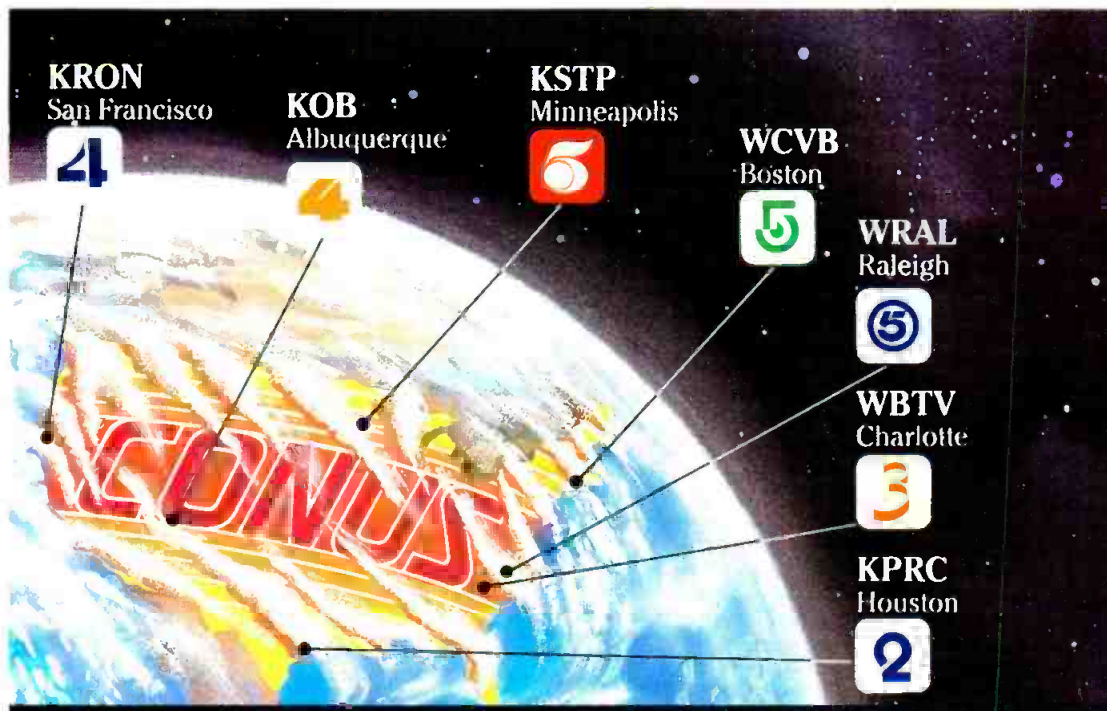


Broadcasting Aug 6



Conus—Now Coast to Coast

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Conus provides a "Quantum leap forward in television news gathering."—Jim Coppersmith, VP/GM, WCVB-TV Boston.

"One of the most revolutionary pieces of technology in television news."—Phil Balboni, News Director, WCVB-TV Boston.

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Conus gives us "the ability to cover any event from anywhere at anytime."—John Greene, VP/GM, WRAL-TV Raleigh.



In time for the November sweeps, these stations will be promoting their own Ku-band uplink vans, making use of the Conus-owned transponder on SBS-3, and sharing their SNG power with affiliated stations in markets coast to coast.

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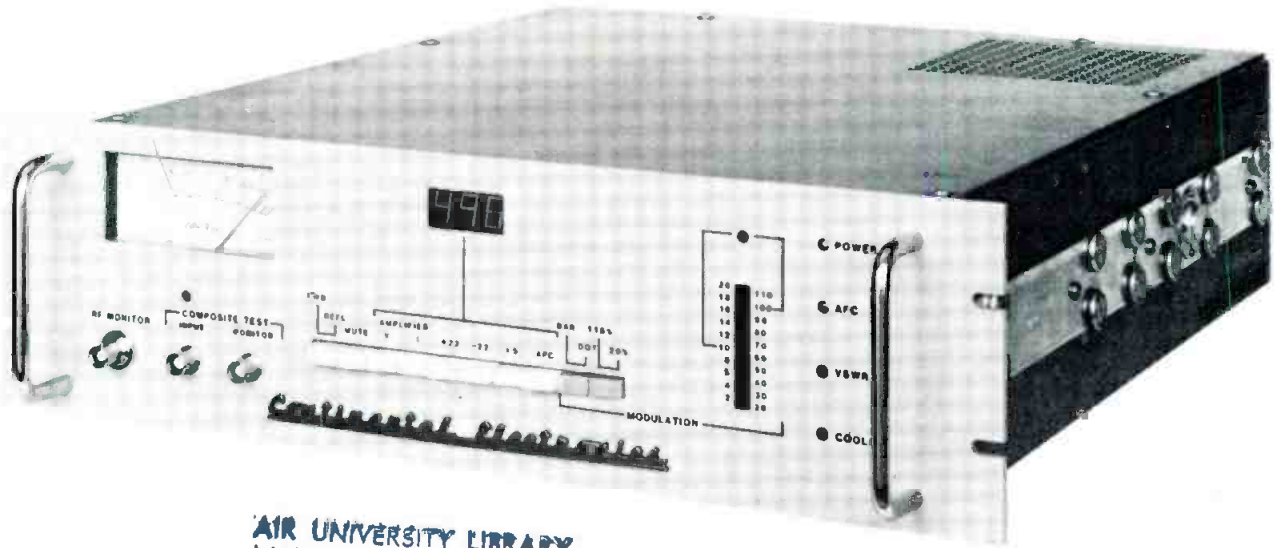
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53rd Year 1984

FOOTBALL!

Supreme Court's the
in 1984 backfield



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Continental's Type 802A solid-state FM Exciter offers broadcasters unmatched performance.

The modulation performance of Continental's new FM Exciter exceeds all currently known/marketed FM exciters. State-of-the-art design includes modular construction and subassemblies: any subassembly within the exciter can be removed without removing the exciter from the transmitter. The Type 802A accepts a composite base-band signal from a stereo generator, STL system or monaural audio and SCA programming.

No tuning adjustments are required, other than selecting the operating frequency. The exciter generates its frequency with a digitally programmed, dual speed, phase-locked frequency synthesis system.

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For information, call (214) 381-7161: Continental Electronics Mfg. Co.; Box 270879, Dallas, Texas 75227.

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Continental Electronics

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- PITTSBURGH..... WPGH-TV
- SEATTLE..... KCPQ-TV
- TAMPA..... WTOG-TV
- DENVER..... KWGN-TV
- PHOENIX..... KPHO-TV
- MILWAUKEE..... WISN-TV
- ORLANDO..... WOFL-TV
- ALBUQUERQUE..... KGSW-TV
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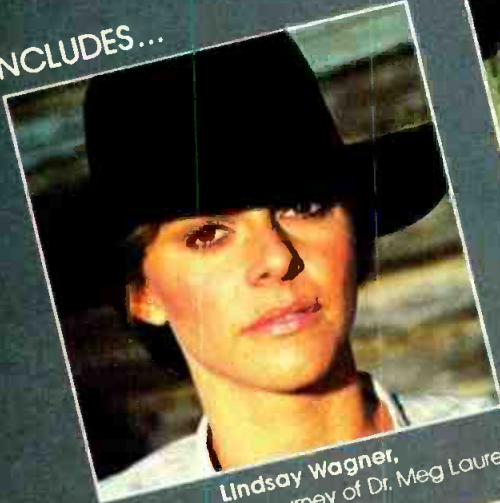
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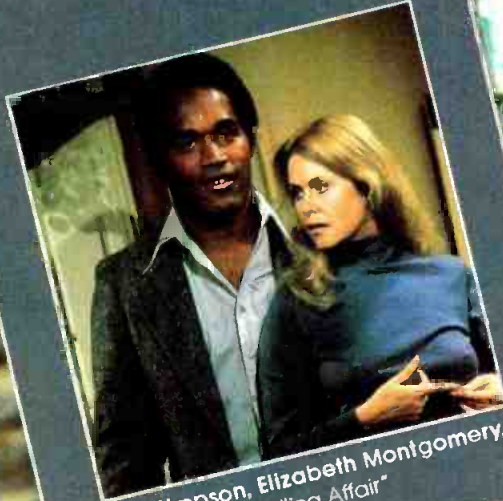
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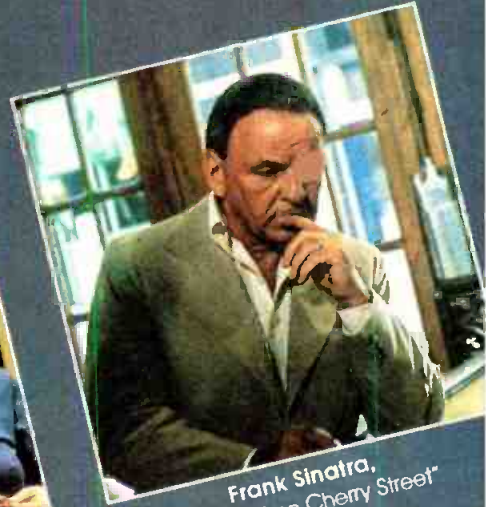
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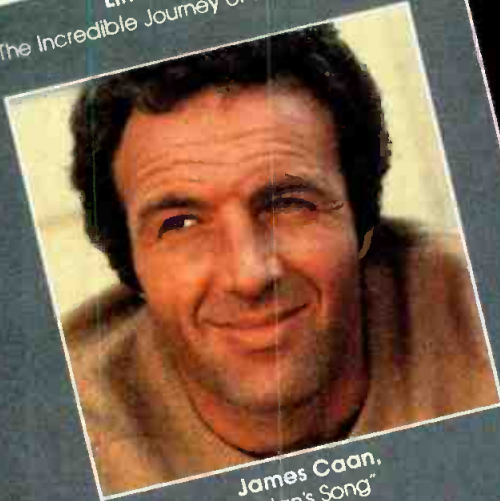
Lindsay Wagner,
"The Incredible Journey of Dr. Meg Laurel"



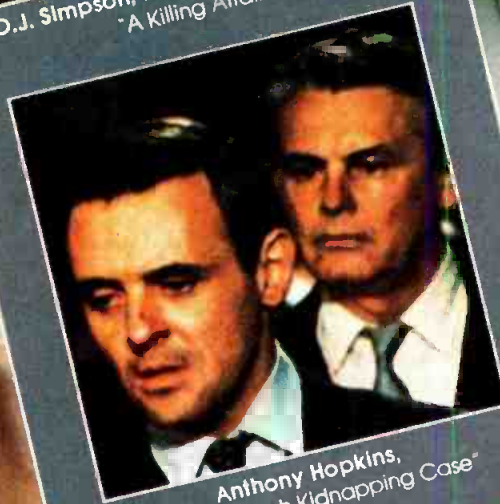
O.J. Simpson, Elizabeth Montgomery,
"A Killing Affair"



Frank Sinatra,
"Contract on Cherry Street"



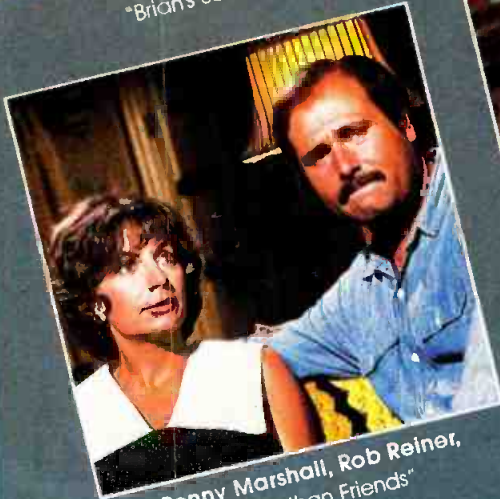
James Caan,
"Brian's Song"



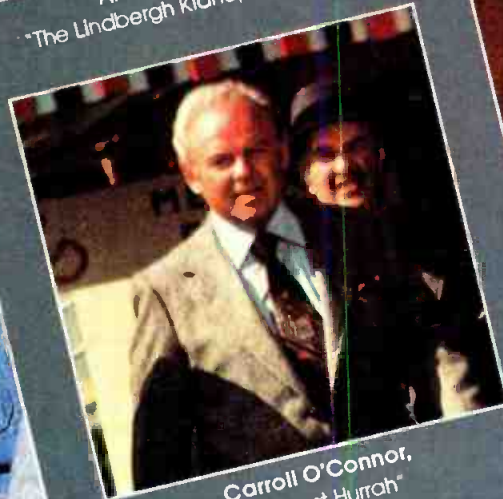
Anthony Hopkins,
"The Lindbergh Kidnapping Case"



Fred Astaire,
"A Family Upside Down"



Penny Marshall, Rob Reiner,
"More than Friends"



Carroll O'Connor,
"The Last Hurrah"



Alan Alda,
"Kill Me if You Can"

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Broadcasting Aug 6

Senate Appropriations Committee moves to block rule of 12's implementation Summer Olympics start strong Football 1984

FIRST BLOOD Senate Appropriations Committee passes measure blocking FCC's implementation of station ownership change to 12. **PAGE 27.**

FINE LINE FCC releases fine print on rule of 12's order. **PAGE 28.**

GREAT DEBATE FCC's Fowler and MPAA's Valenti square off in debate of ownership rule on *MacNeil/Lehrer NewsHour*. **PAGE 29.**

SUMMER SHINE ABC makes \$30 million payment for summer Olympics, postponing rebate question. **PAGE 30.** So far, ratings for summer games are meeting network's expectations. **PAGE 30.**

POLLING TALK Network representatives defend election polling procedures before Senate Commerce Committee hearing. **PAGE 32.**

OPEN FIELD BLOCK Independent broadcasters, WTBS(TV) decry fallout from Supreme Court's decision to void college football television rights pacts. **PAGE 33.**

FOOTBALL 1984 Total rights payments for football, in wake of Supreme Court ruling, will be less this year, according to BROADCASTING survey. Rights figure is down 6.5% to \$501 million, but local broadcast rights contracts, yet to be negotiated, are not included. A rundown of all the teams and their preseason radio and television contracts, plus which networks are doing what begins on **PAGE 41.**

REAUTHORIZATION House passes CPB appropriations bill after lengthy debate on putting legislative program back on the air. **PAGE 50.**

SEND IT ALONG Dougan nomination to State department post moves to Senate floor. **PAGE 51.**

RENEWAL SALE Two Burbank stations change hands during FCC appeal phase. **PAGE 53.**

BOTTOM-LINE NUMBERS Fifth Estate companies log in with second-quarter earnings figures. **PAGE 54.**

NEW ON DAYTIME NBC launches new daytime soap opera *Santa Barbara*. **PAGE 58.**

BLUE BIRDS Adult programmers using low power DBS service to distribute their product. **PAGE 59.**

TAKE A LETTER BROADCASTING takes a look at the effect of the FCC's diminished oversight of call sign assignments, then takes a look back at how some stations got their names. **PAGE 67.**

ON TAP List of issues confronting cable industry brought into focus at New England Cable TV Association meeting. **PAGE 71.**

COME TOGETHER Group forms new LPTV association: Community Broadcasters of America. **PAGE 71.**

FOX TALE Harris Katleman's talent for making the right decisions about people and programming are a key factor in his success as head of 20th Century Fox Television. **PAGE 97.**

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NOW IN 63 MARKETS!



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AVAILABLE FALL 1985

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Dawson formula

FCC Commissioner Mimi Dawson's interim solution to rule of seven's issue—allowing TV station ownership to reach 50% of nation's TV households, with no more than 25% through VHF's; no cap on radio, and sunset of three years—might have escaped some difficulties FCC majority's choice of 12-12-12 encountered. Jack Valenti, president of Motion Picture Association of America, as said groups he represents "would consider" Dawson's proposal (see page 7), even though he makes clear he's not happy with sunset for networks. Representative Mickey Leland (D-Tex.), with blessing of House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), this week is expected to introduce bill that supposedly "reflects concerns" raised by Dawson's proposal, minus sunset provision. What Dawson, who dissented from commission's action, thinks about attention is unclear. She's declining comment.

Another children's hour

Senator Frank Lautenberg (D-N.J.) will introduce legislation reportedly seeking to impose children's program guidelines on commercial television. Exact details weren't available at press time, but it's likely that networks and others won't receive Lautenberg proposal favorably. Peggy Charren, head of Action for Children's Television, and long-time critic of children's fare on TV, is expected to share podium with Lautenberg at press conference this week to endorse his legislation.

Among its latest initiatives, ACT recently filed petition with FCC asking for rulemaking to prohibit certain program syndication arrangements whereby a station would get cut of profits from merchandising efforts related to a program (such as toy doll modeled after program character) in return for televising show (BROADCASTING, June 25).

Travelers

After FCC disposes of light agenda this Wednesday (Aug. 8), commissioners will be going separate ways until next meeting, scheduled for Sept. 13. During recess, Chairman Mark Fowler and family will vacation in Hawaii. He's leaving Aug. 10, won't return until Sept. 4. Commissioner James Quello and his

wife will visit friends in old hometown, Detroit. He'll also participate in Michigan Association of Broadcasters meeting in Gaylord, Mich., Aug. 22-25.

At invitation of Alaska Governor Bill Sheffield, Commissioner Mimi Dawson, accompanied by Bob Pettit, her legal assistant, and possibly Jerald Fritz, chief of Common Carrier Bureau's tariff division, will take four-day tour of Alaska to check out telephone system, beginning Aug. 12. After she returns, Dawson will spend week with her husband in Vermont. Commissioner Henry Rivera and his family left last Thursday (Aug. 2) for "incommunicado" vacation in Europe. He's scheduled to return Aug. 20. Commissioner Dennis Patrick will stay behind in Washington.

Exceptions

True test of how solid FCC's interim 12-12-12 multiple ownership caps will be if Congress lets them stand won't be known until someone actually petitions for waiver. But feeling in some quarters is that new rule, on its face, is less rigid than old one. In new rule, FCC says it's not encouraging waivers, but it also points out that it is required to consider waiver requests of any kind. Even though it says petitioner would have to clear "high hurdle" to get waiver granted, it doesn't say how high. Hurdle was certainly higher under former rule which assumed limitations were necessary to encourage diversity. New rule assumes restrictions aren't necessary to achieve that purpose. Commission may not want to encourage waiver requests, if only to avoid administrative burden requests would entail. But order would appear to leave majority of commissioners ample room to grant them, if it so desires.

Eye on street

If stock market continues to perform anywhere near its record-setting pace of last week, Showtime/Movie Channel Inc. may go public sooner rather than later. Potential of that opportunity, area where he has had considerable experience, was one reason new Showtime/TMC chairman and CEO, Neil Austrian, took job. But Austrian has said that public offering for company would have to wait for better market than was in evidence until last week. Before coming to decision, Showtime/TMC executives will also follow how current MTV Networks offering goes.

New beat from Atlanta

New entry in music video ranks may emerge from Atlanta. Turner Broadcasting, which already supplies cable industry with superstation WTBS(TV) as well as Cable News Network and CNN Headline News, is considering institution of new music channel to compete with MTV, pioneer service now in process of spinning off from parent Warner Amex Satellite Entertainment Co. Sept. 1 target date is contemplated. Turner already has talked with top 30 MSO's, is prepared to launch when it has commitments from systems with 10 million subscribers.

Gaining on it

National Association of Broadcasters has been building budgetary surplus in first two months of its fiscal 1984. After April, in which income was above expectations and expenses below for surplus of \$71,348 ("Closed Circuit," July 2), May turned up surplus of \$132,484 to put NAB ahead by \$203,831 for year to date. Association had deficit of \$265,000 in fiscal 1983.

Near deal

Ongoing discussions between Daytime Broadcasters Association and Association of Broadcast Engineering Standards (mostly regional stations) which opposed FCC's decision to expand hours of operation for daytimers have proved fruitful. Groups are expected this week to announce details of compromise agreement concerning post-sunset power specifications for daytimers. National Association of Broadcasters President Eddie Fritts is credited with playing major role in bringing parties together.

Personalities plus

Look for changes in (or additions to) on-air talent on five CBS Radio-owned FM stations that program contemporary hit format in coming weeks and months. Despite success that group has had programming CHR in Boston, Philadelphia, Chicago, St. Louis and Los Angeles, FM group head Robert Hyland believes stations can improve 35-44-year-old demographics by "injecting more personality" into them. "We want to get away from the time and temperature" type of announcing delivery, he said, indicating that older listeners relate better to talent that is witty and entertaining.

TV ONLY



On the spot in Atlanta. ABC Television Spot Sales hosted reception for Atlanta advertising community to celebrate opening of its new regional spot sales office. Office will represent spot sales on ABC's five owned TV stations and serve nine-state territory in Southeast. Deborah Shay is manager of Atlanta office. Pictured (l-r): Mark Mandala, president of ABC Owned Television Stations; Walter Flynn, vice president and general manager of ABC Television Spot Sales, and Jack Walz, vice president, BDA/BBDO, Atlanta.

BMW of North America □ Campaign is set to start in mid-August for seven weeks in 50 markets. Commercials will be carried in prime time, news and sports periods. Target: adults, 21-49. Agency: Ammirati & Puris, New York.

Rent-a-Center □ Household appliance firm is preparing for third-quarter drive in 40 markets, starting in early September and continuing through December. Commercials will be carried in early and late fringe and daytime. Target: adults, 18-34. Agency: Keller Crescent, Dallas.

Dannon Milk Products □ Yogurt will be spotlighted in eight-week flight to start this week in 10 markets. Commercials will be carried in fringe and news programs. Target: adults, 18-49. Agency: Marsteller Inc., New York.

Colorforms □ Promotion for Laser Blazer (psychedelic sticker) will begin in late August for three weeks in 33 markets. Commercials will be carried in prime time and daytime. Target: total children. Agency: Richard & Edwards, New York.

American Petrofina □ Gasoline will be highlighted in 10-week flight to kick off in mid-September in about 20 markets. Commercials will be slotted in early fringe, news and prime periods. Target: men, 18-49. Agency: Geer DuBois, New York.

Mannington Mills □ Vinyl floor covering will be advertised in four-week flight to be conducted in about 23 markets, starting in mid-September, including Pittsburgh, Nashville and Albany, N.Y. Commercials will be scheduled in early and late fringe. Target: women, 25-64. Agency: Weightman Advertising, Philadelphia.

RADIO ONLY

Algonquin Gas Transmission Co. □ Utility firm is launching fall promotion with 13-week campaign, starting in mid-August in about eight markets. Commercials will run on weekdays from morning to early evening. Target: adults, 25-49. Agency: Doremus & Co., Boston.

Just Pants □ Retailer of jeans and tops will launch one-week flight in approximately 80 markets in late August. Commercials will run in all dayparts. Target: women, 12-24. Agency: Cohen & Greenbaum, Chicago.

Del-Dixi □ Six-week flight will start in early October in four markets to

AP WireCheck

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GRAND OLD PARTY IN DALLAS—AUGUST 13-17—A five-part series previews the Republican convention, convening the week of August 19, and gives a close-up look at key party figures on their first stop to Election '84.

PRO FOOTBALL PREVIEW—AUGUST 27-31—AP scouts the best and the rest in the NFL. Scripts for our annual 90-second, division-by-division report run in advance August 18.

FOOTBALL FEVER—SEPTEMBER 3-7—AP looks at the top seeds and the spoilers of college football in this series of five 90-second scripts. Scripts run in advance August 25 for use the week of September 3.

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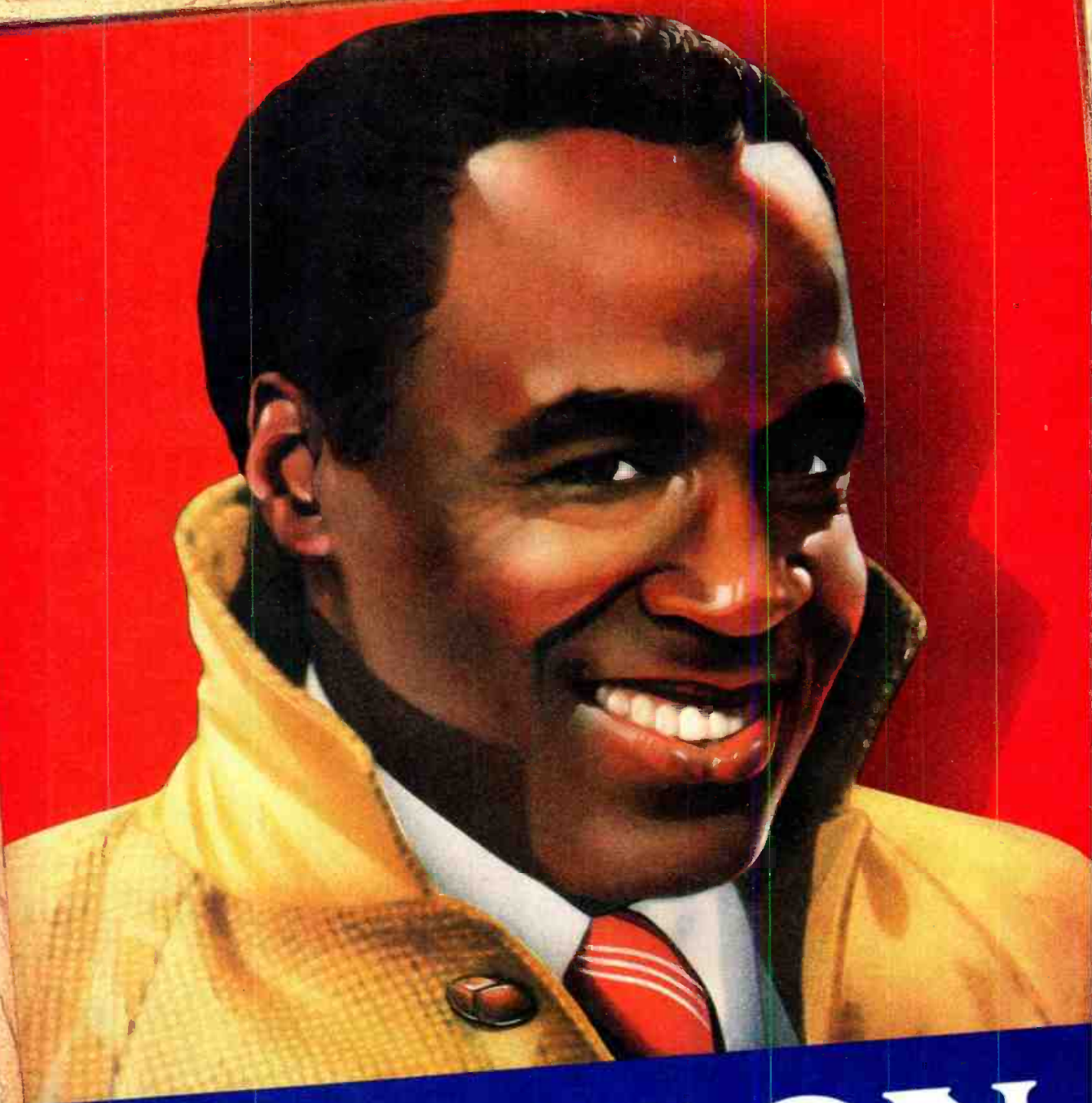
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DALLAS	KNBN-TV
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CLEVELAND	WJKW-TV
PITTSBURGH	WTAE-TV
MIAMI	WCIX-TV
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KANSAS CITY	WDAF-TV
CINCINNATI	WKRC-TV
MILWAUKEE	WITI-TV

ORLANDO	WOFL
NASHVILLE	WSMV
CHARLOTTE	WCCB
BUFFALO	WGR-TV
NEW ORLEANS	WVUE
COLUMBUS, OH.	WTVN
GREENVILLE, S.C.	WHNS
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GRAND RAPIDS	WZZM-TV
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OKLAHOMA CITY	KGMC
HARRISBURG	WPMT-TV
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COLORADO SPRINGS	KRDO-TV
SALINAS	KMST
CHARLESTON, S.C.	WCBD-TV
AMARILLO	KVII-TV
BEAUMONT	KBMT
RENO	KCRL
CORPUS CHRISTI	KIII
BOISE	KIVI
CHICO-REDDING	KRCR-TV
MACON	WGXA
ERIE	WJET-TV
ALBANY, GA.	WALB-TV
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MEDFORD	KTVL
GREENWOOD, MS.	WABG-TV
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HONOLULU	KGMB
MANCHESTER/ CONCORD	WMUR-TV

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AdVantage

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Disney agency named. Disney Channel has appointed Admarketing Inc., Los Angeles, as agency of record. Account formerly was with Chiat/Day, Los Angeles, and is estimated to bill in excess of \$6 million. Robbie Mainthow of Admarketing will be account supervisor and Martin Cagan, executive vice president, will be management supervisor.

promote company's line of pickles. Commercials will be slotted in afternoon time periods. Target: women and adults, 18 and older. Agency: Magnussen Advertising, Fort Worth, Tex.

Muse Airlines □ Three-week flight is scheduled to begin either this week or next week in Los Angeles, Houston and New Orleans. Commercials will be placed in all time periods on weekdays and weekends. Target: adults, 25-54. Agency: Keller Crescent Co., Dallas.

Pacific Bartlett Growers □ Three-week effort in support of Northwest pears is scheduled to begin in early September in 72 markets. Commercials will be placed in morning and afternoon periods. Target: women, 18 and older. Agency: Evans-Pacific, Portland, Ore.

Unda-USA



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Edward J. Murray, Chairman

RADIO AND TV

Converse Rubber Co. □ Three-week back-to-school promotion featuring sneakers will begin in New York and Los Angeles in late August. Commercials will be carried in morning and afternoon times in radio and in all segments on TV. Target: adults, 21-49. Agency: Ingalls Associates, Boston.

RepReport

WOTV(TV) Boston: To Seitel from Spot Time Ltd.

WRGT(TV) Dayton, Ohio, and WFBN(TV) Joliet, Ill.: To Seitel (no previous reps).

WDRO(FM) Detroit: To Christal Radio from Hillier, Newmark, Wechsler & Howard.

KEGL(FM) Fort Worth, Tex.: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

WJDM(AM) Elizabeth, N.J.: To Roslin Radio from Unirep.

WNEB(AM) Worcester, Mass.: To Roslin Radio from Weiss & Powell.

WIKY(AM)-WROZ(FM) Evansville, Ind.: To Christal Radio from Weiss & Powell.

KRZN(AM) Englewood, Colo.: To Christal Radio from Weiss & Powell.

WOD-AM-FM Chattanooga, Tenn.; KXEL-AM-KCNB(FM) Waterloo, Iowa; WKIN(AM)-WZXY(FM) Kingsport, Tenn.: To Christal Radio from Torbet Radio.

KRYS(AM)-KBCB(FM) Corpus Christi, Tex.: To Weiss & Powell from Republic Radio Sales.

KVOZ(AM) Laredo, Tex.: To Lotus Albertini Hispanic Reps from Caballero Spanish Media.

CFCF-TV Montreal: To Brydson Media Sales from All Canada.

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Sol Taishoff, editor-in-chief (1904-1982).
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Editorial

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Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Stephen McClellan, associate editor.

Vincent M. Ditingo, senior editor, radio.
John Lippman, assistant editor.
Geoff Foisie, staff writer.

Marie Leonard, June Chauhan, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.

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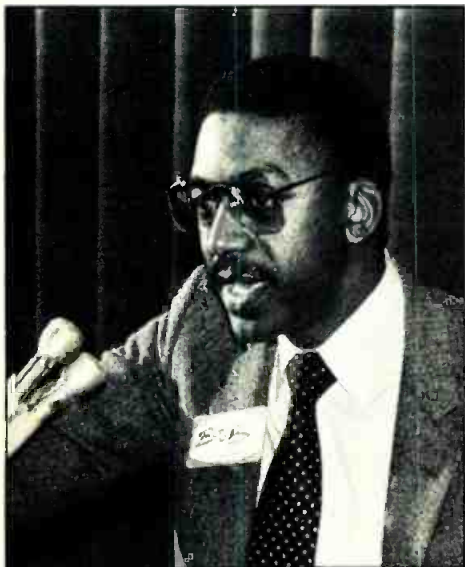
DCI will make good

Despite FCC and Supreme Court decisions that grant cable operators more flexibility in the pricing and packaging of their services, Bob Johnson, president of District Cablevision Inc., the designated cable franchisee for the city of Washington, said DCI would deliver what it promised in its franchise bid, including a basic tier of 35 channels for \$1.95.

But during the franchise negotiations, which he expects to be completed by the end of the year, said Johnson in a speech before the Washington Metropolitan Cable Club last Tuesday, DCI may try to put off the provision of some nonrevenue-producing facilities and services promised in its bid until there is adequate revenue to support them.

Contributions for public access, for instance, he said, could be tied to a certain level of subscriber penetration. Such a scheme would help insure that the system remains "economically viable," he said.

During the question-and-answer period, Johnson defended DCI's decision to tap the



Johnson

local telephone company, Chesapeake & Potomac, to build the main trunk and feeder lines for the DCI system for around \$54 million.

Johnson said the primary reason for choosing C&P for the job was that its bid was \$20 million less than others DCI received. Although C&P will own the cables it installs for DCI, he said, DCI will have an "indefeasible" right to use, lease, assign or sell the system's capacity. Charges made by one of the losing bidders that DCI is a "captive" of the telephone company are "erroneous," he said. DCI may use the system to compete with C&P in the data transmission business or it may lease capacity to others desiring to compete with the telephone company, Johnson said.

Johnson also lamented reports that the two loser bidders were contemplating court action in an attempt to wrest the franchise from DCI. The franchise process was a "fair

and open fight," he said. The losing bidders, he said, are putting "their egos out in front and not the best interests of the city." If law suits are filed, Johnson said, service to the city will be delayed and only the lawyers will benefit.

Would you expect less?

Home Team Sports, the regional pay sports service serving the greater Washington region (Maryland, Virginia, Delaware and parts of Pennsylvania, West Virginia and North Carolina) has released results of a telephone coincidental that suggests its subscribers are watching what they pay for. The June 8 baseball game between the Detroit Tigers and the Baltimore Orioles, whose home games form the cornerstone of HTS's programming, scored a 48.6 rating and 77 share among the 10,000 HTS subscribers served by Caltec in Baltimore county.

HTS points out the "exceptional" ratings were attained despite the local broadcast at the same time of the fifth game of the National Basketball Association championship series and the final game of the Major Indoor Soccer League championship series. It should be noted, however, that the baseball game was more than just "a regular season Orioles contest," as HTS described it. It was the much-heralded first match between the division-leading Tigers, who were the hottest team in baseball at the time, and the Orioles, who had won the division in 1983. The game, played in Baltimore, was sold out.

Looking good

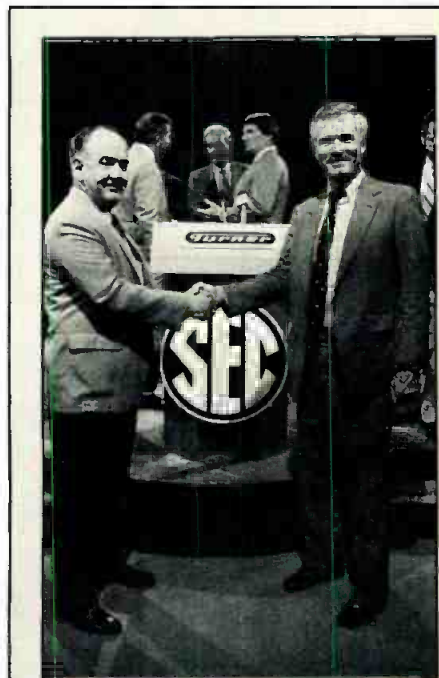
The Cable Television Administration and Marketing Society reports preregistration for its 10th annual conference in New York next week (Aug. 12-15), at 1,000. Last year's attendance was 1,200 and CTAM officials hope, with the New York venue, to get 1,400 to attend.

Monday's luncheon speaker will be Larry Light, executive vice president, client services, Ted Bates Co. The convention will kickoff with a Monday morning session examining "critical success factors" in marketing. On videotape will be executives reviewing the successful marketing of their companies, including American Airlines, Federal Express and Marriott Corp.

Florida pirates

How much are cable pirates costing cable operators in Florida each year? Approximately \$23.9 million or almost 10% of their total annual revenues. That's according to a survey of Floridian cable systems representing two-thirds of the homes passed in the state, conducted by Showtime/The Movie Channel Inc.

In presenting the results of the survey at the annual convention of the Florida Cable Television Association meeting, Michael Aloisi, regional engineering manager, Showtime/TMC, said although \$32 million in annual revenues are being lost by the operators, most of it is "recoverable through traditional marketing, public relations, engi-



Shaking hands. Firming up a college football television rights deal between the Southeastern Conference and WTBS-TV Atlanta at Turner Broadcasting System studios in Atlanta are conference commissioner H. Boyd McWhorter (l) and TBS Chairman Ted Turner. The deal, valued at a reported \$6 million (see page 41), calls for WTBS to televise 12 SEC games this fall.

neering and legal means."

The survey is part of Showtime/TMC's ongoing campaign to limit pirating, which hurts not only cable operators but Showtime/TMC and other pay television services as well. Indeed, the survey indicated that program suppliers lose \$8.2 million to the pirates in Florida each year.

At the National Cable Television Association convention in Las Vegas last June, it offered its affiliates theft of service combat kits containing guidelines and techniques for mounting assaults on the pirates. Since the convention, Showtime/TMC said, more than 500 operators have requested the anti-piracy kits.

Other findings of the Florida survey: 3.7% of the homes passed by cable, but not subscribing to it, were receiving service illegally; 6.8% of basic subscribers were receiving pay service illegally, and 8.1% of pay subscribers were receiving one or more additional pay services illegally. The chief causes for the pirating were subscribers who tampered with their cable converters and negligent or unscrupulous installers.

Showtime/TMC is urging operators to publicize the illegality of pirating, but to offer a general amnesty. Once pirates realize what they are doing is wrong and that they may be prosecuted for it, the pay programmer believes, they are usually willing to become paying customers. "After all, they

already know the value and benefits of the product and since most are otherwise law-abiding citizens, these amnesty programs give them a graceful opportunity to set things straight," Aloisi told the Florida operators. "It's also a cost-effective tactic that represents good consumer relations."

New on Nickelodeon

Nickelodeon, the advertiser-supported children's cable program service, will discontinue its *The Tomorrow People* series at the end of this month, while adding *Dangermouse*, a six-episode animated series, beginning Aug. 13. *The Tomorrow People* exits with the cablecast of the program's most popular segments in marathon cablecasts on Aug. 25 and Aug. 26.

Fine way

Group W Cable faces fines totaling \$3.8 million levied against the system operator by the city manager of Santa Ana, Calif., late last month for allegedly failing to meet terms of its municipal franchise agreement. City manager Robert Bobb, claiming he was acting under authority granted him in the city's franchise agreement with Group W, said the fine was calculated by assessing the firm \$5,000-per-day beginning Sept. 1, 1983. Santa Ana's 15-year agreement with Group W, signed in 1982, could also be cut by more than three years as part of the penalty, according to city officials. Specifically, Bobb claims the cable company is in violation of its agreement by not wiring a commercial area of the 62,000-home community and has not provided certain promised services.

Group W has said it does not intend to pay the fine and disputed Bobb's charge that the operator has failed to meet its commitments. A spokesman said Group W would appeal the action. The MSO, which has about 17,000 subscribers in the Santa Ana area, has recently been renegotiating other aspects of the franchise agreements due to cost overruns said to be more than \$10 million above the initial projected \$19 million system construction cost.

Believer

Glenn R. Jones, chairman and chief executive officer of Jones Intercable Inc., believes that the cable industry should broaden its vision. At a presentation to the New York Society of Security Analysts, Jones said: "The future of cable television has never been better."

The head of the 17th largest MSO said that alternative technologies, such as direct broadcast satellites and videocassette recorders, were not as much of a threat as they first appeared, and could serve as ancillary sources of revenue for cable operators. As an example, he said those system operators with cable stores in a shopping center should consider selling VCR's. As for the shakeout of some programming services, he said there could be a move in the other direction. "We do think that there are services out there being bubbled in the cauldrons of men's minds that are viable."

What about all the "gloom and doom" talk? Jones's answer: "Those people just make it cheaper for us to buy cable systems."

Nonetheless, the MSO chairman said his positive outlook did not indicate he thought the industry could take it easy. He said he was worried that cable operators

might be having a "loss of nerve," and might not be "defining the business correctly. We have to be sure that we pay attention to what's happening around us and start using the capacity of cable. . . . We have the greatest tool for delivering information that the world has ever seen. Telephone companies are dealing with archaic plant and nothing is going to change that in the next five or six years. . . . There is revenue there. Win that and you win the whole ball game. We should not confine ourselves to entertainment."

He said his company would "fall off" the cable bill (H.R. 4013) at the point that it "would forbid cable getting involved in two-way data transmission."

Dick Swanson, president of the Jones division which syndicates limited partnerships, provided a laconic response to a

question about whether reports of oversaturation in the cable limited-partnership market were true and how the future for such operations looked: "No and good."

Expanded arts

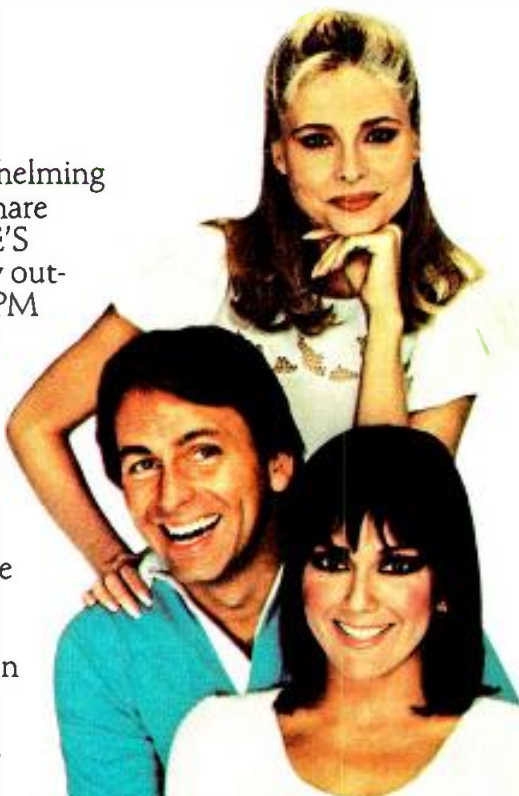
Manhattan Cable will announce soon that it is doubling the Arts & Entertainment programming it carries on its system serving 188,000 subscribers and hotels, restaurants and other businesses. The expanded service is to begin Sept. 1, providing seven-day-a-week, 8 p.m.-4 a.m. A&E programming and giving the channel some additional Madison Avenue exposure as it prepares for Nielsen ratings measurement early next year. Seventy percent of A&E's subscribers currently receive eight hours a day of the channel with the remaining 30% receiving the full 20-hour service.

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A broadcast engineering commentary from Joe Flaherty, VP, engineering and development, CBS-TV, New York

The 21st century: 15 years and counting

If the title of this address sounds like the countdown for the launch of a space vehicle, the simile is apt. Broadcast technology is today poised for an explosive thrust in the last decade of this century. By the year 2000, the technical quality and the diversity of services offered to the viewer will be as different from today's television as the introduction of color was from the early monochrome experiments of Baird and Campbell-Swinton 55 years ago.

We broadcasters have so far advanced the art that, today the world over, more people view television than can read. The television screen is indeed man's window on his world; yet this technology is a 20th century phenomenon, scarcely 60 years old.

What will it be in 1999 when we close this communications century? In large measure, that's up to us, as we expand, innovate and try new technologies—adopting some and rejecting others. But in these last 15 years, there are two things of which we can be sure—technology will continue to accelerate, producing a bewildering array of equipment both for the professional and the consumer; and the consumer will adopt many of these technologies more quickly than ever.

This last quarter century also saw the development of international and domestic communications satellite networks, and these networks vastly increased the number of wide band communications channels which, in turn, resulted in a plethora of new program services to the home via cable and pay cable systems.

The broadcaster's monopoly of video channels to the home is gone, gone forever. The "television of abundance" competes directly with the broadcaster for the attention of the viewer.

I needn't tell you that the terrestrial broadcaster has, so far, competed very successfully with the new media. The dire predictions of massive network and local station audience erosion have simply not materialized.

This fact notwithstanding, complacency now would see us rumble into 21st century oblivion. Yet, I submit to you that terrestrial broadcasting need not become a secondary service, inferior to its 21st century competition. But in the same breath, I caution you that it surely will, if broadcasting surrenders its creative and technical leadership to the new and hungry competition.

Over the years, "broadcast quality" has come to mean "the ultimate"—that to which all else is compared, and that from which all else is scaled. Our programs are the best, our news is the best and our technical quality is unsurpassed.

But all this is changing. New and better



Joseph A. Flaherty is vice president for engineering and development, CBS Television Network, New York. A broadcast engineer since 1955, he has been with CBS since 1957.

technology is becoming available, and the technical quality of services delivered to the home will become an ever increasing factor in audience appeal, and thus in audience size.

As we evaluate the onrush of new technologies, we must bear in mind that the "standard of services" enjoyed by the viewer today will not be his "level of expectation" tomorrow.

Broadcasting has continually improved its technical quality. We need only look at an old kinescope recording of the early 1950's or a videotape from the early 1960's to see how far we've come.

So why worry? Two reasons: First, we are no longer alone in television communications to the home, and second, the terrestrial broadcaster has the most restricted bandwidth of any mass communications channel to the home today. Moreover, this narrow band channel is providing the existing NTSC color TV service, and is, therefore, constrained to adopt only those technical improvements compatible with the existing service.

If we are to compete 15 years hence, we must undertake the enormous task of directing our television technology during these explosive few years. "Good enough" is no longer "perfect" and may, in fact, become wholly unsatisfactory. Quality is a moving target, and our future judgments must not be based on today's performance.

Many of the technological improvements that offer new services and/or higher technical quality are already being employed by broadcasting's competitors. Cable systems, without our spectrum constraints, are already able to deliver stereophonic sound and

to offer full channel teletext and data services. Television broadcasters must seriously evaluate such existing technologies, or they may be competing with them in the future on a "catch-up" basis.

The digital television era is upon us. A worldwide compatible digital video standard already exists, and with any luck there will be a digital videotape format standard by year end. The availability of digital VTR's will break the digital dam, and this technology, combining the advantages of component signal format with a digital signal structure, will offer a dramatic increase in quality with rugged production flexibility.

On the heels of digital video will come digital audio. The public is already keenly aware of digital sound quality. One need only stroll through a record store to see how many records are being digitally mastered, and the compact disk is bringing this digital experience into the home.

Thus, digital sound quality is at the viewer's "level of expectation," and it may become his "standard of acceptance" even before we are able to launch our new analog stereo television sound system. How will a terrestrial television broadcaster bring digital stereophonic sound to the service? For that matter, what will the FM radio broadcaster do to compete in the digital era? Cable systems have the capacity to deliver digital sound, as do home VCR's, and DBS systems have been based on digital sound from the outset.

Perhaps even more significant than the developments in the competitive distribution media are the changes in the home terminal. The TV set is no longer the lowest common denominator, and it's improving every model year.

The high resolution picture tube is here, as are multi-channel "cable ready" sets. Stereophonic sound and digital signal processing are being shown by many television set manufacturers and receivers with built-in teletext decoders are on the horizon. The all-digital set is just a few years away, and beyond this is the "intelligent" receiver with full frame memory allowing substantial signal processing for picture enhancement within the receiver.

At this very moment, a worldwide high definition production standard is under study around the globe. It is scheduled to be complete and ready for approval at the next interim meeting of the CCIR in Geneva in October 1985.

Several high definition television transmission systems are under study. A CBS system uses two 24 mhz FM channels to transmit a high definition television signal to a receiver requiring no digital memory. NHK has proposed a single channel system which utilizes an intelligent receiver for display.

While DBS is a natural HDTV transmis-



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sion medium, HDTV can be transmitted over a modern 30-channel cable system, and in this regard, it is estimated that cable systems with high channel capacity will reach 30% of all television homes (up from 10%) by 1990—well within our reference time frame.

As VCR penetration approaches 50% of all TV homes in 1990, HDTV will also have its impact here. Just one month ago, a prototype HDTV home VCR was demonstrated by NHK in Tokyo. By the year 2000, such high definition VCR's could be bringing the wide screen cinema to the home viewer, since thousands of hours of high definition software are already available as 35 mm films.

Naturally, we also participate in the work of the Advanced Television Systems Committee (ATSC), which is studying improved, enhanced and HDTV systems for the United States, and working to achieve a worldwide HDTV production standard.

We feel that international communications by satellite has made it vital to work toward worldwide standards. This not only spreads the cost of developing and manufacturing equipment across a world market, but also simplifies international program exchange which will be so important as we move toward a global economy in the 21st century.

What then must the terrestrial broadcaster

do in these count-down years to maintain his preeminent position? First, broadcasters must realize that they are in an era of rapidly expanding technology—technology which may favor new and competing systems. Thus, they must explore all the new technologies and adopt those that improve the quality, efficiency and audience appeal of broadcasting.

Second, broadcasters must understand that the viewing public is becoming more technically sophisticated and has an increasing "level of expectation."

Third, we must compete in a free marketplace environment. A benevolent FCC which for 50 years promulgated broadcast technical standards will do so no longer.

We, in our scientific and trade organizations, must produce whatever standards there will be, and we must do so at a time when the pace of technological advance defies the very concept of standardization.

As to standards, our record is not unblemished. Indeed, there would be an AM stereo standard and a teletext standard if the NAB and Electronic Industries Association, respectively, had been able to recommend one to the FCC. There would be a small format ENG standard had the Society of Motion Picture and Television Engineers been able to find consensus.

Success in future standardizing work,

such as that under way at the ATSC, depends absolutely on our wholehearted support in cooperation with the manufacturers of both professional and consumer equipment.

In this regard, broadcasters must recognize that improvements in quality and the introduction of new services depend heavily on the cooperation of television set manufacturers. The introduction of stereo sound decoders and teletext decoders are recent examples of this.

Therefore, I believe broadcasters should open a formal dialogue with the receiver industry since none exists today. This can help insure that both ends of the broadcasting chain work toward similar goals in a timely and cost effective manner.

Finally, while we must continue to upgrade our plants to improve near-term quality, we must look further ahead to the all digital plant and to the transmission of enhanced and even high definition television.

To this end, we must stimulate, and share the cost of, research to develop compatible digital sound and HDTV transmission systems for VHF and UHF services—a development which will certainly require an "intelligent receiver."

Perhaps Hippocrates said it best: "Time is that wherein there is opportunity, and opportunity is that wherein there is no great time."

Datebook

This week

Aug. 8—Advertising Club of Fort Worth meeting. Holiday Inn Central, Fort Worth.

Aug. 8-10—Arkansas Broadcasters Association convention. Speakers include Bill Stakelin, Radio Advertising Bureau; John Abel, National Association of Broadcasters, and Jason Shrinisky, communications attorney. Majestic hotel, Hot Springs, Ark.

Also in August

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

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

Aug. 14-16—Professional Land Mobile Communications Showcase, sponsored by Electronic Industries Association. Keynote speaker: FCC Chairman Mark Fowler. Las Vegas Convention Center, Las Vegas.

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

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

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

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

Aug. 16-19—National Association of Black Journalists ninth annual convention. Theme: "Politics, Power and the Press." Colony Square hotel, Atlanta.

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

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

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

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

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

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

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

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

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

September

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

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

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

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

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

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

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

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

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

Sept. 10—Deadline for entries in International Film and TV Festival of New York. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

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

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

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

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

Sept. 13—Cabletelevision Advertising Bureau local

cable sales advertising workshop. Sheraton Tobacco Alley Inn, Hartford, Conn.

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

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

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

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

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

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

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

Sept. 15—Radio-Television News Directors Association region two meeting. Westin Bonaventure, Los Angeles.

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

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

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

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

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

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

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

Major Meetings

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

Sept. 6-8—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

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

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

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

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

Nov. 7-9—Television Bureau of Advertising 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

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

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

Dec. 5-7—Radio-Television News Directors Association international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—Association of Independent Television Stations (INTV) annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

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

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

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

Feb. 15-16, 1985—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

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

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

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

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

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

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

Stay Tuned

A professional's guide to the intermedia week (Aug. 6-12)

Network television PBS (check local times): *Hispanus: Cuba: A Personal Journey* (documentary), Wednesday 10-11 p.m.; *Shelter* (documentary), Friday 10-11 p.m.; *Dallas: A Stake in the Arts* (documentary), Sunday 10-10:30 p.m. ABC: *XXIII Summer Olympic Games* (event coverage), Monday-Friday 11 a.m.-2 p.m., 4-5:30 p.m., 7 p.m.-midnight; *XXIII Summer Olympic Games* (highlighted summary), Monday-Friday 12:30-2 a.m.



Timothy Hutton as Daniel

Cable Cinemax: *Daniel* (drama), Sunday 8-10:15 p.m. ESPN: *SportsCenter Olympic Edition* (results), continuing through Aug. 12, 6:30-7:30 p.m. Prism: *City Lights** (bimonthly interview series), Monday 6-6:30 p.m.

Play It Again HBO: *Sunshine's on the Way* (drama), Monday 4-4:45 p.m.; *The Lorax by Dr. Seuss* (animated children's special), Monday 7-7:30 p.m.; *That Man in the White House: F.D.R.* (one-man show), Friday 6-8 p.m. Showtime: "One Flew Over the Cuckoo's Nest" (drama), Sunday 8-10:15 p.m.

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

* indicates premiere episode

Open Mike

Errata

Creative Radio Shows is producer of Gary Owens' *Supertracks*, *Country Music's Radio Magazine*, *The Frank Sinatra Special of the Week* and *Country Special of the Months*, all of which are represented for sale nationally by The Creative Radio Network, clarifying report in July 23 issue. The Creative Radio Network does not represent *Love Notes*; *Look Good, Feel Good*; *An Original Christmas*, or programs formerly produced by The Creative Factor. CRN is producing yet-untitled original 12-hour Christmas radio special.

Gary H. Bugh is applicant for new AM in Mt. Pleasant, Md., not Gary H. Hugh, as incorrectly reported in "For the Record," July 16.

Broker for sale of WORC(AM) Worcester, Mass., was Horton & Associates not Ralph E. Meador, as incorrectly reported in "Changing Hands," July 30.

Down on music licenses

EDITOR: I hope every broadcaster paid attention to Jarrell Shepherd's letter in the July 23 BROADCASTING magazine concerning music licenses. Like Congress, ASCAP, BMI, and SESAC have us where they want us. Like Shepherd, I feel it's unfair that every program I sell means less music played but increases my payments to play music. I've written comments to the All-Industry Radio Music License Committee, and I received no reply.

Here's another point: Should an all-country music station have to pay rock song writers? Unfair, but fairness is not a thing offered to broadcasters except in rare instances.

Several years ago, I proposed a 30/30 plan: Every radio station refrain from playing the top 30 songs for 30 days, to show writers, performers and everyone else who butters their bread. No takers. Broadcasting's philosophy seems to be: "We're riding in the honey wagon, but at least we're riding." (For you youngsters, a honey wagon cleaned the outhouses that used to be behind every home.)

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...our own...BMI thumbing its nose...where will it all end?—B.D. Thornton, president/general manager, KMAM(AM)-KMOE(FM) Butler, Mo.

Payola concerns

EDITOR: The recently begun inquiry into reports of radio payola by the Oversight and Investigations Subcommittee of the House Energy and Commerce Committee may be the most important development in the American music business for years.

Since the celebrated payola hearings of 1960, the resulting lax government legislation and even more lax government enforcement of federal payola law have led to a pervasive domination of the music playlists of major radio stations by a handful of major record companies.

I urge all the music business functionaries discriminated against by the prevalence of payola to step forward and say their piece to the subcommittee or the news media.—Mark Brown, Burlington, Mass.

Editor's note. A preliminary staff inquiry into newspaper reports of payola (BROADCASTING, June 25) has led to no further action.

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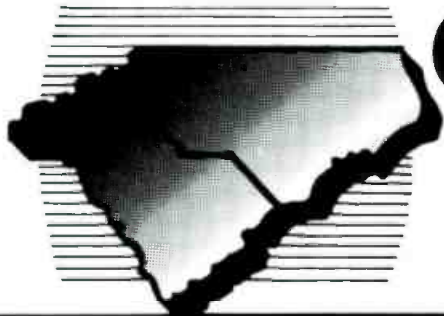


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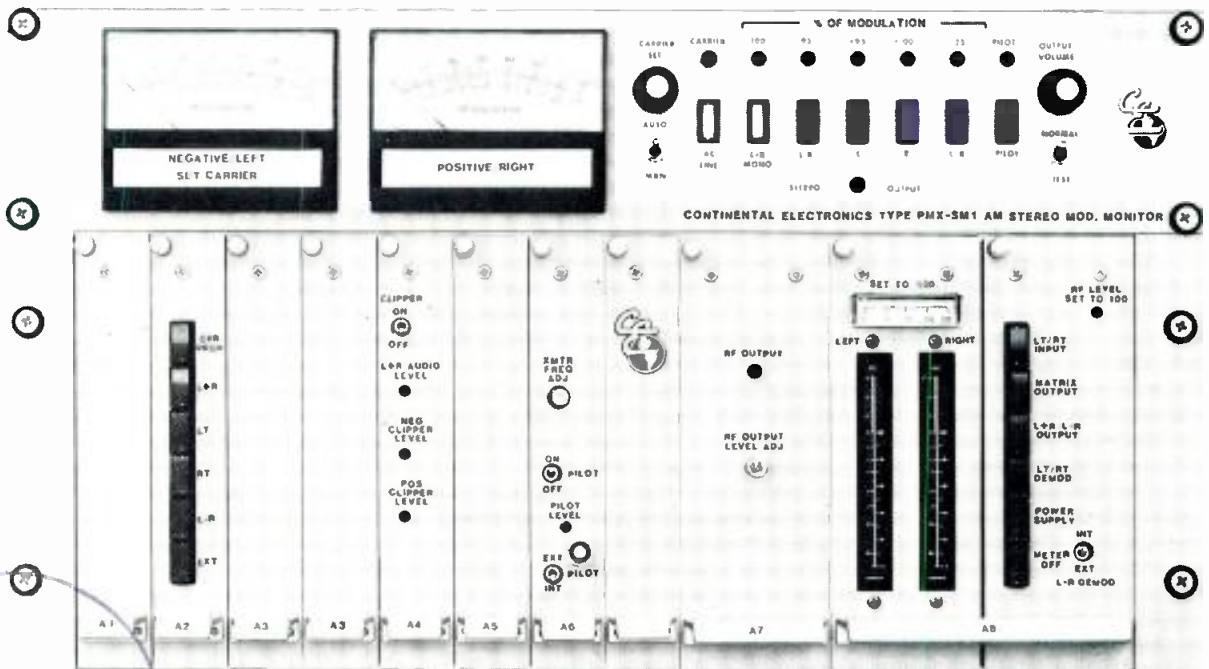
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Hearing is believing.

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Our Type 302A Exciter, developed for the PMX System, and our new Type PMX-SM1 AM Stereo Modulation Monitor give you a superior package for AM Stereo broadcasting.

We've built a world-wide reputation for high-quality AM transmitters that offer unmatched

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Ultimately, the day-to-day operation of your AM Stereo System will depend upon equipment and service.

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The Millionaire
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The Ann Sothorn Show
The Dick Van Dyke Show
Marshal Dillon
The Rookies
The Andy Griffith Show

Gomer Pyle-USMC
December Bride
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Broadcasting Aug 6

Vol. 107 No. 6



Warren Rudman (R-N.H.), speaking at center of picture, introduces an amendment in the Senate Appropriations Committee blocking the FCC's new ownership rules.

Congress threatens moratorium on TV's 12

Hollywood prods Senate committee to amend appropriations measure to prevent any transfers above present limit before June 30, 1985; Senate is expected to pass bill, with real confrontation in conference committee; Leland will introduce bill in House to tackle ownership issue headon

The FCC's new television station ownership rules—less than two weeks old—may not be much longer lived than that if the Senate Appropriations Committee has its way. Last Thursday (Aug. 2) that body voted 18-7 to bar implementation of the new 12-station limit (up from seven) before June 30, 1985.

The full Senate will vote on the measure—an amendment to a fiscal 1984 supplemental funding bill—tomorrow (Tuesday). A companion House bill has already passed, and the two will be resolved in conference. That may not be until after the August recess. In the meantime, broadcasters have begun to mobilize a massive lobbying effort to head off the new initiative, which is considered the creature of the motion picture industry and whose intended target are the three television networks.

At first blush, much of last week's congressional activity appeared to be a replay of an earlier fight waged by Hollywood and the networks over the FCC's financial interest and syndication rules. "A can of worms has been opened and the worms are going in all directions," said one observer. This time, however, the conflict has attracted a much broader following and a majority of the

broadcasting industry (with the exception of Turner Broadcasting and Westinghouse Broadcasting and Cable) is gearing up to engage in a united effort to stop the Motion Picture Association of America and its president, Jack Valenti.

FCC Chairman Mark Fowler said of the congressional action that "I am very disappointed. I thought our decision was a very moderate, well thought out and responsible approach... as a reading of our order [see story page 28] will show."

And there's legislative momentum in the House, too. Telecommunications Subcommittee member Mickey Leland (D-Tex.), with the blessing of Chairman Tim Wirth (D-Colo.), is expected to introduce a bill this week that will take a long-term approach. Sources say the measure will not place a moratorium on the commission's action, but will deal with the entire ownership question. It is expected to include some percentage of audience reach as the ownership criterion (as opposed to the numerical approach of 7-7-7 and 12-12-12). Leland's bill will not include a sunset provision (the FCC's new rules would end in 1990). The subcommittee is expected to hold a hearing on the bill in September.

The introduction of Leland's bill is bound to contribute to the growing sentiment in Congress to act. One Hill aide noted "that there is no question Fowler [FCC Chairman Mark Fowler] has miscalculated the mood of Congress."

For the time being the broadcasters have retreated from the Senate and are now con-

centrating their efforts in the lower chamber. They will focus on the House Appropriations Committee and those members selected to participate in the House-Senate conference on the bill. "We don't see a big battle on the Senate floor. The fight will be in the conference," said John Summers, National Association of Broadcasters executive vice president for government relations.

Some sources say the industry is hoping to convince Energy and Commerce Committee Chairman John Dingell to intervene on its behalf. Dingell, who has a reputation as being "turf conscious," may not stand by while his committee's jurisdiction is usurped. A Dingell aide said the chairman has not decided what position he will take. He does, however, "have serious concerns about the implications of the commission's decision on the concentration of control in the broadcasting industry and the ability of minorities and other underrepresented groups to acquire stations."

"We're meeting Monday (Aug. 6) with all the major groups and the networks to develop a unified strategy," said NAB President Eddie Fritts, who called the Senate amendment a "Jack Valenti relief bill." He said the Senate committee had acted in a "precipitous and discriminatory manner, holding television hostage to the whims of Hollywood. We urge all members of Congress to take a serious and reasoned look at the current state of communications affairs before taking further action," he added.

The amendment was offered by Senators Warren Rudman (R-N.H.) and Daniel In-

ouye (D-Hawaii.). "This major shift in policy ought to be reviewed by more than five FCC commissioners. We ought to let the Commerce and Judiciary Committees hold hearings on the matter," Rudman said. "All we are suggesting is to put everything on hold until June 30, 1985." (The Senate Judiciary Committee—whose concern is for antitrust implications—is scheduled to hold a hearing Sept. 11.)

Rudman said he was only concerned about a concentration of television stations and did not think the FCC's decision on ownership for radio stations should be altered. (National Radio Broadcasters Association President Bernie Mann, Mann Media, High Point, S.C., spoke to Rudman before the markup to express his concern about the inclusion of radio in the measure.) "If there is a problem with radio, we have the Sherman and Clayton acts," Rudman said. Others, however, led by Dale Bumpers (D-Ark.) felt radio should be a part of the amendment. "It's equally important to discuss radio with television. The FCC's preparing to eliminate the fairness doctrine. If they repeal the fairness doctrine we will really have serious problems." Bumpers offered a substitute amendment but it was defeated 14 to 8.

The Appropriation Committee's action creates a jurisdictional problem for the Senate Commerce Committee, the authorizing body for the FCC. Commerce Chairman Bob Packwood (R-Ore.) was reported to be displeased with the committee's actions. It is undecided, aides said, if Packwood will make a full-fledged fight to strike the amendment on the Senate floor.

However, key Appropriations Committee members, Senators Ted Stevens (R-Alaska) and Ernest Hollings (D-S.C.), who also sit on Commerce, backed the Rudman amendment. Furthermore, Stevens noted that Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, also favors the moratorium and plans to hold hearings on the issue. A Goldwater aide later confirmed Stevens's remarks.

There was a futile attempt by some senators to stop Rudman. Senator Robert Kasten (R-Wis.), also a Commerce Committee member, said his colleagues were "getting lost in the rush." He argued that the antitrust laws and the "one station-one city rule" will prevent a concentration of power. Alfonse D'Amato (R-N.Y.) maintained, "this is not the time or place for this." James Abdnor (R-S.D.) said: "it's wrong to force some of us into a vote on this when we don't know what it's about."

But, despite those arguments, a majority of the members felt they *did* know what it was about. Those voting in favor of the moratorium: Stevens, Inouye, Hollings, Bumpers, McClure (R-Idaho), Laxalt (R-Nev.), Garn (R-Utah), Andrews (R-N.D.), Mattingly (R-Ga.), DeConcini (D-Ariz.), Stennis (D-Miss.), Byrd (D-W.Va.), Proxmire (D-Wis.), Johnston (D-La.), Leahy (D-Vt.), Sasser (D-Tenn.) and Domenici (R-N.M.).

Members siding with the broadcasters: Kasten, Abdnor, D'Amato, Weicker (R-Conn.), Specter (R-Pa.), Eagleton (D-Mo.) and Burdick (D-N.D.).

MPAA President Valenti denied he had anything to do with the Senate actions. "I applaud what they are doing but I really can't claim any credit for this. You'd be amazed at the concern that congressmen and senators feel about the possibility of the concentration of power in the television marketplace. It's like a prairie fire. Dry kindling ablaze—that's the kind of heat and passion that it raises. We have supported this effort as does Turner Broadcasting and Westinghouse," Valenti said.

On the broadcasters side Representatives Edward Boland (D-Mass.) and Silvio Conte (R-Mass.) are expected to lead the charge against the moratorium. Conte, the ranking minority member on the House Appropriations Committee, has some discretion in the selection of the Republican conferees. Also, NAB's close ties with Appropriations Committee Chairman Jamie Whitten (D-Mass.) are likely to prove helpful. Whitten is a personal friend of Fritts and has come to NAB's rescue before (BROADCASTING, June 11). Some of the committee's senior members may oppose fastening legislative language to funding bills. The last time the committee was asked to vote on a measure that would place a moratorium on the FCC's actions—the fin-syn issue—Hollywood won by one vote. □

FCC considers 12-12-12 'cautious' action

In just-released text of its new ownership limit order, that's how commission sees interim restriction

Raising the broadcast ownership limits to 12-12-12 for the next six years is "fully justified" as a "cautious" first step. So contends the FCC in the text of its multiple ownership order, which was released last Friday (Aug. 3).

"Indeed, it is conservative in comparison to the industry's growth," the FCC said. "While this decision may be criticized as being unduly conservative in light of the commission's conclusion that the national ownership ceiling is no longer warranted, we believe that this approach sufficiently meets the needs of the present, while permitting the agency to take a second look to insure that total elimination of the rule is fully warranted," the FCC said.

Unless the Congress says differently (see story, page 27), that means that the commission's rule of sevens will be eliminated in 1990—six years after its action goes into effect. During that six-year period, which will officially start 30 days after the FCC's order is published in the *Federal Register* (an FCC official said the order should be published within the next couple of days), a single entity will be permitted to own 12 AM's, 12 FM's and 12 TV's (with no requirement that any of them be UHF's).

The 40-page order is filled with rationalizations for the action and is laced with lan-

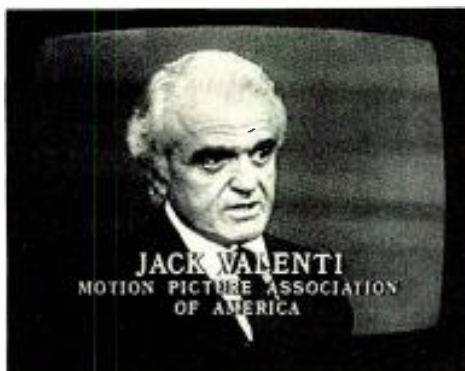
guage asserting the "prudence and caution" of the approach taken. The order, however, doesn't provide much more insight into how the commission will deal with requests to exceed the 12-station caps during the so-called interim period (BROADCASTING, July 30). "While the record contains no evidence of potential harm from the ownership changes that would be made possible by immediate repeal of the rule, out of an abundance of caution, the commission is establishing a transitional limitation for a period of six years during which multiple station ownership in each broadcast service will be capped at a numerical limit of 12," the FCC said. "We do not encourage waivers of the 12-station limitation during its six-year existence." But in a footnote, it added: "By law, however, we cannot preclude consideration of waiver requests. However, a waiver applicant during this transition would face a 'high hurdle.'"

The order spells out the commission's caveat against network buys of independent stations in markets where they plan to maintain affiliates. "It is possible, but in our view unlikely, that networks would seek to acquire independent stations and maintain affiliation with another station in those markets," the footnote says. "We, like the Department of Justice, would scrutinize such potential acquisitions carefully. In particular, we would need to determine if they constitute a violation of Section 73.658 (f) of our rules. [That section says: "No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control of a network organization, for a television broadcast station in any locality whether the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.] Absent compelling circumstances, it is doubtful that we would approve such an acquisition."

Nonetheless, the order also makes clear that the networks are not a "special case," as far as the commission is concerned. "We do not believe that the three broadcast networks when they function as group owners should be treated differently from other groups," the FCC said. And the order devotes almost five pages to explaining why that is so.

The FCC noted that while additional network ownership of stations would not stimulate additional national programming, the networks claimed that their stations are particularly well managed and provide an unusually large amount of local programming. The networks also contend that it would be "unfair and unwise" to discriminate against them while cable networks, for example, are not limited in owning cable systems. "Broadcast networks are not only limited in their ownership of television stations but are currently prohibited from owning cable systems," the commission noted. "The networks point out that currently they account for only 55% of programming expenditures. They assert that they are in stiff competition for programming with the nonbroadcast media now and are entitled to equal treatment." □

Hollywood and the FCC argue 12-12-12 and network domination



The tussle over the FCC's order on its multiple ownership rules spilled over on to national television last week when FCC Chairman Mark Fowler and Jack Valenti, president of the Motion Picture Association of America, squared off on PBS's MacNeil/Lehrer NewsHour last Thursday (Aug. 2). An edited version of the verbal sparring match that resulted, refereed by show co-anchor Jim Lehrer, follows:

L.—Mr. Chairman, does what the Senate Appropriations Committee is on the verge of doing mean your new rule is in serious trouble?

F.—Well, it's certainly not a plus, Jim. And I want to congratulate Jack for a victory, obviously. But I don't think it's over yet. I think what we have to do is educate the Congress as to why what we're doing is better able to support free television, which I think is in danger as more and more services, particularly recent movies and sports, go to pay television. And we want to be able to let some of these group owners get bigger so they can compete with the nets and be able to afford to purchase this programming and maintain free TV.

L.—Let's move directly to the heat here. What is it that Jack Valenti has said that is a big lie?

F.—Jack is saying this has to do with network dominance. It has very little to do with network dominance. And I can explain why but I'll let Jack talk.

V.—Well, first I honor the chairman for his energy and his commitment. He has been an aggressive chairman. And I must say I am in favor of many of the things he is doing to deregulate. But when you deregulate, you can't do it with an axe; you have to do it with a delicate hand. The issue is solely network domination. As far as I'm concerned, and I don't speak for the Senate. And by the way, I'm not to be congratulated. I didn't do very much at all. The Senate of the United States was terribly concerned about the singular issue that is at stake here, and that is the concentration of the power of television into very few hands. And that's what the issue is.

L.—Lay it out from your perspective: How will 12-12-12 increase network domination, rather than decrease it?

V.—First, I'm for deregulation of radio stations. I think that's wonderful. I'm delighted to have the group owners—Metromedia, Capital Cities, Taft Broadcasting—buy as many stations as they

want. What is at hazard here, though, is to allow three giant corporations, who today control 100% of all prime time programming, who have some 619 affiliates in this country, 78% of all the commercial television stations in the country, who control 100% of all nationally delivered news, morning and evening. And who with this 12-12-12 could now reach out to some 35% of all television households just through their O&O's, which takes them into local news. And because of the extension of cable could reach to 50% [of the nation's households] with their O&O's. And finally, after 1990, to have total limitless power in the marketplace. To me that is a public policy question that must be addressed by the Congress.

F.—Jim, I agree that the networks have great reach and they have that reach as a result of their affiliates. Each program to about 220 affiliates. Now whether or not CBS buys one of their affiliates or not, that CBS programming is going to be shown over that station. It doesn't matter. And so this rule, which also permits the networks to go up to 12 from seven, does not increase so-called network reach. I agree that that's an issue, but that is not related to what we're doing here. It doesn't change anything if a network buys one of its affiliates. The programming is still there whether it does or not. What Jack doesn't like is if groups get bigger, like Metromedia and others, they have greater power when they bargain with the Hollywood producers as to what they pay for the programs they purchase. That's what his problem is.

L.—You think then that for the movie industry and Jack Valenti that this is protecting them from a financial loss?

F.—Well, what happened today in the Senate is they said that nobody could have more than seven, including these group owners. And I didn't see the MPAA getting in there and saying, 'Oh, no, just limit it to the nets.' What happened is they limited all of the groups, so nobody can get larger. And in fact what that will do is force these very small groups to continue to have to rely on the nets for their programming. If we can let some of these groups get larger, then we're going to have true competition with the nets. But there's no reason, in the meantime, to discriminate either against the nets or the groups and let them all get bigger and I think we'll see more and better news and public affairs programming and less, perhaps, Hollywood shows. But Jack doesn't like that.

V.—Let me say again. Mr. Chairman, please, I honor you and I respect you and I know you're not distorting my remarks. Now I say again, we are for group owners buying more stations. We're not against that. But I cannot tell the Senate of the United States what to do any more than Chairman Fowler can.

L.—You would agree to a restriction that would just restrict CBS, ABC and NBC from owning more stations?

V.—Absolutely. Because, Jim, that is where the power dominion lies.

F.—Would you be willing to make that an amendment, to deal only with the nets?



V.—Oh, sure.

F.—Because that's not what you did today.

V.—I didn't do anything. Mr. Chairman, I am not a member of the United States Senate. I was not in the hearing room. And I don't vote for United States senators. And anybody that thinks that either Mark Fowler or myself can tell a United States senator how to vote is indulging in fantasy.

F.—I'm talking about the lobbying effort. And he knows as well as I do that he devoted considerable resources to lobbying. All I'm saying is if you felt that way, why didn't you say today, 'Oh, no. We want the groups to get bigger, simply limit it to the nets.'

V.—Let's get back to the essential question. I have said now that we are very much in favor of just restricting the networks. And I must say that we would look with favor—we meaning public interest groups, and programmers, and Westinghouse, Turner Broadcasting, and all the other people that are very upset about this. We would be willing to look at Commissioner Dawson's plan. Let the networks buy a few more stations, but limit their reach to 25% forever.

F.—The record shows, in fact, that the group owners, including the nets, put more higher quality news and public affairs programming on in the markets they are in than do others, generally speaking. So there's no reason not to let those same benefits accrue to the nets as anyone else. And that dominance issue, again, is not helped or hurt by what we did in this order. Again, Jack is using, and I will repeat, the big lie technique. He's telling a lot of little lies, and they all add up, I'm afraid, Jack, to a big lie.

V.—Mr. Chairman, I would never accuse you of being a liar, and I know you really don't mean that, because I count you to be a sincere man, saying what you believe to be true. And I hope you would accord me the same respect.

F.—I will. I insist you have the right to your own opinion, but not to your own set of facts, Jack. What you're doing is you are mischaracterizing what the commission did, and that's important to point out.

V.—The commission is allowing the networks to buy up to 12 VHF stations and in six years will sunset the rules, so the networks will have limitless power to buy as many stations as they want. All I am suggesting to you is, if I were a public official, I think it's a serious, tormenting public policy question to allow three networks to control the most pervasive force in this country, which is television.



Olympic ratings let ABC breathe easier

First week of summer games leaves network and advertisers pleased

The Olympics won some gold medals for ABC-TV during the first week of the network's coverage. With memories of disappointing ratings from the winter games still fresh in the minds of ABC executives and advertising agency media buyers, national ratings for the first four nights of the summer games show them living up to what everybody hoped, relieving, at least for the first week, fears of low numbers.

ABC's coverage of the Saturday night (July 28) opening ceremonies averaged a 23.9/48 in Nielsen's national ratings, ABC reported. ABC researchers estimated that 75 million people watched "some or all" of the nearly four-hour David Wolper-produced event. ("Some" usually means at least five minutes.) Sunday saw the network climb to an average 24.3/44 for its four hours of coverage between 7 and 11 p.m. About 80 million people watched some or all of the second night's coverage, ABC estimated.

On Monday, the ratings slipped to an average 22.4/41 for ABC's prime time coverage between 7 p.m. and midnight, but spurted to a 24.5/45 on Tuesday from 7 p.m. until 12:03 a.m. when the network broke away for local news.

On Wednesday night the Olympics achieved their highest ratings, averaging a 25/46 from Nielsen and drawing 83 million viewers to television screens, according to ABC. That brought the first-five-night national average to a 24/45. And based on Thursday overnights from Nielsen's eight metered markets, the Olympics recorded a 25/46. During daytime coverage on Thursday the games averaged a 9.2/34 in the overnight markets.

And the Olympics were showing surprising strength in late night periods, according to Nielsen's overnights. From 12:30 a.m. to 2 a.m. on Thursday, for example, late night ratings showed a 10.6/50 in New York; 14/50 in Philadelphia; 10.8/48 in Washington, and a 6.5/41 in Boston. "We're very

pleased with the results," commented Thomas Winner, senior vice president and director of broadcast media operations at William Esty Co., New York. Winner said his estimates for late night ratings in the East Coast markets had been in the low single digits. "Hell," Winner exclaimed, "We haven't even heard from Carl Lewis yet." (Lewis is U.S. track and field superstar.) Winner bought time in the Olympics on behalf of Esty clients Nissan, Union Carbide and Pam Brands (Tampax).

Daytime ratings were also about on par with what the network was informally advising the advertising community it expected. Based on overnight averages of Nielsen's eight metered markets, Sunday's coverage between 11:30 a.m. and 6 p.m. averaged a 15.5/44. Monday fell to a 9.8/35 between 11 a.m. and 2 p.m., and the same period was flat on Tuesday with an average 9.8/35 before falling to an 8.9/32 on Wednesday.

The initial response from the advertising community was upbeat, although network timebuyers were guarded when asked if the audience levels would carry into the second week. "It's encouraging," agreed Willard Hadlock, senior vice president and director of the media services department at Leo Burnett in Chicago. "but who knows whether it's going to hold up?" Leo Burnett bought time in the Olympics on behalf of All State Life Insurance, Kellogg, McDonald's and United Airlines. "It's doing a little better than I expected," remarked Irwin Gotlieb, senior vice president, national broadcast and programing at Benton & Bowles, New York. "and I think it's going to do fine now." Gotlieb said that his agency originally estimated the summer Olympics on the average would draw anywhere from a 45 to a 47 share, but after the boycott it lowered its estimate to a 35-40 share.

But many affiliates were still pre-empting *World News Tonight* and instead running their own local programing in order to get back some of the commercial inventory they had lost to the network's Olympic schedule. According to ABC, 33 affiliates represent-

ing 7.5% of its coverage base were pre-empting *World News Tonight* as the Olympics were going into their second week, but this was down from the 40 affiliates who originally said they were not going to carry the network's newscast, which has been moved up to air at 6 p.m. (NYT).

Also, ABC was implementing its policy to give affiliates a local news window at about 11 p.m. The time and length of the window varied each night due to the schedule of the games. On Sunday, ABC broke from 11:01 to 11:06, and on Monday from 11:02 to 11:07. Tuesday night the network cut away from 11:12 to 11:14, and then on Wednesday from 11:24 to 11:26. On Thursday, it broke from 11:03 to 11:09.

Meanwhile, the sales pace for local avails at ABC affiliates appeared to be picking up with the good news that ratings weren't going to be the kind of washout the winter games delivered. Even in the week leading up to the games, many ABC affiliates were complaining that their sales projections were falling woefully short of what they had hoped (BROADCASTING, July 30). "I hope we'll sell the darn thing out," reported Rick Henry, general sales manager at WISN-TV Milwaukee. About 90% of the Olympic inventory is committed, he said, as compared to 85% going into the games. He added the initial ratings helped, too. "Today we wrote \$12,000. In Milwaukee, that's pretty good." WISN-TV has been sold out in all areas but prime for the past two weeks, Henry noted.

Question of whether ABC will demand rebate in wake of USSR boycott may be moot since shows are getting good ratings; network goes to extreme technical lengths to provide its 180 hours of coverage

The ABC Television Network made its scheduled \$30-million payment to the Los Angeles Olympic Organizing Committee last Wednesday (Aug. 1), ending speculation that the network might withhold part of its \$225-million domestic broadcast rights

payment until the question of a possible partial network rebate is resolved. ABC has one final payment—for \$15 million—due on Sept. 1 and has not yet made a decision on whether it will be paid. According to a network spokesman, negotiations between ABC and the LAOOC have been suspended until after the games.

"The ratings have been excellent," declared Tom Mackin, ABC's director of program information, last Thursday. "If they continue to hold up, we will probably not seek a reduction. We will make a decision on whether we want further arbitration after Aug. 12."

A provision in ABC's contract with the sponsoring organization permits it to seek a payment rebate if a boycott by the USSR and other major countries has a negative impact on its coverage of the competition. (The Soviet Union and 17 other nations declined to participate in the games, although reporters from Hungary, Poland, East Germany and Bulgaria are sending broadcast coverage to their home countries from Los Angeles.) LAOOC President Peter V. Ueberroth had sought a resolution of the issue before the July 28 start of the summer games and said then that he would seek arbitration by a third party if the matter were not resolved by then. Neither side would indicate the amount of reduction being considered, other than to agree that it was less than \$40 million. Both parties indicated last week that the question may now be academic.

As the network's record 180 hours of coverage (more than double Montreal's 76.5 hours in 1976) got under way, the elaborate telecommunications systems needed to provide coverage at the widely separated venues appeared to be working well. The network was without power for a few seconds during opening ceremonies when a wayward balloon struck a power line outside the Los Angeles Coliseum, but no major technical breakdowns were reported during the first week of marathon broadcasting. Unlike the winter Olympics in Sarajevo, where time differences and weather hampered ABC's coverage, the network has not had to deal with cancellation or postponement of any scheduled events. At the International Broadcast Center, where ABC is feeding raw video and audio to broadcasters from more than 100 countries, coverage was also proceeding smoothly. Some nations are feeding even more Olympics programming than ABC. New Zealand, for example, is providing 232 hours and Australia's Network Ten (owned by Rupert Murdoch) is sending 313 hours, 286 of them live.

Intelsat said the opening ceremony had a larger television audience than the one that watched the Apollo 11 moonwalk in 1969. Intelsat, which transmitted television coverage of both events worldwide, said 600 million people watched the opening of the summer games, 100 million more than watched the moonwalk. Intelsat said viewers in 44 countries received direct television transmission of the opening ceremony by Intelsat system, while viewers in other countries viewed Intelsat-transmitted signals as part of news packages or relayed through other

countries. A total of 155 hours of Intelsat satellite time was booked in connection with the opening-day events. Intelsat said 6,000 hours of Olympic telecasts to 60 countries have been booked during the more than two weeks of the games. All told, Intelsat believed close to one billion people will watch coverage of the games transmitted by its system.

"The vast majority of what is being shown on [ABC] is live," said Mackin, adding that some coverage is delayed by as little as 10 seconds when events are occurring simultaneously. Only the first 15 minutes of the prime time program is planned (allowing for recaps and reports from each major venue), with the remaining time devoted to what ABC Sports President Rooney Arledge and Coordinating Producer Jeff Ruhe regard as the most important events at the time.

ABC has gone to great lengths to obtain close-up camera placements, and worked closely with the LAOOC and the International Olympic Committee in developing acceptable strategies for monitoring the athletes. The International Amateur Athletic



Undercover coverage of the opening ceremony

Federation also has rules governing the proximity of cameras to the competitors and the use of gasoline-powered vehicles.

"If we wanted to go in front of the runners, for example, we had to have vehicles that were exhaust-free," Mackin explained. Thus eight electric motorcycles are being used to cover track and bicycle events. For three years ABC has been perfecting the motorcycle-mounted camera system, which uses a small microwave transmitter to relay the video signal to an ABC field reporting unit. (A total of 14 cameras, including two each on motorcycles and helicopters, were used to cover the opening day's bicycle race.) An electrically powered van is being used in the marathon races, driving ahead of the runners. The vehicle is outfitted with six cameras, three camera operators, three technicians, a commentator and a security guard.

"If we wanted to cover the water events, we had to have a [pontoon] craft that caused no waves," Mackin continued. "Everything was designed to not interfere with the competition in any way." The two boat cameras are equipped with gyroscopes so viewers will not get seasick, and, according to Marvin Bader, vice president of Olympic operations, their mounts are so stable that even the judges' boats make more waves. At the swimming events cameras observe the swimmers from two underwater windows

outside the pools. Origination of the endurance phase of last week's three-day equestrian competition alone cost ABC \$250,000, relying on 12 mobile cameras, including a few designed to give a rider's-eye-view of the competition. Five boats and four helicopters are assisting in coverage of various other events. ABC estimates it is spending about \$100 million on production of Olympics coverage.

Mackin, working his sixth Olympics, said that no violations of ABC's 3-3-3 rule have been reported. Under terms of the network's exclusive domestic radio and television rights agreement, other networks and individual stations are limited to three minutes of live Olympics audio and video within a three-hour period, three times a day. Non-ABC reporters must be at least 500 feet away from indoor and 1,500 feet away from outdoor Olympic venues when filing reports. Excerpts of ABC's origination may only be used after they have aired on the network.

Non-ABC affiliated stations in Los Angeles have been emphasizing traffic reports, weather information, ticket availabilities and Olympics-related features in their coverage. CBS-owned KCBS(TV), for instance, has added two-and-a-half hours of news each day during the Olympics, including half-hour newscasts at 6, 7 and 8 a.m. (*The CBS Morning News* is partially pre-empted.) A major news story that has developed during the Olympics is the unexpected drop-off in tourism, smog and congestion.

Location-shooting close to Olympic sites has been banned through Aug. 12, but more than a dozen permits have been granted for filming of features, commercials and television programs in other Los Angeles locations. However, most outside production has gone on hiatus and the syndicated *Merv Griffin Show* has shut down because of trouble booking guests during the games.

ABC is using the Olympics to heavily promote its new fall schedule, particularly *Call to Glory*, which will debut with a two-hour pilot at 8 p.m. NYT on Aug. 13. The series, originally titled *Air Force*, may be added to the fall schedule if it performs well during August and early September. Many guests on *Good Morning America*, originating through Aug. 10 from Hollywood, have been promoting ABC's Olympics coverage or fall schedule. Immediately prior to the Olympics, ABC satellite-fed interviews with stars of its fall programs to 112 of its affiliates for use during local programming.

ABC Video Enterprises announced last week that it will begin marketing in late September a *1984 Olympics Summer Highlights* videocassette, retailing for \$29.95 through Continental Home Video. ABC Video Enterprises said it plans "an extensive marketing effort" to support the release, including point-of-purchase displays, print and radio advertising. ABC has already started advertising the one-to-two-hour videocassette on its ESPN cable network.

ABC's coverage ends with a prime time wrap-up show on Monday, Aug. 13. The previous evening, following closing ceremonies, the network will be hosting a party for 6,000. □



Hollings, Packwood, staffer Dan Phythyon, Gorton, Danforth



Fraiberg, Watson, Grossman, Joyce

Election-projection fight moves to Senate

Commerce Committee hearings find networks defending their calling races with majority of polls closed; several senators and Group W say practice discourages voter turnout; action follows House adoption of nonbinding resolution calling for voluntary restraint

The three major television networks defended their practice of calling election results before the polls close at a Senate hearing last week. The hearing, the first of its kind convened by the Senate Commerce Committee during this congressional session, was a rehash of an earlier debate in the House on the impact of early projections on voter turnout. Consequently, the House adopted a nonbinding resolution, H. Con. Res. 321, that asks broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before polls close everywhere (BROADCASTING, July 2).

The testimony presented by the networks reiterated their earlier positions: They opposed the resolution and argued that early projections were not to blame for a decline in voter turnout. They said they would continue to report projections based on exit polls, but stressed that such projections would not be made until all or a majority of the polls in any particular state had closed.

Many of the same concerns raised in the House were repeated by Commerce Committee members, and the resolution is expected to sail through the Senate chamber. The Commerce Committee is scheduled to mark up the measure on Tuesday (Aug. 7).

Committee Chairman Bob Packwood (R-Ore.) did not take a specific stand on the resolution. He later characterized the measure as a "word of advice to the networks." Packwood maintained the issue is "one of perception and the networks have a perception problem." And the voters, he said, particularly on the West Coast, perceive they are being dealt with unfairly.

The government, he continued, "only places controls on private enterprise when the public perceives something is unfair. I think the public thinks what you're doing is wrong."

Although the resolution is nonbinding,

Packwood believes "the networks have been put on notice." He expects them to be more cautious in November.

Senator Slade Gorton (R-Wash.) spoke highly of the measure and asked the networks to exercise restraint in November. Said Ted Stevens (R-Alaska), "I am convinced early projections do affect voter turnout, particularly in western states. It's a very complex subject. I don't think the resolution goes far enough, but it's a good start."

Senator John Danforth (R-Mo.) thought that published polls, in general, affect the outcome of elections. "How the networks handle political events has an effect on us. We can't tell you what to do, but there is a wide perception that you can tell the country what to do," he said.

"We know many people are watching us. Our credibility is all we have. We also live in a highly competitive environment," said George Watson, ABC vice president of news. Watson said the network did not project a winner until all polls were closed during the presidential primaries. "On occasion this year, we also reported trends, or characterized developments in a particular race, before all polls were closed. We make a clear distinction between reports which indicate trends in elections and projections of winners," Watson said. The ABC news executive made it clear that the network would continue this practice in November.

Watson also refuted claims that voters on the West Coast deserted polling places after hearing of network reports of a Reagan landslide in 1980. He called those claims "anecdotal and inconclusive." Watson cited research from the journal, *Public Opinion*, that shows "two-tenths of 1% of the eligible voters may have been discouraged from voting in 1980 because of news coverage before the polls had closed."

The problem of low voter turnout, Watson said, is due to declining registration figures. "To blame exit polls, projections and election night reporting for the failure of so many Americans to register and vote is to confuse the messenger with the message," he added. ABC suggested a uniform nationwide poll closing hour for the continental U.S.

NBC News President Lawrence Grossman felt the network might suffer some neg-

ative consequences from refraining from reporting the election results. "If so many people oppose what we are doing, why are we doing it? I examined this and realized that there is no other choice but to report the facts." Grossman also linked declining voter participation with low registration figures. "The largest possible turnout may not be the ultimate goal. What counts is not just the total vote but an informed vote and an informed electorate. I do not think it is right to withhold or deny current election information from all the people in order to get a few to vote who otherwise may not choose to bother," he said.

Grossman's testimony also cited the electoral college system as another contributing factor. "Once 270 electoral votes are totaled up, a presidential election is over, no matter how many state polls are still open for business." Moreover, he felt, the public would adapt "to the new techniques and technology of election reporting and we'll all be far better off letting the public work out for itself than devising ways of delaying information about the single most important and most fundamental process of our democratic society."

"I don't see any way on earth this information can be embargoed," CBS News President Ed Joyce told the committee. Furthermore, he added, "I don't think the nation can tolerate such harrassment." Joyce maintained the network's election coverage is balanced and that CBS will continue its policy of not projecting a winner until at least the vast majority of the polls have closed. "I also want to make it clear that characterizations of the voting are not projections, but rather descriptions of early voting trends which do not estimate the final outcome of any race," he added.

CBS also called for a 24-hour voting day with simultaneous poll closings. He noted that the network will conduct an extensive public service campaign urging voters to register and vote.

On the other side of the issue stood Westinghouse Broadcasting & Cable. Lawrence Fraiberg, president of Group W's Television Station Group, said his organization "supports the spirit of this resolution." Westinghouse took the same position in the House. "I have been in this industry for 35 years,

and I consider it a privilege to be a broadcaster. But with that privilege comes responsibility and I see no justification for offering viewers a disincentive to vote." Fraiberg said.

The administration's views on the matter were also aired during the hearing. David Markey, head of the National Telecommunications and Information Administration, said the White House had no position on the resolution although it shared many of Congress's concerns. Markey said NTIA believes there is some evidence that early election projections based on exit polling have contributed to discouraging some in the electorate from voting." Markey felt voluntary restraint on the part of the networks was the best solution.

Representatives of the Democratic and Republican National Committees told the senators voluntary restraint was crucial. The RNC's E. Mark Braden said early projections "served no useful societal purpose." The DNC's Ronald Brown said the networks' reports "were a mockery of our efforts to reach, to inform and to motivate Americans to vote."

The committee was also urged to pass the resolution by Representatives Tim Wirth (D-Colo.) and Don Edwards. Edwards is the author of a similar resolution and Wirth chairs the Telecommunications Subcommittee that has jurisdiction over broadcasting matters. Wirth, in a statement, said "every citizen has civic responsibilities and the networks too have a civic responsibility to report the news responsibly. That is different from a pell mell rush to be the first to report election results that are not really results, but the equivalent of an event engineered and paid for by the networks." □

Football rights fallout debated at Hill hearing

Independent stations, WTBS Atlanta decry new agreements college football have made with CBS, ABC and ESPN

Two parties not a part of the new college football television rights picture voiced displeasure on Capitol Hill last week over the turn of events since the Supreme Court voided existing contracts. Independent broadcasters and WTBS(TV) Atlanta issued a strong protest over what has occurred since the Supreme Court ruled that the National Collegiate Athletic Association's 33-year-old television plan was illegal and violated antitrust laws.

Several leading figures of the collegiate athletic community, also testifying before the House Oversight and Investigations Subcommittee, expressed dissatisfaction with the court's decision.

Representative Edward Markey (D-Mass.), who chaired the panel, said the subcommittee would not retry the antitrust issues involved or second-guess the Supreme



Wormington, Watson, Pilson and Wussler

Court. "Our purpose is to examine the consequences of that decision. It would appear from a reading of the Supreme Court decision that open competition is now the rule in the televising of college football," Markey said.

In the testimony presented by broadcasters, independent TV operators were pitted against the networks. The Association of Independent Television Stations and WTBS maintained that even though the court's action was positive, the networks still have a lock on the broadcast rights to college football games.

Under NCAA's old football plan, independent stations were completely shut out of the market, said Robert Wormington, vice president and general manager, KSHB-TV Kansas City, Mo., and INTV spokesman. As a result of the court's decision, Wormington said, independents believed they would be able to carry Division I college football head-to-head against the networks.

But that was not to be, he said. "Based on the information available to us, we believe that the very colleges which violated the antitrust laws as members of the NCAA now continue to engage in anticompetitive practices, merely giving their joint marketing arrangements different names," he said.

The CFA, a coalition of 63 major schools, has sold its television rights to ABC and the latter's cable service, ESPN, for the 1984 season for more than \$21 million, about half

the \$40 million those two networks would have paid the NCAA. ABC will pay \$12 million to the CFA for the rights to 20 games over a 13-week period, beginning Sept. 8. Most of the games will air Saturday afternoons.

ESPN snatched its CFA deal away from WTBS, which refused to accept the association's rule restricting schools to one appearance on the cable network, except for those schools not selected by ABC for the maximum three appearances on the broadcast network. ESPN will televise 15 exclusive national CFA games on Saturday evenings in prime time beginning Sept. 1 (BROADCASTING, July 30).

"In short, ABC is demanding not only the exclusive rights to whatever game it chooses, but exclusive rights to deny coverage by others of all CFA college football during this time period," Wormington said. "I am only asking for the opportunity to bid for them," he said. "In some instances I may be outbid by a competitor; in other cases, the individual college may decide not to televise a game. But at least I will have had a fair shot, unencumbered by artificial restraints intended to restrict output and blunt the ability of individual schools to respond individually to consumer preference," he added. INTV is considering taking legal action.

CBS Sports signed an agreement with the Big 10 and Pacific 10 conferences to televise 14 games over 10 weeks for \$8 million,



Neinas, Davison, Young, Paterno, Delany and Robinson

about one-fourth the amount the network paid the NCAA this season for a package of 35 national and regional telecasts. CBS has also contracted to carry the Boston College-Miami game on Nov. 23 and the Army-Navy game on Dec. 1 for which it paid \$800,000 per game.

(Under the old NCAA plan, the association negotiated with the networks for the rights to carry member schools' football games. The networks agreed to pay a specified amount to the participating NCAA members and were authorized to negotiate directly with the members for the rights to their games. The plan also limited the number of times a team could appear on the networks—six times during a two-year period, four of those times nationally. It also limited the number of games that could be broadcast and forbade members from negotiating for the sale of rights to any of their games to other broadcasters.)

Robert Wussler, president of WTBS, directed most of his testimony toward the CFA. "While the NCAA decision eliminated the competitive bottleneck that the NCAA had administered, it merely created a vacuum into which the CFA has stepped," Wussler said. He discussed the station's attempts to secure the rights to an exclusive nighttime package with the CFA.

"Our negotiations, however, broke down because the CFA insisted on imposing restrictions on the nighttime package we found unacceptable and which we believed to be inconsistent with the letter and spirit of the court's decision," he added.

Moreover, he noted that the CFA bars its members to authorize the sale of TV rights to

crossover games (those games in which a CFA member is playing a non-CFA member). "This prohibition on the airing of crossover games appears to us to constitute a group boycott which, in our opinion, violates the nation's antitrust laws."

Only two of the three networks were present, CBS and NBC. CBS's testimony reflected the network's overall enthusiasm for the court's decision and the ensuing developments. NBC, however, did not take a stand. NBC will not be airing any football telecasts due to its prior commitments to major league baseball. ABC was absent, subcommittee staff said, because it was tied up with its coverage of the Olympics in Los Angeles.

CBS, said Neal Pilson, executive vice president, CBS/Broadcast Group, believes "that the results of the Supreme Court's decision will be a more freely competitive market which will better serve the American television viewer. That viewer will be offered a greater and more diverse sample of college football games than he has ever been offered before." Pilson did not address INTV's charges.

Arthur Watson, president of NBC Sports, called for the formation of a voluntary umbrella organization or system to assist individual universities and conferences with the coordination of scheduling, television rights negotiations and review of network, regional and local television plans. Watson felt it was too early to predict what will happen. "One thing is certain, 1984 is a year of uncertainty. For universities, broadcasters, networks, advertisers and the public, the Supreme Court's decision could not have come at a worse time. Coming so close, in televi-

sion terms, to the beginning of the college football season, it has spawned hasty arrangements the results of which will be unclear for months to come," he said.

Two witness panels comprising university presidents, coaches and representatives of the NCAA and CFA disagreed over the impact of the changes created by the court's decision. Some of the witnesses thought the court's action would have a devastating impact. In general all schools would receive less revenue and fewer broadcasts with the smaller institutions suffering the most, they charged.

"It takes no economist to foresee with any accuracy what lies ahead," said John Toner president of the NCAA. "The networks are now in control of the market, and as would any business enterprise, these networks will seek to sell the most attractive product commanding the highest prices, at the lowest acquisition cost," he said. Toner's concern was shared by others: Wiles Hallock, former chairman of the NCAA television committee; John Crouthamel, director of athletics, Syracuse University; Charles Young, chancellor, University of California; Edward G. Robinson, director of athletics, head football coach, Grambling State University, Grambling, La., and James Delany, commissioner, Ohio Valley Conference. (Others, however, felt that a larger more profitable regional TV market would develop.)

Charles Neinas, executive director of the CFA; Fred Davison, president, University of Georgia, and Joe Paterno, head football coach, Pennsylvania State University, felt the court's action was long overdue. "The NCAA is a dinosaur," Paterno said. □

BMI and radio: the dialogue resumes

Representatives from the All-Industry Music Licensing Committee and Broadcast Music Inc. met at BMI headquarters in New York last Thursday (Aug. 2) to resume discussions regarding BMI's new music licensing contract with radio stations. Both sides declined to comment on the substance of the talks other than to say another meeting between the parties has been scheduled for Aug. 8 in San Francisco.

"There's nothing standing in our way that cannot be resolved in one meeting," said Bob Henley, chairman of AIMLC and president of KGNR(AM)-KCTC(FM) Sacramento, Calif.

BMI President Ed Cramer declined to say whether progress was made at the meeting because of an agreement among the principals not to discuss negotiations until the issues are resolved.

However, according to others on both sides who were present, there was a "frank" airing of issues, of which the principal sticking point was said to be the new rate fee and the structure of the annual reporting forms called for in the new contracts.

At the New York meeting were Ed Cramer, BMI president; Henley and AIMLC members Voncile Pearce, Radio South Inc., Jasper, Ala., and Donald Thurston, Berkshire Broadcasting, North Adams, Mass.;

Alan Wenschel of the New York law firm of Weil, Gotshal & Manges (AIMLC's counsel); BMI vice presidents Len Hensel, Larry Sweeney and Ted Chapin; Robert Sisk and Norman Kleinberg of the New York law firm of Hughs, Hubbard & Reed (BMI's counsel). Bernie Mann, president of the National Radio Broadcasters Association, and NRBA Senior Vice President Abe Voron were also present as observers, not participants, along with Jeff Baumann, senior vice president and legal counsel of the National Association of Broadcasters.



Baumann, Thurston, Pearce and Henley



Wenschel and Mann



Sisk, Cramer and Kleinberg

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U.S. seen as sympathetic to developing nations' demands for guaranteed access to orbital slots

Kimball returns from WARC meeting talking of reaching "watershed" in relations with developing countries

The U.S. and other developed countries preparing for the first session, next year, of the World Administrative Radio Conference that will fashion a plan for space services have, in the words of one U.S. official, reached a "watershed" in their understanding of developing countries' belief in their need for a plan to "guarantee" them access to the orbital arc. But the conundrum facing the developed countries is how that perceived need can be satisfied without tearing up the existing flexible system that has served the developed countries well.

The "watershed," as it was described last week by Harold Kimball, executive director for the U.S. delegation to the Space WARC, was reached at a preliminary meeting of some 60 countries at Geneva last month. Kimball headed the U.S. delegation to the conference, whose aim was to prepare the technical bases for the five-and-a-half-week session that begins on Aug. 8, 1985. But countries like India and Kenya appear to have convinced many of the developed countries, including the U.S., that the "guaranteed access" the developing countries have sought in previous conferences dealing with allocations matters can no longer be denied.

Indeed, the U.S. was counting it a victory that the Conference Preliminary Meeting, a special joint meeting of the International Telecommunication Union's International Radio Consultative Committee study groups, did *not* express a preference for the kind of *a priori* plan that developing countries have endorsed—one that would assure each country access to an orbital slot and frequency, regardless of need. The U.S.'s relatively modest goal of, in Kimball's phrase, "keeping the door open" for the presentation of fresh proposals next year, was achieved.

The four-week conference that ended on July 20 covered a broad range of technical issues. All were disposed of in workmanlike manner except for those involving planning methods, a subject that precipitated vigorous debate from the earliest days of the conference and that proved the knottiest and most controversial problem throughout the four weeks. The study group responsible for dealing with the issue held more than 30 meetings—and still required some last-minute compromises to complete its work in time for a chapter on it to be included in the work of the conference. Where delegates to ITU meetings generally seek compromise and consensus, those on either side of the planning issue last month were "insisting" that language favored by the other side be eliminated. Finally, all seven plans that had been discussed were included, none of them in language perfectly acceptable to all countries. "Some of the methods the U.S. finds acceptable, and some it does not," Kimball said.

But the report does not single out any method as preferable, or bar the introduction of additional proposals. "So next year," Kimball said, "we can prepare a synthesis of two or more of the methods [discussed last month] or introduce an entirely new one." (The U.S. knew that if the conference report implied endorsement of any proposal, it would not be one that favored the position of developed countries.) The U.S. and other developed countries had an important ally in achieving that result in Algeria. "We had the same objective," Kimball said.

The seven proposals considered at the preliminary conference included one from the Soviet Union and one from the Peoples Republic of China. They ranged from a long-term *a priori* plan to an adaptation of the current system, under which countries simply register their orbital and spectrum requirements with the International Frequency Registration Board as needed, and then coordinate their proposals with existing or proposed ones. And those extremes represent the nature of the dispute that rent the conference last month.

Developed countries say that the existing process provides for an "evolutionary" system and permits flexibility in the use of emerging technology and efficiency in the use of the spectrum and the orbital arc. Developing countries, on the other hand, refer to it, pejoratively, as "first come, first served," and say it does not provide any assurance, let alone a guarantee, that spectrum space and orbital slots will be available when they are prepared to make use of them. But the *a priori* plans they have advanced to provide such assurance are regarded by developed countries as inefficient, since they reserve spectrum space and orbital slots for countries that may not need them for years, if ever.

Developed countries still regard such plans as inefficient. But last week, Kimball indicated a change in what has been the U.S.'s unremitting opposition to them. "We agreed existing methods wouldn't serve the needs of all countries. . . . Developed countries recognized the need for a change in the process," he said. How much of a change is needed is a matter on which views differed among the countries. The Soviet Union, for instance, a developed country whose needs are similar to those of the U.S., suggested an *a priori* plan, but one with sufficient flexibility built into it to attract the interest of the developed countries. "We'll give it serious attention," said an official of one Western country.

"This meeting was a watershed," Kimball said, "in our understanding how developing countries believe in the need for a plan and in the developed countries' recognition of the need for a plan that would not tear up what we have." He said there were a number of ways that might be accomplished, although he acknowledged that finding the appropriate solution would not be easy. As an example of the kind of problem that could be encountered, he asked, "What sovereign

rights do countries have under *a priori* plans? Could they barter an orbital slot?"

Last month, in Geneva, Kimball said, the U.S. took the lead in seeking a middle ground between those favoring an *a priori* plan and those supporting the so-called evolutionary approach. "As head of the delegation, I spent a lot of time talking to delegates from developing countries, explaining where we were coming from and what we wanted. . . . We tried to make them understand that the U.S. recognized the need for change, that we knew existing procedures were not satisfactory."

The resolution adopted by the WARC 1979 in Geneva calling for the two-session Space WARC called for a conference that would provide a "guarantee in practice for all countries equitable access." Other than providing work for lawyers specializing in international satellite communications, the meaning of that language was not self-evident. Kimball, for instance, did not profess to know with certainty what "in practice" means. "Equitable access" is another phrase that might mean different things to those with different interests.

However, it seems likely that although the resolution calling for a conference on space communications was open-ended, the conference will probably deal mainly with the fixed satellite service—and only with the frequencies currently used for that service—those in the 6/4 and 11/12-14 ghz bands. The developing countries are concerned principally with satellites for communications—not, for instance, meteorology or research. Nor are they concerned about use of frequencies in the 20/30 ghz range that are available for fixed service. It will be some years before much use is made of frequencies in the higher band.

The first session next year is scheduled to decide on the service and the frequencies to be considered for planning, as well as to establish the principles and criteria on which the planning will be based. (Secondary matters such as incorporating in the international regulations the direct broadcast satellite plan adopted by the western hemisphere countries last year, as well as adopting an uplink provision for the DBS plan adopted in 1977 for Europe and Asia are also on the agenda.) It is also scheduled to decide on the critical question of the planning method to be adopted. At the second session, in 1988, the conference is to develop the plan based on the work to be done next year.

In the meantime, Kimball will begin organizing a core group of experts from government and private industry to work with former FCC Chairman Dean Burch, who has been named to head the delegation to the first session of the Space WARC, in developing the U.S. proposals. U.S. officials will also consult with allies on the question of how developing countries' concerns can be met while still protecting the interests of the developed countries. Bilateral discussions will be held with the United Kingdom in September and with Canada in October. □

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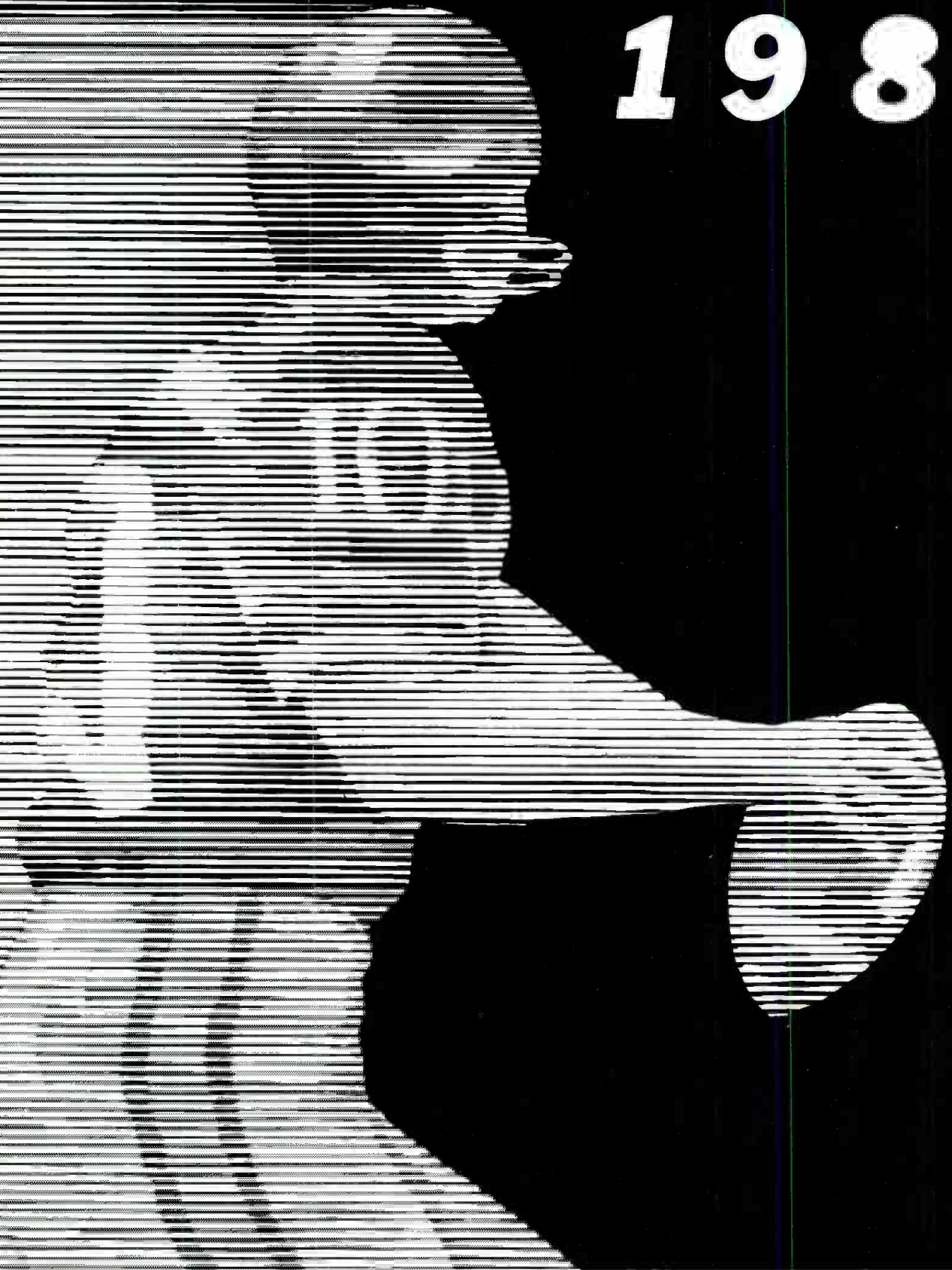
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Special Report

FOOTBALL

1984



A new spin on the football

Payments by broadcasters and cablecasters for football rights hit \$501 million, down 5% from last year, but not included are monies from new college contracts yet to be negotiated in wake of Supreme Court's NCAA decision

Thanks to ruling in June by the U.S. Supreme Court voiding the network contracts with the National Collegiate Athletic Association for the rights to televise the football games of its member schools, broadcasters' total payout for TV football rights may be a little lower this year than in 1983. Networks (including cable) and local broadcasters will pay about \$501.4 million for football rights in 1984, down 6.5% from \$536.6 million last year. That figure does not, however, include local college rights deals, most of which have been put off or are just now being negotiated as the major college conferences complete their agreements with various networks and national/regional syndicators. The decrease is a direct result of the voided NCAA pacts, although the windfall seems like small change compared to the five-year, \$2.2-billion contract that CBS, ABC and NBC have with the professional National Football League, negotiated two years ago.

Both CBS and ABC would have paid between \$33 million and \$34 million for the rights to NCAA games this year. Instead, CBS has paid almost \$10 million for the rights to a package of Big 10 and Pacific 10 games and two other games and may buy a few more to round out its schedule (BROADCASTING, July 23). ABC will carry a package of College Football Association football games this season at a cost of \$12 million (BROADCASTING, July 30).

On the local level, broadcasters in NFL markets around the league will pay \$18.8 million for regular season and preseason radio rights and preseason television rights, up 14.6% from last year. Radio broadcasters will pay a little more than \$14.7 million of that figure, up almost 17%, and television broadcasters will account for the remaining \$4.1 million, up almost 8%.

The three broadcast networks are expected to pay a total of approximately \$415 million for the 1984 rights to NFL games, with CBS paying close to \$150 million, ABC, about \$135 million and NBC, \$130 million. That compares with the approximate \$300 million that the three jointly put up last year. The networks are entering year three of their five-year deal with the NFL, which excludes all live cable coverage of NFL games through the life of the pact.

The full impact of the Supreme Court's NCAA ruling is still being measured, but most agree that with more college football product available for carriage—by both broadcasters and cable operators—ratings may be down appreciably for any given game, and games in general are less valuable than they were under the NCAATV plan. It's likely that advertising rates for college football games this season will decrease proportionately with the anticipated ratings fall-off. Some expect network college ratings to drop by a third or more, perhaps even by half. Pricing will also depend on whether or not a given game is going head to head with another, and what kind of package a sponsor is buying.

It's still too early to tell whether schools will make more or less money, or perhaps the same amount, for the broadcast and cable rights to their football product. The only certain factor is that networks will be paying

less for college football games while syndicators and local outlets, which now have greater opportunities to televise live contests, will probably pay more.

Among the syndicators capitalizing on the new college football TV opportunities is the Rockville, Md.-based MetroSports. It has wrapped up a deal with the Pacific 10 conference (which includes UCLA, USC and Stanford, among others) for a supplemental package of between 12 to 15 games which MetroSports will syndicate primarily on a regional basis, with an average clearance rate of about 25% of U.S. TV homes, according to Paul Karlsson, the company's executive vice president. MetroSports, which recently merged with Total Communications System Inc., New Kensington, Pa., had a contingency agreement with the Big 10 conference for a similar package, but the deal seemed to be unraveling last week. The two sides had yet to come to terms on several issues, including whether individual schools within the conference would be allowed to negotiate their own local deals (MetroSports opposes that idea), and whether MetroSports would be able to syndicate the package to cable entities. A Big 10 spokesman said the conference was "still in the process" of negotiating a syndication package with MetroSports "and others." MetroSports believes it has a firm legal commitment from the Big 10 for a 1984 package. MetroSports will also syndicate four Notre Dame games and four Penn State games, probably as one package, on a national basis. Media Sales Corp., a subsidiary of Petry Television, will do the actual selling and clearance work for the Pac 10, Notre Dame and Penn State packages. MetroSports also intends to supply a package of games to one national cable network (probably USA Network) and one or more regional cable networks, including Home Team Sports, which serves the Washington and Baltimore markets.

Katz Sports is also taking advantage of the open college market in a big way. It has signed deals with Boston College, Pittsburgh and Syracuse for a package of 13 of their games to be carried on a regional basis in the northeast. It will also distribute regionally eight or nine University of Miami games and is still negotiating with the Big Eight for a package of games. Katz has lined up 150 television stations to carry its Kickoff Classic, the first college game of the season, to be played at Giant Stadium in East Rutherford, N.J. on Aug. 27. It is also selling a package of Atlantic Coast Conference games that will be produced by Jefferson Pilot Broadcasting, Charlotte, N.C.

Mizlou Productions, New York, has again put together a group of bowl games. The schedule includes the Independence Bowl

(Dec. 15), California Bowl (Dec. 15), Holiday Bowl (Dec. 21), Blue Bonnet Bowl (Dec. 31) and Senior Bowl (Jan. 12). This season's Florida Citrus Bowl is being carried by NBC, but Mizlou is suing for contract infringement (BROADCASTING, June 25).

The Madison Square Garden Network has an agreement to syndicate some a still unknown number of Rutgers University games, and expects to have agreements with other schools by the start of the season.

Pro Sports, Bronxville, N.Y., is syndicating its highlight show, *NFL Week in Review* and its feature programs, *NFL Pro Magazine* and *NFL Best Ever*. It will also distribute four blooper type programs—*NFL Football Follies*, *The Son of Football Follies*, *Legends of the Fall*, and *NFL Symphony*.

After two full seasons, the United States Football League appears to have satisfied its broadcasting and cable rights holders as to the quality and attractiveness of its product. ABC has renewed its option for the 1985 season, and while the terms have yet to be finalized, the network will pay at least \$14 million for next year's rights. And ESPN has renewed its initial two-year contract with a three-year pact (1985-87) valued at \$71 million—substantially more than the \$11 million it paid for the first years. On the local level, the league has supplemented its income by selling the rights to some games played by each team to television stations or cable systems. All but three of the 18 USFL teams negotiated local rights deals in 1984.

While cable is locked out of the NFL for another three years, it will have ample opportunity to feature college football before then. ESPN was able to replace its voided supplementary NCAA pact with one structured by the rival CFA. ESPN paid \$9.2 million for the rights to 15 prime time Saturday evening cablecasts, beating out Turner Broadcasting System for the privilege (BROADCASTING, July 30). That should please local cable systems because they receive hourly commercial spots from ESPN that they can sell locally. All of the time on Turner's superstation, WTBS(TV) Atlanta, is sold nationally. TBS has, however, picked up the rights to a 12-game package (and possibly 13 or 14 games) of Southeastern Conference football games. It's believed TBS paid about \$6 million for the package. The conference includes such schools as Auburn, Alabama and Louisiana State University. As reported, USA Network may carry a package of live MetroSports games. It is also talking to other schools and conferences.

On the regional cable level, SportsTime, owned by Anheuser-Busch, Multimedia and Tele-Communications Inc., which serves parts of 18 midwest states and Florida, has the exclusive rights to 12 games each of the

Missouri Valley and Mid-America conferences and hopes to have a total college football package of perhaps 30 live and as many as 45 tape-delayed games in place by the start of the season. Home Team Sports is negotiating with Metrosports for a package of games. And the Sportschannel group of regional sports services in Chicago, New England, Philadelphia and New York, is also exploring various college football opportunities.

■ Wold Communications, the Los Angeles-based re-sale and common carrier, will transmit a considerable number of televised games this season. The company is still involved in negotiations, but at press time it had signed to do the networking for 11 NFL teams on radio and seven on television. Wold, in association with TCS/Metrosports, will syndicate UCLA football and the Aloha and Hula Bowl Network. The latter is offered to stations and sponsors on a barter basis and games are fed by satellite.

Here's how the networks plan to use what they've bought for the 1984 season:

■ ABC-TV carried its first preseason game two Saturdays ago (July 28) and will carry two more—a prime time contest on Thursday, Aug. 16, and a Saturday afternoon game on Aug. 25. The first was selling for \$70,000 per 30 and the second for \$66,000 per 30. ABC's regular season Monday night football starts Sept. 3. In addition to those 16 Monday night telecasts, the network will carry five other prime time games (two Thursday games, two Sunday games and a Friday evening contest) throughout the season. Spots for the September games are priced at \$165,000 per 30, compared to \$150,000 last year. Monday games in October, November and December will sell at an average price of \$190,000 per 30, compared to last year's \$182,000.

Non-Monday games will sell for about \$10,000 or \$15,000 less than that. The regular season schedule is now more than 60% sold. Major sponsors include Anheuser-Busch, Miller, Buick, Chevrolet, and Nissan-Datsun, RCA, McDonald's, Union Carbide, IBM, U.S. Tobacco and Pennzoil. ABC is in the third year of a three-year "price protection plan" for football sponsors. Sponsors signing up for the full three years were assured guaranteed prices at the outset. A two-year plan will be established for 1985 and 1986, the final two years of the current NFL pact. The network will televise its first Super Bowl on Sunday, Jan. 20, 1985. Thirty-second spots are priced at \$525,000, but sponsors buying two or more Super Bowl spots can have them at the discounted price of \$500,000. The game itself is more than 60% sold and the pre- and post-game shows are just about sold out.

ABC will carry the Sugar Bowl on Jan. 1 and spots are priced at \$100,000. The Gator Bowl, scheduled for Dec. 28, is priced at \$70,000.

■ CBS-TV is offering three preseason NFL games this year—prime time games on Aug. 18 and Aug. 25 and a Sunday afternoon game on Aug. 26. It begins its regular season NFC coverage on Sept. 2, and will broadcast 105 games, including 101 regular season and four post season matchups, in-

cluding the NFC championship game. It's believed that as a rule, the network's NFL spot prices will rise between 12% and 15%. The average price of a 30 for the network's regular season games in 1983 was \$140,000, sources said, indicating that this year's prices would be in the \$157,000 to \$161,000 range. A source at the network said it was too early to tell how the network's Big 10-Pac 10 pricing would shake out, but indications are that they would be less than the \$60,000 to \$65,000 charged last season for NCAA contests.

■ NBC-TV opens its preseason schedule on Aug. 17, followed by games on Aug. 19 and 24. It will cover a total of 102 games (either American Football Conference games or interconference games) during the regular season followed by exclusive coverage of four AFC playoff games including the

AFC championship game. The network's regular season games are priced at an average \$135,000 per 30 (up 12.5%) and at this point are about 65% sold. Playoff games are priced at about \$225,000 per 30 (up 12.5%) and the AFC championship game on Jan. 6, 1985, is priced at about \$275,000 per 30 (up 10%).

NBC-TV will televise five bowl games this year—Citrus (\$60,000 per 30), Orange (\$200,000, up 8.1%), Rose (\$250,000, up 6.3%), Fiesta (\$100,000, up 11.1%) and Hula (\$65,000, up 8.3%).

■ CBS Radio enters its seventh consecutive year of NFL coverage when its traditional network airs the Dallas Cowboys and the Los Angeles Rams in Anaheim, Calif., on Labor Day, Sept. 3 at 8:50 p.m. NYT. CBS will again broadcast 27 regular season contests, many on Monday nights, and 10 post-season games including the AFC and NFC first round playoffs, divisional playoffs, championship games, Super Bowl and Pro Bowl. Teamed to do the broadcasts for the seventh straight season are veteran sportscaster Jack Buck who will handle play-by-play, and Hank Stram, who will do color.

Major advertisers thus far include: Travelodge International, True Value hardware stores, Anheuser-Busch, American Honda, U.S. Army, Buick, Ford Motorcraft, AT&T, Geocel (household caulking), Toshiba (copiers), Alpine Electronics (car/home stereos) and Big A auto parts stores—the last three are new sponsors.

"We are in real good shape," said Michael Ewing, CBS Radio Network vice president and general manager, regarding the amount of advertising time sold for the upcoming season. Ewing noted that there were only about two or three slots still unsold. The network offers advertisers either full or partial sponsorships.

CBS Radio is also airing *NFL 1984 Preview* (six segments, Aug. 27-Sept. 1); *Cotton Bowl Preview*, Dec. 31, and *NFL Super Bowl Special* (16 segments, Jan. 19-20).

On the college side, CBS Radio will air the second annual Kickoff Classic on Monday, Aug. 27, pitting last year's national champion Miami against Auburn as well as the Sun Bowl on Dec. 22 and the Cotton Bowl on Jan. 1.

■ Mutual will be broadcasting 16 regular season NFL games each Sunday afternoon beginning at 3:45 p.m. NYT. The first is the Los Angeles Raiders vs. Houston Oilers on Sept. 2. Calling the play-by-play will be Tony Roberts while former pro football player Jack Ham does color.

The network's advertiser line-up includes: Budweiser, Ford Motorcraft, American Honda, Howard Johnson and AT&T. Luke Griffin, Mutual's director of sports, says that the network's NFL package is about 60% sold out and he expects it to be about 80% sold out when the season begins.

Mutual also holds the regional network rights to four NFL teams: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage will again include 11 Notre Dame games as well as nine

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 28
NFL Preseason	Aug. 16, 25
CFA	Starts Sept. 8
NFL Monday Night Football	Starts Sept. 3
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Super Bowl	Jan. 20
Pro Bowl	Jan. 27

CBS-TV

NFC preseason	Aug. 18, 25, 26
NFC regular season	Starts Sept. 2
PAC 10-Big 10	Starts Sept. 15
Sun Bowl	Dec. 22
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 23, 29, 30
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1

NBC-TV

AFC preseason	Aug. 17, 19, 24
AFC regular season	Starts Sept. 2
AFC playoffs	Dec. 23, 29, 30
Citrus Bowl	Dec. 22
Orange Bowl	Jan. 1
Rose Bowl	Jan. 1
Fiesta Bowl	Jan. 1
Hula Bowl	Jan. 5
AFC Championship	Jan. 6

CBS Radio

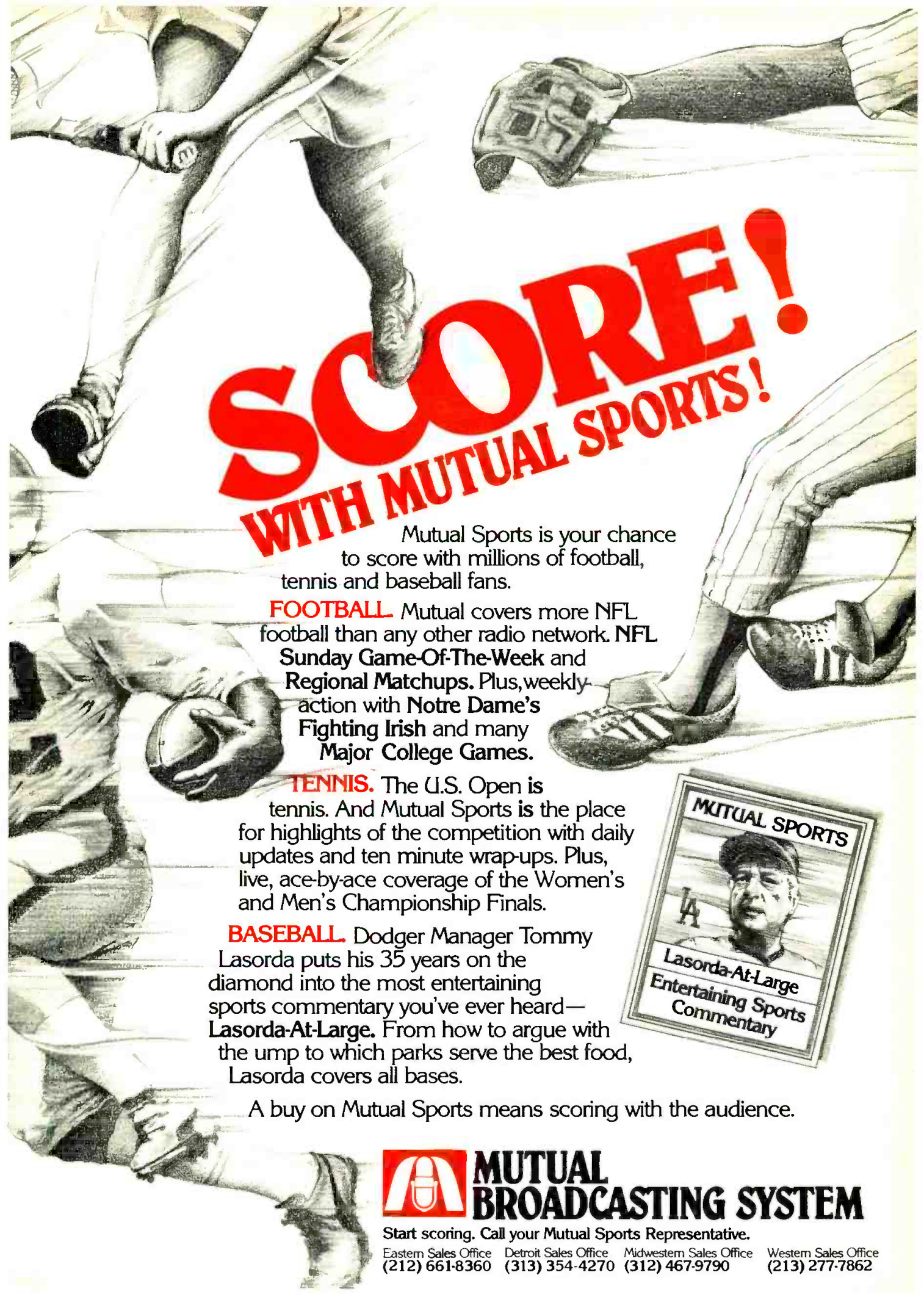
NFL package	Starts Sept. 3
Kickoff Classic	Aug. 27
Sun Bowl	Dec. 22
Cotton Bowl	Jan. 1
Super Bowl	Jan. 20

Mutual Radio

Notre Dame and other major college games	Starts Sept. 1
NFL package	Starts Sept. 2
Army-Navy game	Dec. 1
Holiday Bowl	Dec. 21
Hall of Fame Classic	Dec. 29
Sugar Bowl	Jan. 1

NBC Radio

Gator Bowl	Dec. 28
Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1



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other college contests. And the network will also air the following annual college football events: the Holiday Bowl, Dec. 21; the Hall of Fame game, Dec. 29, and the Sugar Bowl, Jan. 1.

■ NBC Radio Network's football coverage includes five college bowl games, the Gator Bowl, Dec. 27; the Liberty Bowl, Dec. 28 and the Fiesta, Rose and Orange Bowl games, all slated for Jan. 1. Both the Gator and Liberty Bowl games were added to NBC's line-up when the network signed a three-year broadcast rights to carry the games earlier this summer ("Riding Gain," July 9).

■ ABC Radio has just ended a two-year deal for exclusive broadcast rights of USFL Football and, according to a network spokeswoman, it is in the process of negotiating another agreement.

On the local level, more stations than usual reported that sales were not pacing at the anticipated rate, in some cases due to local phenomenon (such as the red hot baseball Tigers in Detroit), although managers in several markets pointed to the shifting of dollars to Olympic-related programming.

■ Sales for *Cleveland Browns* games are slower than last year, reported George Stehlin, program director of WKYC-TV, who attributed it to factors including the beer advertising money that went instead to the Olympics and slowed buying in local markets. Art Greenberg, national sales manager of WHK(AM), said sponsorship for the Browns games would include major buys by Honda and Budweiser.

■ There was satisfaction on both the radio and TV side for *Houston Oilers* selling. Luke Griffin, director of sports for rights holder Mutual Broadcasting System, said principal sponsors are Budweiser, Motor Craft and Honda. Matt Reiff, general sales manager of KTXH(TV) there underscored a claim of "very good" sales with a sponsor list that includes Toyota, Texaco, Meineke Muffler, Burger King and Anheuser-Busch.

■ The five major local sponsors of *Pittsburgh Steelers'* broadcasts on WTAE(AM) Pittsburgh are People's Express, Pittsburgh National Bank, Daily Juice Products, Arby's Restaurants and Frederick Computer Services. Ted Atkins, vice president and general manager, said the games and pre-game and post-game programming that include an hour-and-a-half talk show are about 90% sold. Sponsors for televised Pittsburgh Steelers pre-season games on co-located WPXI(TV) include Pittsburgh National Bank and Iron City Beer. John Howells, vice president and general manager, said 75% of the advertising availabilities have been sold and added that other sponsors include a fast food chain and drug store chain.

■ In Denver, KOA(AM) was 75% sold out by mid-July, according to Dick Carlson, sports sales manager. In the fold for the 15th year of the station's *Bronco* coverage are Anheuser-Busch, Honda, and Public Service of Colorado. Principal client on the KOA network is Continental Oil. Roger Ogden, general manager of KCNC-TV Denver, also noted that the Olympics competition made football

a "tough sell," but overall he was satisfied with the sales pace.

■ In Dallas, radio sales for the *Dallas Cowboys* on KRLD(AM) and the Texas State Network, "are better than ever before," according to Gene Ashcraft, vice president and general manager of TSN (owned by rights holder Metromedia). The sponsor list is headed by Anheuser-Busch and Honda.

■ As for the *New York Giants*, WNEW(AM) is launching its 24th consecutive year of coverage. Advertisers this season includes TWA, American Honda and Nabisco. WPIX-TV will broadcast four pre-season games, one live and three tape-delayed contests scheduled to have begun last Friday night (Aug. 3) with the Giants vs. the New England Patriots.

■ Hal Smith, general manager of WIP(AM) Philadelphia, reports that advertiser sales, are "excellent" for the *Eagles* coverage, adding "it's just about sold out." The station carries two hours of pre-game football programming and an hour post game session which also have attracted substantial advertising. Main sponsors for the radio broadcasts are Honda, TWA, and the Sands hotel. On television, an official at WCAU-TV said the football schedule "is selling well," and mentioned there are many major sponsors but declined to name them.

■ This will be the first year KDNL-TV St. Louis will carry *Cardinals* football games, according to William L. Viands Jr., the station's vice president and general manager. The station obtained the rights to the pre-season games several weeks ago and has placed one of four sponsorships with Anheuser Busch. Robert Hyland, regional vice president, CBS O&O KMOX(AM) St. Louis, said that station is "roughly 75%" sold for the Cardinal games it will carry. Among major sponsors he mentioned were Anheuser-Busch, Buick, Farmer's Insurance and TWA.

■ For the *Los Angeles Rams*, KLAC(AM) there will originate one pre-season game only, while KMPC(AM) will originate the remaining three pre-season and 16 regular season games. KMPC, which holds English-language radio rights, feeds a regional network of 21 other stations. KLVE(FM) Los Angeles holds Spanish-language radio rights and feeds one other station for four pre-season and 16 regular season games. KCBS(TV) Los Angeles will air four pre-season games, live if sold out and tape-delayed if not. No other regional stations are fed by KCBS, which holds pre-season rights.

Advertising sales are reported to be going very well. Related programming this year includes a five-minute weekday *Rams Report* on KMPC, hosted by Bud Tucker and two television interview/highlights shows: *The John Robinson Show*, a half-hour Saturday afternoon KCBS(TV) program hosted by Rams coach John Robinson, and a yet-untitled wrap-up show on KDOC(TV) Anaheim, hosted by team members Vince Ferragamo and Norman Cromwell, also on Saturday afternoons. The weekly programs all commence with the regular season schedule in September.

■ Bob Speck Productions retains radio

rights to the *Los Angeles Raiders*, with KRLA(AM) Pasadena originating English-language radio coverage of four pre-season and 16 regular season games. KRLA will feed 25 other outlets. KTNQ(AM) Los Angeles originates Spanish-language coverage of four pre-season and 16 regular season games, feeding six other stations.

Bob Speck Productions also retains television rights. KNBC(TV) Los Angeles originates coverage of four pre-season games under terms of new three-year agreement. The pact also includes a 20-part half-hour sports series, *Raiders Playbook '84*, scheduled to begin in September. The half-hour program, hosted by Tom Harmon, features videotaped highlights of past games and interviews with team members. KMEX-TV Los Angeles originates Spanish-language coverage of four pre-season games. Neither KNBC nor KMEX feeds any other station.

According to Peter Columbus, vice president of Speck Productions, which is handling advertising sales, the company is close to selling out time for both TV and radio coverage. "It's running ahead of last year," he said, "with lots of sponsor interest." Nissan Motors (Datsun) has purchased a dual TV/radio package and is returning as one of the biggest accounts this year. Others making TV or radio commitments include Anheuser-Busch, Coors, A.C. Delco, Hitachi, Chrysler-Plymouth Dealers of Southern California and Farmers Insurance.

■ KOGO(AM) San Diego has *Chargers* radio rights for four pre-season and 16 regular season games. The station is in the first of a new three-year contract and will not be feeding a regional network.

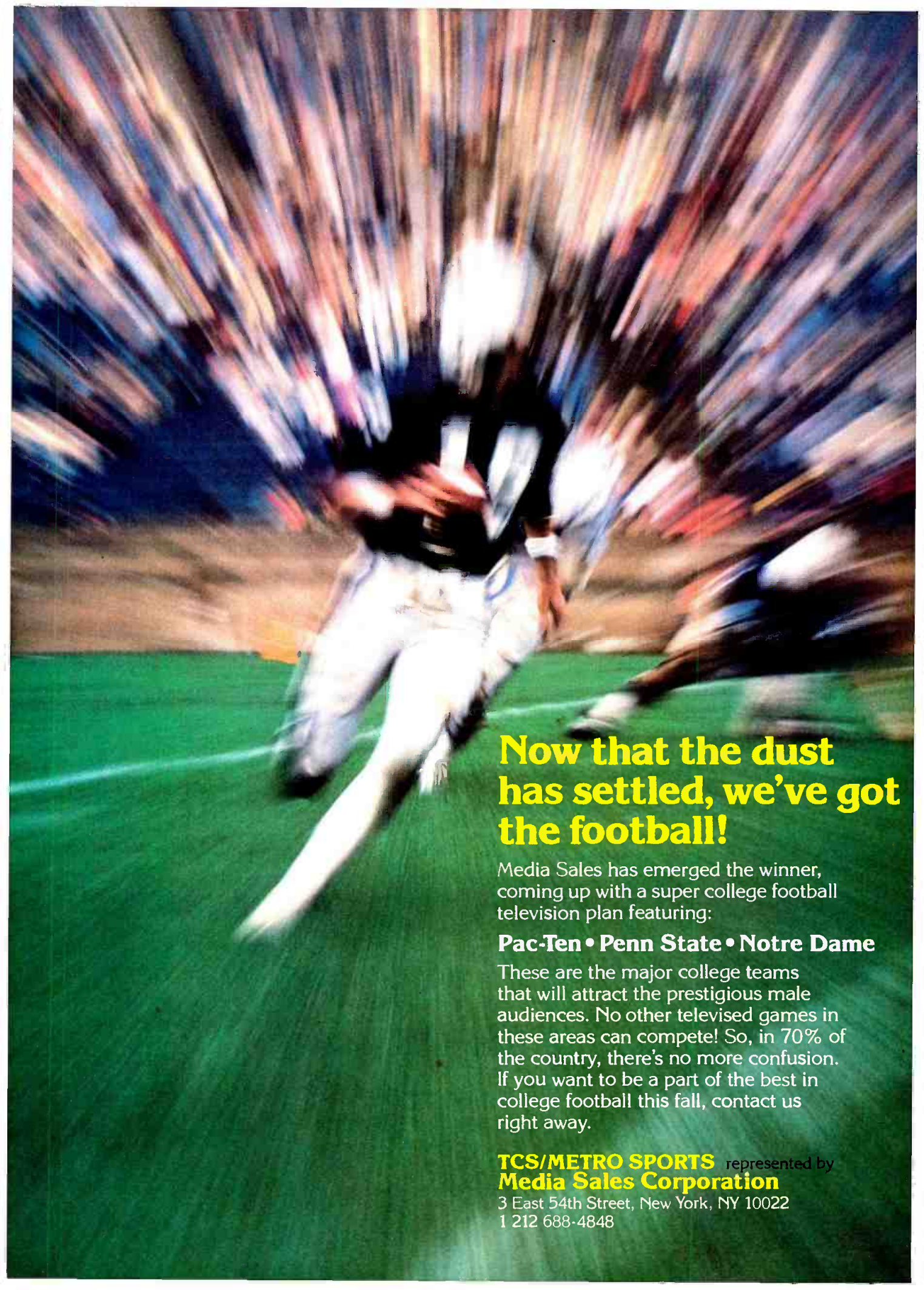
KGTV(TV) San Diego has TV rights to the first and fourth pre-season games. KUSI-TV San Diego has rights to the second game and KFMB-TV will broadcast the third game as part of the CBS Television Network origination. No other stations are being fed.

"There is lots of interest and time is selling well," according to a team spokesman. Radio opportunities include *Charger Talk* call-in shows before and after each game, plus special reports for one-hour before and one half-hour after games.

■ KIRO(AM) originates *Seattle Seahawks* coverage and retains the radio rights, feeding 52 other stations. KING-TV originates and retains television rights for four pre-season games. Games are aired live if sold out, otherwise they are tape-delayed.

"We are very close to being sold out if not sold out already for television and radio coverage," said a team spokesman. Major accounts include Nissan Motors (Datsun) and Coca-Cola. Opportunities for advertisers include a half-hour regular season post-game show on KING-TV and three-and-one-half-hours of pre- and post-game programming on KIRO, for a total seven-hour per game package. The wrap-around elements include interviews, listener call-ins, highlights and coach comments.

■ *San Francisco 49ers* radio coverage is provided again this year by KCBS(AM) San Francisco (in the first year of a new three-year contract) which retains rights and feeds four pre-season and 16 regular season games



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Local radio's pre- and regular-season NFL coverage

Team *Originator* *Regional network, games scheduled; rights holder*

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Bufflo Bills	WBEN Buffalo	Reg. net. of 13; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC Indianapolis	Reg. net. of 17; four pre-season and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Reg. net. of more than 30 stations for WIOD (no regional Spanish network); four pre-season and 16 regular season games; WIOD holds both Spanish and English radio rights.
New England Patriots	WEEI Boston	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC New York	No reg. net.; WABC will carry one preseason and 12 regular season games—due to conflict in early part of season with New York Yankees baseball games, which it also carries, station has assigned three preseason and four regular season games to WMCA New York; WABC holds rights.

AFC Central

Cincinnati Bengals	WKRC Cincinnati	Reg. net. of between 65 to 70 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Reg. net. of 37; four preseason and 16 regular season game; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System reg. net. of more than 65 stations; four preseason and 16 regular games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System reg. network of about 100 stations; four preseason and 16 regular season games; Mutual holds rights.

Team *Originator* *Regional network, games scheduled; rights holder*

AFC West

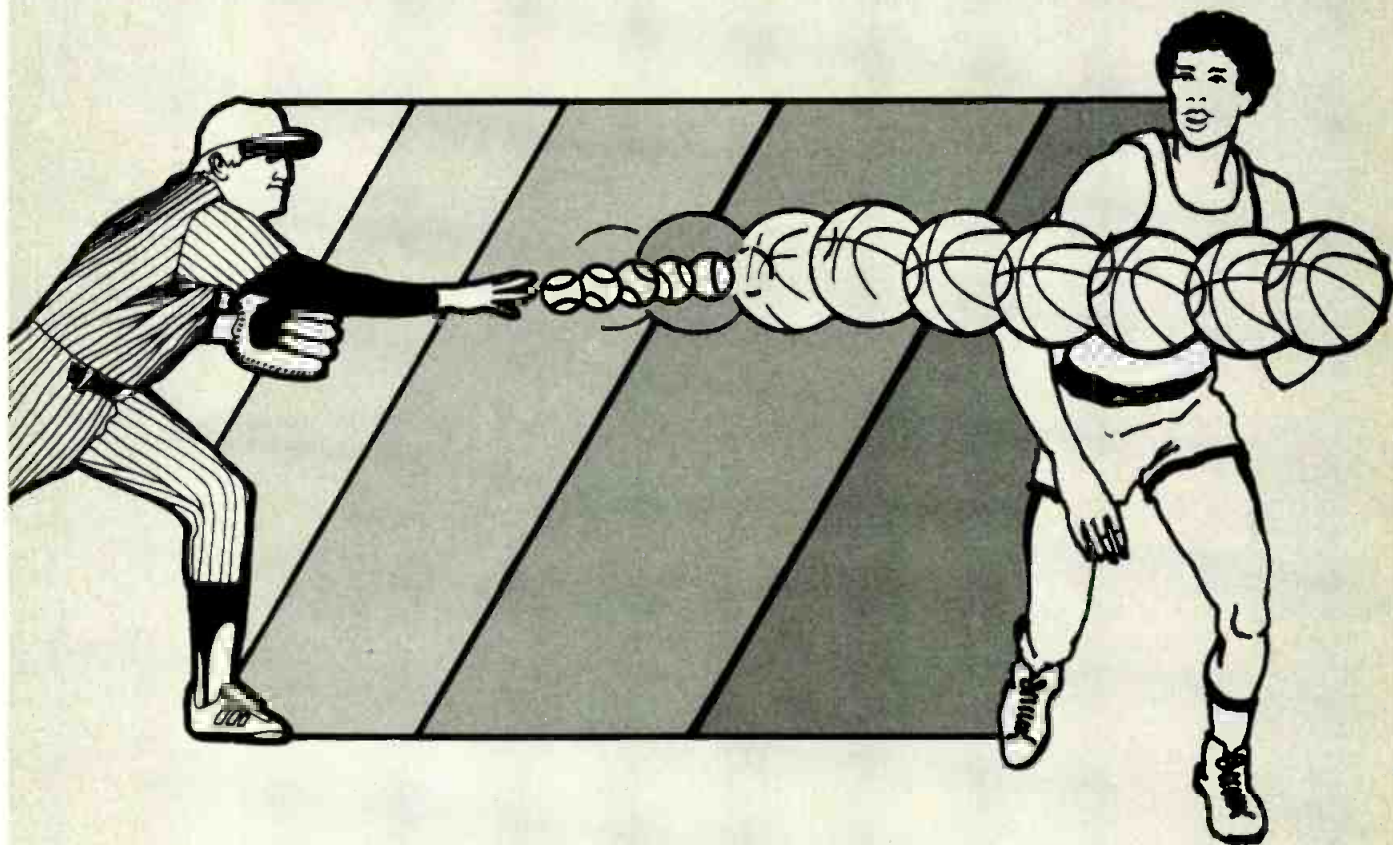
Denver Broncos	KOA Denver	Reg. net. of 45; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Mutual Broadcasting Network of 70 stations; four pre-season and 16 regular season games; Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNO Los Angeles (Spanish)	Reg. net. of 25 for KRLA and reg. net. of six for KTNO; four pre-season and 16 regular season games each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KOGO San Diego	No reg. net.; four preseason and 16 regular season; station holds rights.
Seattle Seahawks	KIRO Seattle	Reg. net. of 52; four preseason and 16 reg. season games; station holds rights.

NFC East

Dallas Cowboys	KRLD Dallas	Texas State Network of 107 stations, and regional network of 26 Spanish language stations; four preseason and 16 regular season games for each network; Metromedia, owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Reg. net. of 25 to 30; four pre-season and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Reg. net. of 27; four pre-season and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Reg. net. of about 50; four pre-season and 16 regular season games; station holds rights.

Chart continues on page 48

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Chart continued from page 46

Team	Originator	Regional network, games scheduled; rights holder
Washington Redskins	WMAL Washington	Reg. net. of about 100; four pre-season and 16 regular season games; station holds rights with Metrosports handling network.

NFC Central

Chicago Bears	WBMM Chicago	No reg. net.; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Reg. net. of 36; four preseason 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Reg. net. of 55; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WSUN Tampa-St. Petersburg	Reg. net. of 30; five preseason and 16 regular season games. Taft Broadcasting holds rights.

Team	Originator	Regional network, games scheduled; rights holder
NFC West		

Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System reg. net. of between 135 and 140 stations; four preseason and 16 regular season games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Reg. net. of 21 for KMPC; KLVE feeds one other; KLAC will carry one preseason game and KMPC will carry three preseason and 16 regular season; KLVE will carry four preseason and 16 regular season; stations hold rights.
New Orleans Saints	WWL New Orleans	Reg. net. of 41; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Reg. net. of 19; four preseason and 16 regular season games; stations holds rights.

to 19 stations. KPIX(TV) San Francisco is again originating TV coverage of all four pre-season games.

Team spokesman Jerry Walker says, "We're a hot commodity this year. I believe we sold out advertising for both television and radio some time ago."

■ The Colts moved from Baltimore to Indianapolis during the off season and the residents are understandably in a state of euphoria. Larry Mago, broadcast coordinator for WIBC(AM) Indianapolis, which will broadcast the games, gave an indication of the excitement in Indianapolis when he mentioned there are 55,000 seats in the stadium and 192,000 applications for season tickets. He said this fervor extends to the radio coverage. Mago reported that both local and national sales packages have been sold. Major sponsors are Toyota and its local dealers,

Anheuser-Busch, True Value Hardware and Delco Electronics. The picture is equally bright for WTHR(TV) there. Its four preseason games have been sold out, according to Bill Dunaway, vice president and general manager. Principal advertisers are Hardee's restaurants, Kroger, General Telephone & Electronics, Amax Coal and Indianapolis Power & Lighting Co.

■ Games of the Miami Dolphins are broadcast in both English and Spanish. According to George Hyde, general manager of WQBA-FM Miami, which bought the Spanish language rights from co-located WIOD(AM), football is especially popular among young Latins. Sponsors for those broadcasts include Universal Casualty and Eastman Kodak. Sponsors for WIOD's regional broadcasts include Eastern Airlines, Honda, Anheuser-Busch and Chevron. Other spon-

sors include Ryder Truck, Universal Casualty, Burger King, Capital Bank and Publix (food chain). Joel B. Day, vice president and general manager, said the station is 95% sold with just a few avails in the pre-game and post-game shows.

■ In New York, WABC(AM) has picked up exclusive three-year broadcast rights for the New York Jets. However, due to a scheduling conflict with its New York Yankees baseball broadcasts (WABC is in fourth year of a six-year deal), the station is paying cross-town talk rival WMCA(AM) to air seven games (both pre-and regular season contests) which overlap with Yankee games this season, at a cost in the \$10,000-\$12,000 range a game.

James Haviland, WABC(AM) vice president and general manager, reports the games are nearly sold out with a line-up of sponsors that includes: Nissan Motors, Eastern Airlines, Blue Cross/Blue Shield, Getty, Gulf Oil and Ford. Haviland also noted that after the conflicting weeks with baseball are over, WABC(AM) will air two-hour pre- and post-game shows.

WNEW-TV will air three pre-season games this year, two live and one tape-delayed. Major sponsors include Miller Brewing.

■ In Cincinnati, selling is upbeat with Jim Bryant, general sales manager of WKRC(AM), citing a long Bengals sponsor list that includes Firestone, Safeco Insurance, Anheuser-Busch, Chevrolet, Fifth Third Bank, Sears and Marathon Oil. For the Bengals' preseason telecasts, WLWT(TV)'s director of sales, Ned Paddock, said sales were ahead of last year with Budweiser, Toyota and Wendy's restaurant chain in hand and deals nearly set for Cincinnati Bell and Blue

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Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
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AFC East

Buffalo Bills	WKBW-TV Buffalo	One live game; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Reg. net. of two; four live games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Three live games; station holds rights.
New England Patriots	none	No live coverage of preseason home games this year in attempt to improve game attendance.
New York Jets	WNEW-TV New York	One live, two tape-delayed; station holds rights.

AFC Central

Cincinnati Bengals	WLWT Cincinnati	Feeds to other stations still in negotiation; three live and one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KTXH Houston	Three live games; station holds rights.
Pittsburgh Steelers	WPXI Pittsburgh	Reg. net. of three; three live games; station holds rights.

AFC West

Denver Broncos	KCNC-TV Denver	Three live games and perhaps a fourth if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX-TV Los Angeles (Spanish)	Four live games each, assuming sell out; Bob Speck Productions Los Angeles holds rights.
San Diego Chargers	KGTV San Diego KUSI-TV	Two live games for KGTV and one live game for KUSI, assuming sell out. Stations hold rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
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NFC East

Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	One live and one tape-delayed; Annamark/Nevin Lyerly Productions, Austin, holds rights.
New York Giants	WPIX New York	One live, three tape-delayed; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three live games (maybe a fourth); station holds rights.
St. Louis Cards	KDNL-TV St. Louis	Two live games; two tape-delayed; station holds rights.
Washington Redskins	WTTG Washington	Two live preseason games; station holds rights.

NFC Central

Chicago Bears	WBBM-TV Chicago	One live, two tape-delayed; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live and two tape-delayed; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. net. of four; four live games (but tape-delayed on some stations according to home game site, (Milwaukee or Green Bay); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis-St. Paul	Reg. net. of three; four live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	reg. net of one; one live, four tape-delayed; station holds rights.

NFC West

Atlanta Falcons	WAGA-TV Atlanta	Four live games (if home games sell out); station holds rights.
Los Angeles Rams	KCBS-TV Los Angeles	Four live games if sold out; station holds.
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; one live; two tape-delayed; station holds rights.
San Francisco 49ers	KPIX San Francisco	Four live games assuming sell out station holds rights.

Cross/Blue Shield.

■ In Detroit, Tony Nagorsen, WJR(AM) national sales manager, said the *Lions'* divisional championship last year provided impetus for this year's sales. WJR sponsors include Anheuser-Busch, Ford Division, Big Boy restaurants, Armour meats and True Value Hardware. Jim Clayton, WJBK-TV general sales manager, said the success of Detroit's pro teams in football, basketball and baseball in the past year, had generally added "sizzle to selling," but that current local interest in the baseball Tigers' winning ways made football a bit harder to sell. The pace is "OK, but not great," he said. Prime telecast sponsors on WJBK-TV are Stroh's and Toyota and local Pontiac dealers.

■ *Minnesota Vikings* play-by-play football coverage over WCCO(AM) Minneapolis-St. Paul is about 90% sold out, according to Clayton Kaufman, general manager, WCCO(AM). He added that there was also some adjacent spot availabilities left in the schedule.

The major advertisers for this season's radio broadcasts are: Pabst Brewing Co., American Honda, True Value Hardware

stores and Farmers Insurance Group. A major local sponsor is Twin City Federal Savings & Loan.

Kaufman said that this year's regional network of about 30 stations will be offered the games via Westar IV through the facilities of Minnesota Public Radio.

On the television side for the Vikings, WCCO-TV will air four live pre-season games and, according to Bob McGann, director of sales and marketing for the station, spots during the telecasts are "almost sold out." Advertisers include: Coors, Northwest Bank, Monsanto and Northwestern Bell. The station is at the end of a three-year pact.

■ WGST(AM) Atlanta is 90% sold out for its half-share of availabilities on *Falcons* games—Mutual has the other half—according to John Lauer, the station's vice president and general manager. Because the station is also carrying live Olympic coverage Lauer said he is not worried about any competition for advertising dollars and listed among sponsors for the *Falcons'* broadcasts, Budweiser, Delta Airlines, Chevron and Black & Decker. Paul Raymond, vice president and general manager for co-located WAGA-TV,

said that station is "relatively sold out," of availabilities for its coverage of four *Falcons'* pre-season games. Sponsors of the telecasts are Heilman Beer, Burger King, Southern Bell, Exxon, Coors Beer, Seigfield Jeans, Texaco, Santa Fe Hardware, Volvo, AT&T, Delta and Nissan. Raymond said that despite the Olympics and the popularity of the second-place Atlanta Braves baseball team this season, "There seems to be enough money to go around," for all sports.

■ In Chicago, Ron Jordan national sales manager of WBBM(AM) reported selling for *Bears* games was ahead of 1983 with his station's sponsor list headed by Stroh's, Honda and H&M Auto Parts. Sam Stallworth, general manager of WBBM-TV, said that the *Bears* TV has gone "pretty well" and that top sponsors for the *Bears* telecasts include Miller Beer and Chevrolet/Cadillac dealer groups.

■ In Green Bay, Wis., WBBM-TV Program Director Dick Millhiser reported "excellent sales with the pace 20% ahead of last season. Top sponsor for the preseason *Packers* telecasts is Pabst.

Law & Regulation

Congress lobbies for 'The Lawmakers'

House passes CPB authorization bill after debating possibility of putting legislative program back on air

On July 24 the House passed a bill (H.R. 5541) to reauthorize the Corporation for Public Broadcasting through 1989, defeating two amendments that would have reduced the appropriations ceiling ("In Brief," July 30). But while money was the main topic of the debate, a side issue also surfaced, reminding Congress and public broadcasters of a joint concern: maintaining the latter's programming independence.

At issue was putting the public television series (and congressional favorite) *The Lawmakers*, back on the air. The program went off June 28, due to lack of funds ("Closed Circuit," July 2).

The discussion began when Representative Steny H. Hoyer (D-Md.), asked the bill's author, Representative Timothy Wirth (D-Colo.), what he thought "the prospects for further funding of that particular program, or similar programs would be?"

Wirth cautioned that Congress must be "extremely careful" not to place itself "in any kind of position of dictating or line iteming... what kind of programming is on public television." That, he said, was one reason that CPB is funded in advance—so that there is "a buffer of two or three years and there is no way of getting a handle on public broadcasting politically."

The insulation of public broadcasting from one source of its funds, the Congress

recently has raised concern among some members of the public broadcasting community. At a luncheon before the Southern Educational Communications Association board in June, CPB's president, Edward Pfister, warned that public broadcasting must resist the politicization of the system.

Virginia Fox, president of SECA, told her board members in a confidential June 26 memo that the "CPB appropriations is currently being held hostage by the Congress with the cancellation of the *Lawmakers*... which has marginal acceptance by the

[public broadcasting] stations." She also criticized the program's staff for allegedly lobbying on the Hill for continued funding for it.

But what's at issue, Fox told BROADCASTING, was not the specific program of *The Lawmakers* but the "the principle of insulation." Involving Congress in programming, she said, allows "a very carefully constructed heat shield" separating the two, "to be pierced." Any discussion of specific programming is inappropriate, she added.

The *Lawmakers* was offered \$300,000 by

Fein resigns. After serving 19 months as the FCC's top lawyer, Bruce Fein last week announced his intention to resign. In remarks to his division chiefs, the FCC general counsel said he wanted to go into private practice or a position that would afford him more flexibility to write and do public speaking. He also informed the staff that he had told Chairman Mark Fowler earlier that morning (July 31). Joked Fein, whose inclination for saying exactly what's on his mind has become something of a legend: "This probably means the chairman won't have to take as much Mylanta."

In an interview, Fein, 37, told BROADCASTING that he had simply "decided I'd been in government too long." Fein, who served for 10 years in a variety of positions at the Department of Justice before coming to the commission ("Fifth Estater," June 11), said he wasn't entertaining any offers, but that he intended to start talking seriously to the Heritage Foundation, the American Enterprise Institute and private law firms about the possibility of doing "communications, antitrust, banking or administrative law, or constitutional litigation." Fein said he had not set a firm deadline for leaving, but hoped to depart within four to six weeks.

The parting of ways is said to be amicable. Said Fowler: "I feel very fortunate that Bruce has served as our general counsel. I hate to see him leave, but on the other hand, I understand why he feels he should. He has added real luster to the general counsel's position. He's a very talented and forceful advocate, particularly in the First Amendment area, and one very fine lawyer of considerable intellect."

CPB Program Fund Director Ron Hull to keep the program on the air until Oct. 4. It was a philosophical decision, Hull said, made because he believes "in covering the activities of Congress," despite the program's low carriage rate. WETA-FM-TV Washington, producer of the show, declined the money, proposing instead to develop a longer term funding plan, in which CPB would contribute one-third of the estimated \$1.8 million to air the *Lawmakers* again in 1985.

Following Wirth's comments was testimony from other representatives, including Silvio O. Conte (R-Mass.) and Al Swift (D-Wash.), who praised the program for explaining the workings of Congress to the public. Conte called it "one of the most successful programs," adding that Congress was "not trying to exert its muscle, or anything else," but that the series "has a tremendous amount of following and now, with this increased authorization, I hope public broadcasting will take that into consideration."

But although the program continues to receive high marks from the Congress, ratings for the program average fewer than 1% of all American households on the approximately 160 public television stations that carry it. The *Lawmakers* has "never been a highly rated program," one PBS representative said, "even by our standards."

Representative Michael Oxley (R-Ohio) shared the concern that the timing of the *Lawmakers'* cancellation may appear as "some effort at trying to provide some kind of undue pressure," adding that one should "look at when the [*Lawmakers*] started in 1980, and even with the draconian cuts [then]... the program was able to air through those particular years during those supposed drastic cuts, and I think one has to wonder about the timing of the announcement [to take the program off the air]."

H.R. 5541 was reported from the Telecommunications Subcommittee by a bipartisan vote of 14-2. (A similar bill sponsored by Senator Barry Goldwater [R-Ariz.] was passed by the Senate June 15 by voice vote.) □

Senate committee sends Dougan nomination to floor

Diana Lady Dougan's nomination as the State Department's coordinator for communications and information policy with the permanent rank of ambassador was approved by the Senate Foreign Relations Committee last week and sent to the Senate floor. Similar action on the nomination of Jorge Mas to serve as chairman of the Radio Marti advisory board was delayed because of a Democratic request for a printed report. But the nomination was expected to be sent to the floor late last week.

Senator Claiborne Pell (D-R.I.), ranking minority member of the committee, requested the printed report because, he noted, the Advisory Board for Radio Broadcasting to Cuba, as it is known officially, is a new one, created in the legislation passed last year that

Forward funding. Congress has passed H.R. 5541, which authorizes for the Corporation for Public Broadcasting \$238 million for fiscal year 1987, \$253 million for fiscal 1988 and \$270 million for fiscal 1989 ("In Brief," July 30). The act also authorizes \$50 million, \$53 million and \$56 million, respectively, for fiscal years 1985 through 1987 for the Public Telecommunications Facilities Program. In addition the bill clarifies CPB's responsibilities in the use of allocated funds, and repeals the unrelated business income penalty which requires that public broadcasters paying taxes on income earned from unrelated activities must refund to CPB an amount equal to the tax paid.

Representative Timothy Wirth (D-Colo.), author of the bill, said the ceilings represent "an average annual increase of only 3.47% from the \$220 million originally authorized for 1983." Representative James Broyhill (R-N.C.) opposed the bill, however, saying it asked for a "bigger increase than almost any other program in the federal budget." Broyhill added that he had "some lingering suspicion that public broadcasting stations are not the most efficiently managed entities," citing "recently published statistics" that show that "public broadcasting stations... pay their employees higher salaries than commercial radio and television stations." Representative James H. Weaver (D-Ore.) added that what public broadcasting should do is "find the best talent going, not necessarily stars, and pay them a reasonable amount and not just try to emulate the commercial television."

The House defeated two amendments to the bill, presented by Representative Michael G. Oxley (R-Ohio), which would have reduced the ceiling to \$186 million for fiscal year 1987, \$214 million for fiscal 1988 and \$246 million for fiscal 1989. The second Oxley amendment would have cut the ceiling for PTFP, which is administered by the National Telecommunications and Information Administration, to \$14 million, \$16 million and \$18 million for fiscal years 1985 through 1987, respectively. (The Reagan administration recommended \$100 million for CPB for 1987, prompting some speculation last week that the President would veto the bill with the higher appropriations.)

established the so-called "Cuba Service" within the Voice of America. Mas is the first person to be named to what will be a nine-member, bipartisan board.

In response to Pell's request for a printed report on the Mas nomination, Senator Paula Hawkins (R-Fla.), a principal backer of the Radio Marti legislation, asked for printed reports on 10 other nominations the committee was considering. She expressly did not request a report on the Dougan nomination, thus clearing the way for full Senate action.

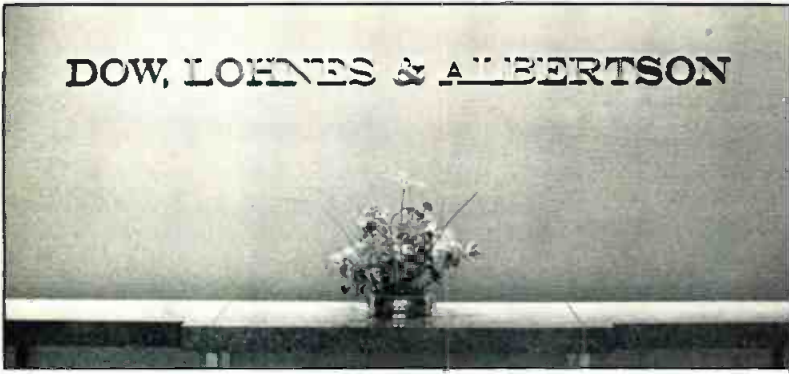
Dougan, who has been serving in her present post for more than a year under an appointment from the secretary of State, has been in the middle of the dispute with Commerce Department over the respective responsibilities of the two departments in international telecommunications policy. However, Senate Foreign Relations Committee members did not press her hard on the issue during her confirmation hearing two weeks ago, and the nomination is expected to be given routine approval. □

Washington Watch

Cellular grants. In initial decision, FCC administrative law judge has granted application of MCI/McCaw Cellular Systems for nonwireline cellular radio franchise for Denver. Judge denied applications of Denver Cellular Telephone Co. and Cellular Mobile Systems of Colorado Inc. MCI/McCaw is 65% owned by subsidiary of MCI Communications Corp. and 35% owned by McCaw Communications, radio common carrier and cable MSO. In Houston, FCC administrative law judge has granted application of Houston Cellular Telephone Co. for nonwireline cellular radio franchise, denying competing applications of MCI Cellular Telephone Co., Cellular Mobile Systems of Texas Inc. and Charisma Communications Corp. of Southwest. Houston Cellular is partnership of subsidiary of Mobile Communications Corp. of America (25%); LIN Cellular Communications Corp. (25%); American Mobile Communications of Houston and Gulf (25%); Cellular Systems Inc. (12.5%), and Metro Mobile CTS (12.5%). And in Dallas-Fort Worth, FCC administrative law judge has granted application of Metroplex Telephone Co. for nonwireline cellular radio franchise there, denying competing applications of MCI Cellular Telephone Co., Cellular Mobile Systems of Texas Inc. and Mid-America Cellular Systems Inc. Metroplex is joint venture of LIN Cellular Communications Corp. (64%), subsidiary of LIN Broadcasting Corp., and D/FW Signal Inc. (36%), which is owned by radio common carriers. In Kansas City, FCC administrative law judge has granted application of McCaw/MCI Cellular Systems for nonwireline cellular radio franchise for Kansas City, Mo., and Kansas City, Kan., denying competing applications of Cellular Mobile Systems of Missouri Inc. and Kansas City Cellular Telephone Co. McCaw/MCI is 72% owned by McCaw Communications of Kansas City, 20% owned by MCI Kansas City Cellular, with remaining 8% owned by Mid-America Cellular Systems Inc.

Early entry. Fairness doctrine is not needed to insure public's access to diverse ideas, viewpoints and experiences. So said Arizona Television Co., licensee of KTVK(TV) Phoenix, in early comments on FCC's notice of inquiry on doctrine. "The multiplicity of media in most markets makes it next to impossible for the public not to be exposed to such diversity," it said. "For example, in the Phoenix market there are over 34 radio stations and seven television stations. There are also several cable systems serving the market."

DOW, LOHNES & ALBERTSON

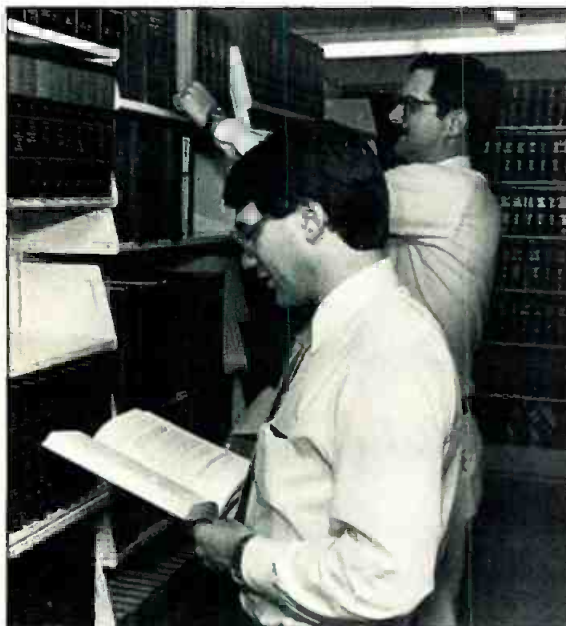


Change of venue

The Washington law firm of Dow, Lohnes & Albertson—long one of the leading communications establishments in that city—picked up stakes two weeks ago to move from Connecticut Avenue premises to new quarters at 1255 23d Street N.W. The move leapfrogged FCC headquarters at 1919 M Street to keep Dow, Lohnes equidistant from that particular power center, and afforded the firm's 45 partners and 51 associates roughly twice as much space in which to ply their advocacy.



This group of senior partners is assembled in the largest of several conference rooms at Dow, Lohnes. L to r: Ralph W. Hardy Jr., Vince Wasilewski, B. Dwight Perry, managing partner William P. Sims, Brent N. Rushforth, Bernard J. Long Jr., Daniel W. Toohey and John D. Matthews.



At left: associates William H. Cowper (foreground) and R. Bruce Beckner at work in the library. At right: partners Frederick D. Cooke Jr., John Matthews and Donna Coleman Gregg with associate Linda Fritts on the stairway leading up to the firm's second floor (the building's sixth).

Bottom Line

Disney suit. Disney Productions Inc. stockholder, Irwin Jacobs, filed suit last week seeking to block company's proposed \$308.5-million purchase of Gibson Greetings Inc. Suit reportedly called purchase "grossly overpriced" and asks that shareholders be allowed to vote on matter. Jacobs, Minneapolis-based investor, began purchase of Disney stock (6%) several weeks after Gibson acquisition plan was announced.

□

Debt purchase. Certain officials and other shareholders of TPC Communications Inc. have purchased \$3 million of bank debt and certain bank-held securities and warrants. Pittsburgh-based television production and tape duplication company had gone into default on debt July 1 ("Bottom Line," July 16).

□

For sale. Movielab Inc. sold machinery, equipment and inventory of its film processing division and will concentrate on video post-production services. New York-based company's chairman and president, Saul Jeffee, said "high-interest rates and excess capacity have plagued the motion picture film processing industry," leading to \$8.2 million sale.

□

FNN offering. In attempt to avoid losing securities listing on NASDAQ exchange index, Financial News Network will later this summer offer holders of its subordinated debentures 300 shares of newly issued stock for each \$1,000 debt issue they own. Move is effort to convert \$10.7 million of debt into equity. NASDAQ requires that Santa Monica, Calif.-based business news programming service reduce its outstanding debt to continue its common stock quotations on over-the-counter market. FNN has shown negative net worth for several months. Currently outstanding, according to company, are \$10.8 million in aggregate debentures, convertible at rate of approximately 188 shares of common stock per \$1,000 principal amount of debentures. Last June 25, FNN registered for sale 4.1 million shares of common stock and 145,000 warrants, bringing number of common stock shares outstanding to about seven million. Filing with Securities and Exchange Commission also revealed that network has lost more than \$13 million since its inception in late 1981. It also showed sales increasing to \$3.1 million for six-month period ended Feb. 1, 1984, compared with \$1.7 million for same period year earlier. Losses, however, rose to \$2.9 million for period, compared with \$2.2 million for same period ending Feb. 1, 1983. FNN also announced signing of five new national advertisers, raising account total to 35.

Burbank stations change hands during FCC appeal phase

Commission approves financial settlement that includes momentary renewal of license, transfers of AM and FM

More than a year ago, FCC Administrative Law Judge John Conlin denied renewals to Burbank Broadcasting Co. for KROQ-FM Pasadena, Calif., and KROQ(AM) Burbank, Calif., finding it unqualified to remain a licensee (BROADCASTING, Feb. 8, 1982).

In his decision, Conlin had found, among other things, that the licensee had allowed the stations to be driven into financial ruin (the stations went off the air from 1974 through 1976), had lacked candor and, without commission approval, had transferred effective control of the stations to Kenneth J. Roberts, a Los Angeles talent promoter who at one point became president of the AM licensee and managing partner of Burbank. In that same decision, Conlin granted the competing application of Royce International Broadcasting Co. for the AM. In a supplement to that decision, he granted the competing application of AWARE Communicators Inc. for the FM (BROADCASTING, Jan. 9).

But in a move that has left some commis-

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from Xerox.

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As a brand name, Xerox should be used as an adjective followed by a word or phrase describing the particular product.

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Our brand name is very valuable to us. And to you, too. Because the proper use of our name is the best way to ensure you'll always get a Xerox product when you ask for one.

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sion observers scratching their heads, the FCC (with Commissioner Henry Rivera dissenting) has now voted to grant Burbank renewal for the FM, subject to its assigning the station to Mandeville Broadcasting Inc., which is completely owned by Roberts, who is also a creditor and 49% owner of Burbank. At the same time, the commission granted the application of Royce International for the AM. Royce is owned by Edward B. Stoltz II, owner of KWOD-FM Sacramento, Calif.

According to David Senzel, a staff attorney for the commission's office of general counsel, the FCC Review Board had upheld the ALJ's decision in the AM case, and the FM case was pending before the board when the parties to the proceedings asked the commission to approve the proposed settlement agreement.

Under the terms of the settlement, Royce would get the AM and Roberts would get the FM. Also under the agreement, Roberts would pay AWARE \$1.5 million and San Marco Broadcasting Co., another competitor for the FM, \$2.5 million to dismiss their applications.

In addition, the original owners of Burbank—a general partnership of 14 investors who, the initial decision said, “had little in common but their acquaintance with Gary Bookasta,” a former president of the AM licensee who put the partnership together—are to receive no compensation and are supposed to retire from broadcasting.

According to the FCC's order, renewal applicants in hearing generally are kept from transferring their interests in a license unless they are found to be qualified to be the licensee. The commission said it would make an exception to that general rule here because of the “exceptional” circumstances in the case.

Among other things, the FCC said that, “assuming” Roberts had exercised control over the stations in violation of commission rules, other factors mitigated the seriousness of the offense. “Roberts's decisive actions could be considered to have served the interest of the listening public insofar as they returned the silent and failing stations to the air,” the commission said. “Additionally, Roberts did not attempt to conceal his activi-

ties. [Roberts had] discussed these matters with commission personnel on several occasions.

“Moreover, approval of the settlement agreement would not result in a windfall for Roberts. Roberts has already discharged approximately \$6.5 million of the licensee's indebtedness and pursuant to the settlement agreement, he will be required to pay an additional \$4 million to the withdrawing FM applicants.

“Furthermore, under the settlement agreement, Roberts will lose his substantial stake in the AM station, and the original principals of the licensees will receive no compensation whatsoever and will retire from broad-

casting,” the commission said.

“In view of the foregoing, we are persuaded that approval of the settlement agreement will not undermine the deterrent impact of the commission's renewal processes. Approval of the settlement agreement will terminate these protracted and burdensome proceedings and permit the stations to continue normal operations unencumbered by the prospect of further costly and time-consuming litigation,” the commission said in its ruling.

Added Senzel: “It has to do with the specific circumstances under which Roberts was involved and the way the commission viewed the equities of it.” □

Earnings reports from the Fifth Estate

Operating revenue for **Knight-Ridder Inc.** increased 14% in the second quarter ending June 30, as did net income. The company reported operating revenue of \$419.4 million, operating income of \$70.8 million, a 19% increase, and net income of \$37.6 million. Revenue for the broadcasting segment increased 33% over the year-before period to \$16.4 million.

Storer Communications reported a decrease in net loss of \$1.1 million for the second quarter ending June 30, compared to last year's second-quarter loss of \$5.5 million. Revenue increased 18% to \$137 million. The company said depreciation expense increased 23% and interest payments 28%. The results also include a \$2.7-million after-tax gain on cable system sales. Operating income from Storer's seven television stations grew 23% to \$20 million on a 12% revenue increase to \$51.2 million. Operating income from cable systems, which serve 1,440,000 subscribers, compared to 1,279,000 the year before, increased 187% to \$4.6 million on revenue increasing 22% to \$85.8 million. Company interest expense was \$21.3 million while depreciation was \$26.1 million. Of the increase in depreciation, 97% was allocated to cable systems. Loss per share for the second quarter declined to seven cents from 34 cents the year before.

Rollins Communications Inc., the media segment of Rollins Inc. recently established as a separate company (BROADCASTING, July 2), reported unaudited results for the year ending June 30. Revenue for the Atlanta-based company increased 12% to \$92 million while net income declined 24% to \$9.9 million. The company's statement cited “softness” in the company's outdoor advertising segment, “reflecting a decline in national advertising from tobacco and liquor companies.” Also reducing net earnings was the write-off of costs associated with Rollins's application for Philadelphia cable franchises—which the company is still pursuing—and a 31% increase in depreciation and amortization expense. Revenue from broadcast operations grew 17%, as did operating profits. Cable television revenue climbed 28% over the year-earlier period while operating profits grew 15%. Earnings per share for the year were 68 cents.

Taft Broadcasting had record operating profit and net earnings for the first quarter ending June 30. The divestiture of several of the company's entertainment parks meant reduced revenue, which totalled \$88.8 million for the quarter, down 18%. Television net revenue, which included two months of revenue from recently acquired WCIX-TV Miami, increased 14% to \$42.4 million while radio revenue increased 20% to \$9.7 million. Operating profit for the broadcast group increased 24% to \$19.6 million. The company's entertainment group, which includes Worldvision Enterprises, Hanna-Barbera Productions and Ruby-Spears Enterprises, reported a 56% increase in revenue to \$24.6 million, and a 12% rise in operating profit to \$3.2 million. Among the reasons cited for increased revenue was Worldvision's distribution, since September, of *The Love Boat*. Taft's joint cable systems' venture with Tele-Communications Inc. now has 147,000 subscribers with 68,000 pay subscribers. The first-quarter loss attributed to the partnership was \$318,000, 67% lower than for the first quarter last year, and company officials said they expect the systems to “break even on a month-to-month basis” by the end of the fiscal year.

Rogers Cablesystems Inc. announced the results for its third quarter ending May 31. The Toronto-based MSO said revenue increased 18% to \$87.7 million (Canadian) while operating income increased 11% to \$25.4 million. Depreciation, amortization and interest expense turned the operation profit into a net loss of \$7.9 million, or 38 cents per share, from a loss of \$4.9 million in the previous year. The company noted several reasons for the decreased profit margin, including costs associated with establishing pay television in Canada and “lower than budgeted revenue growth in the U.S. systems.” The company also announced it had recently sold its 75% interest in cable systems serving 110,000 subscribers in Ireland and restructured \$133 million (U.S.) in short term debt to a “long-term facility.”

Eastman Kodak Co. reported second-quarter earnings up 35% on a smaller sales increase of 6.7%. The company reportedly attributed the gain in earnings to higher unit volumes, lower costs of silver (used in film), savings from work-force reductions since 1983 and higher selling prices. Second-quarter net income was \$229.3 million on sales of \$2.56 billion.

Net income for **The Signal Companies Inc.** rose 41% to \$72 million on declining revenue

More LPTV's. Using lotteries, the FCC last week granted low-power television construction permits to STV of Oshkosh for ch. 42, Ripon, Wis.; Ronald Malik, ch. 15, Merced, Calif.; Talley Television, ch. 69, Nashville, Tenn.; LPTV, ch. 58, Milwaukee, Wis.; Response Broadcasting, ch. 46, South Oroville, Calif.; Response Broadcasting, ch. 35, Barstow, Calif.; Ronald Malik, ch. 2, Uvalde, Tex.; First Choice Video, ch. 2, Kerrville, Tex.; Global Village Video, ch. 59, Madison, Wis.; Sandoval Burke, ch. 51, Hilo, Hawaii; Deloy Miller, ch. 28, Marshall, Minn.; Mountain TV Network, ch. 63, Jordan, Mont.; Freedom WLNE, ch. 48, Providence, R.I., and Mountain TV Network, ch. 47, Colome, S.D.

of \$1.5 billion, 10% less than the year before. The company said it expects the higher quarterly earnings trend to continue through the rest of the year. The La Jolla, Calif.-based company's statement said that its president, Michael D. Dingman, singled out Signal's Ampex Corp., manufacturer of broadcast equipment, "for its dramatic turnaround in face of stiff foreign competition."

Centel Corp. reported second-quarter net income of \$30.4 million, an 8% increase, on revenue of \$360.6 million, a 16% increase. Earnings per share were \$1.09, compared to \$1.03 for the second quarter last year. Robert Reuss, chairman and chief executive officer, said that charges to earnings from the developmental businesses, primarily the Chicago-based company's videotex venture, were \$2.9 million, compared to \$1.5 million in the second quarter a year ago. The company reported 250,000 cable subscribers, up 50% over figures a year ago.

Philip H. Geier Jr., chairman and chief executive officer of **The Interpublic Group of Companies**, cited increased revenue from U.S. operations and a reduction in the company's effective tax rate as contributing to record second-quarter earnings. Gross income for the advertising group rose 8% to \$169.5 million; net income grew 27% to \$14.7 million, and earnings from operations increased 20%.

JWT Group Inc. reported a 9% increase in second-quarter revenue to \$128 million and a 2% increase in net income to \$6.2 million. The New York-based company, which comprises Simmons Market Research Bureau and the public relations firm Hill & Knowlton, in addition to its advertising agency business, noted that commissions and fees set a second-quarter revenue record while foreign exchange losses negatively affected results.

The second quarter produced record earnings for **LIN Broadcasting** with a 23% gain in net income to \$7.8 million. The second-quarter figures include those of WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, which were acquired in February. The company's statement said their inclusion reduced net income by \$800,000 because of higher net interest expense and the amortization of intangible assets. Net revenue, which climbed 46% to \$41.5 million, would have grown only 23% on a comparable basis, without recording the acquisitions.

Media General's second-quarter earnings increased 7% despite a decline in the broadcast group's operating profit. For the six months ending June 30, profit of the group dropped from \$7.3 million on revenue of \$60.2 million to \$240,000 on revenue of \$47.5 million. Alan S. Donnahoe, vice chairman and chief executive officer of the Richmond, Va.-based company, attributed the drop to the building of a cable system in Fairfax county, Va., and problems with its Broadcast Services subsidiary, previously called the William B. Tanner Co., which Media General had previously said "is likely to represent some drag on earnings in 1984." The Tanner Co. is under investigation for massive kickbacks and fraud.

Second-quarter net income doubled for the **Des Moines Register and Tribune Co.** to \$1.5 million on revenue of \$25 million, a 12% increase over the previous year.

Adams-Russell Co. reported net revenue for the third quarter ending July 1 increased 11% to \$28.4 million. The equipment manufacturer and 43d-ranked MSO had a 9% increase in net income from continuing operations totaling \$2 million, or 33 cents per share. The Waltham, Mass.-based company noted that the tax rate increased from 30% to 36% "due to lower investment tax credits from CATV construction."

United Television reported net income of \$2.7 million, a 13% increase over the same period in 1983, on a 75% increase in revenue. The revenue increase for the Los Angeles-based group owner of four TV's, to \$21.5 million, includes approximately \$6.4 million attributed to KPIX-TV San Francisco, which was purchased in July 1983, after last year's second quarter had already ended. The company noted that KPIX-TV had a "small profit" in the second quarter compared to a loss in the first quarter. The company reported a 24% increase in operating income (to \$6.6 million) for three VHF stations and for the company overall.

Second-quarter sales for **Cohu Inc.** increased 35% to \$6 million and net income jumped 81% to \$374,077. James W. Barnes, president and chief executive officer, said that for the first six months of the year television equipment sales increased but profits were "slightly lower."

Gross Telecasting reported an 8% increase in second-quarter net income to \$869,987, on revenue of \$4 million, an 11% increase over the same period last year. Earnings per share for the Lansing, Mich.-based group owner were \$1.21. The figures include numbers from both radio and television stations. The sale of the TV stations to a group headed by John Backe was approved by the FCC July 13.

Satellite Syndicated Systems second-quarter results showed an 18% increase in net income to \$1 million, on "virtually unchanged" revenue of \$5.4 million, the company said.

Third-quarter net income for **Unitel Video Inc.** increased 70% to \$383,000, on revenue of \$2.7 million, a 33% increase over the third quarter of last year. The New York-based company's president, Herb Bass, said production services to MTV and post-production services to Showtime contributed to the improved numbers. Bass added: "Our three major mobile units are solidly booked throughout the summer for 'on-location' and live telecasting of sports, cultural and other events, including transmission via satellite to Europe and other countries" of the Republican convention.

The divestiture of **Telecrafter's** low power television stations, multipoint distribution systems and programming network led to third-quarter write-downs of \$2.5 million, contributing to a net loss of \$3.1 million for the period ending May 31. Revenue from continuing operations—cable equipment and marketing services—for the Denver-based company increase 77% to \$1.8 million.

Fascell backs State's OCICIP

Florida congressman sees new office in State Department to formulate international telecommunications policy as beneficial to country

Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee, sees the State Department—and specifically its Office of the Coordinator for International Communications and Information Policy—as an essential instrument in developing and executing international communications and information policy. "If the United States is to respond effectively to the challenges of the information age, it must seek a coherent response—not a babble of dissonant voices representing interests at odds with or unaware of one another," he says in a law review article he co-authored with a former aide, Virginia M. Schlundt.

The Fascell-Schlundt article, "United States International Communications and Information Policy: A Crisis in the Making?", appears in the just published (fall 1983) issue of the *Northwestern Journal of International Law and Business*. In it, the authors do not refer specifically to the ongoing dispute between the State and Commerce Departments regarding their respective responsibilities in international telecommunications policy making. But they note with favor the establishment in the State Department early in the Reagan administration of the kind of coordination function Fascell had long urged.

They warn that "international communications and information policy issues are so deeply interrelated that the usual governmental practice of compartmentalizing these issues will be counter-productive, even dangerous to United States interests." And they say that information technologies are developing so rapidly that "normal governmental procedures never quite control events or issues." But they also say that, "through [State's coordinator's office], the expertise of all participants can be brought together and synthesized into a coherent policy," and add: "The State Department was not chosen for this task by accident: The essentially international character of communications and information issues ultimately requires foreign policy decisionmaking capacity."

The authors also make a point of what they see as State's responsibility towards private industry, an area Commerce regards as its own. They say the information age poses a challenge to industry to "design, produce, market and distribute communications products and services, thereby reinforcing the United States' economic, political, social and cultural advantage." And they conclude that the international communications and information policy State fashions out of a host of "complementary policies," "must enable the United States government to forge an aggressive working partnership with private industry to ensure the United States' competitive place in the world." □



TELECASTINGS



Coming home

Director Stephen Spielberg will return to prime time television series production as executive producer of *Amazing Stories*, a half-hour series scheduled to premiere on NBC-TV in the fall of 1985. The program will be a co-production of Spielberg's own company, Amblin Entertainment, and Universal Television.

Spielberg, director of such theatrical features as "Indiana Jones and the Temple of Doom" and "E.T.," joined Universal in 1968 as a segment director. His first assignment was an episode of an NBC-TV drama series, *Night Gallery*.

"I feel good returning to the medium that gave me my first opportunity to direct," said Spielberg. "I am hoping that *Amazing Stories*, besides being entertaining, will also serve as a forum for the introduction of new talent, directors and filmmakers." In addition to producing, Spielberg may also write and direct some of the program's episodes.

Although details were not announced, knowledgeable sources described the new program as an anthology dealing with supernatural or unexplained events, presented without an on-camera host and with each segment having a self-contained plot. Universal reportedly has acquired the television rights to material published in the magazine, *Amazing Tales*, for use in the series.

First-run health

Alive & Well, the daily two-hour health show on the USA Cable Network, is going into first-run syndication for the fall. Already the show has been picked up for daytime slots on four Metromedia stations—KTTV(TV) Los Angeles, WFLD-TV Chicago, KRIV-TV Houston and KRLD-TV Dallas—for an Oct. 1 broadcast debut. *Alive & Well* has been sponsored by the Bristol-Myers Co. since it premiered on the USA Cable Network in October 1981.

Although the show will continue on the basic cable network, distribution to broadcast outlets will be handled by New York-based Orbis Communications. Stations

signing up will get 26 weeks of first-run episodes plus 26 weeks of repeats.

Produced by DBA Television Inc., Hollywood, the show focuses on a broad range of health topics, including exercise, diet, nutrition, sports and personal appearance. The syndicated version will be cut from two hours to one. Dave Bell will continue as executive in charge of production along with executive producer James Thompson and producer Lisa Kridos. Also continuing are hosts Mike Jerrick, Linda Arkin and Mario Ross and field reporters Joanne Carson and Cathy Rigby McCoy.

Network nuances

NBC-TV will divide three half-hour episodes of the network's new *Punky Brewster* prime time series in order to accommodate doubleheader National Football League games covered by NBC Sports on Oct. 7, Oct. 21 and Nov. 4. If the games run over their allotted time, the shortened episodes will be shown after the half-hour episode of *Silver Spoons*, ordinarily seen at 7 p.m. NYT. Each of the 15-minute segments will contain complete stories that will be fed to stations in the Eastern time zone, with western stations receiving the unedited 30-minute versions of the shows. *Punky Brewster* is an NBC Production taped at the network's Burbank studios.

Trivia before noon

ABC-TV will introduce a new daytime game show, *Trivia Trap*, in the 11-11:30 a.m. slot on Monday, Oct. 1. It will be the fourth show in that position this year. The final episode of Intermedia Entertainment's *The Love Report* was aired July 27, and after the Olympics are over ABC will run repeats of *Celebrity Family Feud Specials* between Aug. 13 and Sept. 28.

Contestants on *Trivia Trap* will be dealt questions about the lives and careers of "famous personalities" as well as questions about sports, history, science, art and literature. Questions will be divided into two categories: for contestants over the age of

30 and for those under 30. Contestants will be offered multiple choice answers to be selected within designated times to win cash and prizes.

ABC has had a difficult time with the 11-11:30 slot this year, which is the lead-in to its newest daytime serial, *Loving*. *The Love Report* averaged a 3/12 between June 18 and July 20, down from the 3.9/15 averaged for repeats of *Benson*, which ran from January through June. *Trivia Trap* is a Mark Goodson Production. Jonathan Goodson, Mark Goodson's son, is producer.

In the marketplace

SFM Entertainment announced that *Hollywood Roughcuts*, a 26-week, advertiser-supported, half-hour series featuring behind-the-scenes looks at the motion picture industry, has been rescheduled to start the week of Jan. 14, 1985. Although the show was originally scheduled to debut this fall, SFM moved the premiere date back after stations said they anticipated scheduling problems in the fall due to sports and the presidential elections. SFM said most stations are placing *Hollywood Roughcuts* in prime access periods. Stations carrying *Hollywood Roughcuts* get 20 episodes with six repeats and can air each show twice within the same week. Based on fall clearances, SFM estimated *Hollywood Roughcuts* will be seen on more than 100 stations representing 80% coverage. ■ Metromedia Producers Corp. has sold *The New Avengers*, an action/adventure series, to CBS-TV Network for late-night viewing during the summer months. CBS-TV also has an option to renew the series, but if the option is not exercised, Metromedia will release the 26 episodes in syndication. ■ New York-based MG/Perin Inc. has cleared *College Pigskin Preview 1984* in 78 markets representing 70% coverage. Scheduled to air between Aug. 18-Sept. 3, the sports special is hosted by CBS-TV football analyst Tom Brookshier. MG/Perin is also distributing *College Bowl Preview 1984*, scheduled to air before the bowl games the week of Dec. 25-30. Both specials are produced by Tal-Ra Productions. ■ Multimedia Entertainment has cleared 21 markets with *Sally Jesse Raphael*, a half-hour talk show strip produced at Multimedia's KSDK-TV St. Louis. Raphael, in addition to hosting her own live talk show at KSDK-TV, also has a weekly network radio talk show on NBC's Talknet. According to Don Dalhman, president of Multimedia Entertainment, *SJR* is either airing or set to air on stations in Miami; Cincinnati; Pittsburgh; Seattle; Portland, Ore., and Grand Rapids and Saginaw, both Michigan, among others. ■ The Television Distribution Co., a New York-based syndicator, has acquired the rights to distribute on a barter basis *Agri-Business Reports* from Wabash Valley Broadcasting Corp. The 90-second inserts

Clean sweep. Writers of NBC-TV programs have swept the 1984 Humanitas Prizes, awarded to writers of prime time network television programs that "most fully communicate values that enrich the viewing public," winning in all categories. In a Los Angeles ceremony, the Human Family Educational and Cultural Institute gave its \$25,000 prize for two-hour programs to John Pielmeier for *Choices of the Heart*; \$15,000 in the one-hour category to Peter Silverman, Steven Bochco, Jeffrey Lewis and David Milch for the "Doris in Wonderland" episode of *Hill St. Blues*, and the \$10,000 prize for half-hour programming to Gary David Goldberg and Ruth Bennett for the "Not an Affair to Remember" segment of *Family Ties*. The Los Angeles-based institute, which receives financial support for the prizes from a coalition of broadcast companies, also announced the creation of two additional award categories: two \$10,000 presentations for writers of "the best live-action children's program that helps its young viewers to grow and develop and become more fully human" and "the animated children's program that best communicates those values that humanize its viewers."

are currently seen on 20 stations in the Midwest. Stations picking up *Agri-Business Reports* will also be required to give the producer one 90-second insert as part of the package of 15 inserts to be distributed each week. ■ Warner Bros. Television Distribution has sold its 10-hour mini-series, *The Thorn Birds*, to stations in over 52 markets. Stations will begin airing it in the fall of 1985. Top 10 market stations are WPXI(TV) New York, KCOP(TV) Los Angeles, WGN-TV Chicago, WTAJ-TV Philadelphia, KBHK-TV San Francisco, WBZ-TV Boston, WDIV(TV) Detroit, WDCA-TV Washington, KTXA-TV Dallas-Fort Worth and KTXH-TV Houston.

No talks

NBC and the National Association of Broadcast Employes and Technicians have broken off discussions after intervention by the Federal Mediation and Conciliation Service in Washington failed to reach a settlement. The parties have been negotiating for 18 months to replace the contract that expired on March 31, 1983.

The latest round of talks, held in Washington under the auspices of the federal agency, went on for 15 days before they were terminated on July 28. An NBC spokesman said that agreement had been reached on the key issues of computers and the new technologies before the termination of talks.

On July 28 NBC submitted what it called a "final" proposal. The union rejected it and several hours later returned with a list of demands. NBC said the demands were unacceptable and the mediation meetings were concluded. Both parties agreed that no

union strike or a company lockout would be taken without prior consultation between the two parties.

Katz bout

Katz Sports is producing its second *Night of Champions* boxing program for telecast on Sept. 7, on a lineup of about 120 television stations.

Michael Spinks, the present WBC and WBA world light heavyweight champion, will oppose Dwight Muhammad Qawi, former WBC champion in the same weight category. In another championship bout, WBC cruiserweight champion, Carlos DeLeon, will defend his title against Alfonso Ratliff.

Stroh Brewery Co. is the major sponsor of the telecast, which is offered to stations on a barter basis. LBS Sports, a division of Lexington Broadcast Services, New York, is the exclusive distributor of Katz Sports programming.

Westinghouse U.

To further the business and economic education of journalists, Westinghouse Broadcasting & Cable Chairman Daniel L. Ritchie told the California Broadcasters Association in Monterey that Group W will establish an annual scholarship to ground reporters in the basics of business. "We're going to send a seasoned broadcast reporter to a major university's special program of economics and business affairs," said Ritchie. "At the end of the year's study, we'll place that reporter in one of our stations as an economics and business journalist. He also said that

Group W is "going to install training courses in economics and business as on-the-job programs in all our stations."

Group W spokeswoman Jane Hartley said that several universities are being contacted about cooperating with the scholarship program, and that Group W is urging other broadcasting companies to consider joining the program.

Ritchie defended the news practices of broadcasters, noting that those who singled out broadcasters ignore some of the more egregious slanting that newspapers have committed over the years. "The all-important fact is simply this: Broadcasting, and especially television, is for the American people the most-trusted source of news... and our margin of trust over the other media is still increasing," stated Ritchie.

At the same time Ritchie said that "over half the public thinks television arrogantly fails and even refuses to correct its own errors." But that, he added, is "caused by the behavior of a few. I'm just afraid that total competitive pressures could lead others to follow their bad example."

Making deals

North Ave. Productions, consisting of the writing/producing team of Michael Baser and Kim Weiskopf, has signed an exclusive production contract with Columbia Pictures Television, moving from 20th Century Fox Television, where they created television projects in association with IPC and Glen A. Larson Productions. They had previously been associated with Tandem Productions. ■ Independent producers Bob Parkinson

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and Andy Friendly have joined with former Caesars World Inc. Chairman Clifford Perlman in a joint venture agreement to develop and produce theatrical features and programming for television and home video. Parkinson/Friendly Productions, as the new entity will be named, will open in Hollywood Oct. 1 with an initial development fund of \$25 million, according to its founders. Parkinson said the primary focus of the partnership will be in development of "reality and variety" television series and specials.

Independent television producers George Schenck and Frank Cardea and their company, Schenck/Cardea Productions, have

renewed their exclusive development and production contract with Columbia Pictures Television. The pair are currently producing the midseason CBS-TV prime time series, *Crazy Like A Fox*, and a two-hour Christmas movie, "It Came Upon the Midnight Clear," for first-run syndication.

Gaylord Productions, a subsidiary of Gaylord Broadcasting Co., and Schaefer/Karpf Productions have formed a joint venture for production of television movies, specials and series for broadcast network, cable and syndication markets. Schaefer/Karpf has produced series and made-for-television movies for NBC, CBS, ABC, PBS and HBO.

Gaylord, has produced programming for Showtime, HBO and first-run syndication.

Independent writer/producer Andrew J Fenady has entered into an exclusive development and production agreement with 20th Century Fox Television for series, movies-for-television and other properties for network and pay television. Fenady Associates, including its director of creative development, Duke Fenady, has been established on the Fox lot in West Los Angeles under the terms of the deal. Andrew J. Fenady has authored six novels in addition to writing and producing several television series, television movies and theatrical features.

Programming

NBC takes the plunge with a new soap

'Santa Barbara' premiers after much ballyhoo; production values and Dame Judith Anderson praised

In a premiere preceded by an unusual amount of fanfare, NBC launched its newest daytime serial drama last week: the one-hour *Santa Barbara* at 3 p.m. It is NBC's first new soap opera since 1982, when *Texas* was dropped after less than a year on the air.

Although NBC is in third place in daytime ratings, it has shown some important gains against the other two networks this year, and NBC executives hope *Santa Barbara* will help to continue that trend. In the second quarter of this year, for example, NBC averaged a 5.1 rating and a 19 share in daytime—a 19% increase over the same period in 1983. And in June, NBC's average daytime rating increased 13% to 5.2 over June 1983, compared to a 6% rise for CBS (7.3) and a 19% decline for ABC (6.0).

Daytime serials are renowned as slow audience builders, but once viewers are hooked, they can pay dividends almost in perpetuity. Although two of the newest network soaps—CBS's *Capitol*, which was launched in 1982, and ABC's *Loving*, launched last summer—consistently find themselves outside (sometimes way outside) the coveted top 10 daytime shows, others

like *Search for Tomorrow* (NBC) and *Guiding Light* (CBS) each have been on the air for 32 years.

But NBC appears to be pulling out all the stops for *Santa Barbara*. First, it will be produced at NBC's new \$12-million videotape production facility in Burbank. The 62,000-square-foot complex features the 18,000-square-foot Studio 11—the largest daytime television production facility in the U.S., network publicists claim, large enough to house three basketball courts.

Second, NBC burned up \$2 million worth of its own air time the week preceding *Santa Barbara*'s premiere for promotional spots. NBC even decided to introduce *Santa Barbara* on the second day of the Olympic games in hopes of picking up some of the disgruntled ABC daytime viewers.

Santa Barbara was created by the husband and wife team of Jerome and Bridget Dobson, who also serve as co-executive producers. Their credits include *General Hospital* and *As The World Turns*. In addition, NBC signed Broadway actress Dame Judith Anderson to play a role as one of the wealthy *Santa Barbara* residents. In all there are about 25 continuing parts in the series—about average for a serial drama—which centers on four Santa Barbara, Calif., families, including two prominent ones: the fic-

tional Capwells and Lockridges.

Advertising agency executives warned that it is too early to judge the show, and several confessed to having not yet viewed it. But those who had seen it were impressed by the show's production quality and liberal use of location shots.

Over the first three days, *Santa Barbara* averaged a 3.5/11 in Nielsen's eight meterec markets, according to NBC. That compares to an average of 4.2/14 for the *Match Game/Hollywood Squares Hour* in the 3-4 slot over the previous four weeks. But the numbers for *Santa Barbara* steadily declined over the first three days. For *Santa Barbara*'s premiere on Monday (July 30) it averaged a 4.4/14, compared to a 3.4/11 on Tuesday and a 2.8/9 on Wednesday. National ratings will not be available until this week.

By comparison, the top 10 daytime shows usually average between 6-10 rating points with shares in the low 20's to mid 30's.

An NBC spokesman confirmed that it would cost around \$30 million to produce the show for the first year. "I think that's probably the highest budget for a new daytime serial," but added that given rising costs it could even be exceeded by successful serials on other networks. Daytime can be very profitable for the networks. Whereas it costs an average \$800,000 per hour to produce a weekly prime time series, it costs about half that to produce a whole week's worth of daytime serials. NBC accountants have estimated that each rating point in daytime is worth approximately \$40 million in advertising revenue.

"NBC has put everything into this, like David Merrick would bring to Broadway," observed Robert E. Buchanan, executive vice president and U.S. media director for J. Walter Thompson U.S.A. Buchanan—who produced daytime serials in the early 1950's—said *Santa Barbara* "appeared to have all the attractive ingredients," including well-known writer/producers like the Dobsons and actress Dame Judith Anderson, who rarely appears in television roles. The signing of Anderson, he said, "is a real coup. It lends instant respectability and prestige to the show." □

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Adult programmers find niche with low power DBS

Two companies offer scrambled signals to home earth stations

For the past year or so, Home Box Office has been making a lot of noise about scrambling its satellite feeds and offering descramblers and what would amount to a low-power satellite-to-home broadcasting service to the owners of backyard earth stations.

But while HBO has been talking about launching such a service, two companies—the National Satellite Entertainment Network (NSEN), New York, and Space Age Video Distributors, San Jose, Calif.—have done it. Both are offering services featuring sexually explicit movies, ranging from "The Devil and Miss Jones" to "Debbie Does Dallas."

NSEN's R-rated movie service, The Pleasure Channel, has been on Westar V (transponder 11X) since June 1, said NSEN President Norm Smith, but was not scrambled until last week. NSEN hopes that the backyard earth stations owners who happened upon the service during the two-month unscrambled period liked what they saw and will become paying customers. The cost of subscribing: \$350 to lease the addressable descrambler and \$100 a year to subscribe to the service.

Smith is promising Pleasure Channel subscribers six hours of programming a day (11 p.m. to 5 a.m. NYT, Sunday through Thursday and 11:30 p.m. to 5:30 a.m. NYT, Friday and Saturday)—a double feature repeated once. The Pleasure Channel, he said, will offer 15 or 16 new movies each month with no repeats during the first six months. Thereafter, he said, three of every four movies each month will be new.

Space Age Video has been broadcasting an X-rated service—Fantasy Unrestricted Network: The F.U.N. Channel—from Westar V (transponder 12X) since early this year, said President Chuck Dawson, gradually expanding the programming day to its current length of five-and-a-half hours a day (12 a.m. to 5:30 a.m. NYT). Space Age hopes to add 15 new movies to the Fantasy programming mix each month, he said.

To receive Fantasy, earth station owners must pay \$275 for the first year—\$125 for a "nonrefundable lease deposit" on the descrambler and \$150 for the programming—and \$160 each succeeding year, \$10 for the box and \$150 for the programming. While the annual subscription fee may seem steep to some, Dawson said, it is no more than the cost of two or three X-rated videocassettes, which retail for between \$50 and \$80 each.

A low-power direct broadcast satellite (DBS) service should not to be confused with the medium-power service being offered since last November in limited areas by United Satellite Communications Inc. or the high-power service being contemplated by Comsat's Satellite Television Corp. and others.

The medium- and high-power services require relatively small and inexpensive earth stations, but the programming subscribers can



receive with them is limited to that provided by the services. The low-power services, on the other hand, require larger and costlier earth stations, but the programming that can be picked up with them includes not only that of the services but also that of most of the cable and broadcast networks—from HBO to CBS.

NSEN and Space Age have adopted different scrambling systems. NSEN is using a modified version of the Zenith addressable SAVII system, while Space Age has opted for the Telease SAVE system. According to Smith, the Zenith system permits NSEN to offer up to five addressable tiers of service. Although the Telease SAVE II system is not addressable in the conventional sense, said

Dawson, Space Age will be able to offer pay-per-view events by shifting slightly the frequency of the transmission and sending buyers of the PPV event a component to modify their descrambler to receive it. Telease calls the system "bulk addressable."

To different degrees, NSEN and Space Age are counting on the universe of backyard earth stations for their success, yet nobody is really sure how big the universe is or how fast it is growing. Everybody has ready estimates, however.

Space Age's Dawson said there are a million installations and that there will be three million by this time next year. What's more, he said, "there are a lot of wires going across fences that nobody really knows about."

NSEN's Smith estimated that there are 650,000 installations, and that the number is increasing at the rate of about 25,000 a month. Bruce Kinnaird, executive editor of *Satellite Orbit*, a programming guide for the backyard dish owners, said the number was between 450,000 and 500,000, and growing at the rate of between 20,000 and 30,000 a month.

The two firms are marketing their service to the backyard market with promotional tapes that are aired unscrambled on the satellite and with ads in the growing number of satellite programming guides. NSEN's Smith claimed to have about 2,000 backyard customers; Space Age's Dawson said he has

Faulty forerunner. Space Age Video Distributors and National Satellite Entertainment Network are not to first the try to sell scrambled adult-oriented movies to the backyard market. Bluemax Theater Channel Inc., a Chicago-based firm headed by Gary Hunter, began broadcasting an X-rated service from a series of different satellites and transponders last year. However, Bluemax has run into some legal tangles and the future of the service is uncertain at this time.

The U.S. Postal Service is conducting an investigation of Bluemax and is trying to decide whether to bring criminal mail fraud charges against the firm. According to U.S. Postal Inspector Fred Flynn in Chicago, the post office has received numerous complaints from consumers and distributors who said they paid for Bluemax descramblers but never received them or received ones different from those advertised. He said he has received some of the complaints directly, but that others have been forwarded to him by law enforcement officials in other cities and by the Better Business Bureau.

Meanwhile, Space Age, which had signed a contract to be the national distributor of descramblers for Bluemax, filed a suit against the firm in a California federal court last September, alleging, in part, fraud, misrepresentation and, after the venue of the case was switched at Bluemax's insistence to a court outside Chicago, breach of contract.

According to Space Age's Chuck Dawson, under its contract with Bluemax, Space Age set up a nationwide network of distributors and dealers for the Bluemax descramblers in the summer of 1983. But after Space Age complained about not receiving the first batch of descramblers from Bluemax and refused to go along with Bluemax's plan to replace the promised scrambling system, Oak Communications' Orion system, with a system with cheaper descramblers, Dawson said, he was told by Bluemax's Hunter that their contract was "terminated." Dawson subsequently went to court.

Nobody is quite sure whether Bluemax is still in business. Hunter, whose receptionist answers calls with the name "Hunter Communications," would not return phone calls. However, Bob Block, head of Telease, a manufacturer of descramblers, said that Bluemax switched to Telease's SAVE scrambling system and ordered and paid for several hundred SAVE descramblers over the first four months of this year. And satellite watchers say the service shows up on Comstar IV every once in a while.

Because Space Age is in essentially the same business as Bluemax was (or is), Dawson has been trying to disassociate himself from Bluemax ever since they had their falling out. How Space Age has handled the Bluemax situation is "laudable," said Dawson. Space Age was the first to stand up and accuse Bluemax of trying to defraud the industry, he said. "We turned on the red lights about Bluemax." Bluemax's failure to deliver the goods and services it promised, he said, was "a slap in the face" of Space Age as well as the entire backyard earth station industry, he said.



The White House goes local. The 28 television stations of the Local Program Network programing cooperative broadcast last Tuesday (July 31) an exclusive interview with President Reagan that had been conducted at the White House and recorded live off a satellite the previous Friday (July 27). The airing of the Reagan interview was to have been a sequel to a live broadcast of an interview with Vice President Bush on Thursday (July 26), but a last-minute technical problem caused the Bush interview to be canceled. Technician Dave Lunder and producer Linda Peinovich manned LPN's portable control room (above), which was set up in the White House for the interviews.

The Reagan interview was six sequential mini-interviews. After the President took his seat in front of the LPN camera at about 2:50 p.m. NYT, reporters at six LPN member-stations took turns interviewing him by telephone for about five minutes each. According to LPN director Jim Hayden, the six participating stations as well as the 22 other LPN stations were free to use the video coming out of the White House containing the President's responses any way they wanted. The six participating stations: WTAE-TV Pittsburgh, WPLG Miami, WEWS Cleveland, WAGA-TV Atlanta, WOIV Detroit and KAKE-TV Wichita, Kan.

The Reagan material was embargoed by the White House staff until July 31. According to Hayden, the embargo was imposed so that the White House staff could have at least one business day—in this case last Monday—to advise federal agencies of any "policy shifts" the President might make in the interview. The White House staff told him, Hayden said, that the embargo is one of the ground rules for all exclusive television interviews.

The Bush interview, which was to have involved reporters from nine stations, seemed doomed from the moment the Vice President showed up a half-hour early at about 1:30 p.m. NYT. The LPN crew scrambled, but couldn't get a signal out of the White House and over a telco link to the satellite uplink in suburban Virginia. Bush's aide suggested to Hayden that the interview be scrapped at 1:55 p.m. and 15 minutes later it was—with promises from Bush that he would try it again some other time. About 45 minutes later, a technician from the Chesapeake & Potomac Telephone Co., showed up to take the blame for the foul-up. He said a "clamper"—a device that decreases distortion in the picture—malfunctioned when the live video from the White House was fed through it.

Following the Reagan interview, Hayden was pleased with the news it had generated. The *Washington Post* ran two stories gleaned from the interview on Wednesday morning. It ran a front page story from the WOIV segment, quoting the President urging the United Auto Workers to exercise "some restraint" in pressing contract demands on the auto industry. The newspaper also picked up a UPI story taken from the WAGA-TV segment in which the President promised to debate Democratic presidential nominee Walter Mondale at least twice. So newsworthy was the interview, Hayden said, that CBS called him last Monday asking to use some of the video. To protect the exclusivity for the LPN stations, he said, he had to turn the network down. LPN is now trying to reschedule Bush and Reagan and, at the same time, line up Mondale and his vice presidential running mate, Representative Geraldine Ferraro (D-N.Y.), for interviews.

The LPN interview is part of a White House effort to put the President, Vice President and other top administration officials in touch with the local media. Merrie Spaeth, special assistant to the President, director of the office of media relations, said local broadcasters have proved that they are "informed, interested and serious." What's more, she said, they are usually willing to give the officials more time than the broadcast networks.

The White House staff almost foiled LPN's efforts to generate some publicity for itself from the interviews. The staff would not allow reporters from *USA Today* and BROADCASTING to witness the Reagan interview for reasons that are still unclear. The BROADCASTING reporter was told one day that it would upset the White House press corps and the next, that he didn't have the necessary security clearance. LPN hired a local photographer to take pictures of the interviews in progress, but it had to agree to allow the White House staff to review the contact sheets and not release any prints that the staff deemed to be "unflattering" of the President.

"well over" 1,000 subscribers.

NSEN was formed July 1 after Tower Capital Corp., a New York-based investment firm, successfully raised \$1 million through a private placement. According to Smith, NSEN promptly absorbed his three existing enterprises—The Pleasure Channel, which he has been distributing by videocassette to cable and SMATV affiliates for the past two years; NBS Video, a supplier of programing to pay television networks for the past three-and-a-half years, and Harmonyvision, a manufacturer of videocassettes for the home. And just three weeks ago, he said, it acquired, for an undisclosed amount of cash and stock, Satellite Entertainment International and Satellite Home Entertainment, both of Hiawatha, Iowa, from Jim Hurtt, who stayed on as president of both companies.

Both of Hurtt's companies figure in Smith's low-power DBS plans. SEI will modify the Zenith descramblers and establish a nationwide network of distributors to market them. It has already lined up 60 distributors, Smith said, and is looking for 60 more. SHE is a distributor of backyard dishes. To further expand NSEN's programing and marketing efforts, Smith said, Tower Capital has agreed to underwrite a public stock offering of between \$6 million and \$8 million this fall.

Space Age started out three-and-a-half years ago as a wholesaler of backyard dishes, but eventually became interested in the software side of the business. "We felt there was a need for a programmer that understood the hardware," said Dawson. Through its network of distributors, it will be able to sell descramblers to those who already own earth stations and earth stations complete with descramblers to those who don't. "Patio" earth stations with four-foot dishes, capable of picking up signals off Westar V and Galaxy 1, are available for as little as \$1,000, he said, while earth stations with nine-foot dishes capable of receiving signals from all the domestic satellites sell for \$1,550 and up.

NSEN and Space Age see the owners of backyard dishes as just a portion of their total market. Both expect to sell their services through a host of local media, including cable, SMATV (hotels, motels, apartment building and condominiums), MDS and, at least in NSEN's case, low-power television. Smith, who seems much more earnest about lining up cable and SMATV affiliates, said the satellite broadcasting market will account for only one-third of the Pleasure Channel's business. NSEN, which currently provides The Pleasure Channel to two cable systems (6,000 subscribers) and several SMATV operators (6,000 to 8,000 subscribers) via videocassette, plans to seek additional cable affiliates for the service at most of the upcoming cable conventions, including the Eastern Cable Show and Western Cable Show, he said.

Both programmers also feel that adult-oriented movies are just a starting point. Beginning this fall, Smith said, NSEN will offer a second scrambled service, The Drive-in Channel, which would feature movies deemed too violent for the pay cable services. Its schedule would include such pic-

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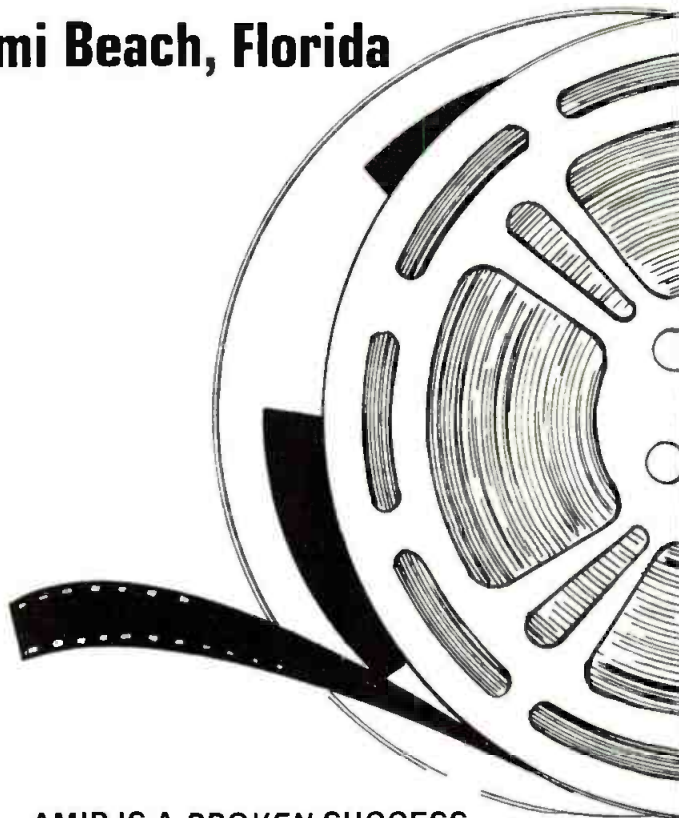
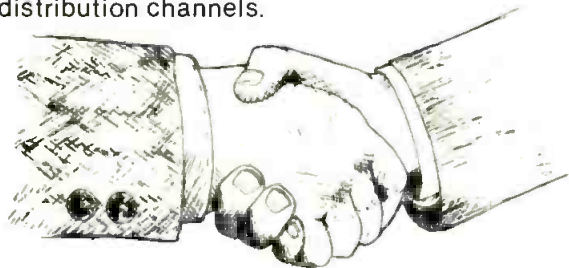
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tures as "The Texas Chainsaw Massacre," "Zombies" and "Driller Killer." NSEN also plans to offer advertiser-supported "sexy soap operas" that would contain some nudity, but would be unscrambled, he said. Dawson said Space Age expects to supplement its adult-oriented fare with "pay-per-view sports and general release movies."

Although NSEN's The Pleasure Channel and Space Age's Fantasy feature sexually explicit movies, their operators have different ideas about what movies are proper and good business to offer.

Dawson boasts that his movies are uncensored, unedited and "triple X" rated, showing "actual penetration" and male erections and ejaculations. But unlike The Pleasure Channel and some of the pay cable movie services, he said, Fantasy draws the line at any movie whose story line puts it in the category he calls "bizarre." The category includes movies dealing with transexuality, bestiality, incest, male homosexuality, youth exploitation, violent sex and satanic themes. Fantasy is nothing but "wholesome, healthy sex behind the closed door" pro-

vided by the scrambling system, he said. The self-imposed code of ethics prevents Fantasy from showing such R-rated movies as "Pretty Baby" or "Friday the 13th," he said. "It's one thing to show people nude," he said, referring to the proliferating number of "slasher" films, "it's another thing to hack them up while they are nude."

The Pleasure Channel will show some of the same films as Fantasy, said Smith, but will edit them to delete "final penetration, ejaculation and anything kinky." "I won't show penetration into any orifice," he said, "whether it be by penis, vibrator or banana." Besides, the edited movies are better business, he said. "You can tease the [viewer] forever if you take a little out," he said. "The only people who want to see it all are the hardcore raincoat fanatics." In addition, he said, editing the movies will make the service less vulnerable to legal attacks from community censors. "I obviously want to avoid prosecution wherever possible," he said. "My programing is 'indecent' as opposed to 'obscene.'"

Smith took exception to the suggestion

that Dawson's standards were in any way higher than his own. The Pleasure Channel will not show any movie that places women in "a demeaning position" or features sadomasochism. Many of the violent movies, he said, will be funneled into the The Drive-in Channel.

Dawson and Smith are taking advantage of what to them must seem a potentially lucrative business opportunity. Neither has pretensions of doing anything else. But, in fact, they may be leading the way into the new medium of low-power satellite broadcasting, and HBO and others may soon follow. Dawson believes it's a powerful medium. Low-power satellite broadcasting, no cable is "the wave of the future," he said. "You can't keep the [earth station] technology out of the hands of consumers," he said unless the pay cable network are successful in getting legislation passed that would make the backyard interception of their cable feeds illegal. With the earth stations, he said, the consumers are able to receive scores of channels. "The become bigger than the local cable company." C

ABC wins the gold with the Olympics

Despite coming in third place on three nights and second place on one night, ABC was able to win the week ended July 29 in the prime time ratings based on the strength of Saturday's opening Olympic ceremonies and the first-day events on Sunday which each attracted more than twice the share of the other two networks combined.

ABC said that 75 million people watched some or all of the David Wolper-produced opening Olympic ceremonies on Saturday night (a record, it believes) and that 80 million viewers watched some or all of the first day's events on Sunday night. In network ratings analysis language, "some" means at least five minutes.

It was also a week in which NBC beat CBS by one-tenth of a rating point as each found itself in first and last place on two nights during the week. On Saturday, a repeat of the 1979 theatrical film, "The Rose," starring Bette Midler, on CBS fell to NBC's regular lineup.

For the week, ABC recorded an average 15.5 rating and a 29 share in the Nielsen National Television Index, while NBC pulled up second with an 11.3/21 and CBS came in third with an 11.2/21. ABC came in first on Wednesday, Saturday and Sunday; CBS took Monday and Thursday; Tuesday and Friday went to NBC.

Highlights of the week, night by night:

■ CBS won Monday night due to a nine-tenths rating margin provided by *Scarecrow & Mrs. King* in the 8-9, notwithstanding slot which beat runner-up *TV Bloopers & Practical Jokes* opposite it on NBC. ABC's *Monday Night Baseball* suffered a 10/18, keeping that network in a distant third all night.

■ NBC as usual was in first Tuesday night, notwithstanding a de-

layed start due to a sustaining presidential press conference.

■ ABC took its customary Wednesday night win, getting off to a good lead with *Fall Guy's* 26 share although falling behind CBS at 9-11 as two 1981 made-for-TV movies went against each other. Baseball on NBC, which ran over to 12:02, averaged an 8.7/17.

■ CBS was back in first place on Thursday with its regular schedule. An *Olympic Gala* on ABC, which stretched from 9 to 11, picked up a 22 share—not enough to overcome the average 23 share generated by NBC's regular schedule.

■ NBC won Friday night based solely on a 1980 made-for-TV disaster movie, *The Night The Bridge Fell Down*. Most of ABC's strength for the evening came from *Benson* and *Webster* between 8 and 9 before a special Olympic preview brought it down a few share points. Still, CBS was clearly the third place—network its highest point for the evening was a 19 share pulled in by Dallas at 9-10.

■ ABC dominated Saturday night, with the opening Olympic ceremonies capturing an average 23.9/48 as they stretched from 7:30 to 11:12. NBC, which moved up and down between a 21 share for *Silver Spoons* and 16 share for *Boone* didn't feel it as much as CBS, which averaged a 14 share for a repeat of "The Rose."

■ It was essentially the same story on Sunday night, with ABC soaring to a 44 share for the first events of the Olympics, which aired from 7 to 11:12. This time, however, CBS was the runner-up with what was left over—averaging almost a 19 share for the evening with its regular schedule compared to a 17.3 share for NBC. CBS's *60 Minutes* recorded an 11.5/23, leaving it, uncharacteristically, in 26th place.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Olympics (Sunday, 7-11)	ABC	24.3/44	19.	Alice	CBS	12.1/20	37.	Hart to Hart	ABC	9.9/18
2.	Olympics (opening ceremony)	ABC	23.9/48	20.	Trapper John, M.D.	CBS	12.1/20	38.	Dallas	CBS	9.8/19
3.	Simon & Simon	CBS	15.9/28	21.	Remington Steele	NBC	12.0/23	39.	Dukes of Hazzard	CBS	9.4/19
4.	Circus Came to Town	CBS	15.2/27	22.	Gimme A Break	NBC	11.9/23	40.	Crossroads	CBS	9.2/19
5.	A Team	NBC	15.1/28	23.	TV Bloopers & Practical Jokes	NBC	11.9/23	41.	Falcon Crest	CBS	9.0/18
6.	Child Bride	NBC	14.8/25	24.	Night the Bridge Fell Down	NBC	11.7/23	42.	Foulups, Bleeps & Blunders	ABC	8.8/17
7.	Circus of the Stars	CBS	14.6/25	25.	Benson	ABC	11.6/24	43.	Different Strokes	NBC	8.7/18
8.	Magnum, P.I.	CBS	14.3/27	26.	60 Minutes	CBS	11.5/23	44.	Major League Baseball	NBC	8.7/17
9.	Mistress of Paradise	ABC	13.8/24	27.	Webster	ABC	11.5/23	45.	Boone	NBC	8.5/16
10.	Riptide	NBC	13.7/24	28.	Forbidden Love	CBS	11.4/20	46.	Baseball pregame	NBC	7.7/17
11.	Family Ties	NBC	13.4/25	29.	Jeffersons	CBS	11.4/19	47.	AfterMash	CBS	7.7/16
12.	Hill Street Blues	NBC	13.0/24	30.	Mama's Family	NBC	10.9/20	48.	Hotel	ABC	7.7/14
13.	Cheers	NBC	13.0/23	31.	Olympic Preview (Friday)	ABC	10.8/21	49.	Goodnight, Beantown	CBS	7.5/14
14.	Scarecrow & Mrs. King	CBS	12.8/25	32.	Knots Landing	CBS	10.7/20	50.	Mon. Night Baseball pregame	ABC	7.4/16
15.	Fall Guy	ABC	12.7/26	33.	Silver Spoons	NBC	10.5/21	51.	The Rose	CBS	7.3/14
16.	Twirl	NBC	12.3/21	34.	Knight Rider	NBC	10.5/19	52.	Four Seasons	CBS	6.9/12
17.	Night Court	NBC	12.2/21	35.	Bosom Buddies	NBC	10.0/19	53.	Bugs Bunny Special	CBS	6.2/13
18.	Olympic Gala	ABC	12.1/22	36.	Monday Night Baseball	ABC	10.0/18	54.	Summer Sunday USA	NBC	2.8/6

Warner Ampex

Ampex has had its problems over the past few years (BROADCASTING, July 23), but marketing of the VPR-80—the workhorse videotape recorder of the Ampex line—has not been one of them. In fact, Warner Amex Satellite Entertainment Co. (MTV and Nickelodeon cable services), has taken delivery of the 1,000th VPR-80 just two years after the model was introduced at the 1982 National Association of Broadcasters convention. WASEC had ordered 12 VPR-80 VTR's for its satellite origination center in Smithtown, N.Y., where it also maintains 15 Ampex VPR-2B VTR's and three ACR-25B two-inch videocart machines. Ampex divvies up the domestic VTR business with Sony, NEC, Hitachi and RCA.

Taking the wow out

Micromax, a new cart playback machine for radio stations, is to be available from Pacific Recorders & Engineering of Carlsbad, Calif., this fall for \$1,445. The Micromax boasts a



transport system in which the capstan motor and pinch roller system are operated under DC servo control. The result, Pacific Recorders says, is compact size, low wow and flutter and rapid starts and stops. The Micromax is fully compatible with Pacific Recorders' Tomcat cart machines.

Son of Newsmatte

Ultimate Corp., Reseda, Calif., which introduced Newsmatte two years ago as an alternative to chroma key in news production, has announced the availability this fall of a more intelligent version, Newsmatte 2. It has all the features of the original model, said Ultimate spokeswoman Pat Smith, but, in addition, it has a digital memory that allows it to "lock in" the green or blue background prior to a production so that green or blue fields can be introduced into the picture during production without causing annoying "shifting" in the picture. Such a feature is ideal, she said, for weathercasters who pull blue or green flats into the picture and use Newsmatte to superimpose maps on them.

To illustrate the capabilities of the original Newsmatte, Smith is pointing customers and potential customers to ABC's coverage of the Olympics. She said that ABC's Jim McKay is anchoring the games from a seat in front of a green screen. As the occasion dictates, McKay's image is superimposed

by Newsmatte on scenes from the various venues or a shot of the operations center with its bank of video monitors.

FCC says no

The FCC has denied petitions by Blonder-Tongue Laboratories Inc. and Telease Inc. seeking reconsideration of the commission's action authorizing TV stereo and protecting the industry-recommended standard. The companies had contended that the commission's decision to protect the standard would cause problems for their subscription television systems.

Harris: making the switch

Harris's strategy for remaining a competitor in the AM stereo broadcast equipment marketplace seems to be paying off. As it became increasingly clear that receiver manufacturers favored the Motorola C-Quam system and were willing to make C-Quam receivers, Harris decided to capitalize on the situation. At last spring's National Association of Broadcasters convention, Harris announced that it was modifying its AM stereo exciter—changing the pilot tone frequency from 55 hz to 25 hz—so that stations using the exciters could be received on C-Quam radio sets. After extensive testing, Harris maintained that the modified exciters would deliver a signal comparable to, although different from, the C-Quam exciters. Since the announcement, said Harris's Joe De Angelo, the modified exciter, the

STX-1A, "has done quite well." Nineteen of the units have been ordered, he said. The most recent order came from Mid-America Gospel Radio Network, which purchased an exciter and complementary stereo exciters for its six stations: KXEN St. Louis; KXEG Phoenix; KXAK Albuquerque, N.M.; KSHY Cheyenne, Wyo.; KOXI Denver, and KBBX Salt Lake City. The value of the deal was pegged at about \$75,000.

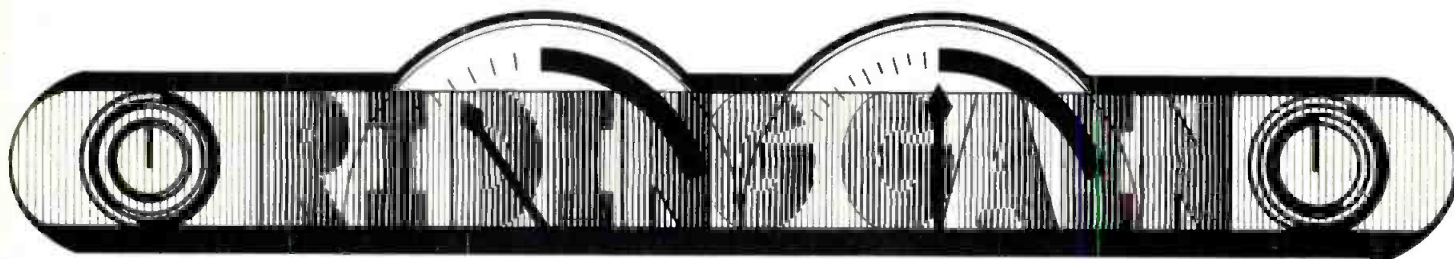
According to De Angelo, Harris has also completed shipping pilot-tone modification kits to all of the stations that had purchased exciters before Harris decided to make the switch. Harris is picking up the cost of the kits, he said, but the stations will have to make the change themselves. It is a relatively simple procedure, he said. So far, Harris had taken orders for more than 200 exciters and had shipped more than 140.

Stereo debut

NBC-TV claims to have presented the first network telecast in stereo on July 26 with the transmission of *Tonight* with Johnny Carson broadcast in stereo over the network's WNBC-TV New York. According to Michael J. Sherlock, NBC's executive vice president for operations and technical services, regular stereo telecasts of *Tonight* and *Friday Night Videos* are planned in the spring of 1985. A "limited number" of sports events, specials and theatrical motion pictures will be transmitted by NBC in stereo in the fall of next year, he added.



For San Francisco to Dallas. For its coverage of the Democratic national convention in San Francisco last month, NBC relied heavily on an electronic newsroom system from Basys Inc. of Mountain View, Calif. The system included 75 terminals and 30 printers scattered among key locations, including NBC's temporary newsroom (above) in the Moscone Center, the site of the convention. In addition to providing a convenient tool for writing and relaying news copy and messages, the system acted as a reservoir of information. Prior to the convention, NBC poured all sorts of data into the system, including biographical information about the candidates and delegates, and, during the convention, reporters and researchers continually dumped the latest news into it. The data was easily accessible from any of the terminals. Following the convention, the system was packed up and shipped to Dallas, where it will be used for the Republican convention, which begins Aug. 20.



The week's worth of news and comment about radio

June jump

National spot radio expenditures for June climbed by 18% to \$74,542,200, according to figures compiled by Radio Expenditure Reports, Larchmont, N.Y. ("Closed Circuit," July 30). RER said that nine of the top 10 markets showed increases for the month, with Los Angeles the exception, down 6.1%. New York continues as the leading market for national spot, garnering 32.4% of the total, ahead of Los Angeles at 13%; Chicago at 9.2%; Detroit at 8.8%, and Dallas at 8.4%.

Continuing investigation

A second RKO Radio Networks executive, controller Frank Musumeci, has been suspended with full pay in connection with RKO General Inc.'s investigation of \$4 million of overcharges to the network's advertisers ("Riding Gain," July 16). RKO said the suspension does not denote guilt or innocence. Several weeks ago RKO General suspended with full pay Ken Harris, director of

affiliate services. RKO previously said it is looking into the transactions of all employees, including two former executives, Thomas Burchill, who was president of the radio networks, and Kevin Lyons, vice president and director of sales. They now hold the same positions at Hearst/ABC-Viacom Entertainment Services and its cable network, Lifetime.

All nighter

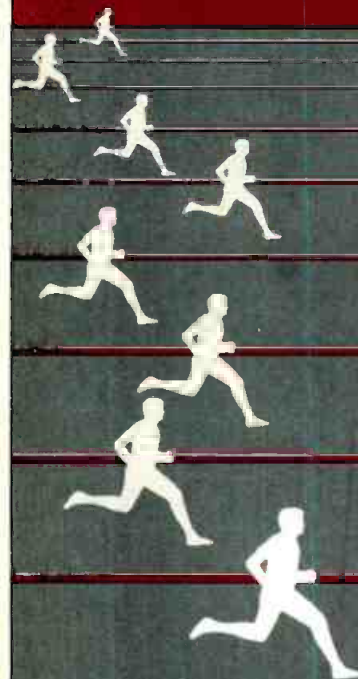
Daytime only KIEV(AM), licensed to Glendale, Calif., but with studios in nearby Los Angeles, announced it will expand to a 24-hour broadcast schedule effective Sept. 1. The move follows the completion of new transmitting facilities in the suburb of Eagle Rock that are designed to protect clear channel WWL(AM) New Orleans, which shares the 870 khz frequency with the 53-year-old station. More than \$500,000 has been invested in the expansion effort by Southern California Broadcasting Co., owner of the 5 kw outlet. The current format of news, talk, sports and

religion will continue, according to William J. Beaton, KIEV president and general manager. He said some existing talk programs may be expanded as a result of the change and that additional talk show hosts will be named during August. Beaton said the station may also add syndicated news and feature programming.

Playback

American Public Radio will provide 24 hours of live jazz music Aug. 31-Sept. 4 as it originates coverage of the 1984 *Montreux-Detroit Kool Jazz Festival*, the St. Paul, Minn.-based noncommercial producer/syndicator has announced. The Labor Day weekend event will be fed by satellite from Detroit and will feature performances by Roy Brooks, Thad Jones, Betty Carter, the Lyman Woodward Organization, Griot Galaxy and the J.C. Heard Orchestra, among others. *The Montreux-Detroit Kool Jazz Festival* is produced by WEMU(FM) Ypsilanti, Mich., with underwriting from Republic Airlines through an APR Program Fund grant. It is available to more than 270 APR affiliates nationwide and other stations on a market exclusive basis. Cinema Sound Ltd., New York-based producer/syndicator, is offering the American Museum of Natural History's 1984 *Radio Series*, which it produces and syndicates in association with the museum, for free distribution to stations. The three-minute feature, hosted by museum director Thomas D. Nicholson, contains 12 to 15 interviews focusing "on newsworthy and interesting events in nature and human society." The

*After spending the last few years just catching up,
you're ready for the the next step.*



GETTING AHEAD

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Money matters. The Corporation for Public Broadcasting approved National Public Radio's revised fiscal 1985 budget which proposes that NPR's member stations pay an extra \$1.5 million for debt reduction (BROADCASTING, July 23). Additionally, the budget reflects revenues of \$23.6 million and expenses of \$21.9 million, resulting in what NPR President Douglas Bennet characterized as a "tight but balanced budget." He added that it represents a \$1.3-million cut in operating expenditures in current services "which would have occurred if the fiscal 1984 budget had been projected forward with inflation adjustments." Bennet said the cuts include \$380,000 from administration and \$200,000 from programming. CPB President Edward Pfister called the approval "another milestone" in NPR's drive to financial stability, and said that CPB was "pleased" with NPR's progress to date.



New home. Looking over the floor plans at the new location of the operations and engineering, and news divisions of NBC Radio's three networks—NBC Radio, Talknet and The Source—are (l-r): Dick Penn, senior vice president, NBC Radio Networks; Steve Soule, vice president and general manager, NBC Radio; Bud-dy Young, director, planning and design, NBC Radio Networks, and Craig Simon, director, operations and engineering, NBC Radio Networks. The network moves from 30 Rockefeller Plaza in New York to 1700 Broadway.

renewal had been deferred "pending resolution of question concerning compliance with the main studio and program origination rules." The commission also ordered Metrogeneral to submit equal employment opportunity status reports for WJRB and its co-located WJKZ(FM).

Laughing matter

All-comedy radio is alive and well and here to stay, according to the radio executives who program the format, which currently airs over three radio stations on a full-time basis. Virtually all of the executives, however, admit that advertising acceptance has been a fight.

"This is the format of the 1980's and 90's for AM stations that want to air something different," said Jay Gardner, general manager, KLAF(AM) Murray, Utah (located just outside Salt Lake City). He predicted that at least one AM station in each of the top 100 markets will eventually program all-comedy. Gardner described KLAF's format, which made its debut 15 months ago, as 50%

"comedy bits" and 50% old radio shows.

Robert Cobbins, president and general manager, WJOK(AM) Gaithersburg, Md. (a Washington suburb) is very bullish on the format to the point that he hopes to launch a 24-hour, satellite-delivered all-comedy network. According to Cobbins, he plans to sell the station in order to "devote full time" to the project.

Cobbins said he is dissatisfied with the coverage area of WJOK, which, with 1,000 watts, doesn't penetrate the Washington metro market. "The comedy format is dynamite... But our problem is we can't be heard," he said. WJOK(AM) was the first all-comedy-formatted station to hit the airwaves 18 months ago.

The newest station to air comedy full-time is KMDY(AM) Thousand Oaks, Calif., which signed on the air April 29. "Listener response has been fantastic," said Bob Zedel, vice president of Comedy Broadcasting Co. Zedel said that due to start-up costs, the station will not be profitable for at least two more months. "But we see tremendous growth for the format and the company," he noted.

Advice for 80-90 applicants

The FCC has released a public notice providing guidance to its processing procedures under Docket 80-90 rules that open new FM facilities. First, the FCC said all applicants for new Class C facilities must apply for 100 kw and a minimum antenna height above average terrain (HAAT) of 300 meters (984 feet). If an applicant proposes to use an "overheight" antenna (above 600 meters), the effective radiated power must be reduced to yield the equivalent of maximum Class C facilities (100 kw at 600 meters yields a distance to the 1 millivolt per meter contour of 92 km). For example, if an applicant applied for 700 meters, which exceed the maximum HAAT for a Class C facility, the effective radiated power must be reduced to 71 kw to yield a distance to the 1 mv/m contour of 92 km (no more and no less).

Second, the FCC said all applicants for new Class C1 facilities must select a combination of HAAT and effective radiated power that will yield a distance to the 1 mv/m contour between 53 km and 72 km (see chart).

Third, requests to change the class of an FM channel will be submitted as petitions for rulemaking to amend the table of allotments. This includes a request to change the class of a vacant allotment in the table of allotments and stations whose construction permits were granted on or after March 1. All stations existing before March 1 and stations whose construction permits were granted as a result of an application filed before March 1 are exceptions to that rule; reductions or upgrades in class for these stations will be handled as applications, not rulemakings, until March 1, 1987. Requests to recover a previously downgraded class must be submitted as petitions for rulemaking to amend the table of allotments.

Finally, the FCC said that applications that are tendered on or after March 1 by stations existing before March 1 (including permittees with granted construction permits) that do not meet the minimum standards for Class B or Class C facilities will be presumed to be requests for reclassification to Class B1, C1 or C2 as appropriate. A request to override the presumption must contain a statement demonstrating a need to remain temporarily below Class B or C standards and an assurance that at least minimum Class B or C facilities will be achieved by March 1, 1987.

□

The following table shows for each FM class, the zone, the maximum ERP, the maximum HAAT and the distance to the 60 dbu contour calculated by using the maximum ERP and HAAT and then rounding to the nearest kilometer.

FM Class	Zone	Max. ERP (kw)	Max. HAAT (meters)	Distance to 60 dbu (km)
A	1+1A	3	100	24
B1	1+1A	25	100	39
B	1+1A	50	150	52
A	2	3	100	24
C2	2	50	150	52
C1	2	100	299	72
C	2	100	600	92

series, which has no restrictions on sponsorship or commercial adjacencies, is designed for general audiences and all age groups. Continuing series that are also available free from Cinema Sound include *Info Radio*, a 90-second daily feature produced by Warner Publisher Services, and *What's New*, a two-minute daily science report produced by *Popular Science* magazine.

■ En Revista Productions, a noncommercial entity based in Berkeley, Calif., is producing a series of bilingual (Spanish and English) reports on the 1984 election campaign, with special emphasis on the participation of Hispanics. Biweekly feeds are available in either language under the title, *Elecciones '84*, by contacting Maria Emilia Martin at (415) 486-1977.

Another for Dees

The United Stations reports that with the addition of WLOL(FM) Minneapolis, *Rick Dees' Weekly Top 40* now is carried in all 25 of the top 25 markets. Dees, the morning man at KIS(FM) Los Angeles, is heard over 250 radio stations and in 93 of the top 100 markets. The program is three hours long.

Moving them out

The FCC Mass Media Bureau has announced it has made "significant gains" in processing radio station applications. As of June 30, the bureau said it was processing 420 new and major-change AM applications per year, 20% better than the year before; it also said it was processing 1,275 new and major-change FM applications per year, a 43% increase over the year before. It said it was processing 525 new and major-change FM translator applications per year, 54% better than in 1983. The bureau attributed the improvements to better processing procedures, staff levels and productivity.

Deferred renewal

The FCC has deferred the renewal of Metro-general Communications of Nashville Inc. for WJRB(AM) Madison, Tenn. The FCC said

The saga of call letters: from KAAA to WZZZ

FCC's relinquishing of such call letter regulation to marketplace has proved mixed bag; search for identity is key to history of christenings and changes

The call of the genus, broadcaster—either three or four letters in length—is distinctive, being in the main unique to each individual and serving to distinguish one's territory from that of another.

In laying down the letter, or more specifically letters, of the law on station calls, the FCC had historically assumed the burden not only of a host of procedural responsibilities, but also that of divining local tastes. With its December 1983 adoption of new guidelines or assigning call signs, the FCC effectively kicked out of the call letter business, and in the process reduced expenses and expedited the processing of applications and requests.

The commission would still issue call signs and insure that they were not duplicated (except in the case of group owners, who could use the same call for three stations in different communities [the stations had previously been required to be in the same market], as long as two of the calls included the suffixes “-FM” or “-TV.”). But the FCC would no longer lay claim to being arbiter of the taste, or lack thereof, of requested call signs. And it would no longer require those seeking new calls, or call changes, to notify every station within 35 miles. Call sign disputes—a new call sign too closely resembling another, for example—would now be settled in the local courts or some other forum (BROADCASTING, Dec. 5, 1983). Gone was the FCC's rule requiring a 180-day waiting period before reassigning a call to a station in the same market as the one relinquishing it, and gone was a rule proscribing assignment of call letters using the initials of the President, a living former President, the United States of America, or any of its agencies or departments without “suitable clearance.”

While most applaud the attempt to thin the procedural underbrush, the curtailment of the FCC's oversight of calls has met with



Taking license

mixed reaction from broadcasters. Most concur with the decision not to arbitrate good taste, and some group owners with stations in different markets have already taken advantage of the opportunity to give the same call to a second and even third station (CBS, for example, which owns KCBS[AM] San Francisco, has renamed its KNXT[TV] Los Angeles as KCBS-TV [BROADCASTING, April 9].) However, when it comes to leaving the settlement of call sign disputes to the local courts, the consensus among broadcasters is that the decision, given the time-consuming and expensive legal process, is a bad one.

According to a resolution passed by the National Association of Broadcasters board of directors in June, the FCC's “resolution of call letter disputes is analogous to the traditional ‘traffic cop’ functions of the commission. . . . Rather than fostering competition, certain elements of the [FCC's] action could result in competitive chaos that cannot be resolved effectively and efficiently through reliance on local courts that are ill-equipped to resolve call letter disputes in an efficient, timely and consistent fashion.”

Also criticized was the deletion of the 180-day waiting period for the re-use of call letters—sometimes referred to as “hot calls”—by a station in the same market. The NAB said in comments filed at the FCC that deletion of the rule would result in “a diminution in the reliability of audience ratings essential to effective competition among broadcast stations.” The National Radio Broadcasters Association and John Dimling, director of the Electronic Media Rating Council, also have spoken out against the change.

Of concern to Dimling is the “potential for damaging ratings.” There have been in the last six months, he says, “three or four” cases of a station picking up the recently dropped call of another station in the same market. He said that while he “happens to believe in deregulation” he also believes that “for the marketplace to work correctly, it has to have good information. . . . If the stations accept call letters right after they are dropped by another station, it really can adversely affect the information that the marketplace is using.” Since the FCC's decision to liberalize its call sign guidelines, the rating services have contacted the EMRC to discuss what could be done about the problem. Among the suggestions was one—characterized by Dimling as “draconian”—in which Arbitron would develop a procedure whereby a station picking up “hot” calls would not get credit for listening that was recorded in rating diaries for those call letters for a designated period of time. Dimling said that while such a procedure would discourage stations from re-using the calls, it would at the same time be implementing a rule “that you know would not be entirely correct. At least some of the listening would be legitimate,” he said.

One alternative means of protecting established call signs from “interlopers,” according to New York attorneys Zave Unger and James J. Romano Jr., is afforded by the Trademark Act “which is designed to protect registrants from infringement where there is the likelihood of public confusion, deception or mistake” and which qualifies the call signs for protection as “service marks” (“Monday Memo,” May 7). In reply comments to the FCC's call sign decision, NAB points out that the commission itself “suggests that service mark registration would be an important element in local resolution of complaints.” However, as Washington lawyer Arnold P. Lutzer of Dow, Lohnes & Albertson points out, the Patent and Trade Office has historically refused to register call signs as service marks (a form of trademark used to identify services rather than goods), on the grounds that calls are technically



Two pronoun calls



Where else but Las Vegas?

owned by the FCC. A broadcast licensee has only a revocable license from the commission. Thus the licensee can register call letters in the context of a logo, but "the letters themselves are not covered," Unger and Romano said, adding that with the FCC's diminished role in call sign guidelines, it is likely that more stations will attempt to register their calls.

One area in which broadcasters are in general agreement with the FCC is that of the arbitration of "good taste." As NAB counsel Barry D. Umansky said, this is "one area where the marketplace might work." Broadcasters choosing "questionable" call letters would risk complaints and/or defection to other stations by listeners or advertisers. And as an applicant for the call sign WSEX(FM) Arlington Heights, Ill., pointed out last year, the commission had already approved such calls as KDIC, KOKE, WLAY and WSUX (BROADCASTING, Dec. 5, 1983).

Despite its dissatisfaction with the FCC's decision to stop arbitrating call sign disputes, the NAB has decided not to seek judicial review of the decision. (The NAB's petition for partial reconsideration of the guidelines was refused.) It is currently gathering information on what sorts of problems arise under the commission's action and is preparing "counsel memos" for its members explaining how to litigate call sign disputes in local forums. Additionally, NAB is looking into whether industry rating services, or other related organizations, could engage in self-regulation (BROADCASTING, July 16).

Since the FCC's deregulatory decision, there have been 1,149 requests for call letter changes. According to Lewis Young, chief of the FCC's of operations support branch, there was a surge of requests in January following the deregulation ("It was almost as if they [the broadcasters] were out there waiting," he said.), but the totals have since evened out, and are comparable to those of last year. Another FCC representative speculated that the January swell was caused by stations waiting for the new guidelines so they would not be required to notify other stations within 35 miles of their station.

The reasons for call switches are many: some stations make the switch because a call may not be successful in a community; a change of ownership often brings a change in calls; sometimes a station will request its previous calls when a new one is unsuccessful in the marketplace. In the case of WJTM-TV Winston-Salem, N.C., the station changed its call to WNRW as a memorial to its general sales manager, William N. Rismler, slain in a hostage incident at the station (BROADCASTING, June 11). Noncommercial KSUC(FM) Keene, Tex., owned by the Southwestern Adventist College,

changed its call letters last March to KJCR (which stands for "joyful Christian radio"), in part to rid itself of KSUC's "negative connotations," a station spokesman said.

Sometimes a new call is just too good to pass up, or not to pursue—Ted Turner donated \$50,000 dollars to a Cambridge, Mass., educational FM to obtain its WTBS call for his superstation (then WTCG[TV] Atlanta). Such was the case with KUSA(TV) Denver, and KHIT(AM) Bremerton, Wash. Soon after Bingham Broadcasting of Washington Inc., bought KHIT(AM) (formerly KWWA(FM)), last May, it approached KHIT(AM) Walla Walla, Wash., which was contemplating a format change, about purchasing its call sign. (The latter station subsequently became KAFR-AM-FM—which it says stands for "America's Fun Radio.") By July 4, the transaction was made and the new KHIT had a call to match its contemporary hit format.

According to Charles T. Leasure, president and general manager of KUSA-TV (formerly KBTW[TV] Denver), the USA letters were "dynamite" and "too strong to let someone else end up with them." The station's colors, Leasure said, have been red, white and blue since 1975. In addition, the station is owned by the Gannett Co. which publishes the national *USA Today* newspaper (although Leasure said there was "no hook" between the paper and the station, and the latter is not "laying claim to being the nation's television station").

Joseph L. Dorton, president of the radio division of the Gannett Broadcasting Group, got the idea of obtaining the USA letters more than two years ago, Leasure said. (Broadcasters historically had assumed that the call was reserved for governmental use and was not available.) Gannett's attorneys found, however, that the call could be used with the permission of "all interested parties." So, 14 "letters of permission" later—from the White House Office of Telecommunications, the U.S. Army and other organizations—Gannett obtained permission to use the calls.

At about the same time the FCC's relaxed call letter regulations went into effect, freeing Gannett to seek the USA letters for up to three of its stations (KUSA[AM] St. Louis is its other all-American call, with its option on a third yet to be exercised).

KUSA was approved by the FCC in February, but did not go into effect until April 23. That was following a lawsuit brought by the USA Network, which unsuccessfully attempted to block the call change, claiming that viewers would confuse the television station and the cable network. (USA Cable has since filed a notice of appeal and is "discussing" possible solutions with the station.)

But changing call signs entailed more than

permission from the courts or the FCC. A Leasure pointed out: "You have no idea how many places you have your name until you try and eradicate it." More than \$250,000 was spent to change the sign on the front of its building, the station's logo, cars, stationery, helicopter, cameras and mike decal. Even the license plates on station vehicle now bear the KUSA call.

The Trivia Call Letter Game

For more than 60 years, the name of the call letter game has been identity. To broadcasters, those combinations of letters are treasured as calling cards to win audiences and woo sponsors.

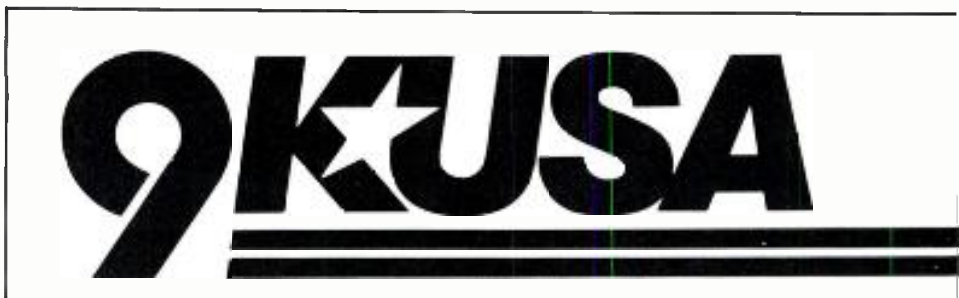
In the beginning, for example, license Sears, Roebuck & Co. test-programmed its new Chicago station as WES to underscore the retailer's boast of the "World's Economy Store." But three days later, on April 12, 1924, the official start was made with WL call letters to connote a more prestigious sounding "World's Largest Store." Similar chest-thumping in the Windy City came with the debut of WGN, signifying the "World's Greatest Newspaper," slogan of the commonly owned *Chicago Tribune*.

Early call letter requests—first to the Commerce Department, then the Federal Radio Commission and finally the FCC—often reflected an owner's desire to perpetuate his own initials, promote his other business enterprises or herald his community's position under the economic sun. In later years, call letter requests reflected more subtle promotion aims such as mirroring program format or common ownerships of groups.

The editors of BROADCASTING have again revisited that part of the industry's history. Based on stories since the magazine's first issue (Oct. 15, 1931), books and memoirs of pioneer broadcasters, checks with station and other sources, here is how the Fifth Estate has played a form of Scrabble:

■ *Illusion of no change.* There's a look-alike and sound-alike reason for the call letters of WQXR(AM) New York, now owned by the *New York Times*. In his book, "Rebel in Radio," former co-owner Elliot Sanger explains the station began as experimental outlet W2XR (numerals were used in experimental operations). But on receipt of a regular commercial license in 1939 and with a desire not to confuse listeners, it was decided that the "2" and a cursive capital "Q" were similar in appearance and that the sounds of "2" and "Q" were somewhat alike.

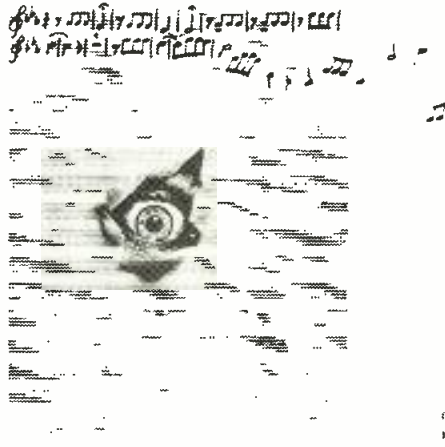
■ *Just happenstances.* Pioneer KDKA Pittsburgh (which started as 8XK) was a random assignment from a list of available call



Denver

1st INTERNATIONAL MUSIC VIDEO FESTIVAL OF SAINT-TROPEZ

AN INTERNATIONAL FESTIVAL – AN INTERNATIONAL MARKETPLACE
AN INTERNATIONAL SEMINAR



OCTOBER 8-9-10-11, 1984

Music Video has come of age and now has its own international meeting-place:
The 1st International Music Video Festival of Saint-Tropez.

The Festival will have 3 facets:

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Folsom, Calif.

letters at the Department of Commerce. WIP Philadelphia was drawn from a hat when Gimble Brothers Department Store became the licensee in 1922.

■ *The Five W's.* Except for a "where," the fundamentals of journalism are reflected in pronoun-sounding acronyms of WHO Des Moines, Iowa; WHAT Philadelphia; WHEN Syracuse, N.Y., and—stretching it a bit—WHYY-TV Wilmington, Del. An objective case can be made for WHOM(FM) in Mount Washington, N.H., a call letter that for decades belonged to an AM in Jersey City, N.J. Some sources also say WHO stemmed from inquiries by DX-ers (tuners of distant stations) in the early 20's who wanted to know "who" the new station was in Des Moines.

■ *Climate connotations.* Weather peculiar to the community shows up in KOOL and KSUN Phoenix; KSOL San Mateo, Calif.; WSUN St. Petersburg, Fla.; WIND Chicago and KFOG San Francisco. That hardly is the case for WHOT Campbell, Ohio. Also, it has been claimed that WSUN stands for the question, "Why Stay Up North?" Elements that reflect area recreational opportunities turn up in KSNO Aspen, Colo., and WETT Ocean City, Md.

■ *Snickers pickers.* When Barto Communications put its new AM on the air in Gaithersburg, Md., with a comedy format, it was natural to request WJOK. Comedy was also responsible for KLAF Murray, Utah. As KGOE Thousand Oaks, Calif., turned to comedy earlier this year, it became KMDY.

■ *Crowning achievement.* When Dorothy Bullitt bought KEVR Seattle in 1947, she wanted call letters to project a new image. According to historian David Richardson in "Puget Sounds," she thumbed through the K part of the dictionary and found "king" as a pronounceable-promoteable answer, espe-

cially since Seattle is in King county. Unlike other broadcasters in town who had found it unavailable at the FCC, Bullitt checked and discovered it was being used as a marine call by a freighter. She contacted the ship's owners, negotiated a release and within 60 days was using KING.

■ *Other 'Puget Sounds'.* Lou Kessler put his KVOS Seattle on the air in 1927 as "Kessler's Voice of Seattle." But by year's end, competition forced Kessler to relocate Seattle's voice 60 miles north to Bellingham, Wash., as KVOS, "The Mount Baker Station." When KTNT(FM) was started after World War II, that call was to indicate its tie-in with its licensee, the Tacoma (Wash.) *News Tribune*. According to Richardson, then an announcer for KTNT, announcers were admonished to accent the second and fourth letters to foster the "dynamite" image.

■ *Arkansas allocations.* Ray Poindexter, in his book, "Arkansas Airwaves," points out that licensee Jay Palmer Beard was mindful of the family-owned music store, Beard's Temple of Music, in Paragould, when he chose KBTM there in December 1929. In Pine Bluff, a frustrated Jack Parrish had struck out twice with call letter requests for a new AM there. However, sitting in the Pines hotel, he saw a sign: "Biggest Cotton Center Between Memphis and Dallas." The key word jumped out at him as KOTN. The chamber of commerce approach worked for KTHS Hot Springs, which went on the air in December 1924 with calls to back a slogan inviting listeners to the spa, "Kum to Hot Springs." Then there was KFFA Helena, which simply used the last initials of principals John Thomas Franklin, J.Q. Floyd and Sam W. Anderson when it began in 1941. KUAO Siloam Springs has call letters that refer to the University of Arkansas which operated the AM at Fayetteville in the 1920's.

■ *Lip service.* There's a bit of kissing radio around with KISS San Antonio, Tex.; KIST Santa Barbara, Calif.; KIIS-FM Los Angeles; WKIS Orlando, Fla.; WKYS (FM) Washington; KISN Salt Lake City and several other combinations that suggest the very promotable "kiss" idea.

■ *Among radio pioneers.* Former licensees live on in WEEI Boston (The Edison Electric Institute); WCFL Chicago (Chicago Federation of Labor); WOW Omaha (Woodmen of the World—Life Insurance Association); WFDF Flint, Mich. (Franklin D. Fallian); WMAL Washington (optical store owner M.A. Leese). From its inception in the 1920's until it was sold in 1980, WBRE



Phoenix

Wilkes Barre, Pa., had call letters to signify the [founder Louis G.] Baltimore Radio Exchange; it's now WKRZ. Business product references are in KOIL Omaha, originally licensed to Mona Oil Co., and WSPD(TV) Toledo, Ohio, for Speedeen, a brand of gasoline distributed by Fort Industry Co., predecessor to Storer. WMT Waterloo, Iowa, was a tie-in with the co-owned *Waterloc Morning Tribune*, when publisher Harry Shaw (first president of the National Association of Broadcasters) bought that station in 1928.

■ *Another Philadelphia story.* Prior to 1921, KYW was the ship radio call that New York millionaire Frederick W. Vanderbilt used for his yacht, Warrior. Then it was assigned to Westinghouse for its radio outlet in Chicago. In 1934, 13 years later, under pressure from a Federal Radio Commission geographic allocation system, the KYW operation moved to Philadelphia. When NBC and Westinghouse swapped Philadelphia and Cleveland radio-TV facilities in 1956, KYW was transferred by Westinghouse to Cleveland. However, when the government ordered the swap rescinded, Westinghouse took KYW as part of the return baggage to Philadelphia. NBC salvaged a part of its identity in Cleveland by transposing the K and the W in the departed call letters, adding a C for Cleveland, and coming up with WKYC.

■ *Perfect matchups.* Though many call letters approximate their cities of license, honors for exactness go to WACO(AM) Waco, Tex., and WARE(AM) Ware, Mass.

■ *Believe it, if you will.* KIMN Denver was originally founded as KFEL, which then-owner Gene O'Fallon insisted meant "Kan't Find Enough Likker."

■ *Interesting past.* E.C.(Bud) Stiker, executive vice president and general manager of a New Hampshire radio station, has had broadcasting experience at WHEN, WITH and WHOM (an AM in Syracuse, an FM in Baltimore and an FM in Mount Washington, N.H., respectively).

■ *Getting in the last word.* George W. Trendle, on buying WGHP Detroit in 1930, envisioned promoting it as "The Last Word in Radio." That, according to "Wyxie Wonderland," Dick Osgood's history of Detroit radio, was why Trendle reinforced the slogan by using the last four letters of the alphabet, as WXYZ.

Editor's note—BROADCASTING plans to visit again in this part of the Fifth Estate's history. Any contributions, documented or hearsay, are welcome. □

For the record. Call letters beginning with K belong, with few exceptions, to stations west of the Mississippi River, while W is generally confined to stations east of that natural boundary. K's found in the East, such as KYW-TV Philadelphia and KDKA(AM) and KQV(AM), both Pittsburgh, received their calls in the early days of radio and were allowed to keep them when the east and west division was established. Three-letter calls, such as WBZ(AM) Boston, WGN(AM) Chicago and WMT(AM) Cedar Rapids, Iowa, were granted before the Federal Radio Commission decided the supply of three-letter combinations would not meet the growing demand for stations. With the change to four-letter calls came some 35,152 possible combinations beginning with K or W. More than 12,000 combinations of that total are assignable to broadcast stations, while the rest go to ships, telegraph systems and other communication services. With more than 10,000 call signs already assigned, it might appear that the FCC will soon run out of available calls. However, Robert Hayne, an FCC attorney assigned to the audio services division, said that broadcasters effectively can choose from the entire 35,000-plus pool because ships have always given up their call if it is requested by a broadcaster.

Cable industry agenda

New England Cable TV Association meeting discusses future of H.R. 4103, copyright, must-carry and how to deal with new technology competition

The cable deregulation bill (H.R. 4103) currently before Congress will and should "fade into the distance," and cable's legislative focus will shift from regulation to such marketplace issues as copyright and must-carry rules.

That was Community Antenna Television Association Executive Director Stephen Effros's prediction last week to the New England Cable Television Association.

The group, at its annual convention in Sturbridge Village, Mass., heard panelists warn of more competition from new technologies, stress the need for better customer service and defend live coverage of controversial trials.

Effros said his organization and the National Cable Television Association shouldn't be faulted for their early support of H.R. 4103, because he asserted that it is impossible to evaluate the strengths and weaknesses of proposed legislation until the markup stages. Recent Supreme Court and FCC decisions have now given the cable industry what it had thought it could gain by such a bill, he said.

H.R. 4103 is "far too controversial to get through Congress on its own" without the support of the cable and telephone industries, Effros said.

He urged cable operators to "use your great grassroots lobbying capacity" to spark more favorable copyright legislation next year. Effros said the copyright question, logically or not, will be "enmeshed in the debate" about must-carry rules, but called it "more important to defend our First Amendment rights [not to have to carry existing channels] than to worry about the political fallout on the copyright issue."

Spokesmen for competing technologies told cable operators that tomorrow's marketplace will contain some new rivals.

"You will have to decide whether you're willing to fight for your role as communications suppliers or whether you'll put your head in the sand and see yourselves as just in the entertainment business," said H. Brian Thompson, MCI's senior vice president of corporate development.

"Competition is here for distribution of all signals at the local level," he said, pointing to the ambitions of telephone companies, SMATV and MDS.

And SMATV's future is bright, said one of its leading proponents—National Satellite Programming Cooperative Vice President James MacNaughton—because "you cable operators weren't out there in the market or failed to do the job."

MacNaughton predicted a rapid decline in the costs of installing satellite equipment in multiple-family units, and said that such technology will eventually be practical for buildings as small as 10 units.

"Your franchise doesn't guarantee the market," MacNaughton said, professing

himself baffled about why cable operators don't get into an SMATV business he estimates has 20 million potential subscribers.

Satellite TV Corp. planning manager, Tom Oberlin, said his firm will enter the DBS fray next summer with five news and entertainment channels covering the Northeast, and will be providing six-channel services across the country two years from now. "Our goal initially is the signal-starved house not passed by cable," Oberlin stated, estimating some 15 million rural homes constitute a prime marketplace for what he called DBS's low cost (about \$500) and "as-tounding" picture quality.

How can cable operators keep the customers they already have and reduce subscriber churn? By paying more attention to viewers' needs and giving their complaints prompt attention, according to a new marketing survey.

Rolf M. Wulfsberg, president of International Communications Research, which conducted the study, said that while "people will grumble about programing, a bad service experience tees off the decision to disconnect."

The research showed that over 80% of cable subscribers decide to sign up before a salesperson calls, and that 68.9% of those opting not to subscribe decide that before any sales contact. By far the most important positive or negative awareness of cable comes from word of mouth, from a friend or neighbor, Wulfsberg said.

Since the research showed that 20% of nonsubscribers have no idea what cable is like, Wulfsberg said, salespeople must stress that the service provides much more than "just movies."

An issue hotly debated in past months—live coverage of sensational trials—came up again, as Turner Broadcasting vice president and general counsel, Robert Ross, suggested that a tape delay would eliminate the problem of inadvertently revealing a plaintiff's name.

Malcolm White, public affairs director of Colony Communications, which provided live coverage of last March's Big Dan's gang rape trials in Fall River, Mass., to its 44,000 subscribers in that community, nearby Dart-

mouth and the New Bedford locale of the incident, said that if a similar situation occurred, he would ask the judge to use a pseudonym in place of the plaintiff's name.

Colony and the Cable News Network have been sharply criticized for carrying the plaintiff's name, but the presiding judge himself was the first to use it.

Ross and White defended live coverage of such dramatic cases as demystifying the judicial system and shedding valuable light on serious social issues. But *Boston Globe* columnist David Wilson said that just because cable has the technical means to provide such coverage doesn't justify its doing so. "The First Amendment right should apply to cable the same as it does to a newspaper," he said, "but no public interest is served by the Big Dan's coverage. I don't want censorship. I want self-censorship." □

New low-power lobby formed

Community Broadcasters of America intends to be full service organization for industry

A new trade association is about to be born in Washington, this one to serve the interests of low-power television operators and aspirants. The Community Broadcasters of America filed articles of incorporation with the District of Columbia clerk, providing, organizers say, the groundwork for the industry's first, not-for-profit trade association exclusively for low-power broadcasters. A formal announcement is scheduled for Aug. 9 in New York.

"There really hasn't been an umbrella organization to represent the interests of LPTV broadcasters," explained Robert G. Allen, an attorney with the Washington law firm of Daly, Joyce & Bosari, who is helping organize the new group.

(The CBA is not the first attempt at trying to bring together the nascent LPTV industry. There is also the American Low-Power Television Association, based in Vienna, Va., which has principally been engaged in lobbying since its founding in 1981. Also, the National Translator Association recently changed its name to the National Transla-



L-r: Oberlin, Thompson, moderator John Mansell of Paul Kagan Associates, MacNaughton

tor/LPTV Association, and is based in San Francisco. New York-based National Institute for Low-Power Television, although not a nonprofit group, has been putting on a series of LPTV conventions for the past few years. However, organizers of CBA—while quick to recognize all the above for their accomplishments—said that those groups tend to focus on one particular aspect of the industry and are not a one-stop, full-service association.)

John Kompas, a principal in the Milwaukee telecommunications consulting firm of Kompas-Biel Associates and another of CBA's organizers, said CBA intends to be a full-service trade group that will be composed by, for and of low-power broadcasters. CBA listed its five principal goals:

- To promote and exchange ideas for those involved in community television.

- To increase the public's knowledge and awareness of LPTV.

- To encourage effective management, research and marketing.

- To promote legislation favorable to the LPTV community.

- To conduct seminars, trade shows and publish news and information.

- To encourage the entry of minorities and women in the business.

Kompas said that the top legislative priority is to resolve LPTV's must-carry problem with cable. He said that LPTV is excluded from the must-carry rules, but that the Copyright Royalty Tribunal requires that any cable system that wants to carry the local LPTV station must pay—as they do with the

importation of distant signals—a copyright royalty fee.

The CBA has an interim board of five directors who will serve over the next several months until formal by-laws are drafted. They are Ed Nickerson of Hyannis, Mass.; Kent Lien of Tahoe City, Calif.; Ken Belford of Woodward, Okla.; John Kenney of Mountain Home, Ark., and David Brooks of

DeQuene, Ark. All operate LPTV stations in their communities.

Kompas said that letters have been sent to the operators of the 117 LPTV stations that are on the air as well as the 250 that hold construction permits to enlist membership. According to Allen, about 400 LPTV stations are expected to be on the air by the end of the year. □

Changing Hands

WKID(TV) Fort Lauderdale, Fla. □ Sold by Oak Industries Inc. to John Blair & Co. for \$17,750,000. **Seller** is publicly traded, Rancho Bernardo, Calif.-based cable and satellite decoder manufacturer and operator of STV systems, headed by Everitt A. Carter, chairman and CEO. It also owns KSBC(TV) Los Angeles, and has interest in WSN(TV) Chicago. WKID(TV) is STV operation, but will change to commercial independent before closing. **Buyer** is publicly traded, New York-based station representative and group owner, headed by Jack W. Fritz, president and CEO. It owns four TV's, four AM's and four FM's. WKID is on channel 51 with 2,183 kw visual, 420 kw aural and antenna 1,049 feet above average terrain.

WTOK-TV Meridian, Miss. □ Sold by H&C Communications Inc. to Southeast Media for just over \$13 million. **Seller** is subsidiary of privately held, Houston-based H&C Inc.,

headed by James Crowther, president. Owners include Oveta Culp Hobby, former secretary of Health Education and Welfare under President Dwight Eisenhower; her son, William P. Hobby Jr., lieutenant governor of Texas, and daughter, Jessica Hobby Catto, publisher of *Washington Journalism Review*. H&C, which owns three other VHF's and has bought, subject to FCC approval, Cowles Broadcasting's two VHF stations, WESH-TV Orlando-Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa (BROADCASTING July 2), is selling WTKO-TV to comply with commission's 7-7 multiple ownership rule's five-VHF cap which FCC has voted to raise to 12. **Buyer** is headed by Larry Wallace, chairman, and David Jones, president. Wallace is partner in House, Wallace & Jewell, Little Rock, Ark., law firm, and Jones is president of KARK-TV Little Rock, which Wallace, Jones and others in buying group bought from Gannett Co. ("Changing Hands," March 7, 1983). Other principals include John Flake, Little Rock-based real estate developer; Jerry Maulden, president of Arkansas Fire and Life Co.; Mac McLarty, president of Arkansas-Louisiana Gas Co., and Alvin G. Flanagan, retired president of Gannett Broadcasting Group. Senior management of WTKO-TV will also have ownership. WTKO-TV is ABC affiliate on channel 11 with 316 kw visual, 47.9 kw aural and antenna 536 feet above average terrain.

KGA(AM)-KDRK-FM Spokane, Wash. □ Sold by Community Spokane Corp. to Spokane Broadcasting Co. for \$5,750,000 cash. **Seller** is subsidiary of Community Pacific Broadcasting Corp., Salinas Calif.-based station group headed by David J. Benjamin, president. It owns seven AM's and two FM's. It purchased Spokane stations in 1981 for \$3.6 million. **Buyer** is Salt Lake City-based station group owned by John Price. It owns four AM's and six FM's. KGA is on 1510 khz full time with 50 kw. KDRK is on 93.7 mhz with 56 kw and antenna 2,380 feet above average terrain.

WNHT(TV) Concord, N.H. □ Sold by NHTV 21 Inc. to Flatley Co. for \$5 million. **Seller** is equally owned by Frances Shaine, and her husband, Bob, and John S. Gikas. They have no other broadcast interests. **Buyer**, based in Braintree, Mass., is principally owned by Thomas J. Flatley. It owns hotels, apartments and shopping centers in New Hampshire. This is its first broadcast acquisition. Station went on air in April 1984. WNHT is independent on channel 21 with 1,560 kw visual, 155 kw aural and antenna 235 feet above ground.

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WBLN(TV) Bloomington, Ill. □ Sold by Midwest Television Associates to Orion Broadcast Group for \$3.46 million, comprising \$210,000 cash, and remainder in note, plus 4% of advertising revenue over \$1 million for the third year after closing and 4% of amount over \$1.4 million for fourth year. **Seller** is equally owned by Paul M. Misch, James I. Bliss, Ren Lafferty, Edward Saari and Steward Coddington, and his wife, Jane Ann Bell. They have no other broadcast interests. **Buyer** is publicly traded, Denver-based firm, headed by Keith R. Shwayder, chairman and CEO. It recently purchased WQRF-TV Rockford, Ill. ("For the Record," Jan. 30) and 45% of WCEE(TV) Mount Vernon, Ill. ("Changing Hands," March 12). It also owns construction permits for two LPTV's in Twin Falls, Idaho, and has been named tentative selectee for LPTV's in Flagstaff, Ariz., and Tyler, Tex. It also has applications for 18 LPTV's. WBLN is independent on channel 43 with 1,200 kw visual, 240 kw aural and antenna 579 feet above average terrain.

WSIC(AM)-WFMX(FM) Statesville, N.C.; **WFSC(AM)-WRFR-FM Franklin, N.C.** □ Sold by Statesville Broadcasting Co. to S&F Broadcasting Co. for \$2.1 million and \$750,000, respectively. **Seller** is Statesville-based station group headed by A. F. Sams Jr. It owns three AM's and two FM's. **Buyer** is principally owned by John E. Yochum and William Dailey. They also have interest in WPDE-TV Florence and WDSC-AM-FM Dillon, both South Carolina. WSIC is on 1400 khz with 1 kw day and 250 w night. WFMX is on 105.7 mhz with 100 kw and antenna 290 feet above average terrain. WFSC is daytimer on 1050 khz with 1 kw. WRFR is on 96.7 mhz with 3 kw and antenna 200 feet below average terrain. *Broker: R.A. Marshall & Co.*

KSPL(AM) Seattle □ Sold by KSPL Inc. (debtor-in-possession) to Edward G. Atsinger III for \$2,450,000, comprising \$303,500 cash and remainder in note. **Seller** is owned by William L. Simpson Jr. and family (46.1%), Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.4% each) and two others. Christiansen owns 25% of KINY-AM-TV Juneau, Alaska. Christiansen, Gray, Greenfield and Simpson own 16.7% of KENI(AM) Anchorage, which was recently sold ("For the Record," June 18). KSPL Inc. purchased station for \$1,909,284 in 1982. **Buyer** is owner of KDAR(FM) Oxnard, KGFT(FM) Carpinteria, 37% of KGBA(FM) Holtville, all California, and, with his sister, Nancy Epperson, has interest in app. for new FM in Los Angeles. With his brother-in-law, Stuart Epperson, he also owns WEZE(AM) Boston, WNYM(AM) New York, WRFD(AM) Columbus, Ohio, and KSLR(AM) San Antonio, Tex. They have also purchased WRJZ(AM) Knoxville, Tenn. ("For the Record," June 25) subject to FCC approval, and KFAX(AM) San Francisco ("For the Record," April 23). In addition, Epperson's sister, Carole Prenter, owns construction permit for KCRP(FM) Rosamond, Calif. KSPL is on 1150 khz full time with 5 kw.

WMLF(AM) Indianapolis □ Sold by Chagrin Valley Broadcasting Co. to WMLF of Indiana Inc. for \$875,000 cash, including \$75,000 noncompete agreement. **Seller** is principally

owned by Thomas J. Embrescia who also has interest in KWK(AM) St. Louis and KGLD(FM) Granite City, Ill. **Buyer** is owned by Ragan A. Henry, who is principal stockholder of Broadcast Enterprises National,

Philadelphia-based station group, owning six AM's and two FM's. WMLF is on 1310 khz with 5 kw day and 1 kw night.

WGUF-AM-FM Gulfport, Miss. □ Sold by



First co-host. WQVM-TV Washington aired a live, two-part special, on drug abuse, featuring First Lady Nancy Reagan as co-host with WQVM-TV's Carol Randolph during the second part of the program. *Your Kids & Drugs: Spot It/Stop It*, aired from 10 to 11 a.m., and again from 4 to 5 p.m. In addition, the station aired public service announcements and editorials on drug abuse. The special generated a thousand calls to a bank of drug information and referral hot lines operated from 10 a.m. to 5:30 p.m., by counselors from the Washington area. Concurrent with the program, People's drug stores of Alexandria, Va., distributed 50,000 brochures in its Washington area stores listing counseling programs and referral services researched by WQVM-TV staff members. Above, Nancy Reagan makes a point to Randolph as Holly and Scott, two teen-agers who were former drug users, look on.

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Mission accomplished. After nearly two years of discussions and negotiation, the Public Broadcasting Service has completed the purchase of six satellite transponders on Western Union's Westar IV satellite. "For the first time, an American television organization will have total ownership and responsibility for its program distribution system," PBS President Bruce Christensen said last week.

The Westar IV transponders include the four that public television has been using as part of its satellite interconnection system and two additional transponders that it had an option to buy, PBS said. During the past two years, PBS has used three transponders full time to distribute public television programs to almost 300 public television stations. A portion of the capacity of a fourth is available under an agreement with Bonneville Telecommunications Satellite Systems.

Under last week's agreement, PBS will have full-time use of three transponders plus the use of additional hours on a fourth, PBS said. Additionally, Bonneville has agreed to pay "designated fees" for the remaining transponder capacity on the fourth and to take title to the other two. PBS will also have an option to take back additional transponder capacity. Revenues from the last will be used to underwrite the satellite transponder cost. Western Union will provide technical services to maintain the satellite (which was launched in 1982), including telemetry, tracking and control. The transponders are expected to continue operations into 1992.

WGUF Inc. to Joyner Broadcasting of Mississippi Inc. for \$550,000, comprising \$250,000 cash and remainder in note. Seller is owned by Horton D. Turnbough who has no other broadcast interests. Buyer is owned by A. Thomas Joyner (40%), David Weil (50%) and Gregg P. Skall (10%). They have pending applications for purchase of KAFE-AM-FM Santa Fe, N.M. ("Changing Hands," June 4) and sale of WHAL(AM)-WYCO-FM Shelbyville, Tenn. ("Changing Hands," May 28). They have also purchased WLOE(AM)-WRSQ-FM Eden, N.C. ("Changing Hands," April 9) and sold WISP(AM)-WQDW-FM Kinston, N.C. ("Changing Hands," March 19). WGUF is daytimer on

1130 khz with 500 w. WGUF-FM is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain.

WGNS(AM) Murfreesboro, Tenn. □ Sold by Larry G. Womack, receiver, to Rutherford Group Inc. for \$476,000, comprising \$71,400 cash and remainder note. Seller was appointed receiver by Chancery Court for Davidson county on Jan. 31. ("For the Record," Feb. 27). He has no other broadcast interests. Buyer is equally owned by S. Bart Walker and Ray Kalil. Walker owns WQZQ(AM) Lebanon, Tenn., which is being sold subject to FCC approval (see "For the Record," page 76). He is also station manager of WAMB(AM) Donelson, Tenn. Kalil is

owner of Weightwatcher franchise for middle and eastern Tennessee. WGNS is on 1450 khz with 1 kw day and 250 w night.

KROR(AM) Myrtle Creek, Ore. □ Sold by Coy Wayne Baker to Robert W. Larson for \$230,300 comprising \$60,000 cash, and remainder in note. Seller has no other broadcast interests. Buyer is chief engineer at LPTV stations K31AE and K19AD Myrtle Creek, Ore. He also owns 12% of application for two LPTV's in Douglas county, Ore. KROR is daytimer on 1360 khz with 5 kw.

KDEF(AM) Albuquerque □ Sold by Walter L. Reardon, trustee, to Matteucci Broadcasting Co. for \$225,000 cash. Seller accepted bids for station which has gone off air. Buyer is owned by Richard L. Matteucci and his sister, Margaret. Matteucci owns beverage distribution firm in Albuquerque and has no other broadcast interests. KDEF is daytimer on 1150 khz with 5 kw.

KDAP(AM) Douglas, Ariz. □ Sold by Russwal Corp. to KDAP Inc. for \$215,000, comprising \$75,000 cash, and remainder note. Seller is owned by Marvin Rivenburgh, and his wife, Marie. They have no other broadcast interests. Buyer is owned by Howard Henderson (20%) and 11 others each owning 7.27%. Henderson is former station manager of KUVR-AM-FM Holdridge, Neb. Buyers have no other broadcast interests. KDAP is daytimer on 1450 khz with 1 kw.

CABLE

System serving Hersey, Evert, Reed City and parts of Osceola county, Mich. □ Sold by Osceola Cable TV to Centel Corp. for approximately \$1.5 million. Seller is owned by Dennis Hamilton. He has no other cable interests. Buyer is Des Plaines, Ill.-based telephone company and MSO with 41 systems. It is headed by John P. Frazee, president. System passes 1,400 homes with 1,300 subscribers and 16 miles of plant.

For other proposed and approved sales see "For the Record," page 75.

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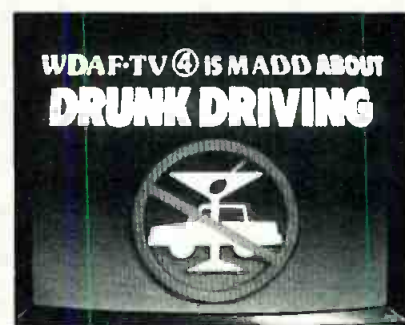
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Dead drunk. Taft's seven television stations in conjunction with Mothers Against Drunk Driving are running a graphic anti-drunk driving PSA campaign. The spots open with the words "Drunk Driving Kills." Next, families of drunk driving victims tell how those deaths have affected them. The spots also include shots of accidents, followed by the question, "Are you next?" They end with each station's assertion that it is "MADD about drunk driving." The PSAs will air at least through Labor Day.

For the Record

s compiled by BROADCASTING, July 25 through Aug. 1, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ KDAP(AM) Douglas, Ariz. (1450 khz; 1 kw-D)—Seeks assignment of license from Russwal Corp. to KDAP Inc. for 215,000, comprising \$75,000 cash, and remainder note. Seller is owned by Marvin Rivenburgh, and his wife, Marie. They have no other broadcast interests. Buyer is owned by Howard Henderson (20%) and 11 others each owning .27%. Henderson is former station manager of KUVR-AM-FM Holdridge, Neb. They have no other broadcast interests. Filed July 25.

■ KMDX-FM Parker, Ariz. (99.3 mhz; 3 kw; HAAT: 140 ft.)—Seeks transfer of control of KMDX-FM 99 Inc. from Gilbert Leivas (51% before; none after) to Maurice W. Coom (30% before; 81% after) for \$81,000, comprising \$3,000 cash and remainder note. Seller has no other broadcast interests. Buyer has also purchased KSFJ-AM Needles, Calif. He also has interest in 21 app.'s for LPTV's. Filed July 20.

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

■ KXGO(FM) Arcata, Calif. (93.5 mhz; 250 w; HAAT: .050 ft.)—Seeks assignment of license from Record Plant Broadcasting Inc. to Stardust Corp. for \$425,000, comprising \$50,000 cash, \$145,000 note and assumption of 230,000 in liabilities. Seller is owned by Chris Stone and his wife, Gloria, who have no other broadcasting interests. Buyer is owned by James Nelly, former owner of KUJ-AM-M Walla Walla, Wash. ("For the Record," Dec. 15, 1975). He also entered agreement to purchase KMO(AM) Tacoma, Wash., which was approved by FCC ("Changing Hands," Jan. 24, 1983), but deal fell through. At present he has no other broadcast interests. Filed July 23.

■ WZOR(AM) Immokalee, Fla. (1490 khz; 1 kw-D)—Seeks assignment of license from Sandia Broadcasting Co. to Rhema Radio Inc. for assumption of liabilities. Seller is owned by Mary G. Arthur, who has no other broadcast interests. Buyer is owned by Rev. Roland Nelson, Rueben James, Phillip Hadley, Anthony Dautzenburg and James E. Willis. They have no other broadcast interests. Filed July 23.

■ WATL-TV Atlanta (ch. 36; ERP vis. 2,030 kw, aur. 304 kw; HAAT: 1,170 ft.; ant. height above ground: 1,174 ft.)—Seeks transfer of control of WATL Television Inc. to Outlet Communications Inc. for \$28 million. Seller is owned by Silleman-Morrow Broadcasting Group, Middletown, N.Y.-based group owning four AM's and four FM's. It is owned by Robert F.X. Silleman and Bruce Morrow. Buyer is Providence, R.I.-based subsidiary of privately held The Rockefeller Group, New York. Outlet owns one AM, four FM's and five TV's. It recently negotiated to buy KTXA(TV) Dallas-Fort Worth and KTXH(TV) Houston ("Closed Circuit," May 7), but stations were sold to Gulf Broadcast Group ("In Brief," May 28). Outlet is headed by Bruce G. Sundlun. The Rockefeller Group is headed by Richard A. Voell. Filed July 25.

■ WMLF(AM) Indianapolis (1310 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Chagrin Valley Broadcasting Co. to WMLF of Indiana Inc. for \$800,000 cash, plus \$75,000 noncompete agreement. Seller is principally owned by Thomas J. Embrescia, who also has interest in KWK(AM) St. Louis and KGLD(FM) Granite City, Ill. Buyer is owned by Ragan A. Henry, who is principal stockholder of Broadcast Enterprises National, Philadelphia-based station group owning six AM's and two FM's. Filed July 27.

■ WAOB(AM) [CP] Winamac, Ind. (1280 khz; 500 w-D)—Seeks assignment of license from Special Deliverys Inc. to M&C Bauer Inc. for \$14,000 cash. Seller is headed by Fredrika Haley, who has no other broadcast interests. Buyer is equally owned by Mark Bauer, and his wife, Cynthia. Mark Bauer has interest in WWET(FM) Monticello, Ind.; WRQN(FM) Bowling Green, Ohio; WAVX(AM) Milton, Fla., and app.'s for 24 LPTV's. Filed July 25.

■ WBLN(TV) Bloomington, Ill. (ch. 43; ERP vis. 1,200 kw, aur. 240 kw; HAAT: 579 ft.; ant. height above ground: 608 ft.)—Seeks assignment of license from Midwest Television Associates to Orion Broadcast Group for approx. \$1.5 million, comprising \$150,000 cash, assumption of \$780,000 note, assumption of \$500,000 note, and 2% of advertising revenue over \$1 million for the first three years and 2% of amount over \$1.4 million for fourth year. Seller is equally owned by Paul M. Misch, James I. Bliss, Ren Lafferty, Edward Saari and Steward Coddington, and his wife, Jane Ann Bell. They have no other broadcast interests. Buyer is publicly traded, Denver-based firm, headed by Keith R. Shwyder, chairman and CEO. It recently purchased WQRF-TV Rockford, Ill. ("For the Record," Jan. 30) and 45% of WCEE(TV) Mount Vernon, Ill. ("Changing Hands," March 12). It also owns CP's for two LPTV's in Twin Falls, Idaho, has been named tentative selectee for LPTV's in

Flagstaff, Ariz., and Tyler, Tex., and has app.'s for 18 LPTV's. Filed July 23.

■ WTIM(AM)-WTJY(FM) Taylorville, Ill. (AM: 1410 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 310 ft.)—Seeks transfer of control of Sky Communications Ltd. from Dwain L. Munyon (60% before; none after) to Marsha L. Megginson (none before; 60% after) for \$53,139, comprising \$13,139 cash, and remainder note. Seller and buyer have no other broadcast interests. Filed July 24.

■ KSMX(FM) Fort Dodge, Iowa (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KSMX Radio Ltd. to Webster Broadcasters Inc. for \$150,000 cash. Seller is headed by Harold O. Bastian. Sellers purchased station for \$75,000 in 1983. Buyer is equally owned by Kenneth D. Hamilton and William J. Hurley. Hamilton, with his sons, Ronald and Gary, owns KCFI-AM Cedar Falls, Iowa. Filed July 26.

■ KLIB(AM) Liberal, Kan. (1470 khz; 1 kw-D)—Seeks assignment of license from Communications Enterprises of Kansas Inc. to Lesso Inc. for \$160,000, comprising \$50,000 cash and remainder note. Seller is owned by Charles A. Johnson, Hugh F. Jones and Robert Wooten. Johnson also has interest in LPTV in Ponca City, Okla. Buyer is owned by Larry Steckline, who also owns KWLS-AM-FM Pratt, KXXX-AM-FM Colby and KSLs(FM) Liberal, all Kansas, and WWLS(AM) Moore, Okla. His son Gregory Steckline is app. for new AM in Emporia, Kan. Buyer originally purchased station in August 1983 for \$150,000. Contract was breached by seller, due to supposed contour overlap problems, and suit was brought in Sedgewick county, Kan. Engineering questions were resolved and case was settled with Steckline purchasing station for \$160,000. Filed July 23.

■ WGUJ-AM-FM Gulfport, Miss. (AM: 1130 khz; 500

Henry Broadcasting, Inc.

has acquired

KFXM

San Bernardino, California

and

KDUO-FM

Riverside, California

for \$5,000,000

from

KFXM Broadcasting Company

Ray Stanfield and Elliot Evers represented the buyer in initiating and negotiating of the acquisition



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w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from WGUJ Inc. to Joyner Broadcasting of Mississippi Inc. for \$550,000, comprising \$250,000 cash and remainder note. Seller is owned by Horton D. Turnbough. It has no other broadcast interests. Buyer is owned by A. Thomas Joyner (40%), David Weil (50%) and Gregg P. Skall (10%). They have pending applications for purchase of KAFE-AM-FM Santa Fe, N.M. ("Changing Hands," June 4) and sale of WHAL(AM)-WYQC-FM Shelbyville, Tenn. ("Changing Hands," May 28). They have also purchased WLOE(AM)-WRSQ-FM Eden, N.C. ("Changing Hands," April 9) and sold WISP(AM)-WQDW-FM Kinston, N.C. ("Changing Hands," March 19). Filed July 26.

■ KIVE-FM Glendive, Mont. (96.5 mhz; 100 kw; HAAT: 30 ft.)—Seeks assignment of license from Big Horn Broadcasting to Christian Enterprises Inc. for forfeiture of all station assets. Seller, owned equally by brothers, Roger S., John H. and Jeffrey S. Werner, and Michael D. Waggoner, originally purchased station from buyer ("Changing Hands," May 30, 1983), but has defaulted on contract. It has no other broadcast interests. Buyer is owned by Harold Erickson, L.E. Wood, Alvin House, Alvin Odenbach and Vern Phillips, who also own KGLE(AM) Glendive, KGVW(AM) Belgrade, KURL(AM) Billings and KALS(FM) Kalispell, all Montana. Filed July 27.

■ KDEF(AM) Albuquerque (1150 khz; 5 kw-D)—Seeks assignment of license from Walter L. Reardon, trustee, to Matteucci Broadcasting Co. for \$225,000 cash. Seller accepted bids for station which has gone dark. Buyer is owned by Richard L. Matteucci and his sister, Margaret. Matteucci owns beverage distribution firm in Albuquerque and has no other broadcast interests. Filed July 23.

■ KROR(AM) Myrtle Creek, Ore. (1360 khz; 5 kw-D)—Seeks assignment of license from Coy Wayne Baker to Robert W. Larson for \$230,300, comprising \$60,000 cash, and remainder note. Seller has no other broadcast interests. Buyer is chief engineer at LPTV stations K31AE and K19AD Myrtle Creek, Ore. He also owns 12% of app. for two LPTV's in Douglas county, Ore. Filed July 24.

■ WPDC(AM) Elizabethtown, Pa. (1600 khz; 500 w-D)—Seeks assignment of license from Penn Broadcasting Corp. to JVJ Communications Inc. for \$125,000, comprising \$25,000 cash and remainder note at 10%. Seller is principally owned by Roger A. Nuehoff and Robert K. Zimmerman, who also own WRKZ(FM). It also owns WHUT(AM)-WLHN(FM) Anderson, Ind.; WCVS(AM)-WFMB(FM)

Springfield, Ill.; WAVZ(AM) New Haven and WKCI(FM) Hamden, both Conn., and WRSC(AM)-WQWK(FM) State College, Pa. Buyer is owned by S. Vincent Grande (27%), John R. Hess (27%), John Simmers (18%), Bob Walter (26%) and Louis J. Castriota (2%). They are York, Pa., investors with no other broadcast interests. Filed July 25.

■ WDIX(AM) Orangeburg, S.C. (1150 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Keymarket Communications of Columbia Inc. to Garden City Broadcasting Co. for \$85,000 cash. Seller is Aiken, S.C.-based station group with three AM's and three FM's. Buyer is principally owned by Robert R. Hilker and William R. Rollins. It also owns WCGC(AM) Belmont, N.C.; WEGO(AM)-WPEG(FM) Concord, N.C.; WSVN(AM) Valdese, N.C., WVVV(FM) Blacksburg, Va., and WYNR(AM)-WPIQ(FM) Brunswick, Ga. It also owns app. for TV in Belmont, N.C., and has CP's for four LPTV's in North Carolina. Hilker also owns 10% of Lake Cable TV Inc. Huntersville, N.C. Filed July 23.

■ WQZQ(AM) [CP] Lebanon, Tenn. (1600 khz; 500 w-D)—Seeks transfer of control of Wilson County Broadcast Services Inc. from S. Bart Walker, and his wife, Lee Ann (100% before; none after) to P.L. Severy (none before; 100% after) for completion costs. Seller has purchased WGNB(AM) Murfreesboro, Tenn., subject to FCC approval (see below). He is also station manager of WAMB(AM) Donelson, Tenn. Buyer was original stockholder but sold interest to Walker in January 1983. He has no other broadcast interests. Filed July 23.

■ WKDJ(AM)-WHRK(FM) Memphis (AM: 680 khz 10 kw-D; 5 kw-N; FM: 97.1 mhz; 100 kw; HAAT: 530 ft.)—Seeks assignment of license from DKM Broadcasting Co. to Adams Communications Inc. for \$3,630,000 cash. Seller is newly formed, New York-based firm headed by Robert R. Dyson. Its investors include principals of Dyson-Kissner-Moran Corp., New York-based diversified investment firm. It owns three AM's and four FM's. Station was acquired in DKM Broadcasting's purchase of Schering-Plough stations ("In Brief," June 4). Dyson also owns WPTR(AM) Troy, WEOK(AM)-WPDH(FM) Poughkeepsie and WFLY(FM) Albany, all New York. Buyer is Wayzata, Minn.-based station group with two AM's, two FM's and five TV's. It is owned by Stephen Adams. Filed July 26.

■ WGNB(AM) Murfreesboro, Tenn. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Larry G. Womack, receiver, to Rutherford Group Inc. for \$476,000,

comprising \$71,400 cash and remainder note. Seller was appointed receiver by Chancery Court for Davidson count on Jan. 31. ("For the Record," Feb. 27). He has no other broadcast interests. Buyer is equally owned by S. Bart Walker and Ray Kalil. Walker owns WQZQ(AM) Lebanon, Tenn., which is being sold subject to FCC approval (see above). He is also station manager of WAMB(AM) Donelson, Tenn. Kalil is owner of Weight Watcher franchise in middle and eastern Tennessee. Filed July 20.

■ KULM(FM) Columbus, Texas (98.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Hawkins Broadcasting Inc. to Shilling & Banuet Farms for \$175,000, comprising \$30,000 cash and remainder note. Seller is Marble Falls, Tex.-based station group owned by Steve W. Hawkins, his wife, Janette (90%), and his father, James W. Hawkins (10%). It owns one AM and two FM's. James Hawkins owns 10% of KVLF(AM) Alpine, Tex. Buyer is owned by James A. Shilling (80%) and Alberto Banuet (20%). They are Garwood, Tex., farmers and investors who have no other broadcast interests. Filed July 26.

■ KSPL(AM) Seattle (1150 khz; 5 kw-U)—Seeks assignment of license from KSPL Inc. (debtor-in-possession) to Edward G. Atsinger III for \$2,450,000, comprising \$303,500 cash, and remainder in note. Seller is owned by William L. Simpson Jr. and family (46.1%), Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.4% each) and two others. Christiansen owns 25% of KINY-AM TV Juneau, Alaska. Christiansen, Gray, Greenfield and Simpson own 16.7% of KENI(AM) Anchorage, which was recently sold ("For the Record," June 18). KSPL Inc. purchased station for \$1,909,284 in 1982. Buyer is owner of KDAR(FM) Oxnard, Calif.; KGFT(FM) Carpinteria, Calif. 37% of KGBA(FM) Holtville, Calif., and, with his sister Nancy Epperson, has interest in app. for new FM in Los Angeles. With his brother-in-law, Stuart Epperson, he also owns WEZE(AM) Boston, WNYM(AM) New York, WRFD(AM) Columbus, Ohio, and KSLR(AM) San Antonio, Tex.. They have also purchased WRJZ(AM) Knoxville, Tenn. ("For the Record," June 25) and KFAX(AM) San Francisco ("For the Record," April 23), subject to FCC approval. In addition, his sister, Carole Prenter, owns KCRP(FM) [CP] Rosamond, Calif. Filed July 26.

■ KGA(AM)-KDRK-FM Spokane, Wash. (1510 khz; 5 kw-U; FM: 93.7 mhz; 56 kw; HAAT: 2,380 ft.)—Seeks assignment of license from Community Spokane Corp. to Spokane Broadcasting Co. for \$5,750,000 cash. Seller is Salinas, Calif.-based MSO, headed by David J. Benjamin. It owns seven AM's and two FM's. It purchased stations in 1981 for \$3.6 million. Buyer is Salt Lake City-based station group owned by John Price. It owns four AM's and six FM's. Filed July 25.

■ WSLW(AM) White Sulphur Springs, W.Va. (1310 khz 5 kw-D)—Seeks assignment of license from Regional Radio Inc. to Lewisburg FM Broadcasters Inc. for \$133,333, comprising \$80,000 cash and \$53,333 note. Seller is owned by Claude Jones, Woodrow Taylor, Robert Harvit and Edward I. Shuey. Harvit owns WBTO-AM-FM Linton, Ind., WMON(AM) Montgomery, W.Va., and WBTH(AM)-WXCC(FM) Williamson, W.Va. Buyer is owned by Claude F. Jones (40%); his wife, Joyce (10%); Woodrow Taylor (25%), and Betty Byers (25%). They also own WKCI(FM) Lewisburg, W.Va. Filed July 20.

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WDZL-TV Channel 39 Miami—Ft. Lauderdale

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New stations

Applications

AM's

■ Fort Walton Beach, Fla.—Thomas W. Cowan seeks 99.1 mhz; 3 kw; HAAT: 328 ft. Address: 851 Beaverbrook Dr NW, Atlanta, Ga. 30318. Principal has no other broadcast interests. Filed July 24.

■ Rockford, Mich.—Family Stations Inc. seeks 91.9 mhz 3 kw; HAAT: 300 ft. Address: 290 Heggenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping, president, and Scott L. Smith and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app.'s for four new AM's. Filed July 27.

■ Richland, Miss.—Richland Broadcasting Co. seeks 72.0 khz; 5 kw-D. Address: 737 Dodd Dr., Shreveport, La. 71107. Principal is owned by Laurie Camp, who has no other broadcast interests. Filed July 23.

■ Kimball, Neb.—James E. George seeks 100.1 mhz; 3 kw; HAAT: minus 7.38 ft. Address: 6 White Surf Dr., Columbus, Neb. 68601. Principal is owner of KIMB(AM) Kimball, Neb. Filed July 25.

■ Deep Gap, N.C.—Pennington Broadcasting of North Carolina seeks 1410 khz; .5 kw-D. Address: 5519 Rocking-

nam Rd. East, Greensboro, N.C. 27407. Principal is owned by Dorothy C. Pennington and her daughter-in-law, Loretta B. Pennington. Dorothy has interest in app. for new FM in Mary Esther, Fla. Her son, William J. Pennington III, owns KEZP(FM) Canadien, Tex.; KCFL(FM) Hebronville, Tex., and KQMG(FM) Carrizo Springs, Fla. Loretta's father, Phillip E. Backus, and her sister, Deborah B. Carter, have interest in WIXR(AM) Mount Pleasant, S.C. Filed July 23.

■ **Whitneyville, Pa.**—Good Christian Radio Broadcasting Inc. seeks 107.1 mhz; 3 kw; HAAT: 300 ft. Address: P.O. 303 534, Mansfield, Pa. 16933. Principal is principally owned by John J. Antonio, pres. It has no other broadcast interests. Filed July 23.

■ **Coburg, Ore.**—Silver Spring Associates seeks 1570 khz; 5 kw-D. Address: 1662 Willowmont Ave., San Jose, Calif. 95124. Principal is owned by Richard A. Bowers (80%) and Raymond E. Rohrer (20%). Bowers and Rohrer have interest in app.'s for three AM's. Bowers also has interest in app.'s for five other AM's and one FM. Filed July 23.

■ **Portland, Ore.**—Family Stations Inc. seeks 88.3 mhz; 2.34 kw; HAAT: 1,332 ft. Address: 290 Heggenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping, president, and Scott L. Smith and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app.'s for four new AM's. Filed July 27.

■ **Guayanilla, P.R.**—Juan C. Rodriguez seeks 1130 khz; .25 kw-D. Address: Jobos 7, Ponce, P.R. 00732. Principal has no other broadcast interests. Filed July 23.

■ **Ponce, P.R.**—The Voice of the Community seeks 91.7 mhz; 3 kw; HAAT: 272 ft. Address: 215 Union St., Box 5720, Ponce, P.R. 00731. Principal is nonprofit corporation headed by Luis Ortiz Suarez, pastor. It has no other broadcast interests. Filed July 20.

■ **Salina, Utah**—Melinda W. Sitre seeks 1490 khz; 1 kw-D; .25 kw-N. Address: 1830 Jefferson Pl., Salina, Utah 84654. Principal is account exec. with KSVU(AM) Richfield, Utah. She has no other broadcast interests. Filed July 23.

■ **Kelso, Wash.**—Thomas F. Muller seeks 1570 khz; 5 kw-D. Address: 210 Lake Ct., Aptos, Calif. 95003. Principal has interest in six app.'s for new AM's. His wife Janice has

interest in app.'s for new AM and new FM in Waimea, Hawaii. Filed July 23.

FM's

■ **San Diego**—Pan-American Broadcasting seeks to operate facilities of KIFM(FM). Address: 5744 Good Karma Lane, Bonita, Calif. 92002. Principal is nonprofit corporation headed by David V. Robles, president. It has no other broadcast interests. Filed July 26.

■ **San Diego**—Minority Broadcasters of San Diego seeks 98.1 mhz; 27 kw; HAAT: 640 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is owned by Dan Mahoney, who has no other broadcast interests. Filed July 27.

■ **San Diego**—Agnew-Sachs Broadcasting seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1551 Camino Del Rio So. 104, San Diego, Calif. 92108. Principal is equally owned by Jacqueline Sachs and Roger Agnew. It also has app. for new FM in Honolulu. Agnew also owns 10% of KAMX(AM)-KFMG(FM) Albuquerque. Filed July 27.

■ **San Diego**—Juan Jose Escribano Miro seeks to operate facilities of KIFM(FM). Address: Box S-5634, Old San Juan Station, P.R. 09005. Principal has no other broadcast interests. Filed July 27.

■ **San Diego**—Michael J. Koleszar seeks 98.1 mhz; 29 kw; HAAT: 621 ft. Address: 13633 Hilleary Park, Poway, Calif. 92064. Principal has no other broadcast interests. Filed July 25.

■ **San Diego**—Harbor Communications seeks to operate facilities of KIFM(FM). Address: 434 South Rexford Dr., Beverly Hills, Calif. 90212. Principal is owned by Sheryl Carey (10%) and Maurice R. Glover, Cecil C. Butler, Elzie L. Higginbottom and Charles Moore (22.5% each). Butler, Glover and Higginbottom also have app. for new FM in Chicago. Filed July 25.

■ **San Diego**—Arden Lawrence Sniffen Jr. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 3215 S. Barcelona St., Spring Valley, Calif. 92077. Principal has no other broadcast interests. His wife, Kimberly, also has app. for same facilities (see below). Filed July 25.

■ **San Diego**—Kimberly Ann Sniffen seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 3215 S. Barcelona St., Spring Valley, Calif. 92077. Principal has no other broadcast interests. Her husband, Arden, also has app. for same facilities (see above). Filed July 25.

■ **San Diego**—California Women in Radio seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 6288 Caminito Basilio, San Diego, Calif. 92119. Principal is owned by Carol I. Benton (70%), Mercedes Tondre (10%), Debra Deane (10%) and Ardyth Shaw (10%). Shaw is call show host on KSDO(AM) San Diego. Deane is news anchor for KOGO(AM) San Diego. Benton has small interest in KUIU(AM) Vacaville, Calif., of which her father, Harry, is principal owner. Filed July 25.

■ **San Diego**—Robert O. Royster seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 8922 Valencia Dr., Spring Valley, Calif. 92077. Principal has no other broadcast interests. Filed July 23.

■ **San Diego**—Ronald K. Galon seeks to operate facilities of KIFM(FM). Address: 6700 San Miguel Ave., Lemon Grove, Calif. 92045. Principal is host and producer for KPBS(FM) San Diego. He has no other broadcast interests. Filed July 25.

■ **San Diego**—FM Women seek 98.1 mhz; 28 kw; HAAT: 659 ft. Address: 6872-A Hyde Park Dr., San Diego, Calif. 92119. Principal is owned by Sylvia Horowitz (33.5%), Suzanne Patton (33%) and Patton's daughter-in-law, Brenda Patton (33.5%). They have no other broadcast interests. Filed July 27.

■ **San Diego**—Rosalee Sell and Mary F. Sorrentino seek to operate facilities of KIFM(FM). Address: 3754 36th St., San Diego, Calif. 92104. Principals have no other broadcast interests. Filed July 27.

■ **San Diego**—Earnel and June Durden seek 98.1 mhz; 28.2 mhz; HAAT: 640 ft. Address: 7988 Cinthia St., La Mesa, Calif. 92041. Principals have 25% interest in app. for new AM in Commerce City, Colo. Filed July 27.

■ **San Diego**—San Diego Symphony Association seeks to operate facilities of KIFM(FM). Address: House of Hospitality, San Diego, Calif. 92103. Principal is nonprofit corporation headed by Paul I. Stevens, chairman. It has no other broadcast interests. Filed July 27.

■ **San Diego**—San Diego Broadcasting seeks to operate facilities of KIFM(FM). Address: 9191 Towne Centre Dr. #290, San Diego, Calif. 92122. Principal is owned by Ronald L. Fowler (70%), Uvaldo A. Martinez Jr. (10%), Rudolph P. Murillo (10%) and Rose Marie Saenz (10%). Filed July 27.

■ **San Diego**—Molina, Chavez and Grimaldo seek 98.1 mhz; 28 mhz; HAAT: 631 ft. Address: 11409 Spica Dr., San



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Diego, Calif. 92126. Principal is owned by Rosalinda I. Molina, and her husband, Hector (33.3%), Mark A. Battaglia Chavez (33.3%) and Thomas A. Moore Grimaldo (33.3%). Hector Molina is program producer at KPBS-FM San Diego, Calif. Others have no other broadcast interests. Filed July 27.

■ San Diego—San Ysidro Communications seeks 98.1 mhz; 28.2 kw; HAAT: 637 ft. Address: 514 San Ysidro Blvd., San Ysidro, Calif. 92073. Principal is principally owned by Pura Marquez, general partner and five limited partners. They have no other broadcast interests. Filed July 27.

■ San Diego—Esmerelda Broadcasting Inc. seeks 98.1 mhz; 29 kw; HAAT: 622 ft. Address: 1570 Vista Rd. #286, San Diego, Calif. 92154. Principal is equally owned by J. Sergio Pedroza and Linda Starling. Pedroza is associate producer on KPBS-FM San Diego. Starling's husband, Michael, is chief engineer at KPBS-FM. Filed July 27.

■ San Diego—Simpson Communications seeks to operate facilities of KIFM(FM). Address: 124 State St., San Diego, Calif. 92101. Principal is owned by Clementine Simpson (20%), John D. Kleindinst (40%), Frederick D. Meiser Jr. (20%) and Richard R. Levermer (20%). Levermer is account executive at WGMS-AM-FM Rockville, Md. He also has app.'s for three new FM's. Others have no other broadcast interests. Filed July 27.

■ San Diego—KLOK Radio seeks to operate facilities of KIFM(FM). Address: One Radio Park Dr., San Jose, Calif. 95121. Principal is owned by William Weaver (15%), and trusts under will of M. Phillips Davis (85%). They also have interest in KLOK-AM-FM San Francisco; KARM(AM)-KFIG-FM Fresno, Calif., and KWIZ-AM-FM Santa Ana, Calif. Filed July 27.

■ San Diego—San Diego ComTrends Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1200 Third Ave., San Diego, Calif. 92101. Principal is owned by Roger Cazares (24%), Richard R. Castillo (15%), Tomas V. Carlos (10%), Rosalia A. Salinas (41%) and Maria L. Martinez (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—Bruce E. Walton seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1010 Myrtle Way, San Diego, Calif. 92103. Principal is general manager of San Diego Radio Co., supplier of programming to XHS(AM) Tijuana, Mexico. Filed July 27.

■ San Diego—Axis Broadcasting Co. seeks 98.1 mhz; 29 kw; HAAT: 620 ft. Address: 1627 Ramona Ave., Grover City, Calif. 93433. Principal is owned by Cheryl Ann Hangartner (40%) and Richard E. Mason (60%). They also own KKUS-FM San Luis Obispo, Calif. Filed July 27.

■ San Diego—Seacoast Broadcasting Co. seeks 98.1 mhz; 28 kw; HAAT: 637 ft. Address: 1010 Prospect, La Jolla, Calif. 92037. Principal is owned by Jeannie P. Rivkin (50%) and her husband, Arthur (5%), and Phillip del Campo (45%). They have no other broadcast interests. Filed July 27.

■ San Diego—Tri-Com Productions Inc. seeks 98.1 mhz; 28 kw; 623 ft. Address: 8247 Roxbury Rd., Los Angeles, Calif. 90069. Principal is owned by Marilyn F. Solomon. She is director of corporate relations at KCOP(TV) Los Angeles. Filed July 27.

■ San Diego—Doris S.M. Yee seeks 98.1 mhz; 28.2 kw; 640 ft. Address: 1565 East 775 S. #32, Ogden, Utah 84404. Principal has no other broadcast interests. Filed July 27.

■ San Diego—M. Earlene Stebbins seeks to operate facilities of KIFM(FM). Address: 402 Green Hills Dr., Millbrae, Calif. 94030. Principal is former owner of WAUK(AM)-WMIL(FM) Waukesha, Wis. Filed July 27.

■ San Diego—CAL Sound Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 8963 Caminito Fresco, La Jolla, Calif. 92037. Principal is equally owned by Alice G. Marquis, Celia Ballesteros, Lucy Goldman and Gloria P. Samson. They have no other broadcast interests. Filed July 27.

■ San Diego—Amigos de San Diego seeks 98.1 mhz; 29.8 kw; HAAT: 643 ft. Address: Media Bldg, 943 Howard St., San Francisco, Calif. 94103. Principal is owned by Jan Horning (50%), and her husband, Richard P. Kale (40%) and David J. Miramontes (10%). Kale is owner of Richard P. Kale Media Management Consultants, Washington-based consulting firm. They have no other broadcast interests. Filed July 27.

■ San Diego—HG Communications seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 6622 Tiffin Ave., San Diego, Calif. 92114. Principal is equally owned by Dianne Hampton and Phyllis A. Greene. They have no other broadcast interests. Filed July 27.

■ San Diego—Echeverria Broadcasting Corp. seeks 98.1 mhz; 28.2 kw; 195.1 m. Address: P.O. Box 33382 Hillcrest Station, San Diego, Calif. 92103. Principal is owned by Ben Echeverria (60%), Mary W. Hubbard (20%) and Ernesta M. Real (20%). They have no other broadcast interests. Filed July 27.

■ San Diego—Radio Onda Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is owned by Ira Wechsler (45% voting stock, 40% nonvoting stock). Joleen Singh (55% voting stock) and Lawrence Rogow and Garry Spire (60% nonvoting stock, jointly). Spire and Rogow have app.'s for 220 LPTV's, four TV's, and two FM's. They also have eight CP's granted for LPTV's. Filed July 27.

■ San Diego—Kaliedoscope Communications Committee seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1212 S. 43rd St., Suite B, San Diego, Calif. 92113. Principal is equally owned by Evelyn Jackson, Rebecca McLemore and Arminta Reed. They have no other broadcast interests. Filed July 27.

■ San Diego—Representative Media Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 444 Olive St., San Diego, Calif. 92101. Principal is owned by Marta Concha (37.5%), Sylvia Leon (27.5%), Josie Lopez Carlson (20%) and Elida Chavez (15%). Concha is producer at KPBS-FM San Diego, Leon is administrative assistant and app. for LPTV in San Diego. Others have no other broadcast interests. Filed July 27.

■ San Diego—C & E Partners seeks to operate facilities of KIFM(FM). Address: 840 Sierra Madre Blvd, San Marino, Calif. 91108. Principal is owned by Catherine Flynn (90%) and her father, Edward (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—National University seeks to operate facilities of KIFM(FM). Address: 4141 Camino del Rio S., San Diego, Calif. 92108. Principal is educational institution headed by Dr. David Chigos, president. It has no other broadcast interests. Filed July 27.

■ San Diego—Jubilee Broadcasting seeks to operate facilities of KIFM(FM). Address: 1306 Hymettus Ave., Leucadia, Calif. 92024. Principal is equally owned by William P. Austell, Stephen Little, Vincent Master, Daniel Forrestall and Elaine P. Ford. They have no other broadcast interests. Filed July 27.

■ San Diego—San Diego State University Foundation seeks to operate facilities of KIFM(FM). Address: 5178 College Ave., San Diego, Calif. 92182. Principal is non-profit coporation headed by Dr. Thomas B. Day, president. The university, of which Day is also president, owns KPBS-FM-TV San Diego. Filed July 27.

■ San Diego—Ethel M. Mike seeks to operate facilities of KIFM(FM). Address: 4020 S. Brighton Ave., Los Angeles, Calif. 90062. Principal is consultant to California State University Long Beach Foundation, owner of noncommercial KLOK-FM Long Beach, Calif. All profits from station will be given to university. She also has small interest in app. for

new FM in Corning, Calif. Filed July 27.

■ York Center, Me.—Lois Goldstein seeks 95.3 mhz; kw: HAAT: 316 ft. Address: 11 Greenwood Rd., Quine Mass. 02169. Principal, with her husband, Earl, ow WBBX(AM) Portsmouth, N.H. Filed July 26.

TV's

■ Mobile, Ala.—South Alabama Telecasters seeks ch. 6 ERP vis. 700 kw, aur. 70 kw; HAAT: 438 ft.; ant. height above ground: 416 ft. Address: Liberty Square, Spar Tenn. 38583. Principal is owned by C. Bell Lambeth w has no other broadcast interests. Filed July 23.

■ Santa Barbara, Calif.—Coast TV seeks ch. 38; ERP v 2,690 kw, aur. 742.3 kw; HAAT: 2,878 ft.; ant. height above ground: 70 ft. Principal is owned by Martha Correa (12%), Patricia E. Montemeyer (12%), Ruth J. Smith (12%) and limited partners owning less than 7%. It has no other broadcast interests. Filed July 20.

■ Santa Barbara—Mission Broadcast seeks ch. 38; EI vis. 2,630 kw, aur. 263 kw; HAAT: 2,915 ft.; ant. height above ground: 122 ft. Address: 6689 El Collegio #51, Gleta, Calif. 93017. Principal is owned by Eugene E. Hugue Suzanne Manriquez and Kenneth E. Hinton (33.3% each) They have no other broadcast interests. Filed July 23.

■ Santa Barbara—Mission Broadcasting Corp. seeks c 38; ERP vis. 2,510 kw, aur. 251 kw; HAAT: 3,000 ft.; at height above ground: 155 ft. Address: 440 Hitchcock Wy Santa Barbara, Calif. 93105. Principal is owned by Flo Little, Thomas O. Rickard and 15 others who have no other broadcast interests. Filed July 23.

■ Santa Barbara—Santa Barbara 38 Broadcast Gro seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,2 ft.; ant. height above ground: 175 ft. Address: 406 Thi Ave. North, Columbus, Miss. 39703. Principal is owned by William O. Colom (44%), William Dilday (51%) and tv others. Colom and Dilday also have applications for fi new TV's. Colom also has CP for new FM in Artesia, Miss; and app. for new FM in Oxford, Miss. Filed July 23.

■ Albany, Ga.—Harold Y. Edwards seeks ch. 52; ERP v 5,000 kw, aur. 500 kw; HAAT: 920 ft.; ant. height above ground: 814 ft. Address: 204 N. Edwards, Enterprise, Al 36330. Principal has no other broadcast interests. Filed Ju 23.

■ Pittsburg, Kan.—John H. Leland seeks ch. 14; ERP v 5,000 kw, aur. 500 kw; HAAT: 204.38 ft.; Ant height above ground: 261 ft. Address: 1677 Margate Dr., Lexington, K 40505. Principal has no other broadcast interests. Filed Ju 20.

■ Cumberland, Md.—Rita L. Young seeks ch. 65; EI vis. 1,009 kw, aur. 101 kw; HAAT: 2,248 ft.; ant. height above ground: 1,200 ft. Address: P.O. Box 2525, Crossville Tenn. 38555. Principal has no other broadcast interests. Filed July 23.

■ Minneapolis—Vision Broadcasting Corp. seeks ch. 4 ERP vis. 3,259 kw, aur. 325.9 kw; HAAT: 1,081 ft.; at height above ground: 1,104 ft. Address: 732 E. Arlingto St., St. Paul, Minn. 55106. Principal has no other broadcast interests. Filed July 25.

■ McMinnville, Tenn.—Underwood Enterprises Inc seeks ch. 33; ERP vis. 1,400 kw, aur. 140 kw; HAAT: 11 ft.; ant. height above ground: 175 ft. Address: Rt. 10, Box 40, Sparta, Tenn. 38583. Principal is owned by Marshall L Underwood, and his wife, Mari-Ellen. They have no other broadcast interests. Filed July 23.

Actions

AM's

■ Spring Arbor, Mich.—Granted app. of Spring Arb College for 1540 khz; 25 kw-D. Address: Spring Arb 49238. Principal is educational institution headed by Huy A. White, chairman. It also owns noncommere WSAE(FM) Spring Arbor. Action July 3.

■ Bellevue, Neb.—Granted app. of Mitchell Broadcasti for 1180 khz; 5 kw-D; 1 kw-N. Address: 10407 Devonsh Circle, Omaha, Neb. 68114. Principal is owned by John Mitchell. Action May 21.

■ Nephi, Utah—Granted app. of Timothy H. Bowel Irons for 130 khz; 5 kw. Address: 35 S. Main St., Nepl Utah 84648. Principal has no other broadcast interests. A tion July 3.

FM's

■ Juneau, Alaska—Granted app. of KINY Associates I 103.1 mhz; 3 kw; HAAT minus 988 ft. Address: 1107 E St., Juneau, Alaska 99804. Principal is owned by Charl Gray (45%), Edward W. Christiansen (25%), Earl F. Reil (15%) and Kenneth L. Wiley (15%). It also owns co-locat KINY(AM), where Wiley is station manager. Gray a

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total*
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Christiansen also own KSPL(AM) Seattle, which has just been sold subject to FCC approval (see above). Action July 10.

■ Glendale, Calif.—Denied app. of National Association for Broadcast Entertainment and Education for 88.3 mhz, 100 w, HAAT: 654 ft. Address: 570 N. Plymouth, Los Angeles 90004. Applicant is nonprofit public benefit corporation for purpose of operating noncommercial educational broadcasting station for helping and training handicapped and disabled in broadcast industry. Headed by Dick Dorwart and six others. Action June 16.

■ San Jose, Calif.—Returned app. of Yu-Hay Kong for 96.1 mhz; 10 kw; HAAT: minus 272 ft. Address: 41327 Malcomson St., Fremont, Calif. 94538-4810. Principal has no other broadcast interests. Action July 13.

■ Elk City, Okla.—Returned app. of Beckham Broadcasting Co. Inc. for 98.5 mhz, 100 kw, HAAT: 500 ft. Address: 2208 West Third Street, Elk City, Okla. 73644. Applicant is owned by Howard McBee, pres. (74%); Joseph Tilton (25%), and Rhonda Shelton (1%). Action July 19.

TV's

■ Mobile, Ala.—Returned app. of Coleherne Broadcasting for ch. 61; ERP vis. 5 kw, aur. 50 kw; HAAT: 649 ft.; ant. height above ground: 529 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned equally by Peggy Nicholson, Michael Thurman and Zeather Willis. Action July 13.

■ Pine Bluff, Ark.—Returned app. of Montgomery Broadcasting Co. Inc. for ch. 25; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 763 ft.; ant. height above ground: 379 ft. Address: 505 Cabin Branch, Hyattsville, Md. 20743. Principal is owned by Elmer Montgomery, who has no other broadcast interests. Action July 13.

■ Miami—Returned app. of Kilgore Broadcasting for ch. 35; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 287 ft.; ant. height above ground: 287 ft. Principal is owned equally by Johnnie B. Woodbury, Vernice Boozer, Bessie C. Noble, Paul Goodson, Michael Thurman and Zeather Willis. Action July 13.

■ Owensboro, Ky.—Returned app. of Owensboro Television for ch. 61; ERP vis. 5 kw, aur. 50 kw; HAAT: 1,349 ft.; ant. height above ground: 839 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie B. Woodbury. Action July 13.

■ Lewiston, Me.—Returned app. of Lewiston Broadcast-

ing for ch. 35; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 594 ft.; ant. height above ground: 294 ft. Address: 32 Harbor House, Oswego, N.Y. 13126. Principal is owned by William Gault (51%) and Gary Shanley (49%). Action July 13.

■ Cumberland, Md.—Returned app. of Cumberland Broadcasting for ch. 52; ERP: 5 kw vis., 5 kw aur., HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Paul Goodson (51%) and P.M. Shanley (49%). Action July 13.

■ Santa Fe, N.M.—Returned app. of Santa Fe Broadcasting for ch. 19; ERP: 5 kw vis., 5 kw aur., HAAT: 242 ft.; ant. height above ground: 297 ft. Address: Box 381, Syracuse, N.Y. 13201. Principal is owned by Vernice Boozer (51%) and Gary Shanley (49%). Action July 13.

■ Enid, Okla.—Returned app. of Enid Broadcasting for ch. 20; ERP vis. 5 kw, aur. 50 kw; HAAT: 850 ft.; ant. height above ground: 445 ft. Address: 5783 Merganser Dr., Syracuse, N.Y. 13281. Principal is owned by Bessie C. Noble and Michael Thurman. Action July 13.

■ Lawton, Okla.—Returned app. of Drake Broadcasting for ch. 45; ERP vis. 8 kw, aur. 50 kw; HAAT: 1,428 ft.; ant. height above ground: 270 ft. Address: 3948 Merganser Dr., Syracuse, N.Y. Principal is owned by Bessie C. Noble. Action July 13.

■ La Grande, Ore.—Granted app. of Matlock Communications for ch. 16; ERP: 4,000 kw vis.; 400 kw aur.; HAAT: minus 266 ft. Principal is owned by Stephen J. Matlock. Action July 9.

■ Crockett, Tex.—Returned app. of Hopkins Broadcasting for ch. 40; ERP vis. 50 kw, aur. 8 kw; HAAT: 520 ft.; ant. height above ground: 200 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned by Edward Hopkins. Action July 13.

■ El Paso—Returned app. of Swan Broadcasting for ch. 65; ERP vis. 5 kw, aur. 5 kw; HAAT: 4,165 ft.; ant. height above ground: 100 ft. Address: 3948 Merganser Dr., Liverpool, N.Y. 13281. Principal is owned by Josie Montgomery (34%), Bessie C. Noble (33%) and Newt Hopkins (33%). Action July 13.

■ Fort Worth—Returned app. of Haltom City Broadcasting for ch. 52; ERP vis. 1,000 kw; aur. 100 kw, HAAT: 800 ft.; ant. height above ground: 800 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned by Edward Hop-

kins (25%), Zeather Willis (25%) and Peggy Nicholson (50%). Action July 13.

■ Lubbock, Tex.—Returned app. of Lubbock Communications for ch. 16; ERP vis. 5 kw, aur. 5 kw; HAAT: 4,474 ft.; ant. height above ground: 520 ft. Address: 32 Harbor House, Oswego, N.Y. 13126. Principal is owned by William Gault (51%) and Gary Shanley (49%). Action July 13.

■ Odessa, Tex.—Returned app. of Odessa Communications for ch. 42; ERP vis. 5 kw, aur. 50 kw; HAAT: 3,543 ft.; ant. height above ground: 490 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie Woodbury. Action July 13.

■ Provo, Utah—Returned app. of Provo Broadcasting for ch. 16; ERP vis. 5 kw, aur. 50 kw; HAAT: 4,637 ft.; ant. height above ground: 57 ft. Address: P.O. Box 381, Syracuse, N.Y. 13281. Principal is owned by Mary Shanley and Michael Thurman. Action July 13.

Facilities Changes

Applications

AM's

Tendered

■ KIQI (1010 khz) San Francisco—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2, and make changes in ant. sys. App. July 25.

■ WKIQ (1560 khz) Inverness, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw and make changes in ant. sys. App. July 31.

■ WCRV (1580 khz) Washington, N.J.—Seeks CP to change power to 2.5 kw; install DA-D, and make changes in ant. sys. App. July 24.

Accepted

■ WABF (1220 khz) Fairhope, Ala.—Seeks CP to make changes in ant. sys. App. July 26.

■ WPGC (1580 khz) Morningside, Md.—Seeks MP to operate 50 kw sunrise to sunset. App. July 26.

■ WJDQ (1240 khz) Meridian, Miss.—Seeks MP to make changes in ant. sys. and change TL. App. July 31.

■ KBWS (1530 khz) Sisseton, S.D.—Seeks MP to change SL. App. July 30.

■ WMSD (640 khz) Collierville, Tenn.—Seeks CP to operate former main transmitter as aux. App. July 24.

■ KSLR (630 khz) San Antonio, Tex.—Seeks mod. of lic. to change SL and operate by remote control. App. July 31.

■ WEAM (1390 khz) Arlington, Va.—Seeks mod. of lic. to change SL and operate by remote control. App. July 31.

■ WIVE (1430 khz) Ashland, Va.—Seeks MP to make changes in ant. sys. App. July 25.

FM's

Tendered

■ New (96.1 mhz) Bonita Springs, Fla.—Seeks CP to change TL; change HAAT to 659 ft., and make changes in ant. sys. App. July 27.

■ *WKOC (88.3 mhz) Kankakee, Ill.—Seeks CP to change freq. to 89.7 mhz; change TL; change ERP to 35 kw; change HAAT to 413 ft., and make changes in ant. sys. App. July 25.

■ KNDY-FM (103.1 mhz) Marysville, Kan.—Seeks CP to change TL; change HAAT to 289.09 ft., and make change in ant. sys. App. July 26.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Seeks CP to change TL; change HAAT to 904 ft., and make changes in ant. sys. App. July 31.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks CP to change TL; change ERP to 31.6 kw; change HAAT to 600 ft., and make changes in ant. sys. App. July 25.

■ *New (91.5 mhz) Vinita, Okla.—Seeks CP to change freq. to 91.5 mhz; change ERP to .634 kw; change HAAT to 262.4 ft., and make changes in ant. sys. App. July 25.

Accepted

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Seeks CP to change SL. App. July 24.

■ KRXX (98.1 mhz) Yermo, Calif.—Seeks CP to change SL. App. July 24.

■ WHYI-FM (100.7 mhz) Fort Lauderdale, Fla.—Seeks C

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to change TL; change ERP to 100 kw, and change HAAT to 1,006 ft. App. July 24.

■ WYXX (96.1 mhz) Holland, Mich.—Seeks CP to change TL. App. July 24.

■ KYSS-FM (94.9 mhz) Missoula, Mont.—Seeks CP to change ERP to 15.04 kw and change HAAT to 2,511 ft. App. July 24.

■ WWDW (101.3 mhz) Sumter, S.C.—Seeks CP to change TL and change HAAT to 1,322.5 ft. App. July 24.

■ KMPS-FM (94.1 mhz) Seattle—Seeks CP to change HAAT to 1,194 ft. App. July 24.

■ WDNE-FM (99.3 mhz) Elkins, W.Va.—Seeks CP to make changes in ant. sys. App. July 24.

TV's

Accepted

■ WTJP (ch. 60) Gadsden, Ala.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,139 ft., and change TL. App. July 30.

■ KTZO (ch. 20) San Francisco—Seeks CP to install aux. transmitter and ant. sys.; change ERP to vis. 736 kw, aur. 73.6 kw; change HAAT to 1,226 ft.; change ant., and change TL. App. July 24.

■ KTVJ (ch. 14) Boulder, Colo.—Seeks MP to change HAAT to 1,372 ft. and change TL. App. July 27.

■ WTKW (ch. 16) Key West, Fla.—Seeks MP to change TL. App. July 24.

■ WGME-TV (ch. 13) Portland, Me.—Seeks MP to build aux. tower to main ant. App. July 31.

■ WJKA (ch. 29) Wilmington, N.C.—Seeks MP to change ERP to vis. 4,325 kw, aur. 432.5 kw and change HAAT to 1,641 ft. App. July 25.

■ WSNL-TV (ch. 67) Smithtown, N.Y.—Seeks MP to change HAAT to 719 ft. App. July 31.

■ WOIO (ch. 19) Shaker Heights, Ohio—Seeks MP to change ERP to vis. 3,560 kw, aur. 356 kw; change HAAT to 1,148.5 ft.; and change TL. App. July 31.

■ KLTJ (ch. 49) Irving, Tex.—Seeks CP to change ERP to vis. 2,985.4 kw, aur. 298.54 kw; change ant., and change TL. App. July 24.

Actions

AM's

■ KRSL (990 khz) Russell, Kan.—Granted app. to make changes in ant. sys. and increase height of tower. Action July 20.

■ WRPZ (1440 khz) Paris, Ky.—Granted app. to change TL. Action July 24.

■ WKOZ (1340 khz) Kosciusko, Miss.—Granted app. to make changes in ant. sys. Action July 19.

■ WHCU (870 khz) Ithaca, N.Y.—Granted app. to change hours of operation by adding night service with 1 kw; install DA-N, and make changes in ant. sys. Action July 12.

■ WKSJ (1340 khz) Jamestown, N.Y.—Granted app. to increase day power to 500 w. Action July 3.

■ KHND (1540 khz) Harvey, N.D.—Granted app. to change freq. to 1470 khz and power to 1 kw. Action July 24.

■ WKQW (1120 khz) Oil City, Pa.—Granted app. to make changes in ant. sys. Action July 11.

■ WANS (1280 khz) Anderson, S.C.—Granted app. to change SL and operate transmitter by remote control. Action July 11.

■ WFGN (1570 khz) Gaffney, S.C.—Granted app. to change freq. to 1180 khz and increase day power to 2.5 kw. Action July 3.

■ KXRB (1000 khz) Sioux Falls, S.D.—Returned app. to change city of lic.; change hours of operation by adding night service with 2.5 kw; increase day power to 10 kw; install DA, and change TL and SL. Action July 13.

■ WWRT (1590 khz) Algood, Tenn.—Granted app. to increase power to 1 kw. Action July 11.

■ WIKV (870 khz) Colonial Heights, Tenn.—Granted app. to make changes in ant. sys. Action July 24.

■ WKBJ (1600 khz) Milan, Tenn.—Granted app. to construct new ant. and change TL. Action July 11.

■ WAAS (1100 khz) Thompson Station, Tenn.—Granted app. to increase power to 5 kw and change TL. Action July 5.

■ KEYG (1490 khz) Grand Coulee, Wash.—Granted app. to make changes in ant. sys. and increase height of tower. Action July 19.

■ WCJL (1300 khz) Marinette, Wis.—Granted app. to make

changes in ant. sys. and increase tower height. Action July 20.

FM's

■ KQZE (95.7 mhz) St. Johns, Ariz.—Granted app. to change ERP to 100 kw and change HAAT to 1,763 ft. Action July 11.

■ KIIM (99.5 mhz) Tucson, Ariz.—Granted app. to change TL; change HAAT to 2,000 ft., and make changes in ant. sys. Action July 18.

■ KOJY (98.9 mhz) Dinuba, Calif.—Granted app. to change TL; change ERP to 19 kw; change HAAT to 815 ft., and change transmitter. Action July 11.

■ KNTI (99.5 mhz) Lakeport, Calif.—Granted app. to change TL; change ERP to 2.6 kw, and change HAAT to 1,880 ft. Action July 12.

■ *KUSC-FM (91.5 mhz) Los Angeles—Granted app. to change TL; change ERP to 25 kw; change HAAT to 667 ft., and make changes in ant. sys. Action July 11.

■ *KWHF (91.7 mhz) West Sacramento, Calif.—Dismissed app. to make changes in ant. sys. and change ant. Action July 17.

■ WQHL (98.1 mhz) Live Oak, Fla.—Granted app. to change ERP to 58 kw and change HAAT to 368 ft. Action July 18.

■ *WPIO (89.3 mhz) Titusville, Fla.—Granted app. to change ant. site; change ERP to 3 kw, and change HAAT to 490 ft. Action July 11.

■ WAGQ (104.7 mhz) Athens, Ga.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,025 ft., and make changes in ant. sys. Action July 18.

■ WRAJ-FM (92.7 mhz) Anna, Ill.—Dismissed app. to change TL; change ERP to .65 kw, and change HAAT to 621.88 ft. Action July 16.

■ WYEN (106.7 mhz) Des Plaines, Ill.—Dismissed app. to change TL; change ERP to 4.1 kw, and change HAAT to 1,560 ft. Action July 16.

■ WJBM-FM (104.1 mhz) Jerseyville, Ill.—Granted app. to install new transmission sys. Action July 19.

■ WYFE-FM (95.3 mhz) Winnebago, Ill.—Granted app. to change ERP to 1.23 kw. Action July 11.

■ WFMS (95.5 mhz) Indianapolis—Granted app. to operate formerly authorized facilities as aux. Action July 19.

■ WNAP (93.1 mhz) Indianapolis—Dismissed app. to change ant. Action July 16.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Granted app. to change TL and make changes in ant. sys. Action July 18.

■ WMJX (106.7 mhz) Boston—Granted app. to change SL and operate formally authorized facilities as aux. Action July 19.

■ WLBS (102.7 mhz) Mt. Clemens, Mich.—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action July 11.

■ KEXL (106.7 mhz) Norfolk, Neb.—Granted app. to install aux. sys. Action July 11.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Dismissed app. to change TL; change ERP to 94.2 kw; change HAAT to 1,830 ft., and make changes in ant. sys. Action June 13.

■ WHKY-FM (102.9 mhz) Hickory, N.C.—Denied app. to change TL; change ERP to 100 kw; change HAAT to 1,015.5 ft., and make changes in ant. sys. Action July 16.

■ WLLT (94.9 mhz) Fairfield, Ohio—Granted app. to change TL; change ERP to 16.2 kw, and change HAAT to 790 ft. Action June 29.

■ KDLB (99.5 mhz) Henryetta, Okla.—Granted app. to change ERP to 100 kw. Action July 18.

■ KWDQ (102.3 mhz) Woodward, Okla.—Granted app. to change TL; change ERP to 2.35 kw, and change HAAT to 337 ft. Action July 10.

■ WANB-FM (103.1 mhz) Waynesburg, Pa.—Granted app. to make changes in ant. sys. and change ant. Action July 11.

■ WXIS (103.9 mhz) Erwin, Tenn.—Granted app. to change TL; change ERP to 2.45 kw; change HAAT to 328 ft., and make changes in ant. sys. Action July 10.

■ KMKS (92.1 mhz) Bay City, Tex.—Granted app. to change TL. Action July 18.

■ KEYI (103.5 mhz) San Marcos, Tex.—Granted app. to make changes in ant. sys. Action July 11.

■ WSTX (100.3 mhz) Christiansted, V.I.—Granted app. to change ERP to 38.6 kw. Action July 18.

■ WCKA (97.1 mhz) Sutton, W.Va.—Granted app. to change TL; change ERP to 18 kw, and change HAAT to 750 ft. Action July 16.

■ WJZQ (95.1 mhz) Kenosha, Wis.—Granted app. to

change ERP to 28.4 kw. Action July 11.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Dismissed app. to change city of lic.; change TL; change ERP to 2 kw change HAAT to 373 ft., and make changes in ant. sys. Action July 18.

TV

■ WABI-TV (ch. 5) Bangor, Me.—Granted app. to change ERP to vis. 40.0 kw, aur. 6.0 kw; change HAAT to 1,316 ft. change ant., and change TL. Action July 10.

Call letters

Applications

Call	Sought by
	New FM
*KMRO	The Association for Community Education Inc., Camarillo, Calif.
	Existing AM's
WQBR	WJNJ First Coast Broadcasting Corp., Atlantic Beach, Fla.
WENZ	WNWZ Nexus Communications II Inc., Highland Springs, Va.
	Existing FM
WZZU	WBAG Vilcom Broadcasting Inc., Burlington-Graham, N.C.

Grants

Call	Assigned to
	New FM's
KCLT	West Helena Broadcasters Inc., West Helena, Ark.
KTCW	Herbert E. Cartmell, Pasco, Wash.
	New TV
WVFT	Roanoke Christian Broadcasting Inc., Roanoke, Va.
	Existing AM's
KFIG	KARM KLOK Radio Ltd., Fresno, Calif.
KRXY	KLAK Outerbanks Cablevision Inc., Lakewood, Colo.
KRMH	KLRR Sprague Broadcasting Inc., Leadville, Colo.
WVTY	WFNN Bay Area Communications Inc., Dunedin, Fla.
KZHI	KWAI KZHI Radio Inc., Honolulu, Hawaii
KEXT	KSAC Kansas State University of Agriculture, Manhattan, Kan.
WSID	WCDO Broadcast Facilities Co., Sidney, N.Y.
KALO	KTXC Clear Channel Communications Inc., Port Arthur, Tex.
	Existing FM's
KCRR	KRHS-FM Holiday Broadcasting Co., Bullhead City, Ariz.
KFIG-FM	KFIG KLOK Radio Ltd., Fresno, Calif.
KSJQ	KROI Jonsson Communications Corp., Manteca, Calif.
KSAC	KROY Jonsson Communications Corp., Sacramento, Calif.
KRXY-FM	KPPL Outerbanks Cablevision Inc., Lakewood, Colo.
KRMH-FM	KLMC Sprague Broadcasting Inc., Leadville, Colo.
WVTY-FM	WVTY Variety Broadcasting Corp., Holiday, Fla.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager—for new FM class C station. We seek aggressive person to grow with us in southern New Mexico. Send resume to Luther G. Branham, P.O. Drawer 1470, Truth or Consequences, NM 87901. EOE.

SM for medium Northeast market. Top rated AM/FM. Good market, good pay, good benefits, solid chain operation. Want intelligent, stable, hard worker. Tell all n resume to Box W-82.

Business manager. Group owner, top 25 market, seeks experienced, take charge individual to manage all financial affairs for a growing FM. Send resume and salary history to Box W-136. EOE.

If you've always wanted to own part of a station, but haven't been able to get the cash together, let's talk. I'd like to find a strong salesperson to manage my sales staff at either of two small Illinois stations. If you'll perform with strong incentives, including an ownership opportunity, this could be your "golden chance" for rapid self-advancement. Send a letter, first, please, then we'll talk. The stations serve the Peoria and Champaign markets. Women will receive the same consideration as men. Bill Bro, President, Midwest Radio, Inc., Box 94, Chillicothe, IL 61523. EOE.

Management/ownership opportunity. Small market, Arizona, has opening for management level sales Rep. Three years experience. There will be upfront investment opportunity. Mountains, skiing, hunting, fishing, great climate. EOE. Resume to Box W-158.

General manager - Qualified, experienced GSM or FM to manage one of the top MOYL stations in the country-Rochester's WYLF-FM. Company's expanding and current GM is leaving. If you want to run a leading station in the nation's 41st market, phone VP Stephen Godofsky, 716-586-2263. EOE.

Station manager. Major Alabama mkt. Long established fulltime AM. Resume to Gary Acker, Rt. 1, Box 131, Crane, MO 65633. 417-723-8310.

Radio membership manager. Join an award-winning, aggressive development staff at a station that is #1 among stations in its market size. On-air membership campaigns, marketing, special events, and projects. Good salary, benefits and potential for advancement. Experience in fundraising and on-air preferable; also understanding of membership applications system. Resume, salary history, and audio tape to: Personnel, MMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

We need general manager for Rocky Ford, Colorado. Send resume to Kim Love, Box N, Sheridan, WY 82801.

Seasoned radio sales, programming, promotion pro to team with investor-businessman in acquiring and building a group of radio properties based in upper Midwest. Opportunity for equity upfront for proven performer, plus equity incentives. Box X-5.

Sales manager. Small market position for person who loves radio. Consultant selling, understanding agribusiness and retailer problems. Everything from market positioning, promotions, copy, and production. Excellent opportunity with corresponding financial rewards. Ed Stern, KVOU/KYUF, Box 758, Uvalde, TX 78801. 512-278-2555.

HELP WANTED SALES

Top 30 market. Regional powerhouse seeks ambitious, aggressive and experienced AE. Resume to Sales Manager, Box 325, Westerly, RI 02891.

West Texas ratings winner to be sales leader. Medium market stations seek SM. Sales management experience preferred. Resume: General Manager, Box 12030, Lubbock, TX 79452. EOE.

Number one list. Aggressive professional interested in top dollars with a growing contemporary class C. Proven record, team player with good agency knowledge. Send resume to Mark Heiden, GSM, WKZL, PO Box 11967, Winston-Salem, NC 27106. EOE.

Pick up the phone and call right now for an incredible growth opportunity! 14-40 KEYS is searching for a sales manager with empathy, courage, and talent. Join our winning team in Coastal Corpus Christi, Texas - build your own staff and posture yourself for promotion. Jim Sumpter, 512-882-7411.

Atlantic City is expanding. So are WFGP & WIIN Radio. Experienced salesperson wanted. Contact Dan Farr or Dennis Ryan, WFGP/WIIN, 2707 Atlantic Avenue, Atlantic City, NJ 08401. 609-348-4646.

Account executive: 50,000 AM/#1 CHR FM needs your 1-2 year's experience in commercial broadcast sales. Southern California coastal location. EOE. Call B. J. Young, 805-488-0901.

Innovative sales manager for year-old 24-hour FM in western Missouri, with nearby university/military installation/agricultural area. Aggressive sales manager who can train, lead, sell. You can benefit from our potential; if we can benefit from yours, salary plus commission can be substantial. Send salary requirements, resume, and cover letter to: Manager, Country 105, 110 N. State, Knob Noster, MO 65336.

Sales manager. Midwest AM information/news station. Experience in staff motivation & mgmt. + proven marketing record. Letter, resume, salary expectations to Box X-24.

Experienced/hard-hitting/ self-starting street salesperson wanted immediately for Westchester and Rockland counties, New York's leading A/C station. Good pay/good benefits/good living. Must be willing to relocate at own expense. Contact John Zanzarella, WZFM, 914-747-1071. EOE.

Are you ready to move up to sales manager? Very affluent top 100 market Midwest AM/FM combo seeks experienced sales professional. Excellent career opportunity. Resume in confidence to Box X-6. EOE.

Salesperson—can lead to sales manager for right person. Experience necessary. Must be self motivator, quick study, stable. Excellent company in central PA with top reputation in industry. Job security, salary, commission, fringes. Particulars to Box X-17.

#1-rated Florida AM & FM, county market 300,000. Team membership available. Our #1 team needs a sales manager to lead, organize and motivate 6 person department. Send resume, stats and game plan. Excellent compensation & stability. Write Box X-22. EOE.

HELP WANTED ANNOUNCERS

Help wanted announcer. \$500/wk. to the right fast moving morning personality. Contemporary format. South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 accounts gives you extra \$200/wk. total \$700 wk. Rush tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

Morning drive announcer AC format. Two years experience preferred. Resume and tape to J. Harris, Box 7700, Ketchikan, AK 99901.

Announcer with classical music background a must. Production and good news delivery required. Send resume to Box X-3.

HELP WANTED TECHNICAL

Upper Midwest AM-FM seeks strong chief engineer. Benefits include great staff, clean facilities and normal perks. Please send qualifications and requirements to Box W-110. EOE.

Chief engineer needed for AM/FM in Denver, Colorado. Must be qualified, prior experience essential. Salary negotiable to prior experience. Resume to: KBRO, Skip Schmidt, Manager, 165 Delaware, Denver, CO 80204.

Chief engineer for Los Angeles, California AM/FM radio facility. Must be experienced in transmitter, studio and remote broadcast maintenance and operation. Seeking engineer with aggressive, innovative talents, well acquainted with state of the art audio as well as strong management skills. Call and/or send resume: Jerry Kupler, VP/Dir. of Engineering, Inner City Broadcasting, 801 Second Ave., NY, NY 10017. 212-661-3344.

Chief engineer, FM radio. Two station responsibility, central Florida. Technical education, FCC first, or general license, FM studio and transmitter maintenance experience required. SBE certification desirable. Fringe benefits. Send resume to Director of Engineering, 6400 York Road, Baltimore, MD 21212.

Radio engineer: responsible for repair, installation, and maintenance of audio recorders, consoles, satellite and transmitting equipment. Some lifting required. Driver's license and car required. AAS degree, digital background, previous experience and SBE certification preferred. Salary commensurate with experience. EOE/AA. Send application, resume, and 3 references to: Mr. Edward Wright, WFOV, Oswego, NY 13126. Deadline August 14, 1984.

Chief engineer—well-established station group is seeking a chief engineer for WNBH/WMYS, New Bedford, Mass., non-DA AM/FM. Minimum 3 years experience including automations. General class license required. Contact Edd Monskie, VP/Engineering, Hall Communications, Inc., 24 South Queen Street, Lancaster, PA 17603. An equal opportunity employer.

HELP WANTED NEWS

Freelance radio reporters wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: News Team, 53 East 34th Street, Third Floor, New York, NY 10016.

#1 A/C, top 50, South, needs news director to serve as morning drive news & information personality. Creative writing and presentation skills a must. Resume and writing samples to Box W-155.

News director needed for two top-rated stations with strong news commitment. WCMR - 5,000 watt country and WFRN - 50,000 watt sacred music. Broad news experience and strong, personable delivery. Stations run on Biblical principles. Call Marshall Lawrence, 219-875-5166. Resumes to WCMR/WFRN, PO Box 307, Elkhart, IN 46515.

Newsperson, entry level, for two-person department. Gather, edit, write, deliver news for AM/FM news operation. Send tape/resume to Tom Colvin, News Director, KTRR/KZNN, Box 727, Rolla, MO 65401. EOE,M/F.

Writer—entry level position at major publication. Experience and desire to learn about radio desirable. Aggressiveness, ability to take direction and a good attitude mandatory. Long hours, low pay. Resume to Box X-15.

Midwest medium market AM-FM looking for news professional to organize news department. Must be able to gather, write, and deliver news. 5 years' commercial experience required—BPP helpful. Resume to Box X-19.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Creative copywriter. Country FM/gold AM in NY metro market. Great opportunity to demonstrate creativity and gain valuable experience with top of market combination in Sussex County, NJ. Resume and samples to GM, WNNJ/WIXL-FM, Box 40 Newton, NJ 07860. EOE.

Music director. Major Southeastern public radio station is accepting applications for position of music director. To be considered, applicant must have vast and diversified knowledge of music, with sound judgement in fine arts programming, a solid background in classical music and performing artists, and be knowledgeable in the record industry, cataloging procedures and label inventory. All applications will be treated confidentially. Salary negotiable. Resume to Box W-157. M/F, EOE.

Position available - West Texas State University. Broadcast engineer. Qualifications: experience with audio and video production equipment & FM transmitter. FCC general license required, BEE preferred. Duties: maintain and repair audio and video equipment at campus FM station & video production studio. Serve as chief engineer for KWTS-FM./ Some supervision of students - equipment check-out, etc. Assist faculty in technical purchases & facilities design. Stay current with FCC technical & operational rules & regulations. Salary: \$19,988, plus benefits. Beginning date: August 27, 1984. Send letter of application, resume, and letters of recommendation to: Tim Hudson, Director of Radio/TV, KWTS-FM, Box 1514-WT Station, Canyon, TX 79016. EOE.

Midday personality. Adult contemporary with community involvement. WGNY AM/FM, Orange/Dutchess Counties, New York. Tapes to GM, WGNY, Newburgh, NY 12550.

Program/production director: medium market class A adult. Extensive experience in production. Send resume, salary expectations and tape to: Margaret K. Sandlin, GM, KMKS-FM, P.O. Box 789, Bay City, TX 77414. EOE.

SITUATIONS WANTED MANAGEMENT

General manager, successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

Experienced general manager who has built successful small market radio and television stations, literally from scratch, wants to bring family back to Ohio (or nearby). Christian, early thirties, presently employed. Box W-119.

Presently employed. GM. AM/FM combo, seeking move to larger market. Have recently stabilized present stations, and expect gross of \$600,000 this year. Have major and medium market experience in sales and sales management. No more growth potential with present company. Box W-134.

Aggressive professional with solid background in all areas of radio, emphasis on sales. Seeking quality operation that wants results. Jim Willison, 10302 Thames East, Indianapolis, IN 46229. 317-894-4590.

Successful general manager - experienced all areas. Managing highly profitable, successful combo. Major market background. All market sizes considered. Box W-162.

General manager. Organized, dynamic, disciplined professional. Results & profit-oriented. Expertise includes leadership, promotions. Basic management skills. 19 yrs. managing AM/FM, with strong sales development ability. Excellent credentials. Box W-164.

VP-controller. 20 years, GM, GSM. Small, medium & large markets. Strong P&L control, personnel, sales & marketing. Partner selling. 307-765-2332.

Few and hard to find: young workaholic-family man. Eight years broadcast experience. Proven sales track record! Sales/station management! I will make us money! One of the best and have proven it! Write me at Box X-20.

SITUATIONS WANTED ANNOUNCERS

Excellent announcer. Network sound. Super production specialist 5 yrs. commercial experience. Will relocate. Tom, 919-832-4088.

University graduate with professional attitude and ambition seeks first opportunity, S. F. - Sacramento area. Team player does it all, news-sports-DJ, with 100% commitment. Michael, 707-795-0882.

Extremely motivated, dedicated broadcast school graduate, 4 yrs. experience at powerhouse college station (R & B format), open to others. Deep voice All replies considered. Christopher, 414-265-8842.

Multi-talented announcer. Adult contemporary/soft rock. Polished urban sound. Experienced, but also willing to learn. Tape available. S. G. Quast, 1952 N. Seminary Ave., Chicago, IL 60614.

Beautiful music announcer from Bonneville's KOIT, also KJOI, LA. Prefer large market. 602-956-6677.

Experienced, laid back, AC/MOR announcer looking for midday, mid market, Midwest. 812-876-5932.

Experienced interviewer wants on-air. Talk/News/DJ. Trained broadcaster. Effective communicator. Tape. Samantha, 201-773-3492.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Announcer or salesman. Extensive experience, mature voice, dependable, reasonable salary, consider any area. Bill, 612-447-2835.

Need help? I need a change. Let's talk! 14 yrs. experience—rock, talk, MOR. Large & small mkts. Currently on-air. Good production skills. John, 713-420-1987.

SITUATIONS WANTED TECHNICAL

Seeking position as chief engineer at medium or major mkt. radio station(s). I have 10 yrs. experience in my chosen field. I believe in & practice (with references to prove it) professional engineering techniques. So that I may serve my field well, please—no air shift; my talents aren't in that area. Contact Robert King, 2025 NW Northrup St., #122, Portland, OR 97209. 503-227-7126 anytime.

Experienced operations manager and programmer with radio network seeks same position in NYC or NJ. Paul, 703-685-2104 anytime.

SITUATIONS WANTED NEWS

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY; will go anywhere. Money no object. I live for sports: it's in my blood. Give me my chance to bleed! Contact Mike Pagano, 23 Steep Hill Rd., Nanuet, NY 10954. 914-623-4083.

Major college PBP man seeks division one football and basketball PBP position for fall. Write Box W-147.

Sports/news position sought. Solid PBP all sports; creative writer; conversational; committed professional. 201-763-5587.

Enthusiastic reporter with four years experience looking for position at medium market station in the West. Chappy Graham, 602-774-9058.

Humor, hustle, and sportscasting muscle. Inventive, dynamic broadcaster seeks college PBP. Stellar credentials, talent and attitude top-notch. Give your sports coverage a swift kick—call Barry, 516-692-5188.

Sportscaster—PBP, sportscasts, sportstalk. Eight years experience. Stable and excellent. Seeking major/upper medium opportunity. 803-574-7132, Gary.

Get up your nerve and fire the bum or He'll get you canned! I'll take his place and the ratings will soar to your visions of grandeur. Polished news/sportscaster, reporter, writer. Larry, 215-677-6447.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Money, dinero, rupee, lira. No matter what language, more in, less out spells profit. As a programming personality, I can help. Interested? Bob Coates, 302-856-2567.

10-yr. professional currently in top 5 market seeks PD position in ME, NH, or VT. Box W-172.

TELEVISION

HELP WANTED MANAGEMENT

Director of membership. Successful Sunbelt community licensed public radio and television station, in one of the fastest economically growing areas, seeks a sharp, energetic, experienced professional to direct a staff in membership activities and other related projects including direct mail and telemarketing. Must understand the operations of the membership application program and effectively communicate with the data processing department. On-air and statistical analysis ability a must. Responsible for raising over \$1,000,000. Reports directly to the Vice President of Development. Resume to: Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. EOE.

Promotion manager. WVA's #1 independent in 43rd ADI is looking for a creative individual with a strong TV production background including writing and editing skills. Person should be familiar with print and design. Person may presently be the #2 promotion person ready for the challenge. Send resumes to Gary Dreispul, Station Manager, WVAH-TV 23, 23 Broadcast Plaza, Hurricane, WV 25526. An equal opportunity employer.

Atlanta-based international communications company has openings for TV syndication sales executives to syndicate TV programming nationally; TV studio production operations manager with hands-on ability; and TV studio production assistants (several needed). Resume to Box X-1.

Local sales manager for leading Midwest NBC affiliate. Proven track record of creative selling with local accounts necessary, and the ability to direct and lead aggressive sales staff in rapidly growing market. You may be experienced or seeking your first challenge—but you must have a strong desire to succeed. Write Box X-8. EOE.

Midwest NBC affiliate seeks hands-on general sales manager to oversee national, regional and local sales, with heavy emphasis on local. Must be strong manager, efficient administrator and have a solid sales background. Write Box X-9. EOE.

Director of finance and business affairs. Top public TV and radio stations. Report directly to president, responsible for business office, all corporate financial and business functions, together with long range planning and some special projects, includes serving as budget officer, real estate manager, reports officer, and contract officer for special projects contracts. Three years' financial management experience a must, financial EDP background helpful, good writing skills necessary as is ability to be flexible in responding to challenges of position; salary dependent on qualifications and experience. Send resume and salary needs to Finance Office, Dept. B, WNET-TV, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

General manager for non-commercial public TV station WSBE-TV. Manage the personnel and physical resources which comprise the telecommunications network within the state of Rhode Island. Bachelor's degree required, Masters preferred. Minimum 5 years of demonstrated progressive managerial experience in public and/or commercial television. Administrative experience in budget allocation, personnel management, and program production. Demonstrated experience in securing financial support. Send resume to Mr. Terrence Hassett, Chairman, Search Committee, WSBE-TV, 24 Mason Street, Providence, RI 02903. Closing date is August 17, 1984. WSBE-TV is an equal employment opportunity/affirmative action employer.

Controller. Medium market SW affiliate seeks an experienced financial manager to supervise a four-person staff. Qualifications must include at least two years of budgeting experience. Computer knowledge helpful. Please send resumes and compensation requirements to Box W-167.

HELP WANTED SALES

Midwest CBS-TV affiliate has an opening for an account executive with at least one year's experience. Excellent staff, facilities, and benefits. Reply by mail only, your resume and earnings record to J.D. Freeman, GSM, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. All replies confidential. Equal opportunity employer, M/F.

re you an AE that thrives on account development? If you have a proven track record, a Southeastern growth market network affiliate would like to talk to you. Must have two full years' experience. Resume/sales philosophy to Box W-152. EOE.

ajor NE three station public operation is looking for advertising salesperson. Must be well-spoken, able to write and present proposals to top corporate officers. Sales background or similar experience required. Excellent benefits. Send resume, track record and salary requirements to Director of Development, Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

ational sales manager. New England top 50 market BC affiliate. A successful candidate will have national sales experience, understanding of inventory control procedures, command of sales and research tools, and the ability to foster communication and cooperation in dealing with national rep and agencies. Please send resume to Matt Kreiner, General Sales Manager, PRI-TV, 25 Catamore Blvd., East Providence, RI 02914. EOE, M/F.

Account executive. If you are an aggressive, experienced salesperson looking for a new challenge, WAL-TV8 is interested in talking to you! We are the dominant station in Harrisburg-Lancaster-York, PA, the thriving prosperous 46th market with great local growth potential. Send resume and compensation requirements to: Chic Kroll, Local Sales Manager, WGAL-TV8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. All replies strictly confidential. An equal opportunity employer.

you like creative selling and want to use your ideas on TV sales now, contact Ed Ruppe, local sales manager, WTAP-TV, Parkersburg, WV 26101. Let's talk - and make it worthwhile for both of us. EOE.

ove to Florida! Looking for experienced broadcast advertising sales rep to market local cable TV availabilities. Good commission schedule, gasoline allowance. Potential for management with this young, progressive company. Submit resume to P.O. Box 849, Vero Beach, FL 32961.

Account executive. #1 VHF independent, top 15 market, seeks experienced, team oriented person with proven track record. New business development a priority. Individual should have ability to use INTV and TVB data for retail presentations. EOE. Write Box X-29.

HELP WANTED TECHNICAL

n-air switchers, master control. The "SuperStation" looking for some special people; experienced, career-minded on-air master control switchers. Our round-the-clock operation requires a consistent high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb facilities. This position offers good pay, benefits and working conditions for the right career minded individuals. First class license not required. An equal opportunity employer, M/F. If qualified, send complete resume to Annette Williams, SuperStation, WTBS-TV, 1050 Techwood Drive, NW, Atlanta, GA 30318. No phone calls, please.

Assistant chief engineer needed for Chicago PBS station. Applicant should be experienced with UHF high powered TV transmitters and a variety of studio equipment. Minimum of 3 years broadcast experience as maintenance or transmitter engineer required. FCC general or 1st phone license required. Send resume to: Lynne Chaplik, General Manager, WYCC-TV, Channel 3, 30 East Lake Street, Chicago, IL 60601. Equal opportunity employer, M/F.

Head engineer—television production studio, working 11th 1 in., 2 in. and 3/4 in. ENG equipment. No degree required. Good fringe benefits and retirement program. Leadership ability and four years' studio maintenance experience. Contact Mr. Bill Henry, Associate Personnel Officer, P.O. Box 5446, Mississippi State University, Mississippi State, MS 39762. Mississippi Cooperative Extension Service is an AA/EOE.

roadcast engineer. Prefer experienced engineer for maintenance of UHF transmitter, studio equipment, 46 cameras, 3/4 and two inch tape and digital video equipment. FCC general certificate required. Send resume to Richard Pexton, KSNT-TV, Box 2700, Topeka, KS 66601. EOE.

Freelance ENG crews wanted in major US and abroad cities in support of reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

Assistant executive director for engineering and operations. Fifteen years' experience in broadcast engineering; or, ten years' experience in broadcast engineering and bachelor's degree in electrical engineering. Experience must include five years in a supervisory position. First Class or General Class FCC license is required. Send resume to Box X-12.

Transmitter supervisor. 220 KW Channel 21 transmitter. Applicants must be experienced in the maintenance of high powered UHF TV transmitters, preferably those using parallel amplifiers. Must also have experience with microwave transmitter and receivers and be capable of making proof of performance measurements. Additional background in the maintenance of studio cameras and VTR's would be helpful but is not essential. Send resume to Box X-16. EOE.

The Alaska Television Network requires chief engineer for capitol city single-station market. No phone calls. Resumes to KJUD, Box 669, Juneau, AK 99802. EOE/AA.

Chief engineer with excellent maintenance record and proven administrative ability. South Texas VHF. EOE. Box W-103.

Assistant chief engineer with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box W-104.

Production-minded engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box W-105.

Hands-on chief engineer. Mid-Atlantic UHF affiliate—\$25-30,000, plus benefits. Replies confidential. Box W-121.

TV production engineer for university TV production facility. Operation of technical equipment in direct support of production, including color camera controls, switching, audio, VTR's, etc. Ability to communicate both studio and remote technical requirements. Be familiar with test equipment and standards regarding signal processing and installation and maintenance of TV system. Minimum of two years technical operations experience required. FCC general class license is desirable, but high degree of competence is essential. Send resumes to: Ralph Gnann, Chief Engineer, 101 TV Center, Wright State University, Dayton, OH 45435.

Television engineer—New England network affiliate seeking experienced engineer capable of maintaining studio and ENG equipment. Candidate should possess general radiotelephone license. If interested, send resume/salary requirements to Box W-116. EOE.

Director of broadcasting/engineering for southern Minnesota 1.2 megawatt UHF PBS broadcasting station and FM radio station. Responsible for the administration of all engineering/operations and production activities at both stations. 5+ years engineering supervisory experience required. Strong knowledge of maintenance/design/UHF transmitter/microwave systems/state-of-the-art production equipment and ability to work well with staff and programming/development departments. Salary up to \$32,000 annual, plus excellent benefits. Send resume to GM, KSMQ-TV, 1900 8th Ave., NW, Austin, MN 55912. AA/EOE.

F&F Productions, an industry leader in mobile television production, is looking for a highly experienced maintenance engineer and remote supervisor. The applicant should have thorough knowledge of all aspects of television equipment maintenance, preferably in a mobile atmosphere, and must possess good client relations ability. Travel and some weekend and holiday work required. Competitive salary, overtime and major company benefits. Send resume to Lawrence Nadler, Director of Engineering, 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, F&F Productions is an equal opportunity employer, M/F.

Maintenance engineer w/digital experience. Large central Florida production facility. Familiar with Grass Valley 1600 switchers, TK-46 & Sony BVP 330 cameras, RCA and Sony 1" VTRs, 1/2" & 3/4" duplication VCRs, Chyron IV & RGU 1, RCA Quad, Neve frame synchronizers, etc. Half hour from beach and Disney, in quiet small town setting. Salary commensurate with experience. Resumes to Peter Sell, PO Box 1783, DeLand, FL 32721.

Needed immediately—studio maintenance engineer. Expanding three-station system, beautiful Wyoming. Must be experienced in Sony U-matic, digital and VTR 1200's. Work and play in the heart of Wyoming near Yellowstone and Teton Parks. Resume in confidence to Box W-169.

AM-FM-TV chief engineer wanted for no. 1 Peoria combination. See our display ad in this issue.

Video engineer. University needs person who diagnoses, repairs and calibrates digital and analog television (production & RF) equipment. Must be able to demonstrate knowledge and experience in repair of digital electronic television equipment and possess FCC general class license. Salary \$20,000 to \$24,000, based on qualifications. Send letter of application with resume to: Office of Personnel Services, Box 15, Wichita State University, Wichita, KS 67208. Closing date: August 17. WSU is an AA/EOE.

Chief engineer - repair and maintain studio and transmitter equipment. Prefer five years experience in TV studio maintenance. FCC 1st class license. Send resume to KYEL-TV, P.O. Box 592, Yuma, AZ 85364, attn: Tom Hagner. KYEL-TV is an equal opportunity employer.

Broadcast engineer. Audio/video engineer, Memphis State University's department of theatre & communication arts. Chief operator for WSMS-FM-92, University's radio station. Inclusive of all equipment installation, repair, and maintenance in labs and classrooms. Oversees all FCC related documents for radio station. Qualifications: A.S. in electronics technology or military electronics school (B.S./E.T. preferred.) and two years experience in radio or TV broadcasting or directly related field. Salary: \$18,000 - \$19,500. Send letter of application and resume to: Robert W. McDowell, Department of Theatre & Communication Arts, Memphis State University, Memphis, TN 38152. Position available September 5, 1984.

Chief engineer position open immediately at KTUU-2, NBC affiliate, in Anchorage, Alaska, Nielsen market 167. KTUU is a fast growing progressive station in a dynamic city. This is not a paper-pushing job; therefore, applicants must have thorough knowledge of new TV technology as well as extensive experience with tube type transmitters. Compensation DOE. Send applications to KTUU Channel 2, P.O. Box 102880, Anchorage, AK 99510, Attn: Al Bramstedt, Jr. EOE.

HELP WANTED NEWS

Meteorologist. New England ABC affiliate. Successful candidate will be a good communicator with experience on weather graphics and fax charts. Tape/resume to Curt Smith, News Director, WMUR-TV, 1819 Elm St., Manchester, NH 03104.

Troubleshooter/consumer reporter wanted. Send tape and resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Looking for that unique person to handle weekend weather and general assignment reporting three days a week. A degree and a minimum of one year experience in television news required. Tapes and resumes to Keith Nichols, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. 615-267-5412. An equal opportunity employer.

News photographer. Must have good working knowledge of ENG, including editing. Experience preferred. Must be aggressive and creative. Send resume & tape to Jim Holland, News Director, WTVH-TV, 980 James St, Syracuse, NY 13203. No phone calls. We are an equal opportunity employer.

Assistant news director sought by dominant Southwest VHF network affiliate. Applicants must have at least five years experience in the business. Must be able to work well with people. Helpful to have some management experience. Degree helpful, but not mandatory. Excellent city and news operation. Send resume to Box X-11. EOE.

Weather anchor needed. Two years on-air experience. AMS seal or eligible. Also, need background with colorgraphic equipment. Send tape and resume to: News Director, WJRT-TV, 2302 Lapeer Road, Flint, MI 48502. EOE.

Producer for 6 and 10 p.m. newscasts. Degree preferred. Must be experienced reporter, good writer, and experienced in TV news production. Resume and tapes to Tom Butler, News Director, WPSD-TV, P.O. Box 1197, Paducah, KY. 42001. EOE.

News producer. Producer needed for top rated hour newscast. Must be able to produce fast paced show. Must be good writer with strong people skills. Must have good news judgement, two years experience producing, and must have college degree in journalism or equivalent. Send resume and tape to: James Baum, News Director, KOTV, PO Box 6, Tulsa, OK 74101. KOTV, a Belo station, is an equal opportunity employer, M/F.

News anchor/reporter for top ten market independent. Proven track record with expert writing, reporting and production skills. Send tape, resume and salary requirements. Positively no phone calls. WKBD-TV News, Box 2350, Southfield, MI 48037. EOE.

Strong news background for newly created news service sales position with leading NY based TV syndication company. Excellent opportunity for growth. Resumes to Box X-27.

Investigative reporter. Large, award winning investigative unit in major Midwestern market wants an excellent investigative reporter. We require 3 years experience in investigative work and sharp story telling skills. Please send resume and written synopsis of your work to Box X-26. No tapes please.

Sunbelt medium market is looking for a weathercaster. Degreed meteorologist or AMS seal preferred with minimum 1 year experience doing weather. Knowledge of state of the art computer graphics and radar. Outstanding opportunity for the right person. Send resume and tape to Keith Nichols, News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, or call 615-267-5412. An equal opportunity employer.

Producer: seeking a talented individual to supervise daily newscasts. Need solid news judgement, excellent writing skills. Will have access to great production facilities. Must have experience with all phases of live ENG. Will be involved in long-range planning and special projects. Previous management and production experience required. Tapes and resumes to Mike Malter, News Director, 801 North Oregon, El Paso, TX 79902. EOE.

Freelance TV reporters wanted in major US/abroad cities in support of news reporting service. Send resume and tape (tape will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

News director. Sparkling city by the sea. Beautiful, sunny Corpus Christi, Texas. Dominant news station has immediate opening for experienced news director. Strong news and proven management ability is required. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Sports reporter. Corpus Christi, the place to be, is looking for weekend sports anchor and weekday reporter. Must have previous experience, reporting, shooting and editing. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

News producer. We're looking for an experienced newscast producer, someone who is a first-rate journalist and a superb writer. We want a person who can orchestrate a large staff and state of the art technology to produce a well-paced news program that sparkles. If you fit the bill and want to work in America's most exciting news market, send tape and resume to: Bob Coleman, Executive Producer, WSVN-TV, 1401 79th Street Causeway, Miami, FL 33141. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Captioning coordinator. Responsible for on-air coordination of closed captioning of live, early morning broadcasts. Duties center on directing captioning staff activities during network broadcasts and include pre- and post-production responsibilities. The position requires excellent English, analytical and interpersonal skills. The ability to deal with detail and to work well under pressure. Bachelor's degree in communications or related field is preferred. Television production/direction and control-room experience are desirable. Excellent salary and benefits. Please send resume and salary requirement to National Captioning Institute, Inc., 5203 Leesburg Pike, Falls Church, VA 22041, attn: Personnel Manager. EOE.

Production facility accepting applications. Highly motivated individuals with three (3) years experience or appropriate degree. Resume and tape: Production Manager, P.O. Box 5572, Asheville, NC 28813.

Videographer—shoot, edit field pieces for arts, sports, and news magazines. At least 1 year experience Sony and Convergence ECS-90 3/4" edit systems and TK 76 cameras. Some studio work and television directing required. Salary \$10,400 to \$12,000. Resume and letter to Production Coordinator, WSKG-TV, PO Box 3000, Binghamton, NY 13902.

WCBB, Lewiston, Maine, is accepting applications for program manager. Applicants should have experience in scheduling, selection, production and adult education. Send resume to: WCBB, 1450 Lisbon Street, Lewiston, ME 04240. No phone calls, please. WCBB is an equal opportunity employer.

Atlanta-based international communications company has openings for TV syndication sales executives to syndicate TV programming nationally; TV studio production operations manager with hands-on ability; and TV studio production assistants (several needed). Resume to Box X-2.

Commercial director. WV's #1 independent in the 43rd ADI is looking for a creative individual to produce, write, shoot, and edit field and studio commercials. Growth opportunity with young group broadcaster. Send resumes to Steve Utt, Production Manager, WVAH-TV 23, 23 Broadcast Plaza, Hurricane, WV 25526. An equal opportunity employer.

Southeast top 20 affiliate looking for smart, warm, energetic morning talk-magazine show host/interviewer. Talk or magazine show, experience a must. Send resume to Box W-102. EOE.

Production assistant with experience directing news. Mid-Atlantic UHF affiliate. Good salary and benefits. Resume to Box W-122.

TV studio supervisor for university TV production facility. BA in TV, technical theater or related field is desired. Professional TV experience including crew positions, lighting and set construction (including some set design) is essential. Ability to train, schedule and supervise half time crew and to work with outside clients. Responsible for crew, staging and lighting of all productions. Includes some directing as assigned. Send resume to: Julie Tettemer, 104 TV Center, Wright State University, Dayton, OH 45435.

Director/producer. Minimum 2 years successful broadcast TV directing. Experience or potential for wide variety program producing. Good for person seeking vibrant public television station with strong commitment to quality local production. \$16,000-\$19,000. Send resume, references, description of programs/series directed and produced to: S. Timonere, WGTE-TV, P.O. Box 30, Toledo, OH 43692. EOE.

On-camera personnel, camera operators, switchers, videographics, salespeople. Major New England-based cable system is expanding its LO and sales department. EOE. Resumes to Box W-166.

Assistant promotion director - immediate opening for creative person with strong writing, editing, and production skills. Professional experience and Bachelor's degree required. Advertising, promotion, or publicity experience helpful. Must be highly motivated, with attention to detail. Send resume and tape to Promotion Director, WSTM-TV, 1030 James Street, Syracuse, NY 13202. An equal opportunity employer.

Executive producer. The successful candidate will develop both long range and short term program ideas for WNPB-TV's local productions; supervise station producers; design and monitor systems and procedures to insure the maintenance of quality programming. Requires prior experience as a television producer; Undergraduate degree or equivalent work experience; proven track record for high-quality production. Prior supervisory experience will be beneficial. Salary - \$17,000 - \$ 18,000, good fringe benefits. Send resumes to: or refer qualified candidates to Kathy Channell, Director of Programming & Production, WNPB-TV, P.O. Box TV-24, 191 Scott Avenue, Morgantown, WV 26507. Deadline - August 25, 1984.

Managing producer/host for weekly public television local magazine. Five years television producing experience preferred. On-air, writing, interviewing skills, and supervisory experience with ability to evaluate scripts and segments required. Magazine/documentary/public affairs background with ability to produce both serious and light features. Salary: \$19,000 - \$22,000 with liberal benefits. Send cover letter, resume, 3/4" resume tape, and list of five professional references to James Mock, Executive Producer for Local Programming, WHA-TV, 821 University Avenue, Madison, WI 53706. AA/EOE. Application deadline August 20th.

SITUATIONS WANTED MANAGEMENT

Successful general manager for over five years, 2 years in TV, seeks a challenging change. Knowledge in all areas of our business and deeply involved in the community. Resume and references upon request. Bo X-25.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seek permanent position. Charles Rakestraw, 615-272-4625.

Anchorman. Strong friendly manner. Authoritative voice and sharp appearance. Wide experience. Will move anywhere. 415-856-6602

Experienced NY area sports voice looking to make jump to TV in small/medium market. Call Jim 212-836-5046.

Meteorologist with radio/TV experience desires move to upper medium or major market. Contact Box X-28

Entry level position: I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150 or leave a message at 617-232-4423. Opportunity is more important than starting salary.

Versatile sportscaster. Reporter/anchor/producer play-by-play/sports show host. Offer experience, journalism education, enthusiasm. Box W-161.

Weathercaster - polished 13 yr. radio vet. 1 yr. top 6 TV weather. Want weather anchor or weekend weather reporter position. Opportunity more important than mkt. size. Mike Morin, 201-784-9569.

Enthusiastic, versatile college grad with degree in speech communication and deep interest/knowledge in all sports seeking entry level broadcasting position preferably East Coast or Midwest. Contact Tim Parke 804-843-3682, or Rt. 1, West Point, VA 23181.

Strong writer with radio experience, ready for television reporting. Enthusiastic college graduate with journalism degree seeking entry level position. Contact Julie Sturgeon, 173 Woodbourne, New Albany, IN 47150. 812-945-3499.

General assignment reporter looking for a move up to 10 years TV and radio news experience. Prefer Midwest. 319-386-8977 after 7 P.M. CDT.

Anchor/reporter. Award-winning communicator; years' major market, international experience; desire top 10/network bureau. 813-367-5081.

Meteorologist. Award-winning weathercasts, good ratings, and computer weather experience, available now. Stuart, 314-962-8419.

Meteorologist—pleasant, credible, interesting and dedicated/seeking employment with a small to medium size market/Tim, 312-894-6349.

News director. Managing editor small/medium market seeks position in larger market as news director or assistant news director. Write Box X-18.

Experienced, certified meteorologist seeking weekday position in Southeast. I draw graphics and program computers, too. Write Box X-21.

Executive news producer who can report, anchor, edit, and do sports, looking to move out of medium market, and work for you. Box X-23.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Camera/lights operator; 900+ hours on: ITC-350 DXC-1800, KY-1900. Also, audio and switching creative. Hard worker, close-in NYC. Call B. Kochera, 201 272-0367. Make offer.

Ambitious, hardworking, graduate with B.A. in TV and film, seeks opportunity in production or programming. Will relocate. Contact Dave Robi, 68 Cold Brook Drive Cranston, RI 02920. 401-942-4852.

Relocating to Phoenix, Arizona area—8 years top level production and administrative experience in broadcast field working with major names in the business: I'm seeking an associate producer, or production-oriented administrative position in communications (new work or independent) in the Phoenix area. Write Box X-13.

Major league PBP sportscaster top 10 market seeks alert rep/agent to pursue nationwide freelance opportunities and handle career. Box X-14.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor to teach broadcast management, news courses, broadcast advertising/sales, media law, and broadcast copywriting. Superbise campus radio station, or internship program. Ph.D. preferred, industry experience desired. Send vita, transcripts and 3 letters of reference to: Dr. June L. Smith, Head, Department of Speech Communication & Theatre, Box 275, WTSU Station, Canyon, TX 79016. 806-656-3248. EOE.

SITUATIONS WANTED INSTRUCTION

Assistant professor, major university telecommunications, seeks one-two year assignment. Experienced teaching professional; management, sales, programming, media, law, internships. Prefer Southwest, Texas-California. Box X-4.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide Street, Laredo, TX 78040. Manuel Flores 512-723-331.

Instant cash-highest prices. We desperately need JHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Western Electric equipment. Vintage tubes: 2A3, 0's, 45's, 50's, 80's, 81's, 82's, 83's, 211, 242, 845. Tel: 18-576-2642. POB 832, M.P., CA 91754.

Used 25 watt Marti transmitter, 450MHz band. Must be old state, good condition. Call Bob Schilling, 219-74-9467.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-179-6585.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

1CA TT10AL with 25kw visual. RCA TF6BM antenna with CH5, 1800 feet 51.5 ohm transmission line with rangers. Available approximately December. Ken Renrow, KOAA-TV, 303-544-5781.

Video camera. Ikegami HL79A with Fujinon 14:1 lens. \$15,000 or best offer. Available with multicore base station. MA79 for \$17,800 or best offer. Video production switcher. Vital VIX114-10A featuring downstream eyer and audio-follow video package. \$11,000 or best offer. Wireless microphone system. Thomson-CSF RM-04 2-channel 950MHz diversity RF microphone system with Sony ECM-50 electret condenser microphones. \$2,700 or best offer. Contact National Video Industries, 15 West 17 Street, NYC 10011. 212-691-300.

New television equipment. More than 150 top brands. We supply new, quality, equipment from studio lighting through antennas. Call us for professional help at competitive prices. Installation available. Television Systems & Services, Austin, TX. 512-837-1769; 800-431-5143.

10kw FM CSI (1979). Also 5kw FM ITA. Harris MS15 xc. (1982). Excellent. Transcom. 215-379-6585.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

Guaranteed videocassettes! Broadcast quality 3/4" U-matic tapes in albums or shippers. Reprocessed, Chyron evaluated, cleaned, delabeled, erased and fully guaranteed. All lengths, brands and sizes available. Fast, free delivery Carpel Video, Inc. Call collect, 301-845-8888.

Mobile van. 30 ft. GMC with power tail gate, 25 kw power plant, 5 tons air conditioning, camera perch, storage, 6 RCA roll & lock racks. 17,800 original miles. Excellent condition. \$28,500. Call H. Mumme 915-533-1414.

Datatron edit system. Tempo 7650 system set up for use with two HR-200s and one BVH-1100. Has all bells and whistles. System includes three readers and one generator. New condition. \$15,500. Call H. Mumme, 915-533-1414.

FM 40kw RCA 40E-1 (2-20E-1 into combiner.) 2 BTF 15A solid state exciters. Avail. now. Besco International, 214-630-3600.

New and used radio broadcast and microwave towers. Complete nationwide sales, service and erection available, located in central U.S. T.M.C.I., 402-467-3629.

Two TK-44 studio cameras with bias light plumbicons. James Dages, WLIO TV, Lima, OH 419-228-8835.

Complete dish, demodulator for SMN Country Network. Also rack with three completely rebuilt 24 cart carousels. Also have 10KW ERI isocoupler. All of the above in excellent condition. Best offer. 912-628-2000, Al Parker.

Tyro systems are selling for \$60K & up. Now we have professional 5M equipment, fully redundant, M/P controller, high speed motor drive, S.A. or equivalent electronics. \$19,850. Call Vizcom, 805-929-1800, for details.

26' mobile trailer, complete studio, 3 camera, \$98,000; used very little. Ampex VR 2000B - recorder, \$22,000. Call for list of other items. Star 54, 616-453-7754.

I.A.C. announce booth. 5' x 6'5", excellent condition. Must be disassembled and moved by September 1. Call Jan Durgin, Film Services Supervisor, WGBH-TV, Boston. 617-492-1777, ext. 4290.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

FM transmitters: 25 KW, 10 KW, 5 KW, 1 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50 KW, 10 KW, 5 KW, 1 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

You pay too much if you are not getting your new, double shielded, sweep-tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol and Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

RADIO PROGRAMMING

Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Promotion library - 80 selected pages non-current issues two nationally circulated newsletters - \$19. Promo, Box 50108, Lighthouse Point, FL 33064.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

RADIO Help Wanted Management

OWNERSHIP OPPORTUNITY

Successful Midwestern broadcasters have just purchased a 1kw AM/100kw FM in a Missouri small market of 10,000+. An individual is sought to become general manager with the opportunity for ownership. Applying candidates must have management experience, sales background and knowledge of small market radio. EOE/M/F. Reply in confidence to:

BOX W-146

PROGRAM DIRECTOR LIFETIME DREAM

To live and work in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our current program director who is moving to a top 10 market. If you have a proven track record in CHR as a program director, know how to interpret ARB and Birch, create, plan, and successfully run promotions and are a good people person, then we want to hear from you. Send T&R, to include programming philosophy, to Chris Wegmann, Station Manager, KHFI-FM, 1219 W. 6th Street, Austin, TX 78703. EOE.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

Help Wanted Programing, Production, Others

STAFF WRITER

High powered, aggressive national advertising association seeks a writer with two or more years experience writing sales presentations, speeches, articles, promotional materials, press releases, and ad copy/continuity. Brains, humor, and familiarity with radio is essential. Salary: mid to high teens. Send resume to:

**Daniel Flamberg
Radio Advertising Bureau, Inc.
485 Lexington Avenue
New York, NY 10017**

Situations Wanted Management

VP-CONTROLLER

Ownership change, over 20 years of broadcasting experience, including corporate group controller, GM, GSM, and ownership. Desire medium or large small market with possible buy-in profit sharing. Strengths include control of P & L, personnel, sales and marketing. Call 307-765-2332 or 765-9243.

Situations Wanted Technical

SEASONED MAJOR MARKET ENGINEER

with extensive experience as a technical director and chief engineer is seeking a similar position. Comfortable with all facets of management and state-of-the-art technology. Looking for a long term association with a quality organization. Will consider allied fields. Write Box X-10.

Situations Wanted Announcers

FLORIDA SITUATION WANTED

Announcer. News. Telephone talk personality. Sales. Twenty successful years experience local and network radio/TV. Permanently relocated Florida. Desire Dade, Broward, Palm Beach or Martin County. Write Box W-133.

TELEVISION

Help Wanted Programing, Production, Others

SHOW PRODUCER

GOOD COMPANY, the most successful afternoon show in the country, is looking for an experienced self-starter with fresh ideas, endless energy and strong leadership skills. The producer will coordinate a staff of 22 in creating this "Hour Magazine"-type show that includes interviews, live remotes, and a live studio audience. We need a gunner who thrives on creative challenge, hard work and the satisfaction that comes with being the best. At least two years related experience is absolutely required. Please send letter and resume, no tapes yet, to: Good Company, Attn: Steve Edelman, EP, KSTP-TV, 3415 University Avenue, Mpls., MN 55114. EOE/MF.



KSTP-TV



PROMOTION PRODUCER

#1 award winning CBS affiliate in Charleston, SC, seeks experienced promotion producer with emphasis on entertainment. Creative writing and hands-on editing skills a prerequisite. Send tape, resume, and salary history to Eve Olasov, WCSC-TV, 485 East Bay Street, Charleston, SC 29402.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Programing, Production, Others Continued

PRODUCER/DIRECTOR

This staff position is for an individual who can turnkey commercial or live programming projects. Should have a minimum of 5 years experience within a production company setting, not exclusively broadcast. Requirements include projects development, budgets management and directorial responsibilities including technical directing. Should be fully familiar with Grass Valley 1680 and up. Prefer GVG 300. Entertainment/live programming experience considered a plus. Excellent salary package. Send complete resume with references and demo videotape to address listed below.

VIDEOGRAPHER

This staff position requires a minimum of 3 years major market experience specializing in 1" format with heavy emphasis on commercial production or live programming. The ideal candidate is someone who wants more than just a job, is extremely creative and can help develop and produce new entertainment and special events programming with the latest state-of-the-art equipment. Send resume and demo videotape to address listed below.

IMAGE BUILDERS, INC.
401 W. Commerce, Suite 326
San Antonio, TX 78207

Help Wanted Management

A new multi-million dollar video and film production company located in the sunbelt is seeking to fill the following staff positions:

VICE-PRESIDENT SALES AND MARKETING

This position requires an experienced and successful sales achiever with a management background, an ability to develop a comprehensive national sales program and the proven skill to attain goals and objectives. If you have a minimum of 5 years experience as a leader in major market video production and post-production sales, we want to meet you.

PROGRAMMING SYNDICATION SALES DIRECTOR

This individual will be responsible for assisting in the development and syndication distribution of independently produced video and film broadcast programming including entertainment, sports, and dramatic series. Knowledge of Hispanic programming trends is also helpful and experience in this field will be considered a plus. This position requires a minimum of 5 years programming/syndication experience. Send a full resume with references and salary requirements to Box W-154.

TV MARKET DEVELOPMENT MANAGER

We are seeking "complete" individual to develop total market development effort. Candidate must possess strong communicating skills, creative and imaginative thinking, research, retail and co-op. Television background helpful, but not necessary. More important is overall marketing ability. Written replies only to: VP/Sales, WMAR-TV, 6400 Yrk Road, Baltimore, MD 21212. EOE.

WMAR-TV 2 BALTIMORE

COORDINATOR OF TECHNOLOGY PROJECTS Special Telecommunications Services - WGBH

Responsibilities include: ongoing management of projects in captioning, teletext, videotex, interactive video-disc and micro computer software, including budgetary and financial responsibility for all projects. Management of partnerships with state and federal agencies, other public television stations, commercial networks, non-profit and commercial institutions, local cable channels and software publishers. Strategic planning and project development in the above areas. Experience in project management and knowledge of above technologies required. Salary commensurate with experience. Send resumes by August 17 to: Carolyn C. Carpenter, Admin. Asst., STS, WGBH, 125 Western Avenue, Boston, MA 02134.

ADMINISTRATIVE ASSISTANT

For an aggressive TV syndicator. Must have TV sales background with decision making ability. Excellent future for hard worker. Salary open. Resume to:

Box X-39

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road,
Dept. FR., Ann Arbor,
MI 48106

Help Wanted Management Continued

Satellite Television Marketing

RCA American Communications, Inc., is expanding its Video/Audio marketing product line to include the following 2 positions:

Account Manager/Network

Primary responsibility is to market our satellite services to broadcast television customers including the major television networks. Will assist in the development of new service offerings, sales forecasts, business plans and strategic plans.

Account Manager/ International

Primary duty is to market international and occasional video services to the occasional and potential full time channel users. Will insure that necessary facilities and interconnect between RCA Americom and connecting

carriers are available for implementation of orders. Researches and prepares budgetary and formal proposals to potential users and will also assist in developing the Video/Audio business plans.

These positions require a minimum of 3 years experience with network functions and operations, traffic bordering procedures, a background in technical operations and a BSEE.

For confidential consideration, please forward your resume indicating salary history to RCA American Communications, Inc., Box VA, 400 College Road East, Princeton, NJ 08540.



RCA AMERICAN COMMUNICATIONS IS AN
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Help Wanted Technical

COORDINATOR ACADEMIC/ INSTRUCTIONAL TV

Rutgers University has an immediate need for an experienced (cable, ITFS, satellite teleconferencing, etc.), creative individual to develop and oversee important academic television projects, including major grant-funded projects. The position involves considerable effort in translating technological advances to the academic community and professional TV staff, as well as heavy proposal writing.

Requires a Bachelor's degree (advanced degree preferred), plus extensive experience in instructional television at the creative programming or supervisory level. Also requires a demonstrative knowledge of television production and familiarity with copyright and clearance laws. Requires excellent written and oral communication skills.

Salary \$26,347 - \$35,572. The University offers an excellent benefits package including tuition remission for employees and their children. Interested candidates may submit their resumes, indicating Ref. No. 18 to:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903
An affirmative action/equal
opportunity employer

Help Wanted Technical Continued

TV OPERATIONS ENGINEER

The State University of New York/Central Administration, in Albany, NY, seeks applicants for the position of TV operations engineer. The TV operations engineer is responsible for the operation of TV network & production studio facilities; does related work as required. Performs electronic equipment operational adjustments; operates camera, video & audio tape machines; performs post-production videotape editing; selects sequences for insertion into composite program; sets & adjusts studio lighting; constructs graphic displays; assists producer in production aesthetics.

Qualifications: minimum 5 yrs. significant TV broadcast station or network production & engineering experience, or successful completion of baccalaureate program including NY Network broadcast internship completed as optional semester credit program. Excellent fringe benefits available; salary commensurate with qualifications & experience. State University of NY is an equal opportunity employer. Search committee will begin review of resumes on August 20, 1984. Send letter of interest & resume to:

Gladys Gould, Personnel Director
State University of NY
Central Administration
Personnel Office S-125
State University Plaza
Albany, NY 12246



AM-FM-TV CHIEF ENGINEER

State of art high-power UHF affiliate 5KW technical AM and class B FM. Must have proven technical and managerial experience to supervise 21-person staff. Rush resume and salary history to General Manager, WMBD stations, 3131 N. University, Peoria, IL 61604. No phone calls. An EOE/M-F.

TWO RADIO/TV TRANSMISSION

Engineers to assist, train and instruct in the maintenance and installation of radio and TV transmission, AM/FM radio, studio to transmitter link, radio and telephone network—and, if possible, have experience in microwave transmission. Job would call for 6 mos. to one year period on-site in Caribbean country. Please send resume to: Ruder Finn & Rotman, Inc., 110 East 59th St., NYC 10022, Attn: Rose Velasquez.

Help Wanted Sales

TV ACCOUNT EXECUTIVE

WATL-TV, Atlanta's fastest-growing TV station, is looking for an experienced independent salesperson. Excellent opportunity to move up to a large market. Must demonstrate strong knowledge of ratings use, and have a successful track record in direct and agency sales. Send resume to:

Ron Leppig
Local Sales Manager
WATL-TV
575 Ponce De Leon Ave.
Atlanta, GA 30308

All inquiries will be strictly confidential. M/F. EOE

Help Wanted Sales Continued

ACCOUNT EXECUTIVE

KSDK, channel 5, is seeking an individual with a minimum of two or more years TV sales experience to fulfill our needs for a local account executive. This individual will assume one of the top local lists at the station. KSDK is a top NBC affiliate and a division of Multimedia, Inc., located in St. Louis, Missouri. If you feel you would enjoy the challenge of a station located in the eighteenth market, then please send a letter or resume to:

Frank Wyche
KSDK
Television Plaza
1000 Market St.
St. Louis, MO 63101
EOE

Help Wanted News

METEOROLOGIST

Join the team building the leading weather department with a totally new weather center, computer technology, a weather van for live coverage, and people who make the difference. Required: meteorology degree, AMS seal, TV experience; enthusiastic, credible, friendly personality. Letter/resume/tape to:

Lee Giles
News Director
WISH-TV
PO Box 7088
Indianapolis, IN 46207

We are an equal opportunity employer.

WE'RE LOSING THE BEST

male anchor in Peoria and looking to find a September 1 replacement. Must be a journalist who can report and deliver the news to a growing central Illinois audience. If you're ready to step in, rush tape, resume, and salary requirements to Duane Wallace, News Director, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE/M/F. No phone calls.

ENG PHOTOGRAPHER

WBAL-TV, Baltimore, Maryland, is looking for experienced ENG shooter. Qualified applicants should have a thorough knowledge of ENG tape production and techniques and at least 2-3 years experience in a daily news operation. Applicants must be able to work well with reporters and producers in responding to spot news pressure and working on highly produced news specials. Working knowledge of state of the art ENG equipment and ability to edit tape pieces are a must. Send resume and tape to News Director, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211. No phone calls please. WBAL-TV is an equal opportunity employer.

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International
300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

**Situations Wanted Programing,
Production Others**

**SANDY SCHLEY
WANTS TO WORK!**

An energetic individual experienced as a producer, editor, TV auction coordinator, and on-air talent wants to go to work for you.

Sandy graduated from Ashland College in May, 1984, with a major in radio/TV, and minors in marketing and speech. She gained extensive hands-on experience with WRDL-TV, WRDL-FM, and WEWS-TV. She is ready to go to work today. You can contact her at 8558 Cedar Valley Road, West Salem, OH 44287. 419-846-3726. Do it Now!

Miscellaneous

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Stations everywhere that do not normally accept (per order) advertising are laughing all the way to the bank on this. Fantastic demand from every adult, male & female, from every walk of life. **YOU** can also load your bank account with the greatest deal in 20 years. **EXCLUSIVE** to one station per market. A simple letter brings complete information.

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Box 93
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WITH
NRBA**

All radio broadcasters are invited to join a very special tour of China. Hosted by Radio Beijing. Sept. 19-Oct. 7. **MUST CALL IMMEDIATELY.**

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Let us prepare and present bank or investor proposals for acquisition, new station construction, or working capital needs. Our 16 years experience in ownership and consulting has helped many broadcasters buy their first station, and we've dealt with many major banks, venture companies, and individual investors. Call for details on how we can tailor our services to your project. 212-980-3886. Mr. Robin B. Martin, President. 645 Madison Avenue, NY, NY 10022.

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Experienced broadcaster w/solid financial backing wishes to acquire FL FMs or AMs/FMs. Please send all detailed information to Box X-7.

For Sale Stations

- **UHF CP FL** growth mkt.
- **UHF CPs.** Several available.
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- **Class A FM.** Top 5 market.
- **Low priced AM.** Metro SE coverage.
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Walker Media, Inc., is licensed by Florida as real estate brokers. Florida now requires licensure of companies & individuals performing business & media brokerage under its real estate rules & regulations. If you want to sell your Florida media property, or need an appraisal, we'd be very happy to serve you.

John Hurlbut, Associate. Jim Mixon, VP-Broker.

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HOLMES BEACH, FL 33509
813-778-3617
813-778-7071

H.B. La Rue

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RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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**LAS VEGAS
RADIO STATION**

for sale. 100,000 watts. FM. \$2 million cash. Call Jack French, Pres., 702-731-6222.

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BY OWNER**

Southeast coastal area, 3000 watt FM, fully automated, satellite dish. \$200,000 annual billing. Real estate included. Growth potential. \$550,000. Owner financing to qualified purchaser with suitable downpayment. Box W-165. Serious inquiries only.

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AM-FM-TV-Appraisals
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Lexington, MO 64067
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Excellent single station market. Profitable with lots of growth potential. Great terms. T. L. Laidlaw 701-775-0633. 402 University Ave., Grand Forks, ND 58201

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Not only in the top ten...but one of the very best on any list of radio markets!
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P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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Only FM in booming small Texas city - (retail city sales up 54% last 12 months!) Unlimited growth potential - perfect central location. Major network affiliated. Appraised at \$450K - immediate sale only \$350K. Really a great opportunity. Call now Jamar Rice Co., 512-327-9730. 950 West Lake High Drive, Austin, TX 78746.



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STATION

CONTACT

So	Met	AM/FM	\$3,700K	\$3,000K	Ernie Pearce	(615) 373-8315
West	Sm	AM	\$110K	\$25K	Greg Merrill	(801) 753-8090
NY	Sm	AM	\$435K	\$150K	Ron Hickman	(401) 423-1271
MW	Sm	AM	\$600K	\$200K	Peter Stromquist	(319) 359-4768
FL	Med	AM	\$330K	\$30K	Randall Jeffery	(305) 295-2572
So	Sm	AM	\$300K	\$37K	Mitt Younts	(804) 355-8702
FL	Med	AM	\$380K	\$50K	Bill Cate	(904) 893-6471
CA	Met	AM/FM	\$3,000K	Cash	Elliot Evers	(415) 387-0397

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

For Sale Stations Continued

Florida and Georgia

Owner is retiring. 5000 watt gospel station in Florida. Billing over \$19,000 per month. Asking \$525,000. downpayment \$100,000, balance financed. 1000 watt AM station in south Georgia, single station market. asking price \$160,000, downpayment \$30,000. 803-585-4638.

901/767-7980

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BOX 2669

LA GRANGE, GA 30240

404-882-1214; 883-7693

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

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Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Appointments, Belo Broadcasting Corp. stations: **David Lane**, VP, television, Belo, Dallas, to president, WFAA-TV Dallas; **Terrence Ford**, VP, general manager, KHOU-TV Hous-



Lane



Ford



Boivin

ton, to president; **Gene Boivin**, general sales manager and station manager for KRQX(AM)-KZEW(FM) Dallas, to VP and general manager, and **Jeff Lovins**, director of research, WFAA-TV Dallas, to same capacity for Belo there.

Charles Edwards, VP and general manager

of Gaylord Broadcasting's KSTW(TV) Seattle, named VP and general manager of co-owned TVT(TV) Fort Worth. **Bruce Lumpkin**, sales manager, KSTW, succeeds Edwards.

Michael Harwell, director of advertising and promotion, WOFL(TV) Orlando, Fla., joins KIXR(FM) Ponca City, Fla., as general manager and president of parent, Harwell Broadcasting Corp. **Craig Eaton**, program director, KLOR-FM Ponca City, to operations manager, KIXR.

Paul Nakel, corporate VP and general manager, Elyria-Lorain Broadcasting Co., Elyria, Ohio, retires effective end of this year.

Jean Osmundson, general manager, WMC(AM) Memphis, retires.

Michael Crushman, VP and station manager, VHAS(AM)-WAMZ(FM) Louisville, Ky., joins WRMG(AM) Tulsa, Okla., as general manager.

Thomas Thon, station manager, WLWQ(FM) Columbus, Ohio, named VP and general manager.

Bill Marcus Wood, from KREM-TV Spokane, Wash., joins KVEW(TV) Kennewick, Wash., as station manager.

Tom Livingston, general manager of noncommercial KUMD-FM Duluth, Minn., joins WDAQ(FM) Shreveport, La., as station manager.

John Byers, from KYSS(AM) Missoula, Mont., joins KYSN-FM Wenatchee, Wash., as operations manager.

Laura Morris, program director, KTRH(AM) Houston, named operations manager.

Appointments, Taft Broadcasting Co., Cincinnati: **Polk Lafoon IV**, director of investor relations, to VP, investor relations; **Ronald Mazuk**, manager of federal and international taxes, to VP, taxes; **William Kelley**, director of information services, to VP, information services, and **Patrick Driscoll**, director of state and local taxes, to VP, state and local taxes.

Appointments, Cox Cable Communications, Atlanta: **Craig Startt**, senior VP, operations, to senior VP, corporate and international development; **William Spiesel**, VP, human resources, to senior VP, human resources; **Wayne Knighton**, VP and general manager, Tucson, Ariz., to senior VP, operations, Atlanta; **J. Gilbert Varela**, operations manager, Tucson, succeeds Knighton; **David Woodrow**, director of business development, to Western regional manager, Vancouver, Wash.; **Jeffrey Berman**, manager of marketing research, to director of marketing research; **David Feddes**, from Northern Telecom, Atlanta, to director of field marketing and sales operations, and **W. Terry Wingfield**, attorney, private practice, Atlanta, to member of legal department.

Leonade Jones, director of financial services, Post-Newsweek Stations, Washington, named VP, business affairs.

Kirk Dodd, VP, finance and administration, NBC Entertainment, Burbank, Calif., named VP, financial planning and analysis, NBC, New York. **Ellen Shaw Agress**, VP, business planning, NBC, New York, named VP, corporate planning.

Jim Zimmerman, VP and treasurer, WXFL(TV) Tampa-St. Petersburg, Fla., named VP, administration, for parent, Media General Broadcast Group.

Randall Fritchie, from National Subscription Television, Los Angeles, joins CommuniCom, cable system serving Los Angeles, as controller. **Jerry Scobee**, from Washington Educational Research Associates, joins CommuniCom as director of human resources.

Walter Borton, owner and operator, Imagine Video, Ithaca, N.Y., joins Park Communications there as administrative assistant to president.

H. Melvin Ming, VP, finance and administration, National Public Radio, Washington, joins noncommercial WNET(TV) New York as senior VP, finance and administration.

Mark Hayes, from Office of General Counsel, FCC, Washington, joins Storer Communications, Miami, as attorney.

Rheta Rogers, from KELI-AM-FM Tulsa, Okla., joins KTFX(FM) there as corporate controller.

Marketing

Hank Gerfen, chairman of Bloom Agency, New York, retires.

Elected VP's, BBDO, New York: **Palma D'Orazio**, local broadcast buying supervisor; **John Fox**, account supervisor; **Mary Frey** and **Merry Heim**, local broadcast buying supervisors; **Barbara Oliver**, account supervisor, and **Richard Shambroom**, manager, account services.

Ronald Robinson, VP, director of public relations, Cranford/Johnson Associates, Little Rock, Ark., named president, succeeding **Wayne Cranford**, named chairman of board.



Taney

Charles Taney, senior VP, group management director, Foote, Cone & Belding, New York, named executive VP, worldwide account director. **Doug Spak**, account executive, FC&B, New York, named account director.

Kay White, account executive, McGavren Guild Radio, Atlanta, named VP, sales.

Raymond Dutch, VP, associate creative direc-

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tor, Saatchi & Saatchi Compton Inc., New York advertising agency, named senior VP.

George Dallas, director of data systems, Blair Television, New York, named VP.

Charles (Skip) Wilhelm, assistant circulation manager, suburban edition, *New York Times*, New York, joins BBG&M Advertising, Secaucus, N.J., as account management supervisor.

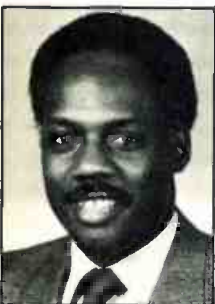
H. Raymond DeMoss, from Al Paul Lefton, Philadelphia, joins Weightman Advertising there as VP, account supervisor. **Jim Rock**, from Ketchum Advertising, Philadelphia, joins Weightman as creative group supervisor.

Rick Fromme, account executive, Blair/RAR, New York, named marketing manager. **Jeff Hufford**, VP, manager, Blair Television, Seattle, named VP and sales manager of Blair's ABC team, Chicago.

Terry Wilson, art director, Designers Folio, Vienna, Va., joins Henry J. Kaufman & Associates, Washington, as associate art director. **Andrea Boren**, from Washington Hospital Center, Washington, joins Henry J. Kaufman & Associates as account executive.

Steve Goranson, producer, Campbell-Mithun Advertising, Minneapolis, joins Mohawk Advertising, Mason City, Iowa, as broadcast production manager.

Melissa Wyatt, from Marketvision, Cincinnati, joins Sive Associates there as research assistant.



Frank Woodbeck, president and general manager of Capital Cities Communications' WKBW(AM) Buffalo, N.Y., named VP, advertising sales, for Capcities' cable division. He will be based in Bloomfield Hills, Mich.

Woodbeck

Dick Wexo, general sales manager for

WPLG(TV) Miami, named VP, sales and marketing.

Steven Brisker, from WBBM-TV Chicago, joins WCFL(AM) there as general sales manager.

Jane Bartsch, national sales manager, WYNY(FM) New York, named general sales manager.

Mike Kutun, from WGLD-FM High Point, N.C., joins WTOB(AM) Winston-Salem, N.C., as general sales manager.

Jim Bernardin, account executive, WRIF(FM) Detroit, named sales manager.

Lloyd Low, national sales manager, KCPQ(TV) Seattle, named general sales manager.

Bob Visotcky, from WLS-AM-FM Chicago, joins KIXK(FM) Denton, Tex., as sales manager.

Danny Ziterich, from KVLG(AM) La Grange, Tex., joins KGID(FM) Giddings, Tex., as sales manager.

Len Bilotti, from WSCY(FM) Syracuse, N.Y., joins WSEN-AM-FM Baldwinsville, N.Y., as sales manager.



Every vote counts. Robert Williamson (l), president of the RKO Radio Division, and Dorothy Ridings, president of the League of Women Voters, joined in a press conference in Washington Aug. 1 to affirm the September startup for the League's and RKO's joint voter registration drive aimed at the 18-34 age group, "Taking Charge: A New Generation Registers to Vote," announced last October (BROADCASTING, October 10, 1983). In addition to airing on RKO's owned and operated radio stations, PSAs, featuring "a cross section of performers and top musical groups," according to Williamson, will be carried over RKO One and Two Radio Networks to 600 affiliates. Williamson said registration drive materials would not be confined to RKO stations or affiliates, but would be made available to any interested stations. Among outside on-site registration activities planned in conjunction with the radio campaign are a dance contest in Los Angeles, a voter registration hotline in Memphis and a "vote van" on college campuses in Chicago.

Marianne Seiler, retention marketing manager, Viacom Cable, Pleasanton, Calif., named director of marketing.

Jim Kalmenson, account executive, WCNN(AM) Atlanta, joins South Carolina Network, Columbia, S.C., as local sales manager.

Glenn Wright, sports accounts manager, KIRO-TV Seattle, named assistant national sales manager.

Gary Spears, account executive, KUEN(AM)-KYJR-FM Wenatchee, Wash., joins KYSN(FM) (formerly KTRW(FM)) East Wenatchee, Wash., as sales manager.

Jeff Lyman, account executive, Music Country Radio Network, Nashville, named sales manager. MCRN is country music interview/call-in programing joint venture of WSM(AM) Nashville and Associated Press.

Ingrid Aanesen, from WSUI(AM) Iowa City, Iowa, joins KRNA(FM) there as bookkeeper-traffic director. **Owen Knapp**, producer and reporter, KCJJ(AM) Iowa City, joins KRNA as copywriter.

Arnold Starr, account executive, KYST(AM) Texas City, Tex., named local sales manager.

H. Flynn Rivenbark, account executive, WQTV(TV) Boston, named national sales manager.

Tom Arnost, national sales manager, KTLA(TV) Los Angeles, named local sales manager.

Arthur Gray, national sales manager, KDFW-TV Dallas, joins KXTX-TV there as local sales manager.

E. Hays McMakin Jr., member of regional sales staff, WLEX-TV Lexington, Ky., named local sales manager.

Named account executives, WINS(AM) New York: **Andre Harrell**, from WWRL(AM) New York; **James O'Neal**, from WSTC(AM) Stamford, Conn., and **Paul Bernstein**, from WJDM(AM) Elizabeth, N.J.

Diane Larson, account executive, KSMX(FM) Fort Dodge, Iowa, joins KTHI-TV Fargo N.D., as account executive.

Programing

Joseph Cicero, VP, financial administration and control, West Coast, NBC Entertainment, Los Angeles, named VP, finance and administration, succeeding **Kirk Dodd** (see "Media," above). **Mitch Semel**, manager, specials, NBC Entertainment, Los Angeles named manager, current comedy programs.

George Schenck and **Frank Cardea**, Schenck Cardea Productions, Los Angeles, have signed new three-year exclusive production and development contract with Columbia Pictures Television.

Jeffrey Madrick, financial editor, *Business Times*, New York-based producer of *Business Times*, cable business program carried on Entertainment and Sports Programing Network named executive editor.

George Taylor Morris, from own radio production firm, Self Portrait Productions, join Westwood One, Los Angeles, as director of programing.



Rosenthal

Arnie Rosenthal, VP, marketing and affiliates, Financial News Network, New York, named senior VP.

Michael Doodan, corporate and telecommunications counsel, 20th Century Fox Telecommunications, Los Angeles, named director of telecommunications legal affairs and

corporate counsel.

Victoria Pezzulo, executive secretary to VP, daytime programming, Columbia Pictures Television, Los Angeles, named manager of daytime programming.

Jorman Ross, from WNEW-TV New York, joins SportsChannel, Woodbury, New York, as producer.

Michael Geisler, studio production assistant, United Stations, New York, joins M.J.I. Broadcasting there as manager of its new radio production facility and engineer of its five shows: *Rock Quiz*, *The Rock Quiz Weekend*, *Specials*, *Country Quiz*, *Star Quiz* and *Metal-hop*.

Appointments, Joseph H. Gaunt Center for Television Production, University of Wisconsin, Green Bay, Wis.: **Laura Carlson**, from corporate VP, Avant Garde Productions, Duluth, Minn., to still photography supervisor; **Bill Hubbard**, from WLUK-TV Green Bay, Wis., to electronics specialist, and **John Egan**, chief of audio production services, Ted A. Niles Communications Centers, Chicago, to audio specialist.

Paul Schuett, retired high school teacher, joins KCVR(AM) Lodi, Calif., as program director.

Jorna Duncan, member of traffic department, KCTV(TV) Colorado Springs, named program director.

Jick Bazoo, program director, WEZB(FM) New Orleans, joins KMEL(FM) San Francisco in same capacity.

Arsenio Izquierdo, from WDZL(TV) Miami, joins Dynamic Cablevision of Florida, Coral Gables, Fla., as program director.

James Lawrence, senior director, WTVX(TV) Fort Pierce, Fla., joins WCIX-TV Miami as director.

David Warner, from WSUN(AM) St. Petersburg, Fla., joins WPLO(AM) Atlanta as air personality.

News and Public Affairs

Paul Leingang, managing editor and radio news manager, WHBF-AM-FM-TV Rock Island, Ill., named news director.

Appointments, news department, WTXL(TV) Tallahassee, Fla.: **Dan Ellington**, news director, WDTV(TV) Weston, W. Va., to same capacity; **Steve Hunsicker**, reporter, WAJR(AM) Morgantown, W. Va., to assignment editor; **Joe Larkins**, from KFVS-TV Cape Girardeau, Mo., to co-anchor; **Kimberly Godwin**, from WLJB(AM)-WBLS(FM) New York, to 6 and 11 p.m. producer; **Andrew Gray**, photographer, to chief photographer, and **Danny Howard**,

from WCIX-TV Miami, to photographer.

Steve Wasserman, news director, WPLG(TV) Miami, named VP, news.

Natalie Parks Hunter, VP, corporate planning, NBC, New York, named VP, finance and administration, NBC News.

Appointments, WBKB-TV Alpena, Mich.: **Jay Chrepta**, 6 p.m. co-anchor and 11 p.m. producer-anchor, to news director, succeeding **Patti Eskuri**, resigned; **Cathy Mason**, reporter, succeeds Chrepta, and **Bruna Jakub**, reporter, to producer-anchor, Saturday news.

Terry Moore, reporter, KSDO(AM) San Diego, named assistant news director.

Rick Sallinger, reporter, Gannett-owned KUSA(TV) Denver, assumes additional responsibilities as national correspondent, Gannett TV News Service.

Mark Frawley, account executive, WROV(AM) Roanoke, Va., joins Associated Press, Washington, as broadcast executive for Maryland, Virginia, West Virginia and Washington.

John Drury, from WGN-TV Chicago, joins WLS-TV there as anchor-reporter. **Jorie Lue-loff**, from WMAQ-TV Chicago, joins WLS-TV as commentator.

Ken Knierim, from KOLR-TV Springfield, Mo., joins KYTV(TV) there as weekend weather anchor.

Dave Burman, from WSBA(AM) York, Pa., joins WHP(AM) Harrisburg, Pa., as reporter-anchor.

Renee Sanft, part-time anchor-reporter, WCCM(AM) Lawrence, Mass., joins station as

full-time anchor-reporter.

Lance Orozco, bureau chief, KHSL-TV Chico, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

Technology

Pieter Vink, chairman of board, North American Philips Corp., New York, will retire as chairman at end of 1984 but will remain on board. **Cees Bruynes**, president and chief executive officer, will succeed Vink, while remaining president and CEO. **Daniel Minahan**, VP, group executive, North American Philips, named senior VP.

Bernard Cory, from General Electric, Valley Forge, Pa., joins Jerrold Subscriber Systems Division, General Instrument, Hatboro, Pa., as manager of manufacturing engineering. **Daniel Hoy**, director of marketing programs, Jerrold Division, General Instrument, Hatboro, Pa., named VP, sales.

Mike Stangeby, from Satellite Program Network, Tulsa, Okla., joins Satellite Syndicated Systems there as assistant VP, special acquisitions.

Ivan Riley, marketing VP, Aydin Monitor systems, Fort Washington, Pa., joins GTE Spacenet, McLean, Va., as VP, marketing.


Geoffrey Gates, VP, engineering and technology, Cox Cable Communications, Atlanta, named senior VP, engineering and technology.

David Green, account manager, Satellite Business Systems, joins Videostar Connec-


Broadcasting

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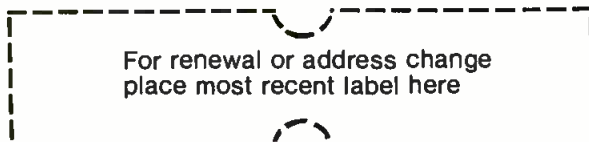
- Broadcasting  Magazine**
 3 years \$160 2 years \$115 1 year \$60

(Canadian and international subscribers add \$20 per year)

- Broadcasting  Cablecasting Yearbook 1984**
 The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No
 (required)



The one to read when there's time to read only one.

tions, Atlanta, as marketing director, Private Satellite Networks.

Miles Ptacek, from Kavco Inc., Dayton, Ohio, television and communications systems firm, joins WRGT-TV, new independent station in Dayton, as chief engineer.

Kent Gratteau, assistant director of engineering, KMGH-TV Denver, joins KWGN-TV there as manager of engineering.

Promotion and PR

Jack Harris, former president, H&C Communications, Houston, who retired from that post in February while remaining coordinator of acquisitions (BROADCASTING, Feb. 20), joins Hill & Knowlton there as senior consultant.



George Schweitzer, VP, communications, CBS/Broadcast Group, New York, named VP, communications and information, CBG, and head of newly created communications and information department.

Mark Braff, assistant director of public relations, USA Cable Network, Glen Rock, N.J., named manager, sports and affiliate publicity. **Jamie Padnos**, publicist, USA Cable Network, named manager, national consumer publicity.

Marla Goldstein, associate media director, Doyle Dane Bernbach, Los Angeles, joins NBC, West Coast, as director, media planning, advertising and promotion.

Robert Keller, north central regional manager, Cox Cable Communications, Moline, Ill., named director of industry and government relations, central region. **Steven Podowitz**, from Klein-Sieb Advertising, Atlanta, joins Cox headquarters, Atlanta, as director of advertising and communications.

Susan Hoerr, from own firm, Susan Hoerr Creative Services, St. Louis, joins creative service department of D'Arcy MacManus Masius there as senior writer.

Lynn Yaeger, director of governmental relations and public affairs, Viacom Cable, Pleasanton, Calif., named VP, governmental relations and public affairs.

Barbara De Groot, account executive, Benton & Bowles, New York, joins Licensing Company of America there as sales promotion manager.

Carolyn Krieger, public relations consultant, joins WNIC-AM-FM Detroit as promotion director.

Evelyn Keller, programing manager, WKRN-TV Nashville, assumes additional duties as promotion manager.

Allied Fields

Robert E. Lee, independent telecommunications consultant, Washington, and former FCC chairman, has become consultant on

telecommunications matters to law firm of Fletcher, Heald & Hildreth there. Lee has been consultant to law firm's client, United States Satellite Broadcasting Co., Minneapolis. **Ellen Deutsch**, assistant, VP, director of federal regulatory matters, Bell Communications Research Inc., Washington, joins firm as partner.

Appointments, New York Market Radio Broadcasters Association, New York: **Joseph Parish**, WPLJ(FM), vice chairman; **John Waugaman**, WINS(AM), secretary, and **Mike Kakiyannis**, WNEW-FM, treasurer.

Elected officers, Broadcasters Promotion Association, New York: **A. Lee Pocock**, KSL(AM) Salt Lake City, president; **Beryl Spector**, non-commercial WMHT-FM-TV Schenectady, N.Y., president-elect; **Judy Horan**, WOVT(TV) Omaha, VP; **Joseph Logsdon**, WTTV(TV) Indianapolis, secretary, and **Al Batten**, WSOC-TV Charlotte, N.C., treasurer.

Virginia Mona Schlundt, staff director, Subcommittee on International Operations, Committee on Foreign Affairs, U.S. House of Representatives, Washington, leaves to become president and co-founder of international communications and information consulting firm, Strategic Vision: The International Communications and Information Group.

Bernard Morris, from New Jersey Public Broadcasting Authority, Newark, N.J., joins State of New Jersey Board of Public Utilities there as director of Office of Cable Television.

Deaths

Fred Waring, 84, band leader and choral director whose Pennsylvanians choral group was enduring feature on radio and to lesser extent, television, died of stroke July 29 at his home in State College, Pa. At time of Waring's entry into radio in early thirties, advertisers were particularly wary of choral groups. Waring was told: "They're fine for Sunday morning, but for a regular nighttime series—definitely not." But in 1933, Old Gold cigarettes took chance on Pennsylvanians and put them on CBS. Waring and his group caught on, and their sponsors over next 20 years included Ford, General Electric, Johnson's wax and Green Giant. Waring's television debut came in 1949, with *Fred Waring Show*, which ran on CBS until 1954. Among Warings contributions to broadcasting was notable failure. In 1935, as head of National Association of Performing Artists, Waring sued WDAS(FM) Philadelphia for unauthorized broadcast of his records. When injunction was upheld by Pennsylvania supreme court, he initiated another suit against WNEW(AM) New York. RCA intervened in suit, claiming that any performing rights in recordings should belong to recording company rather than performer. Overruling federal district court in New York, U.S. Circuit Court of Appeals decided that broadcasters could freely purchase and use recordings without permission from either company or artist. Waring is survived by his wife, Virginia, three sons and daughter.

Lee Rol Wallenhaupt, 58, who retired in 1980 as president of Summit Communications, Winston-Salem, N.C.-based owner of four



Flame is the name of the game. Michael Jay Solomon, chairman and chief executive officer of Telepictures Corp., was among the participants in the 1984 Olympic Torch Relay, running a one-mile leg of the journey outside of Corona, Calif. "This was one of the most exciting moments of my life," said Solomon. "I have been preparing for this event by running every morning in the many countries that I have been visiting around the world [as head of Telepictures international sales division]." Solomon contributed \$3,000 to the Los Angeles Olympic Organizing Committee for the honor.

AM's, four FM's and four cable systems, died of heart attack July 9 at his home in Lake Norman, N.C. Survivors include his former wife, Ophelia, and two sons.



Taylor

John P. Taylor, 78, retired division VP, market planning, RCA commercial communications equipment division, and among original directors of Southern Satellite Systems, company founded by his son Edward L. Taylor died of cancer July 22 at Lady of Lourdes hospital, Camden, N.J. Taylor joined RCA in Camden as engineer in 1930. He was assigned to broadcast transmitter sales department, where he began long association with broadcasting field. That association included supervising advertising and sales promotion of RCA's radio and television broadcast equipment, and editing RCA's *Broadcast News*, which BROADCASTING characterized in 1956 article on Taylor as magazine "that compares favorably with the best professional publications in the field." He retired from RCA in 1971. Taylor is survived by his wife Ethyl, daughter and son, Edward L. Taylor president, chief executive officer and chairman, Southern Satellite Systems, Tulsa Okla.

20th Century Fox's Katleman: Making the right decisions

Although born in Nebraska, Harris Katleman is as close to a native son as is likely to be found in Hollywood. After moving west at the age of 5, the 20th Century Fox Television president and chief executive officer confesses, he "grew up in poverty—attending Beverly Hills high school." Many classmates had fathers and mothers in the entertainment industry, but Katleman's family was in the parking lot business. "I had no interest in the family business, but I really didn't know what I wanted to do."

While studying business at the University of California-Los Angeles, Katleman took a summer job as an office boy at nearby MCA Artists Ltd. Within six months he had been promoted to junior agent and then motion picture agent under Lew Wasserman, now MCA chairman, who then headed the talent presentation unit.

"Lew trained me to be an agent and sent me to New York to handle MCA's television sales and packaging," Katleman explains. "I have often said that during the seven years I spent at MCA working with Wasserman, I learned more than I did in any of my college classes or other schooling."

It was in 1952 that Katleman went to New York. Three years later he joined Goodson-Todman Productions, and in late 1955 he was named vice president, overseeing the company's television programs. In 1956 he moved back to Hollywood to direct West Coast productions, including *The Web*, *The Rebel* and *Branded*, as well as administering such daytime game shows as *To Tell the Truth*, *Password* and *The Price is Right*.

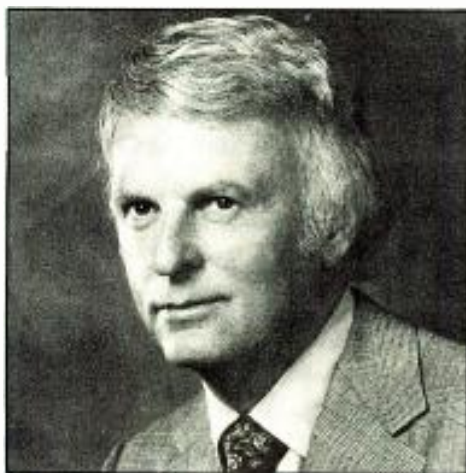
As senior executive vice president of Goodson-Todman, Katleman also negotiated the company's purchase of KOL-AM-FM in 1963, and remained a director of its broadcasting division after joining Four Star Entertainment as president in 1970.

"When I joined Four Star they had nothing on the air," Katleman notes. "When I left (18 months later) they had two network series, six made-for-television movies, and a feature program."

After a six-month "sabbatical," Katleman was asked by MGM's controlling shareholder, Kirk Kerkorian, to perform the same turn-around magic at its television division. "I joined Katleman as vice president in August 1972. He became president of MGM Television and senior vice president of MGM in the following year."

Like Four Star, MGM's television production slate was virtually empty before Katleman's arrival. Before Katleman departed in 1977 to form an independent production partnership with Harve Bennett, his unit had developed such series as *CHiPs*, *Medical Center* and *How The West Was Won* and a dozen made-for-television movies.

In the association with Bennett, under the



HARRIS L. KATLEMAN—president and chief executive officer, 20th Century Fox Television, Los Angeles; b. Aug. 19, 1928, Omaha; raised in Los Angeles; business major, University of California-Los Angeles, 1947-48; with MCA Artists Ltd. as office boy, junior agent, motion picture agent, Los Angeles, 1950-52; director, television packaging department, New York, 1952-55; with Goodson-Todman Productions as vice president, New York, 1955-56; vice president, West Coast production, then senior vice president, Los Angeles, 1956-70; with Four Star Entertainment, Los Angeles, as president, 1970-72; with MGM Television, Los Angeles, as vice president, 1972-73; senior vice president, 1973-77; partner (with Harve Bennett), Bennett/Katleman Prods., independent production company headquartered at Columbia Pictures Television, Los Angeles, 1977-80; present position since March 1980; m. Irena Ferris, July 21, 1984; children by previous marriage—Steven, 30; Lisa, 28; Michael, 24.

wing of Columbia Pictures Television, Katleman worked closely with Alan J. Hirschfield, and accepted the studio president's invitation to follow the latter's move to vice chairman of 20th Century Fox in 1979. Since then, as head of Fox's television division, Katleman has greatly expanded the company's television development activities.

His formula for success? "If you surround yourself with the best people you can get your hands on, they in turn are going to make you look that much better."

When Katleman arrived at Fox, the studio had *M*A*S*H* and *Trapper John, M.D.* on the air. Within 18 months, there were four network programs—the most in 11 years. By the 1983-84 prime time season, Fox led all Hollywood studios with six-and-a-half hours each week. Total prime time production has fallen to three-and-a-half hours this fall, with *Trapper John*, *The Fall Guy*, *AfterMASH* and *Cover-Up* scheduled.

Projects overseen by Katleman include series from Glen Larson (*The Fall Guy* and

Automan), Jane Fonda and Bruce Gilbert (*9 to 5*), Larry Gelbart and Burt Metcalfe (*AfterMASH*), made-for-television movies and several mini-series.

"Every studio is the same," Katleman emphasizes. "The only thing you can do to make a studio different is bend over backward to make the creative people happy. Without those creative people this [studio lot] would become a real estate development."

While Katleman stresses the need for a successful studio to take chances, he is also pragmatic.

"I don't think you can build a career on producing shows for syndication," he says, reflecting on the rapid turnover in first-run series. As for cable, that industry still can't afford to pay standard license fees. "It has to be an inside show; a four-wall show," Katleman explains. "We can't do a *Fall Guy* for cable, with lots of location shooting."

Fees for mini-series are not large enough to cover escalating costs for the ambitious productions, which Katleman believes "will continue to be a rescuer for network television."

Katleman claims Fox is losing "a bloody fortune" as a result of recently reduced license fees for prime time programs coupled with the networks' penchant for rapid cancellations.

"The networks have developed the fastest gun in town," says Katleman. "They do not allow shows to become established. If *M*A*S*H* or *The Dick Van Dyke Show* had come on this past season, they would have been canceled within six weeks."

"The studios get hurt because if a show doesn't run three years, we lose a lot of money. The talent gets hurt because they're recycled and people say, 'Oh, he was in a show that got canceled after six weeks.' The audience doesn't know what's on when. The networks have to buy out of shows when they cancel them early. So everybody suffers by this quick trigger syndrome."

"We take a very strong position with the networks on this," Katleman declares. "If we can't get the license fee we have to get—and we're still talking about deficit financing—we're not going to make the project. We're not in the business to lose money."

Asked if he has creative ambitions in the production arena, Katleman says no, insisting that his present position is the one that suits him best.

"My whole strength, I feel, is in people management," Katleman stresses. "I like my job because I have the right to make the final decision. I take the heat if it's wrong; you take the credit if it's right." Katleman mentions the series *AfterMASH* and *CHiPs*, along with the made-for-television movie "Babe" (about the effects of cancer), as among programs of which he is most proud.

On the home front, newlywed Katleman credits his wife, Irena, with being "the one person who takes me away from all this." The pair were married just two weeks ago and are on a European honeymoon. ■

NBC-TV led in Emmy award nominations for second consecutive year with announcement last week by Academy of Television Arts and Sciences that network received 98 nominations, followed by CBS-TV with 87, ABC with 72, PBS with 30 and 27 for syndicated programs. Winners of programming awards, which cover nationally televised programs aired during year ended June 30, will be announced in live CBS broadcast on Sept. 23. Individual programs receiving most nominations: NBC drama *Hill Street Blues* with 18, NBC comedy *Cheers* with 12 and ABC's made-for-television movie *The Day After*, also with 12.

Warner Communications Inc. announced **second-quarter loss of \$437.6 million** on revenue of \$475.6 million. Of loss, \$332 million is from its discontinued Atari operation (BROADCASTING, July 9) and write-down of Franklin Mint, which company acknowledged is being sold. As part of continuing effort to reduce losses, company announced plan to cut New York-based corporate staff in half. Cuts would reduce headquarters personnel to 250, down from reported 800 less than year ago. Revenue for company represented 28% increase over year-ago period. Warner's half-interest in MSO, Warner Amex failed again to show earnings. Geoffrey Holmes, vice president, said joint venture is doing better but figures were lower due to absence of tax benefits available year ago. Operating profit increased at other Warner divisions, including filmed entertainment division where profit more than doubled to \$30.6 million.

Lexington Broadcast Services has written **\$80 million in advertising sales for over 20 series in its 1984-85 schedule**, representing 70% of its 10,000 available units. LBS Chairman Henry Siegel said he expects to register \$120 million in gross sales for 1984-85 season. Children's series—*Heathcliffe*, *Inspector Gadget* and *Superfriends*—plus specials account for about \$24 million. LBS represents advertising sales in weekly series *Fame*, *Too Close for Comfort*, *Tales From The Darkside*, *The Greatest American Hero*, *Hee Haw*, *America's Top 10* and *America's Choice*.

King World Productions reports it has **acquired all stock of Leo A. Gutman Inc. for \$5 million in cash**, including TV film properties of company and more than \$3 million in receivables. Gutman package includes 66 feature films and two TV series, *Branded*, starring Chuck Connors, and *The Guns of Will Sonnett*. Movies range from

Debate lineup. President Reagan and his Democratic challenger appear certain to face each other in debates during the fall campaign. But Reagan indicates he is not prepared to engage in as many debates as Walter Mondale has proposed—six. Reagan, in an interview with WAGA-TV Atlanta broadcast last week (one of several interviews by local television stations with the President put together by the Local Program Network [see page 60]), said two debates "would be as many as the public would stand for." Six, he said, "would bore the pants off viewers." But while the White House says it is committed to Reagan-Mondale debates, it is yet to state a position on the Democrats' proposal for a debate between Vice President George Bush and the Democratic vice presidential nominee, Representative Geraldine A. Ferraro (D-N.Y.). White House spokesman Larry Speakes last week said that the decision would await the results of discussions with the Democrats. In his interview with WAGA-TV, Reagan did not appear enthusiastic about a Bush-Ferraro debate. The election, he said, "is really between the two candidates for President." Among the questions to be decided is the sponsorship of the debates. Thanks to a reinterpretation of its rules by the FCC, the networks are free to sponsor and cover such debates without incurring equal time obligations. And the networks have informed the parties of their interest in sponsoring debates. But the League of Women Voters, which sponsored presidential debates in 1976 and 1980, hopes to fill that role again this fall. It is searching for debate sites, is considering as many as nine cities, and hopes to hold debates in up to four of them—candidates willing.

"Joan of Arc," with Ingrid Bergman, and "Anna Karenina," with Vivien Leigh, to 14 Sherlock Holmes pictures and 13 East 17 Kids movies, starring Leo Gorcey and Huntz Hall.

President Reagan reportedly plans to nominate Mary Azcuenaga assistant general counsel of Federal Trade Commission, to replace **Commissioner Michael Pertschuk**, whose term expires Sept. Azcuenaga, independent, has spent her entire career at FTC since graduating from University of Chicago law school in 1973. Pri-

Arbitron developing new measurement system

Arbitron Ratings announced last Thursday it is joining with another large marketing research firm, Burke Marketing Services, to develop a service that links individual television viewing habits, measured by a "people meter," with an individual's purchasing decisions.

Such a service, as described by Arbitron's president and chief operating officer, A.J. (Rick) Aurichio, would allow an advertiser to know quickly whether specific viewers of a commercial subsequently altered their purchasing decision. Implementation of the service, which has a working name of "ScanAmerica," is being targeted for 1986, and would entail metering on a national scale, until now the exclusive province of the A.C. Nielsen Co.

An announcement from Nielsen offering a similar service is imminent, according to an industry source who added that Nielsen's service is far along in development and would probably precede the Arbitron system.

As part of last week's agreement, Arbitron's parent company, Control Data, will purchase a minority interest in Burke, which is based in Cincinnati, headed by Jack E. Brown, chairman, and involved in advertising copy testing, product sales measurement and new-product forecasting. After five years, Control Data has an option to buy the remainder of Burke, which would then be placed in the same subsidiary as Arbitron, thereby combining two of the largest marketing research firms in the country. Arbitron had 1983 revenue of approximately \$90 million; Burke took in \$60 million. As part of the financial plan, Control Data will extend a "substantial" line of credit to Burke, most of which will be used

to "strengthen Burke's operations," and some of which is designed specifically to develop Burke's share of the "ScanAmerica" project.

"ScanAmerica," Aurichio said, may have one meter that would hold both television rating and product purchase information. It would be similar to other "active people meters" and would ask the user to record when he was in a room at the time the television set was on. The meter would measure product purchases through the use of a wand-shaped device that the user would run over the universal product code (UPC), the bar-shaped codes now on most products, of items he bought. The wand would then be inserted into the meter and both the television viewing information and product purchases would be downloaded into a central computer.

There are systems currently using UPC's to measure individual buying patterns, and some of that data is being gathered in conjunction with cable systems and newspapers, but Aurichio said those were tied to the point of purchase: "Our feeling was, 'That's a nice idea but it's pretty much restricted to places that have automatic checkouts.' It's going to be quite a period of time before the world has automatic checkouts so we thought we'd leapfrog it."

Aurichio said an "active people meter" has been under consideration at Arbitron for five or six years and that the company is now testing a device in about a dozen Washington homes: "All we're doing is seeing whether people will stick with it over a period of time."

present position (since January 1983), she was general counsel and assistant regional director at San Francisco FTC regional office, and assistant to executive director in Washington.

House Judiciary Committee last week passed H.R. 1027 which would modify first-sale doctrine and give record industry control over subsequent sale or rental of recorded audio works. Present doctrine holds that copyright owners are not entitled to royalties on re-sale or rental of their works after first sale is completed.

Legislation was introduced in House and Senate **to grant tax credit to individuals purchasing closed captioning equipment.** House bill, H.R. 6029, was introduced by Representative David Bonior (D-Ill.) and Senate version, S. 2869, by Senator Patrick Leahy (D-Vt.). Legislation would permit credit of 50% for cost of equipment, up to maximum of \$250.

U.S. Court of Appeals in unusual action **ordered FCC to delay comparative hearing** scheduled to start next day. At issue is contest among four applicants for new FM station on channel 25.6 C in Houston, Tex. Court's stay was issued only to allow it time to consider arguments of fifth hopeful, North Texas Media Inc., which is seeking facilities for Lake Dallas-Denton. In request filed on Monday, North Texas said commission had not yet acted on appeal of staff ruling dismissing North Texas's application. Staff held that station proposed would be short-spaced to two existing facilities. On same day court acted, administrative law judge in case was issuing his own stay at request of four applicants in proceeding. They had reached settlement agreement and sought time to file it with judge. Accordingly, in opposing stay sought by North Texas, commission said it should be dismissed as moot. Commission also said that if court decides issue on merits, request should be denied because North Texas would not be irreparably harmed if hearing goes forward. If North Texas persuades commission to overrule staff and accept its application, North Texas as will get "full and fair comparative hearing," as required by statute, commission said. If commission upholds staff, its order could be reversed by court, and it could be directed to start over with a full comparative hearing.

Representatives Al Swift (D-Wash.) and **Morris Udall** (D-Ariz.), **co-sponsored bill** which would **require all presidential primary and caucus to be held between second Tuesday in March and second Tuesday in June.** One reason for change: Having first primary in New Hampshire "tends to distort the nominating process by focusing media attention on issues tailored to that state—thereby changing the tone and defining the agenda for the entire pre-convention campaign," Swift said. (Bill would go into effect before 1988 presidential elections.)

FCC has removed \$250,000 cap on compensation **AM stations seeking to combat Cuban interference** may get under Radio Broadcasting to Cuba Act. Commission also revised rules to pay for new equipment specially authorized by FCC as necessary to overcome Cuban interference, less depreciation taken for income tax purposes on equipment replaced. Action granted petition for reconsideration filed by Florida Association of Broadcasters and South Florida Radio Broadcasters Association.

Conference report on fiscal 1985 appropriations for federal agencies (House Commerce, State and Justice Subcommittee (H.R. 5712)) **expected to go to floor** this week. Bill includes \$64,311,000 in appropriations for Federal Trade Commission, \$93,611,000 for FCC and \$24 million for Public Telecommunications Facilities Program, which is administered by National Telecommunications and Information Administration.

Stations belonging to **Conus Communications**, Hubbard Broadcasters' fledgling satellite news cooperative, now number seven. **Set to sign on:** KPRC-TV Houston, WCVB-TV Boston and WRAL-TV Raleigh, N.C.

In line with **mediation effort** announced two weeks ago, **NBC** will meet with **National Association of Broadcast Engineers and Technicians** union representatives Wednesday (Aug. 8) in Washington at Federal Mediation and Conciliation Service.

As **Mike Weinblatt**, recently departed head of Showtime/The Movie Channel Inc., and former president of NBC Entertainment, contemplates his next career move, he is **helping son, Richard, launch his own communications company**, called CEN Group (College Entertainment News). Company will have three divisions—ad-supported CEN Broadcasting Network, which will distribute information to stations (free of charge) on latest movie and cable entertainment happenings; College Entertainment News, ad-supported tabloid distributed free to readers, and related wire service available to college stations and newspapers for small subscription fee. New company is based in New York.

FCC has ruled that news interview segments on NBC's *Summer Sunday USA* are **exempt from equal time requirements.**

Major Market Radio has resigned representation of **KMPC(AM)** Los Angeles and **will represent** beautiful music **KJOU(FM)** there.

At press time, **Dorothy Fuldeim, 91-year-old news commentator** for **WUW(TV)** Cleveland, was in critical condition and in coma at Mount Sinai Medical Center, Cleveland, after emergency surgery following stroke suffered July 27. Fuldeim has been with station since it went on air in December 1947.

Coming up short. *The State Department suffered a setback last week in its hopes of strengthening its new Office of the Coordinator of International Communications and Information Policy. A joint conference committee of the Senate and House went along with the Senate position on a request for 11 additional positions for the office in fiscal year 1985—and decided against providing for any of them. The House had voted funds for the 11, but its representatives receded from that position in a meeting last week with members of the Senate conference committee on a State Department appropriations measure for next year.*

The proposal has fallen victim to the dispute between Commerce and State over their respective responsibilities in international telecommunications policy making. The Senate decided against strengthening the coordinator's office after Senators Bob Packwood (R-Ore.) and Barry Goldwater (R-Ariz.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittees, expressed their opposition to the proposal, in a letter in June to the Senate Appropriations subcommittee then considering the matter. They said funding new positions in the coordinator's office before each department's responsibilities is clarified "will exacerbate existing difficulties." "The Senate Commerce Committee looks on this [the proposed increase in the coordinator office's staff] as a power grab," said one Senate Appropriations Committee staffer. The Commerce Committee's position was well represented in deliberations of the Appropriations Committee by Senator Ernest Hollings (D-S.C.), who is ranking minority member of both committees.

The coordinator's office may not be left entirely empty handed. An Appropriations Committee staffer said Senate-House conferees may permit State to reallocate "two or three" of 49 new State Department policy and analysis positions that were approved (out of 136 sought) to the coordinator's office. The coordinator's office is not without resources—it has a staff of 21, plus the services of personnel borrowed from other agencies to prepare for upcoming international conferences.

The message from Capitol Hill was not entirely bleak for the coordinator's office. On the same day the Senate-House conferees were blocking expansion of that office, the Senate, by voice, confirmed President Reagan's nomination of Diana Lady Dougan to head it with the permanent rank of ambassador (see page 51).

Editorials

Sham battle

The political conflict that the FCC and its industry advisers hoped to avoid by tiptoeing toward repeal of the multiple ownership rules is suddenly raging in Washington. It started with an unexpected ambush. Once again broadcasting has been outthought and outmaneuvered in Washington.

This battle was started under a false flag. It is in truth a revival of the battle between Hollywood and the three television networks over repeal or modification of the FCC rules that exclude the networks from program syndication and from ownership participation in most of their entertainment programs. Hollywood thought it had won that one, and then came the FCC's decision to raise its station ownership limits, for everybody, including the networks, from 7-7-7 to 12-12-12 en route to removal of the caps in 1990. The howl of rage in the Polo Lounge was predictable. Jack Valenti, president of the Motion Picture Association of America, called the 12-12-12 decision a "back-door repudiation of the financial interest and syndication rules" and went to work at once on Capitol Hill. Last week he proved again that he can outslicker broadcasters in Washington.

In the Senate Appropriations Committee, Valenti found a congenial confluence of support. Among the 18 senators who voted for the embargo on the expansion of television station ownership are those who will vote for anything Valenti wants, those who philosophically oppose consolidations of ownerships, those who hate the television networks and those who think the FCC is out of control in its race toward deregulation. Broadcasters, stumbling into the ambush after Valenti had already closed the pass, could muster only seven votes.

Senator Warren Rudman (R-N.H.), co-sponsor of the embargo on the television part of the FCC's new rule, unwittingly disclosed the Valenti presence when he said he would have preferred a television limit based on the percentage of total U.S. homes reached, as FCC Commissioner Mimi Dawson had proposed in her dissent to the FCC decision. The Dawson formula was Valenti's choice too. It would have capped all television station owners at 25% of total U.S. homes for the markets served by any owner's VHF stations—a figure slightly higher than each of the networks can count with their present ownership—and 30% for VHF plus UHF.

That limit suits Valenti and Hollywood for several reasons: It would keep the networks close enough to present market power to avoid serious disruption in the syndication market. It would prevent ambitious groups such as Metromedia from acquiring market power that could drive down syndication prices. The fact is that although Hollywood producers continue to complain of losing money on their network programming, the program-supplying community is thriving just the way things are. As long as Valenti can maintain the status quo in Washington regulation, his salary will continue to escalate.

Several deficiencies can be ascribed to a formula based on a percentage of total U.S. homes contained in the markets that any owner serves. First, the figure itself is a gross inflation of the audience any group would reach. In today's teeming marketplace, no television station delivers more than a fraction of the homes within range of its signal. Second, to cap all groups at levels approximating those of present network ownerships would be to deny the growth that could create new networks. Metromedia, in comments filed in the FCC ownership proceeding, was

particularly eloquent in stressing the latter point.

As has been said here before, the Dawson formula is of a higher order of logic than a numerical limit that takes no notice of market size. As a way station to repeal, however, it provides a lower cap than is possible at a 12-station level. A group of VHF's in the 12 biggest markets would theoretically reach about 35% of total U.S. homes, only 5% more than Dawson's outside limit, but could in practice deliver a substantially bigger audience than Dawson's mixture of V's and U's.

There is more than a touch of fatuousness in Congress's sudden desire to inject itself in the setting of broadcasting ownership limits. For 50 years the Communications Act has left it to the expert agency to decide whether limits are needed and if so what they should be. At the time of the act's adoption, radio stations could have been counted in a third-grade arithmetic class. If caps on concentrations were ever warranted, they were warranted then.

Nobody on Capitol Hill was talking last week about the basic rationale for modernization and eventual repeal of the FCC's antiquated rule of sevens. Probably nobody with a vote on Capitol Hill will ever read the text of the FCC's report and order on multiple ownership that became available last Friday. Too bad.

The FCC has compiled a careful explanation of its motives and a realistic appraisal of the contemporary Fourth and Fifth Estates where a 30-year-old rule of sevens makes no sense. The bet here is that the FCC's work will stand up in court. The hope is that it will survive the crassly political attack that outsiders have agitated in the Congress.

Winner. Peter Ueberroth, Roone Arledge and David Wolper made television history last week, with the considerable aid of a cast of thousands. The Games of the XXIII Olympiad were the perfect match of television and spectacular event. With scarcely a glitch, ABC went from the biggest card trick in history (100,000 Coliseum spectators forming the flags of participating nations) to 87 pianos playing "Rhapsody in Blue" to sweating bicyclist to pinwheeling gymnast to one gold medal winner after another, mostly American, standing at attention while the flag was run up and the "Star Spangled Banner" played. If it seemed chauvinistic at times, how could it be otherwise? The ratings called it for the American public: Job well done.



Drawn for BROADCASTING by Jack Schmidt
"The senator doesn't want you to speak on the 'Freedom of Expression' bill."



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