Broadcasters* "Small

Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting. Mary College campus, Bismarck, N.D.

Sept. 10—Deadline for entries in Tokyo Video Festival sponsored by JVC Co. of Japan. Information: JVC Co. of America, 41 Slater Dr., Elmwood Park, N.J. 07407.

Sept. 10-13—*Nebraska Broadcasters Association* annual convention, Holiday Inn Central, Omaha, Neb.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* annual convention. Gold Nugget Casino/Hotel, Atlantic City, N.J.

Sept. 11-13—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Washington.

Sept. 11-13—*National Religious Broadcasters* Western regional convention. Los Angeles Marriott, Los Angeles.

Sept. 11-13—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Looking Ahead

Aug. 28-31—*National Association of Broadcasters' Radio Programming Conference*, San Francisco

Sept. 22-24—*Radio/Television News Directors Association* international conference, Las Vegas.

Oct. 2-4—*National Association of Broadcasters radio convention*, New Orleans.

Oct. 18-21—*Public Service Satellite Consortium/SatServ Satellite Communications Users Conference*, Washington, D.C.

Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* technical conference and exhibit, Los Angeles.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting, Las Vegas.

Jan. 14-18—*Association of Independent Television Stations* convention, Los Angeles.

Feb. 9-14—*NATPE International* 21st annual conference. San Francisco.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas.

Sept. 11-13—*Alaska Broadcasters Association* convention. Captain Cook Hotel, Anchorage, Alaska.

Sept. 13-16—*Nebraska Videodisc Symposium*, presented by the *Nebraska Videodisc Design/Production Group*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: Ron Nugent, Acting Director, Nebraska Videodisc Design/Production Group, P.O. Box 83111, Lincoln, Neb. 68501, (402) 472-3611.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—Deadlines for entries in *Southern Baptist Radio and Television Commission* Abe Lincoln Awards. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth, Texas 76150.

Sept. 15—"Buying Your Earth Station: Making the Right Decisions" seminar sponsored by *Public Service Satellite Consortium*. Shoreham Hotel, Washington, D.C. Information: Marketing Department, PSSC, 1660 L St., N.W., Suite 907, Washington, D.C. 20036. (202) 331-1154.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications*

Engineers. Information: Certification Secretary, SBCE, P.O. Box 50844, Indianapolis, Ind. 46250.

Sept. 18-20—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington Hotel, Washington, D.C.

Sept. 19-20—*Public Telecommunications Financial Management Association* workshops, "The CPB Annual Financial Survey" and "Unrelated Business Income." Holiday Inn Downtown, Denver.

Sept. 19-28—*Western Public Radio* drama production workshop. WPR Headquarters, Fort Mason Center, Building D, San Francisco.

Sept. 21—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21-23—*National Religious Broadcasters* Midwestern regional convention. St. Louis.

Sept. 22-23—*Public Telecommunications Financial Management Association* workshop, "the CPB Annual Financial Survey" and "Unrelated Business Income." Galt House, Louisville Ky. Information: Mr. Simmons, (803) 799-5517.

CLASSIFIED

HELP WANTED

BUSINESS MANAGER BETHEL BROADCASTING, INC.

RESPONSIBILITIES: Responsible for the financial management preparation of corporate budget; monitor and analyze monthly expenditures versus budgets and provide explanation of variances; design and implement cash management system; supervising a professional staff on preparing budgets and monitoring actuals for all TV and Radio productions; maintain and develop rates for standard cost system; prepare monthly financial statements for board; monitor all accounting functions, accounts payable and receivable, payroll, audit, with contribution made in designing changes in computerized accounting system; State and Federal grant reporting; supervise part time bookkeeper.

QUALIFICATIONS AND EXPERIENCE: Bachelor's degree in accounting plus 3 years accounting experience preferred. Significant accounting experience in progressively responsible positions can substitute for degree. Knowledge of fund accounting necessary. Experience with non-profit organizations preferred. Experience with personnel and computers helpful.

SALARY: \$36-40,000 D.O.E.
CLOSING DATE: September 11, 1983.
TO APPLY: Send applications and resume to:

Bethel Broadcasting, Inc.
P.O. Box 468
Attn: Peter Twitchell, General Manager
Bethel, Alaska 99559
Phone: (907) 543-3131
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EQUAL OPPORTUNITY EMPLOYER

TELEVISION HELP WANTED TECHNICAL TV MASTER CONTROL OPERATOR & TECHNICIAN

Previous on-air operation experience essential. Must be familiar with FCC rules and technical standards. General Radio-telephone license and UHF transmitter operation experience preferred. Contact:

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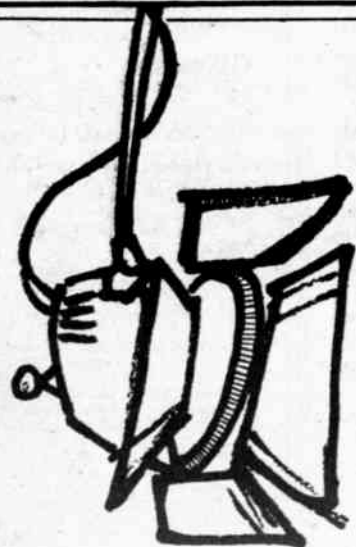
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BROADVIEW



"... Beasley, mother wants a punk station."

RANDOM THOUGHTS

"Seven" rule under gun

The Federal Communications Commission is turning its attention now to its seven-station rule (page 7), and the consensus of opinion is that it, too, will fall to Chairman Mark Fowler's deregulatory scythe.

It is still early in the process, but the good news about this is that so far there is no real controversy. No one is speaking up on behalf of the rule. No one is saying that seven is the right and proper number of AMs, FMs or TVs that one group should own. We feel, too, that the rule is arbitrary and rooted in an earlier broadcast era.

Larger station groups don't pose a threat to any aspect of television or radio as long as the FCC's market restrictions stay in place, as they are likely to.

Some benefits might be that larger station groups would make "fourth network" efforts more feasible. Having no limits on the number of stations in a group would remove the "trading up" mentality of group owners and thus stabilize the marketplace. And it might even make medium-market stations more attractive to the better run station groups, as they wouldn't have to sacrifice another station to make their move into smaller markets.

One observer we talked with recently thought some consumer activities groups might speak up on behalf of the rule but so far no one is actively supporting it.

One of the interesting things will be reading the comments on the proposed rule change to see who does support the rule as it stands. Our guess is that there will be few who do.

One more time

Some weeks back, we took NBC to task here for attempting to change the theme music and set of *Monitor*, its acclaimed but low-rated Saturday night news magazine. We thought

both elements made a positive contribution to the program, and felt there was enough positive viewer feedback to keep things status quo.

For a while, it looked like NBC found a sensible compromise: The quirky theme music was changed, replaced by a tune we suspect came straight from a circus parade, but was equally enjoyable. But that intriguing set with white squares on one side, computer-enhanced visuals on the other, and anchor/principal writer Lloyd Dobyns center stage in his swivel chair, remained. And we were led to believe that would continue when *Monitor* entered competition with *60 Minutes* Sunday nights this fall.

Believe differently. When the program reappears some five or six weeks from now, it was announced last week, the theme will be changed again, the set will go from high-tech to "den-like," and even the name will change. Goodbye *Monitor*—hello *First Camera*.

First Camera has all that in store, and some potential clearance problems from NBC affiliates willing to pre-empt the time period it will occupy with *Fame*, *Star Search* or *Salute*.

We couldn't find a better summation on the subject than the words Dobyns spoke to end *Monitor*'s last Saturday broadcast Aug. 13. Referring to the Saturday time, he said, "I, for one, am tired of having friends tell me they would have watched, but went out with their spouses or playmates instead. What bothers me is that I agree with them. It makes sense to me. Saturday night is no time to deal with reality."

"When we come back, there will be a few changes," Dobyns continued. "Regular viewers will remember that in answering mail I said the theme music and the set were not, repeat, not going to change. I was

wrong, repeat wrong. Both will change. Executives have to have something to do, and what they do in television is change the set and the music. On reflection, that's a lot better than certain other possibilities."

Quality game show

Child's Play, a game show that is about to leave CBS after nearly a year on the network's morning schedule, will likely disappear without much noise. But the Goodson-Todman production, hosted by Bill Cullen, deserves some remarks in its behalf. It was a program that attempted to work in an environment where most of its competition thrives on electronic flash, huge cash or prize jackpots, lots of promotional mentions and hyped contestants. It was out to win viewers with an intelligent premise: two contestants figuring out words from definitions supplied by grade school kids.

Most of the time, *Child's Play* avoided the trap of parading cute tot after cute tot to deliberately get laughs. The show had its share of these, but many of the definitions were imaginative, occasionally irreverent and worth a chuckle. And Cullen proved why he has staying power: He has the knack of maintaining a smooth pace and relating to contestants without the instinct to pull an embarrassing joke at their expense.

Perhaps this program was too low-key for its own good. To its credit, CBS kept the show running longer than other games in the same predicament. But why couldn't that have been accompanied by a heavier dose of promotion? A few prime-time mentions might have helped.

Syndicators abound, and if one of them is looking for a show to offer stations as a midseason replacement next January, *Child's Play* should get strong consideration.

other voices

Behavioral sink

"Americans are being programmed by television to believe that almost everyone can enjoy a lavish lifestyle without doing much real work at all. This misprogramming of human brains is having appalling results. People who expect a high standard of living without much effort on their part do not make good workers or good citizens, and a civilization that depends on them is probably headed for the garbage dump of history."

Edward Cornish, president of the World Future Society, in a speech to the organization's conference in Washington, Aug. 10

Conscience resignation

"I am sorry, I cannot with my conscience continue to read this news full of falsehood. I hereby resign my appointment with immediate effect."

Chuma Ebozie, a newscaster for a government-owned TV station in Anambra, Namibia, resigning in the middle of an on-air newscast last month.

The real thing

"Dear Members of RALPH (The Royal Association for the Longevity and Preservation of the *Honeymooners*).

"I understand you had difficulty in receiving a supposed Ralph Kramden uniform. I am sending you this absolutely genuine article. I wish you all the best and thank you for your support.

"How sweet it is, Jackie Gleason"

Jackie Gleason, in a letter to a "Honeymooners" fan club that had recently underbid in an effort to buy a Kramden bus driver's uniform at an auction last month.

Footing the bill

"I think it's shocking that Mark Fowler can suggest, as he recently did, that it's not the role of the FCC to regulate children's television on the networks but that public television is to emphasize kids television. Is he going to provide the money for public TV to do the programming? The networks think the idea is wonderful. They also think it's un-American to be taxed to pay for it. . . . With cable and the new technologies just beginning, the government is not going to do anything that might make the networks lose more of their adult audience. The strongest voices in this country are those of older people. There are very few voices speaking passionately in behalf of children."

Joan Ganz Cooney, president, Children's Television Workshop, quoted in "The Dial" (June 1983)

Passive existence

"Perhaps it is just as well that commercial TV leaves children feeling they can do nothing

without the intervention of adults or the support of a group. That lesson may keep them from going off on hare-brained escapades. But it may not be accidental that the same lesson reinforces the passivity that leaves kids sitting in front of the tube. In my view, this country needs to think continually about how to instill in its citizens a sense of their own capacities, not an awe of superheroes or white-horsed adult equivalents. That's why it is important that public television has produced shows that persuade children they can do interesting things and have fun in the real world. *Zoom*, which is, alas, out of production, was a combination educational installment and variety show, and it was written and performed largely by kids. Thus it celebrated not only children's charm and vivacity but their brains."

William Henry III, press critic of "Time" magazine, quoted in "The Dial" (June 1983)

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Photos by Les Luchter

Despite a cold, rainy day, General Manager Jim Kontoleon and the WNFT crew found the New York City backdrop reason enough to do their editorial on location.

Florida's WNFT films patriotic message

By Les Luchter

NEW YORK—The Statue of Liberty isn't standing as proud as she once did. With her 100th birthday approaching in 1986, Americans have been asked to donate \$230 million to repair the 151-foot-tall statue's corroded iron framework and thinning copper skin, and to refurbish nearby Ellis Island.

Kenyon & Eckhardt currently is preparing Ad Council PSAs designed to bring the message home to the American public. They will be distributed to TV and radio stations in a couple of months.

WNFT-TV, Jacksonville, Fla., had its own ideas on how to convince viewers to contribute to the statue's restoration. The UHF independent decided to do an editorial on the subject, and—in keeping with its standard policy—to do the spot on location.

So General Manager Jim Kontoleon, Production Manager Tom Vardase and cinematographer Bill Evans—the station's normal editorial crew—came to New York earlier this month. Like other out-of-towners, they headed for South Ferry and the Statue of Liberty. Unlike the other tourists, they lugged along an Ikegami ITC-350 camera, Sony 4800 VCR and a bunch of ¾-inch tapes.

Kontoleon has been doing on-location editorials for 15 years—first at WHYN-TV/Radio, Springfield, Mass., and for the past 1½ years at WNFT. Never before, however, had he traveled anywhere near as far as he did for the Statue of Liberty piece.

Kontoleon estimated that the New York taping would cost a "little over \$1,000," about double the amount spent on the station's regular weekly editorials. To minimize the cost, Kontoleon combined the trip with sales calls and a visit with his rep firm.

WNFT is not exactly a high-budget operation. It has a total staff of only 37 people and what Kontoleon called a "minimum news operation"—the reading of news headlines.

Kontoleon, in fact, is possibly the most well-known WNFT personality. He came to the station 1½ years ago as it began a transition from 100 percent religious programming to mostly ad-supported independent fare. As another stop in changing the station's image, the call letters were changed only a few weeks ago.

Each of WNFT's editorials lasts 1½ to 2½ minutes. They run at 6:58 p.m., Monday, Wednesday and Friday their first week; Tuesday and Thursday the following week. They follow *Baretta* and precede *Little House on the Prairie*.

The on-location spots—usually illustrating why action must be taken on some local issue—have made a name for the fledgling independent. Last year, WNFT won a UPI award, the year before an AP award.

Now, WNFT has come farther than any other station to visit the Statue of Liberty in its time of need. The production crew taped three different versions of its editorial footage—one with its channel 47 mike, two without—so that it can distribute its patriotic message for use by other stations in this region.

WNFT has thus gotten a leg up on both the Ad Council and the Statue of Liberty-Ellis Island Centennial Commission. The commission, which includes Metromedia Chairman and President John Kluge, plans a series of major TV events through 1986, including a major ceremony next July 4, "Liberty Centennial Moments," movies, documentaries and athletic events "all themed to various aspects of America's heritage as a nation of immigrants."

Jim Kontoleon, whose parents came to America through Ellis Island, and who grew up in Brooklyn, remembered his roots as he taped WNFT's Statue of Liberty segments. Within the next couple of years, Jacksonville and the rest of this nation of immigrants are expected to remember theirs.



The Miss Liberty ferryboat carries the WNFT crew to Liberty Island.



Kontoleon sings the praises of the Statue of Liberty as Tom Vardase, production manager, and cinematographer Bill Evans view the action.



Kontoleon points out deterioration in the Statue of Liberty.

SKY SPY

Continued from page 1

rounding bedroom communities. Hundreds of the two million drivers will end up jammed some place and they're looking for information.

"The freeway system is looking good. Emergency equipment is rolling on a minor collision on Highway 74 near Morrison (20 miles to the west of downtown)."

Martin finishes his first report and tunes in fellow traffic reporter Dick Dillion, flying for KIMN radio. The KIMN sky report was Martin's first effort back in the beginning, when he was also the station's news director. KOA is the other traffic bird in town and Martin launched that, too. The pilot/reporters work closely with each other—their competition is speed and accuracy, not each other.

"Where's all the excitement, Jug (Hill)?"

Hill is the KBTB Sky 9 helicopter pilot flying early morning traffic/news runs for the stations early morning news show. Martin explains that helicopters are not good for traffic reporting in Denver because they are too slow to cover the vast traffic regions. Martin is interrupted with a cue from the station. Eight minutes have passed.

"Good morning, it's a beautiful day, there's not a cloud in the sky, except for the brown cloud (pollution). There's going to be some sunshine slowdowns."

"I put the first plane up for the old KMYR, but I only flew for a few weeks before the station folded. Traffic reporting was in its infancy in two or three other cities and it seemed like a great idea," Martin said.

"Stall on Colorado Blvd. Thanks, Dick," Martin responds to Sky Watch Three. "We're a hell of a lot better off sharing information and it's more in the public interest to get fast, accurate information. Competition is with our (station) personalities and how we present the information, not with getting it.

"Getting back . . . KIMN began full time in 1961. I put up the plane and served as news director. I was there for 10 years and ended up as a partner and vice president. We sold the station then they gutted the news operation and grounded the plane and went to bubblegum rock. They went bankrupt a year-and-a-half later.

"Anyway, back in the mid '60s, I don't remember the exact year, around '65 or '66 somewhere, Hal Davis at KHOW asked me to help put up their plane. Even though I was with KIMN, their (KHOW's) audience was different so I

went over and helped them out," he said.

Martin is interrupted by another "Sky Spy" cue. This is the news report and the lead is the union strike against Bell. Martin has been circling a major Bell complex near downtown and reports that a human blockade is preventing management people from entering the parking lot and snarling traffic.

" . . . the pickets are attempting to keep the cars out and as long as no one loses his head things should be fine. Meanwhile, we're starting to get sunshine slowdowns and there are two cars blocking the intersection of Alameda and Bannock . . ."

Martin and Dillion exchange information and laments about getting up so early, the stress and being stupid enough for doing it all these years.

Martin returns to the interview. "After we sold KIMN I formed my own production company, that was 1976. I put KOA's plane up then and flew for them for about five years. In 1980 I went back to KIMN and

spent two years rebuilding the news department and left to work full time on my production company. Craig Edwards was flying for KHOW and was recently promoted to news director. He asked me to fly again, so since April I have been back in the air. I do like to stay in touch, like an old horse . . ."

Martin picks up a 10-car pileup. His eyes seem to watch the ground and air at the same time, while his ears monitor multiple frequencies as he conducts the interview.

Martin breaks in for a special report. "University is shut down. We've got cars splattered all over the place . . ." Martin breaks off and asks the station and Triple A to call it in since there appear to be injuries. He circles for a couple of minutes and heads back toward the Bell facility.

Martin explains that each station has ground units as backups and to carry the major role when flying conditions are not good. He said Triple A also feeds information to stations

without planes and exchanges information with the sky reporters. Martin is citing Triple A's value when he gets his next cue. The lead story is Christine Craft's discrimination suit. Martin mumbles, "Damn consultants are the scourge of the industry."

On air Martin begins, "We have major problems from the mousetrap (intersection of I-25 and I-70) back through the Boulder turnpike. Police are responding to an armed robbery call at 14th and Krameria so use caution. University is still jammed and an alternate route is recommended. The pickets at 52nd and Zuni are still blocking management cars . . ."

Martin finishes and gets a call from KHOW about sending a news team to the Bell facility. Martin says it's a judgment call, but the situation doesn't look serious yet.





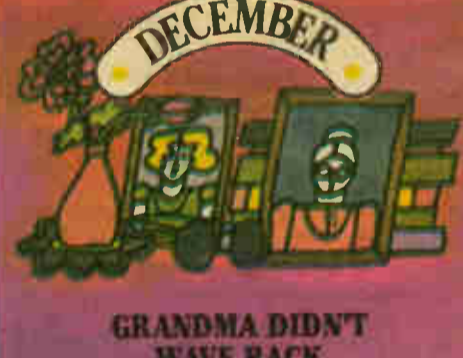




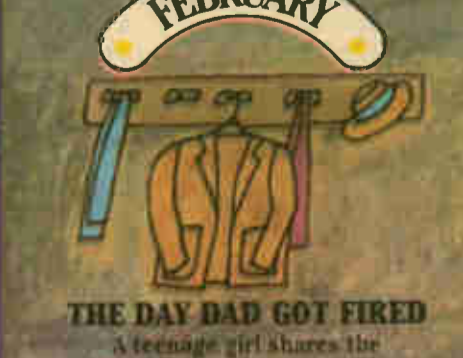
So it went until 8:30 a.m. "Arapahoe tower, Sky Watch One requesting landing instructions . . ." It was over until 3:30 p.m.

Teens labeled 'big spending' target market

NEW YORK—The nation's 25 million teens—a demographic that has been getting less and less attention from advertisers—are a lucrative target with a potential \$43 billion in disposable income, according to the CBS/FM presentation "The Teens Are Listening."

Kathy Seipp, director of marketing for the CBS/FM group, told an assemblage of agency people that today's teen-agers are active and savvy consumers. "Since their rapidly expanding disposable income is unencumbered by traditional financial responsibilities, teens are having a growing impact on the consumption profiles of such categories as leisure products and activities, cosmetics, clothing and snack food."

The teen-ager, as profiled by CBS/FM, puts aside a surprisingly large amount of savings for high-ticket items such as cameras and stereos

 <p>SEPTEMBER</p> <p>THE BOY WHO COULDN'T LOSE An imaginative boy learns the limits of his "fantastic" powers.</p>	 <p>OCTOBER</p> <p>ROSIE Her sister's terminal illness brings a young girl confusing and unexpected emotions. Tara Kennedy stars.</p>	 <p>NOVEMBER</p> <p>DANNY AND THE KILLER RAIN A concerned boy finds himself caught in the current acid rain controversy.</p>
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 <p>MAY</p> <p>BROTHER TOUGH A young boy finds his own way in the shadow of his older brother's boxing fame.</p>		 <p>JANUARY</p> <p>MY MOTHER THE WITCH The Salem Witch Trials cast haunting suspicion on the mother of a 17th century girl.</p>
 <p>APRIL</p> <p>JUST ANOTHER STUPID KID A learning-disabled boy suffers misunderstanding at home and school.</p>	 <p>MARCH</p> <p>NAVAJO MOON Three Navajo children illustrate the tribe's history and modern problems.</p>	 <p>FEBRUARY</p> <p>THE DAY DAD GOT FIRED A teenage girl shares the heartbreak and trauma of her father's sudden unemployment.</p>

Correction, clarification

A finance story in *BW's* Aug. 8 issue reported that Universal Communications Corp. reached an agreement to buy WJIM-TV, Lansing, Mich., and WKBT-TV, La Crosse, Wis., from Gross Telecasting Inc. in a \$4 million leveraged buyout. The dollar figure of the buyout should have read \$48 million. We regret the error.