Molly Granger on KHTV Houston.

"The one thing I want to stress most about TV independents, is that they need to realize the full potential of their place today. The time is right for them to be aggressive and not hang back."

"Gaylord's KHTV in Houston is a good example of a station that believes in itself and is willing to invest in its programming.

"KHTV is also not shy about grabbing hold of out-of-state sales people, and for that I give them kudos. It keeps KHTV objective and able to sell Houston as Houston is, rather than Houston as Houston was.

"All in all, we have had a long and pleasant relationship with KHTV, and other Gaylord stations as well. They are willing to work with us in any way they can to be included in our buy. And they usually are."

"KHTV's 9 o'clock news, for instance, is extremely well-done. Even the time slot is perfect. Houston goes to work early, and a lot of people want to get to bed sooner, but still catch the news."
With the limited availability and the high cost of stripable half-hours, now is the time to turn to proven winners.

"The New Dick Van Dyke Show" and "Mayberry R.F.D.,” 150 half-hours in color, all transferred to tape from the original 35mm prints using the latest video technology to provide the highest quality on-air playback.

These hilarious comedies possess all of the ingredients needed for big success in syndication.

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150 Episodes — The Perfect Number for Stripping!
All Star Casts!
Great Visual Humor!
Timeless Themes!
Broad Demographic Appeal!
Backed By A Full Promo Campaign!
Affordable Programming!
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© 1983 Telepictures Corporation
In Just 3 Weeks, Star Search Has Produced Big Rating Increases For Stations All Over The Country!

Star Search makes it 3 in a row for Television Program Enterprises. This new, first-run show from TPE, syndicator of the nation's top 2 rated shows—SOLID GOLD and ENTERTAINMENT TONIGHT—is following right in the footsteps of these two blockbusters.

Comparing Star Search overnight metered and telephone coincidental ratings, from September 9 to 25, with previous time period ratings, this map shows how the "World's Greatest Talent Competition" has impacted stations in every section of the country.

For Information, call PHIL FLANAGAN (212) 935-7264 (212) 759-8787
Turner buys his competitor for $25 million □
Fallout from the SNC-CNN deal □
Perspective on Wirth □ Arbitron ADI's

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Turner Triumph □ Hotly contested cable news fight ends as Ted Turner announces purchase of competitor Satellite News Channel and plans to shut it down, switching its 7.7 million homes to CNN or CNN Headline News. PAGE 27.

Natural Selection □ Although the year in cable has been marked by mergers, buyouts and shutdowns, industry leaders, analysts and advertisers say what is happening is only unfolding of evolutionary process. PAGE 28.

Picking up the Pieces □ With decision to sell SNC only the latest cable-programing setback for ABC Video Enterprises and Group W Satellite Communications, executives at both take a hard look at what's next. PAGE 29.

Minding the Children □ Broadcasters and educators from around the country gathered at three-day NAB conference in Washington last week to compare notes on how to improve and increase children's programing. Shows screened get high marks, but educators feel more programing is needed. PAGE 30.


By Popular Demand □ Escalating need for programing makes syndicated off-network offerings such as Hill Street Blues and Magnum P.I. hot properties. PAGE 34.

Spotlight on Wirth □ The hard-working Colorado congressman minds the door through which broadcast deregulation must pass. BROADCASTING takes an in-depth look at the man, who at 44, has made a name for himself in communications, his political party and the nation. PAGE 42-54.

Strong Words □ Valenti blasts FCC for its tentative decision on network syndication and financial interest rules. PAGE 54.

Rosy Report □ CBS announces increased earnings in third quarter. PAGE 60.

Syndication Survey □ Wheel of Fortune and Taxi appear to be off to good start; Thicke a different story. PAGE 64.

Eye Has it □ CBS wins second week of season, just as it did the first. PAGE 66.

Level Field □ ABC's Schneider decries different rules for different players in same game. PAGE 68.

Off and Running □ Among election races at NAB is Stevens-O'Shaughnessy contest for radio board seat. PAGE 69.

Disposal Deal □ NBC and Comsat seal agreement for satellite communications network. PAGE 72.

Fm Improvement □ CBS and NAB engineers have created switches that increase the quality of the FM radio signal. PAGE 74.

On Top □ Once he broke into the advertising business, Ken Robbins never looked back and now heads SSC&B/Lintas, one of the industry's leading agencies. PAGE 95.

Here's a sales story that does compute.

In MTV households, home computer purchases within the last year were at a 340% greater rate than in all television households.

The MTV household is almost twice as likely (+89%) to have a computer than the average television household.

There are 14 million MTV households. MTV viewers in that elusive, and computing, 12-34 category watch MTV an average of 63 minutes every weekday and 91 minutes a day on weekends. And their average household income is $32,100.

Talk about perfect programming!
Face the Music.
MTV: Music Television.
The basic cable channel with the highest 24-hour Nielsen rating.
**Miniaturization**

Experimentation with odd-length commercials—split 30's and split 60's—keeps going and perhaps growing, with at least six advertisers currently said to be using split 30's for their respective products on one or more TV networks. Six are identified as Alberto-Culver, Beecham, Gillette, Mennen, Ralston Purina and Warner Communications. Mostly they're pairing related products, network sources say, except that Warner sometimes puts Atari tag on 30 devoted primarily to Warner Bros. movie.

CBS and NBC have experimental guidelines for accepting commercials pairing unrelated products too, provided they're from same company, but network sources say they've encountered little demand for these. ABC, however, is conducting what some call experiment, due to run through fourth quarter, in which unrelated products of Alberto-Culver—which pioneered this odd-length movement—are promoted in 15-15 combinations.

**Steady as they go**

Television Operators Caucus, group of major market TV group owners that was established to add their perspectives to industry lobbying efforts in Washington, is so pleased with efforts to date that internal consensus is growing not to bring on professional staff—or even coordinator, as was most recently suggested. Despite acrimonious aspects of dinner meeting with senior National Association of Broadcasters officials several weeks ago (Broadcasting, Oct. 10), TOC leaders feel they can work well with NAB, and can rely on it to speak for groups on most issues—with TOC leaders going into action individually to cover issues on which their positions depart.

**Fin-syn suspense**

FCC Commissioner Henry Rivera's vote may be one to watch when commission takes up tentative decision that would free television networks from financial interest and most syndication restraints. He and Commissioner James Quello betrayed lack of enthusiasm for decision when it was tentatively adopted earlier this year (Broadcasting, Aug. 8), and Quello is believed to be developing compromise that would limit networks to minority percentage on financial interest in return for "sunsetting" entire rule in 1990 ("Closed Circuit," Oct. 10). If Quello and Rivera end up on same side, Chairman Mark Fowler at most could look to Commissioner Mimi Dawson for support, and tentatve decision would be blown away on 2-2 vote. Rivera is said to be "open to all possibilities." Feeling—at least among some opposed to repeal of rules—is that if Commissioner-designate Dennis R. Patrick (see "Top of the Week") is on board before issue comes to vote, he will opt not to participate in controversial proceeding.

**Asserting jurisdiction**

FCC Mass Media Bureau this week is expected to recommend that commission preempt state and local regulation of satellite master antenna television systems, move sure to cause gnashing of teeth among local regulators and cable operators who would prefer to clamp down on potential competition. FCC official noted that commission really has no choice but to preempt if FCC wants its deregulatory initiatives to stand. "If we don't preempt, we stand the risk of the states regulating direct broadcast satellites," official said. "The only way the FCC can be sure there is real deregulation is to preempt and to forbear."

**More is less**

Total of 58 ABC-TV affiliates are now delaying broadcasts of Nightline, late fringe news-interview program that has dropped in ratings since expanding to hour-long version last spring. Of those, 18 do so to make room for Thicke of the Night, 90-minute first-run entertainment series from InterMedia Entertainment and MGM/UA. Although clearance level for Nightline is down to 95%, ABC insiders say level has been stable since start of new season and that network anticipates level will start rising again, once stations are free to preempt or delay Thicke, ratings for which have been disappointing to many, with hardware. But several other (mostly Japanese) firms have made viable bids. Hitachi, Panasonic and Toshiba, for instance, have bid complete earth stations that include M/A-COM antennas, mounts and scrambling systems.

STC may not pick turnkey supplier. It also asked for bids on scrambling systems only and may pick two companies—one for scrambling system and other for dish and rest of electronics—and instruct them to work together on supplying complete earth station.

**Critical mass mounts**

Metromedia Inc. and Telepictures Corp. are close to announcing plans to produce and syndicate daily, first-run dramatic series for prime time. There's chance additional partners may be brought into deal. Project involves world-wide syndication rights as well as addition to Metromedia's efforts toward building alternative, first-run network.

**Syndication bound**

List of new, first-run syndicated programs being readied for next year's annual television programing conferences continues to lengthen. Newest is MCA-TV's A Case In Point, half-hour strip described by insiders as cross between drama and game show and designed for early fringe or prime access time periods. Other new entries include half-hour, early fringe drama, City of Angels (strip) and weekly celebrity interview series, both from Paramount Television. Pilots for most new program proposals are not yet available, but trends shaping up point to resurgence of game shows designed for access, and rise of first-run drama for competition with news/information and off-net reruns now populating early fringe.

**Instant agony**

Overnight ratings for local radio stations? That's possibility, says Tom Birch, president of Coral Springs, Fla.-based Birch Radio—audience measurement firm that uses telephone recall technique. Birch says he has idea in long-range plan (within three years), after company's new ratings retrieval microcomputer system, BirchScan ("Riding Gain," Aug. 29), is operational among client stations and Birch offices. Arbitron, which uses diary survey technique, has no plans for overnight service.
Everything is better when it comes from the Harts.

HART TO HART

Available now for Fall 1984.

A RONA II and Spelling/Goldberg Production in association with Columbia Pictures Television A UNIT OF THE SUEZ COMPANY.
Roses Stores □ Various items will be promoted in one-week flight to start in late October in about 10 markets. Commercials will be carried in prime and fringe dayparts. Target: adults, 25-54. Agency: Dusenbury & Alban, Durham, N.C.

Skil Corp. □ Subsidiary of Emerson Electric Co. begins four-week campaign for power tools in late November in about 10 markets, including Minneapolis; Seattle; Kansas City, Mo.; Orlando, Fla., and Atlanta. Commercials are scheduled in day, prime access and fringe. Target: adults, 25-54. Agency: Cunningham & Walsh, Chicago.

La-Z-Boy Chair Co. □ Furniture will be spotlighted in three-week flight to begin in late November in about 40 markets. Commercials will be carried in prime and fringe periods. Target: adults, 25-54. Agency: Ross Roy, Detroit.

United Cable Television □ Six-month campaign to increase subscribership began Sept. 1 in 5 Western markets

National exposure. In its first use of television nationally, The Athlete's Foot chain of 475 athletic footwear stores is sponsoring selected sports programs on ESPN Cable Network, starting this fall and continuing through the end of the year. Thirty-second spots feature 15-second co-op inserts for shoe manufacturers including Nike, Converse, Adidas and Tiger. Commercials will appear in ESPN's coverage of college and professional football games and New York marathon. Agency is Marstellar Inc., Pittsburgh.

Campus Sportswear □ Menswear promotion begins Nov. 14, while boyswear line begins Nov. 21, both for four weeks, in New York, Los Angeles, San Francisco and Kansas markets. Spots will air in daytime and late fringe. Targets: boys, 12-18, and men, 18-34. Agency: Della Femina Travissano, New York.

Sounder Sporting Goods □ Two-month campaign for golf clubs will begin Dec. 1 in nine markets: Jacksonville, Orlando, Tampa, West Palm Beach, Miami and Fort Myers, all Florida; Tucson and Phoenix, both Arizona, and San Diego. Spots will air in golf events and news. Agency: Upstate, Benzo, Farmington, Conn.

Singleton Packing □ Food products will be advertised in one-week flight in 25 markets, starting in late November. Commercials will air in all dayparts. Target: women, 25-54. Agency: Louis Benito Advertising, Tampa, Fla.

K-Mart Pharmacy □ Co-op advertising effort with Listerine will be conducted in about 12 markets, starting in late October for one week. Spots will air in all dayparts during weekdays. Agency: Ross Roy, Detroit.

Florida Department of Citrus □ Fresh grapefruit will be spotlighted in 11-week flight to be carried in about 20 markets, starting in mid-November. Commercials will run in all dayparts. Target: women,
CHARLIE'S ANGELS

101 MARKETS!

A Spelling/Goldberg Production
distributed by
GALAXY II
ANNOUNCING THE ADVENT
OF GALAXY II

The successful June launch of Galaxy I represented
a commitment fulfilled to the cable industry. Galaxy II represents a commitment to
the business industry.

Both of these communications satellites are
cornerstones of an advanced telecommunications
network developed by Hughes Communications
called The Galaxy System.

With its launch, Galaxy II joins Galaxy I, 22,300 miles
above the earth, to provide specialized voice, video and data
communications service to the business community. Next
June Galaxy III will be launched into space, becoming the
third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and
microwave interconnect facilities complements this space
segment. By locating earth stations in major metropolitan
areas throughout the country, Hughes Communications can
tailor service to individual customer needs.

That's why business industry leaders such as
MCI Communications Corp. and IBM Corporation have
chosen to utilize the Galaxy satellites and the associated
ground network. They understand that from the outset
Hughes Communications works directly with its customers
to design a state-of-the-art communications network to
meet specific customer goals.

The general business community no longer needs to
compromise its long-term communications goals because
of the limitations of existing networks. Galaxy II
and the entire Galaxy System will make advanced
communications technology work for the specialized
needs of today's businesses.
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Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Phillip E. Boucher, assistant treasurer.

The Fifth Estate

Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-636-1022

Sandy Klausner, editorial-advertising assistant.

David Greene, assistant editor.

John Andre, introduced 1946.

Hollywood:

Krentin New York: 630 Frederick

Anthony Keenan, circulation manager.

Susan Dillon, Mark Klein, Geoff Foisie, research assistants.

McCalee, editorial assistant.

Senior Editorial Consultants

Edwin James (Washington)

Rufus Crater (New York)

Frederick M. Fitzgerald (Washington)

Rocco Famiglietti (New York)

Broadcasting & Cablecasting Yearbook

Mark Jeschke, manager.

Joseph A. Ester, associate editor.

Advertising

Winston

Gene Edwards, director of sales and marketing.

John Andre, sales manager (equipment and engineering).

Duilio Kelly, sales service manager.

Christopher McTavish, classified advertising manager.

New York

David Borrell, senior sales manager.

Charles Mohr, Ruth Windsor, sales managers.

Hollywood

Tim Thometz, sales manager.

Circulation

Kwintin K. Keenan, circulation manager.

Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff.

Chris McGinn.

Production

Henry Stevens, producer manager.

Don Galie, production assistant.

Administration

David N. Whitcombe, vice president/operations.

Phillip E. Boucher, controller.

Albert Anderson.

Irving C. Miller, financial consultant.

Debra Shapiro, secretary to the publisher.

Wendy J. Liebmann, Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Kathy Horn, bureau news manager.

Stephen McCullan, assistant editor.

Vincent M. Dillingo, senior editor, radio.

John Liebmann, staff writer.

Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1600 North Vine Street, 90028.

213-463-3418.

Richard Mahler, correspondent.

Till Thometz, Western sales manager.

Sandra Kleusser, editorial-advertising assistant.


Spot Sales sold, Durham Life Broadcasting Inc., Raleigh, N.C., has completed contract to acquire Southern Spot Sales, radio rep firm based in Raleigh and Atlanta. Southern will retain present staff and clients, but will become wholly owned subsidiary of Durham Life. It currently represents 183 radio stations in North and South Carolina, Virginia, Georgia and Florida. Durham Life owns three stations: WPTF (AM)-WQDR-FM Raleigh and WPTF-TV Durham, both North Carolina, and is awaiting FCC approval of purchase of WYOD in Laurinburg and WTS Fayetteville, also both North Carolina.

First Lady's blessings. Nancy Reagan went to New York last week to preview new multimedia public service/advertising campaign against drug abuse created by Needham, Harper and Steers. Following presentation of radio, TV and print messages, First Lady praised quality of advertising materials and thanked participants. Advertising materials are being distributed by Advertising Council. Robert Keim, president of Council, estimated that media would contribute more than $25 million in time and space in support of campaign. Reagan also appeared on ABC's Good Morning America while there.

Gordons Jewelry Miss U.S.A. collection of pendants and rings will be promoted in three-week campaign beginning Oct. 24. Miss U.S.A. Julie Hyatt is featured in spots which are scheduled for 147 radio markets and 50 TV markets. Dayparts include 6 a.m. to 7 p.m. Monday-Friday and Saturday midnight to radio, and all dayparts, except daytime, for TV. Target: adults, 18-34. Agency: Ketchum Communications, Houston.

Domino's Pizza Three-week TV campaign in 24 markets and five-week radio fly in 15 markets is scheduled to begin Oct. 31. Spots for TV will run in all dayparts; 10 a.m. to midnight in radio. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.


Wendy's Restaurants New offering, baked potato, will be highlighted in five-week campaign in three Florida markets (Jacksonville, Fort Myers and Tampa-St. Petersburg) beginning in mid-November. Spots will air in radio drive times, Monday through Friday, in prime and fringe for TV. Target: adults, 18-49. Agency: Ensign & Hall, Tampa, Fla.

Silver Creek Ski resort will be advertised in four Midwest markets, Wichita, Kan.; Kansas City, Mo.; Omaha, Neb., and Denver, for varying lengths beginning Oct. 31. Marking first use of cable, spots will run for two to seven weeks, depending on market, in news, sports and weather programming. Radio spots will run in all dayparts for two weeks. Target: adults, 25-49. Agency: Colle & McVoy, Englewood, Colo.


Hanes Corp. Leggs hosiery will be advertised over next six months in schedule of alternate two-week flights, in about 35 markets. Commercials will be carried in all dayparts. Target: women, 18-48. Agency: Dancer Fitzgerald Sample, New York.

Ed Phillips and Sons Marquis de Lyon champagne will be spotlighted in two two-day flights beginning Nov. 16 and Nov. 21. Commercials will air in markets in Minnesota, South Dakota, North Dakota, Wisconsin and Colorado, 6 a.m. to 7 p.m. Target: adults, 18-34. Agency: LaBelle & Shallbetter, Minn.

RADIO AND TV

Off-beat selling. Thirty-second commercial that breaks today (Oct. 17) on network television sells jeans in unusual manner. To sounds of roaring engine and squealing tires, commercial puts viewer behind wheel of race car as it travels down—not a raceway—but seams of pair of Gloria Vanderbilt jeans. Action screams to halt and camera reveals women wearing Vanderbilt jeans. Only copy in commercial is then voiced over: "Nothing but nothing is designed to handle a woman's curves like Gloria Vanderbilt jeans. It's a shame to call them jaws." Commercial was created by Doyle Dane Bernbach, New York.

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Teleconferencing: up and comer in the Fifth Estate

The broadcasting industry, which already has as many facets as a 10-carat diamond, is adding yet another—teleconferencing. Since that term covers several communications techniques, let me state at the outset that I’m referring here to large-scale video networking via satellite. In this latest application of broadcasting technology, a speaker or panel beams a message to audiences in 10, 50, 100 or more locations around the country or around the world. The interactive portion of the event comes when participants at the remote sites phone in questions and the experts answer them—the whole exchange being audible to each person in the hook-up.

Videoconferencing is a unique medium because it combines the spontaneity, immediacy and excitement of live television with the audience targeting of a specialty magazine. It is narrowcasting carried to the ultimate degree.

Given the increasing popularity of this communications tool, now is a good time for people in the broadcasting industry to assess what’s in it for them. The prospects for additional employment in the field are good. On the technical side, videoconferencing requires satellite field technicians, studio engineers, field specialists, lighting experts, phone bridging operators and traffic coordinators. On the production side, the medium calls for producers, directors, writers, graphic artists and film editors. Broadcasting people on staff at large corporations or nonprofit organizations can expand their job descriptions by promoting videoconferencing from within. Those who work at public relations and advertising agencies can increase client billing this way.

In terms of facilities, too, videoconferencing holds the promise of additional revenue. Television studios that sit idle between the early morning talk show and the evening news stand to make money from the rental of their facilities, a capability enhanced by the presence of a permanent uplink. WSB-TV Atlanta, WDAF-TV Kansas City, Mo. and KPLR-TV St. Louis have all benefited from teleconferences originating in their studios.

If you were to get involved in videoconferencing, what kinds of events would you be working on? That’s hard to say, because the medium has been put to such a wide variety of uses. It’s been employed effectively for press conferences: When Johnson & Johnson wanted to allay the public’s fears during the Tylenol scare, it called an electronic press conference to update the media on its efforts. Videoconferencing has been used extensively for new product introductions: Ford, Chrysler and Volkswagen have all substituted it for their traditional cross-country trek to show dealers the latest models.

Videoconferencing is fast becoming the accepted way to disseminate timely information to professionals. The Bank Administration Institute attracted some 6,000 participants—at $95 a head—when it offered expert advice on the “withholding at source” legislation so critical to that industry.

The medium has also been enthusiastically embraced by religious groups. When the Southern and Northern Presbyterians took communion together to celebrate the end of their century-old schism, they did so via a teleconference.

Why have these organizations turned to videoconferencing? For some, it is the only way they can reach large numbers of people with a single message, from a single source, synchronously. For others, it is the interactive element—the two-way audio—that is most desirable. For still others, it is the saving of executives’ time and energy. Although saving money alone is not a reason to use the technique, many groups have found it to be extremely cost-effective (and in some cases even lucrative).

"OK," it’s now time for you to say, "if videoconferencing is so great, why haven’t more organizations signed on?" In my opinion many people haven’t yet gotten on the bandwagon simply because they don’t know about the technique or they’ve been scared away by the price. Fortunately, more is being written about videoconferencing all the time and, as costs continue to come down, it is becoming increasingly affordable.

Then, too, there is a segment of the potential user population that is staying away until the technology is "proved." Satellite transmission has been an everyday part of broadcasting for years, but to the uninitiated it still sounds exotic. And, in fairness to them, there can be hitches if the people involved don’t know their business. For example, the audio has to be carefully coordinated both to compensate for the time-delay factor in satellite transmission and to minimize background noise during the question and answer sessions. The phone sets should be modified to serve the particular needs of a videoconference and the whole system should be supervised by experts.

Then there is the whole area of microwave interference that must be dealt with, because few organizations care to convene in the Mojave Desert to avoid terrestrial blocking. Right now, of course, networks can get in and out of any congested area using land lines, but those lines are expensive. That’s why the current introduction of higher frequency Ku-band satellites will do so much to make videoconferencing both more convenient and more affordable.

But whether in C band or Ku band, technical people will always have to strive to make their arrangements as fail-safe as possible. This means fully redundant equipment, a second transponder on standby and a qualified technician at each site.

Nor can production considerations be ignored. After all, people come to see a show, not a distribution system. Yet too often a do-it-yourself mentality grips the client, who decides to become his own producer and director. The results speak for themselves. Although studies show that people retain as much from video courses as from the more conventional methods of transferring information, surely they would learn as much—and enjoy it a lot more—if the talking heads were interspersed with taped action segments, graphics, music and audience reaction shots. Given the length of many shows—three hours plus—variety is the sine qua non of success in videoconferencing.

I am confident that as many people continue to experiment with videoconferencing and as improvements on the basic technology continue to be introduced, many of the potential hazards I’ve just described will be a thing of the past.

People who try it by and large like it. They stage more and more events until they begin to consider putting in their own dedicated networks. Indeed, a few companies such as Hewlett-Packard and Chrysler are already doing just that. All of which leads me to believe that videoconferencing has arrived.

And, since it is broadcasting, I think people in the industry should look upon it as a legitimate use of their time and talents. Those of us already there welcome the company.
This week

Oct. 16-18—North Carolina Association of Broadcasters annual convention. Marriott hotel, Raleigh, N.C.

Oct. 17—National Academy of Television Arts and Sciences New York chapter of National Academy of Television Arts and Sciences, media professionals' series. Speaker: Pierson Mapes, president, NBC-TV S.I. Newhouse School of Public Communications, Syracuse, N.Y.


Oct. 18—Connecticut Broadcasters Association annual meeting and fall convention. Wesleyan University, Middletown, Conn.

Indicates new or revised listing


Oct. 18—Southern California Cable Association monthly meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18—Radio Advertising Bureau retail and co-op workshop. Radisson Plaza, Charlotte, N.C.


Oct. 18-20—Mid-America Cable TV Association annual meeting. Hilton Plaza Inn, Kansas City, Mo.


Oct. 21—National Broadcast Association for Community Affairs convention. Sir Francis Drake hotel, San Francisco.


Oct. 21—Caucus for Producers, Writers and Directors annual general membership meeting. Chasen's, Los Angeles.


Oct. 22—New England AP Broadcasters meeting of regional broadcasters group. Speaker: Stephani

broadcasting Oct. 17 1983
Anti-federation

EDITOR: Break up the NAB.

Sound startling? Not if you give credence to some of the stories circulating in the trade press. An idea has been put forth that our industry would be better served by completely dividing the broadcasters of this country into separate camps, with competing lobbyists, etc. Presumably the NAB would provide a roof under which these factions would meet—separately.

While this may be an idea put forth by sincere and otherwise reasonable people, it is not a good one, as the tide of events over the past few years has demonstrated. De-regulation at the FCC, extended license terms, the prospect of legislative relief, the containment of Radio Marti, all were accomplished in large part due to the unified efforts of NAB. On the other hand, spectrum fees and 9 kHz were defeated by the unified efforts of NAB. Legitimate differences among broadcasters will exist, but those differences need to be resolved within the industry organization (NAB) and in the interest of all concerned a united front developed. It should come as no surprise that our enemies would hope to divide and conquer us, but let's be careful that our friends don't accomplish the task.

Balkanizing the NAB with the result being fragmented fraticide is not the answer. Strengthening the NAB so that our industry speaks with a unified consensus is the way to accomplish our desired goals.—Douglas Stephens, president, KDEN Broadcasting Co., Denver, and NAB board member.

Committee kudos

EDITOR: I want to express my appreciation for your decision to feature one of our committees in each issue of BROADCASTING. This is a wonderful service to the industry and exceptionally helpful to NAB.

My first effort for the NAB to be of greater service to the industry was to appoint very capable broadcasters to the various committees. This task has been accomplished and now we can go ahead to make certain that the committees research all issues in depth and come up with good solutions. Your featuring the committees will be very helpful since it highlights their responsibility as well as the goals of members of the committee.—Gert H.W. Schmidt, chairman, National Association of Broadcasters, Washington.

Income footnote

EDITOR: Torbet's Mariann DeLuca is certainly on the right track when she makes a case for radio as a key medium for advertisers whose goal is to reach that increasingly important segment of the population known as the working woman ("Monday Memo," Sept. 19).

However, when it comes to salaries earned by female workers, Ms. DeLuca is way off the track when she states that '60% of all working women in the U.S. earn $20,000 or more per year... and 47% earn $25,000 or more every year." Would that this were true.

According to the 1982 "Simmons Study of Media & Markets," only 5.5% of all U.S. females claim individual employment incomes of $20,000-plus.—Andrea K. Rainey, vice president, marketing research, Selcom Radio Inc., New York.

Editor’s Note. According to DeLuca, the $20,000 and $25,000 earnings refer to household income.

Minute-by-minute

EDITOR: As another New York City pre-teen during World War II, I can't recall the station that Roy Nilson was referring to as possibly the first American all-news radio station "Open Mike," Sept. 26).

However, I did some research and discovered the following: WBYN Brooklyn, 1430 kHz, billed itself as the "minute station" featuring "news every minute on the minute" from noon to 6 p.m. An ad in the 1945 BROADCASTING Yearbook read as follows: "every minute for the listener, a minute of news (AP-INS), local, state, national, overseas... then a minute again... followed by a minute of racing results (exclusive "from the track") reports 12 to 8:30 daily... then music again... then other sports... continuous minute spotting of all you want to hear... on one station!" WBYN relocated to Newark, N.J., in 1947, and became WNJR, currently on the air with a contemporary black, gospel and nostalgia format.

I trust this is the station Mr. Nilson had in mind.—Louis J. Sicilia, Guttenberg, N.J.
The Power to Dominate
Magnificent
ate any time period.

Magnum
Very soon.
MCA TV

*OR ANOTHER APPROPRIATE TITLE.
In its second year of syndication, JOY OF GARDENING has grown over 245% in H.H. distribution and almost 159% in market clearances. The reasons are easy to understand:

- Lively how-to format with gardening information people want.
- Quality, first-run programs that build viewer response and ratings.
- Targeted, adult programming that sells out local avails.

Stations are signing on now for 26 weekly episodes starting in January 1984. If you'd like to be a part of this success story, call today and reserve your market, or just for more details and our demo tape.

WNBC, New York City  
KABC, Los Angeles  
KYW, Philadelphia  
KTZO, San Francisco  
WCVB, Boston  
KVPTV, Portland  
WHMB, Indianapolis  
WBTV, Charlotte  
WSFJ, Columbus  
WWMA, Grand Rapids  
WLDS, Greenville-Spartanburg  
WSAZ, Charleston  
WHP, Harrisburg  
WNYT, Albany  
WTMJ, Greensboro/Winston-Salem  
KTUL, Tulsa  
KTVS, Las Vegas  
KAKE, Wichita  
WAWS, Jacksonville  
KAIL, Fresno  
WFLL, West Palm Beach  
WLO, Des Moines  
WDRT, Syracuse  
KAYU, Spokane  
WCGN, Portland  
WKYT, Lexington  
KSFR, Springfield  
WTVY, Youngstown  
WJTV, Jackson  
WCAX, Burlington  
WEK, Peoria  
WKOW, Madison  
WJCL, Savannah  
KTHI, Fargo  
WREX, Rockford  
KCOY, Santa Barbara  
WDOO, Duluth  
KDNO, Yakima  
KMTR, Eugene  
KJAC, Beaumont-Port Arthur  
WTWO, Terre Haute  
KTVB, Boise  
WAOW, Wausau  
WXOW, LaCrosse  
WQOW, Eau Claire  
WGMC, Binghamton  
KRIS, Corpus Christi  
WPDE, Florence  
WWAY, Wilmington  
KTAB, Abilene  
KPVI, Idaho Falls  
WKTV, Utica  
WMDT, Salisbury  
KAIT, Jonesboro  
WABG, Greenwood  
KVIX, Eureka  
KTNW, Casper  
KMIR, Palm Springs  
KQTV, St. Joseph  
WLPI, Lafayette  
KTVO, Kirksville, Ottumwa  
KXGN, Glendale  
KCBJ, Columbia

* 1983 Station line up.

In it’s second year of syndication, JOY OF GARDENING has grown over 245% in H.H. distribution and almost 159% in market clearances. The reasons are easy to understand:

- Lively how-to format with gardening information people want.
- Quality, first-run programs that build viewer response and ratings.
- Targeted, adult programming that sells out local avails.

Stations are signing on now for 26 weekly episodes starting in January 1984. If you’d like to be a part of this success story, call today and reserve your market, or just for more details and our demo tape.

WNBC, New York City  
KABC, Los Angeles  
KYW, Philadelphia  
KTZO, San Francisco  
WCVB, Boston  
KVPTV, Portland  
WHMB, Indianapolis  
WBTV, Charlotte  
WSFJ, Columbus  
WWMA, Grand Rapids  
WLDS, Greenville-Spartanburg  
WSAZ, Charleston  
WHP, Harrisburg  
WNYT, Albany  
WTMJ, Greensboro/Winston-Salem  
KTUL, Tulsa  
KTVS, Las Vegas  
KAKE, Wichita  
WAWS, Jacksonville  
KAIL, Fresno  
WFLL, West Palm Beach  
WLO, Des Moines  
WDRT, Syracuse  
KAYU, Spokane  
WCGN, Portland  
WKYT, Lexington  
KSFR, Springfield  
WTVY, Youngstown  
WJTV, Jackson  
WCAX, Burlington  
WEK, Peoria  
WKOW, Madison  
WJCL, Savannah  
KTHI, Fargo  
WREX, Rockford  
KCOY, Santa Barbara  
WDOO, Duluth  
KDNO, Yakima  
KMTR, Eugene  
KJAC, Beaumont-Port Arthur  
WTWO, Terre Haute  
KTVB, Boise  
WAOW, Wausau  
WXOW, LaCrosse  
WQOW, Eau Claire  
WGMC, Binghamton  
KRIS, Corpus Christi  
WPDE, Florence  
WWAY, Wilmington  
KTAB, Abilene  
KPVI, Idaho Falls  
WKTV, Utica  
WMDT, Salisbury  
KAIT, Jonesboro  
WABG, Greenwood  
KVIX, Eureka  
KTNW, Casper  
KMIR, Palm Springs  
KQTV, St. Joseph  
WLPI, Lafayette  
KTVO, Kirksville, Ottumwa  
KXGN, Glendale  
KCBJ, Columbia

* 1983 Station line up.
He buys Satellite News Channel from ABC/Group W for $25 million; will shut it down by Nov. 1 and switch its 7.7 million homes to CNN or CNN Headline News

The often bitter cable news war that has raged for nearly two years came to an abrupt halt last week with the announcement that Ted Turner had agreed to pay ABC Video Enterprises and Group W Satellite Communications $12.5 million each to shut down Satellite News Channel, which has battled Turner's CNN and CNN Headline News for cable affiliates and advertising dollars. It was a clear-cut—albeit costly—victory for Turner, who had vowed repeatedly to wipe out his cable news competition one way or the other. "It was a real bloody war where they came in and attacked us and tried to knock us out," said Turner at Turner Broadcasting System headquarters in Atlanta last week. But, in the end, his two services prevailed because, he said, "we started first and we had excellent services."

When ABC and GWSC recognized the futility of establishing a third cable news service, they "pulled out like the U.S. did in Vietnam," he said. "I think you can liken me to Ho Chi Minh. We fought like guerrillas and the flag is still flying in front of TBS."

Under terms of the agreement, SNC, which has been offering an around-the-clock "headline" news service since June 21, 1982, will go dark at the end of the month and its cable affiliates, which serve 7.7 million homes, will be offered either CNN or CNN Headline as a replacement. Group W and ABC also promised not to re-enter the cable news business for at least three years. The deal does not include the millions of dollars in SNC studio and ENG equipment or five Westar V transponders that deliver the service, which belong to GWSC.

The parties expect to consummate the deal on Oct. 27, assuming the antitrust division of the Justice Department doesn't object to it. Both parties expect Justice to take a look at the deal, which will leave Turner with a virtual monopoly in cable news. Justice would gauge the impact on advertisers and cable systems.

The deal, which has been in the works for about a month, puts an end to the courtroom battle between the two cable news producers that began earlier this year when Turner accused Group W of antitrust violations and the broadcaster countered with allegations against Turner of anticompetitive business practices. In fact, the buy-out arrangement apparently grew out of attempts by lawyers for the two parties to come to an out-of-court settlement of the suits. According to one re-
part, of the fact that the three [broadcast] networks added overnight and early morning news programs."

Ritchie said he urged Herb Granath, president of ABC Video Enterprises, to accept the Turner offer, arguing that it was better than the other alternatives that faced the joint venturers—absorbing several years of losses (as they had originally figured) or cutting costs by, for instance, not going live 24 hours a day. Some of the same thoughts were reflected in a three-page memo explaining the deal that GWSC President Jonathan Hayes sent to SNC's 350-400 employees last Wednesday morning, just before the deal was made public. "The biggest problem SNC faced was a change by the networks, a change 'ironically caused to some extent by SNC,'" he wrote. "Since we announced SNC, there's been a dramatic increase in the amount of news on the air and an increase in the number of cable program services available to subscribers. That increase created many new options for both advertisers looking for availabilities and news viewers. Ultimately, that made it logical for the company to work out the agreement."

(In the same memo, Hayes announced he had resigned because Group W was unwilling to support The Sports Network, a national pay sports network, as he and GWSC's Buck Glover had "thought through and developed it" [see story below].)

It's not surprising that Ritchie and Granath were tempted by Turner's offer. Although SNC, by all accounts, was staying within its operating budget and meeting its affiliate sales goals, advertising revenue was falling far short of projections and the service was losing money at a $35-million-to-$40 million-a-year clip. As Ritchie, and later Granath, realized, $25 million is not a bad price for a company with SNC's balance sheet and uncertain prospects. Other ventures—notably CBS Cable and The Entertainment Channel—left the business with nothing to show for the heavy losses they sustained.

Before ABC and GWSC got together to form SNC, both were working separately on cable news services, said Herb Granath. "We knew there wasn't room for [two more] cable news services in the marketplace," he said. At the time, he added, a joint cable news venture to challenge CNN seemed viable. But after the joint plans were under way, he said, ABC, CBS and NBC increased their news output and "Turner, I think, did a smart thing in launching CNN Headline to counter us." There simply weren't enough advertising dollars to support them all, he said.

For Turner and his news services, eliminating his competition—even at the cost of $25 million—seems to make good business sense. According to Bonnie Cook, a securities analyst at C. Bradford & Co. of Nashville, the removal of SNC from the marketplace could mean the difference between a $16 million loss from Turner's news services ($10 million from CNN and $6 million from CNN Headline News) this year and break even or a slight profit from them next year. Over the summer, Turner had to renegotiate most of the original affiliation contracts for CNN, Cook explained, and during those negotiations cable affiliates forced Turner to reduce—in some cases drastically—the monthly subscriber fees, which have accounted for 40% of CNN's revenue, by threatening to switch to SNC, which charges no monthly fees. Prior to the negotiations, Cook estimated that the news services would lose $3 million to $4 million this year, but after evaluating the new contracts, she revised her estimates upward to $16 million. With SNC out of the picture, she said, Turner, after a "reasonable" period, can return to the cable operators who put the squeeze on him last summer and put the squeeze on them. "If CNN is the only game in town," she said, "Turner can say: 'If you want to play, you've got to pay.'"

CNN and CNN Headline News will also benefit from the addition of millions of old SNC viewers to their audiences. Although some SNC subscribers already receive one or both of the Turner services, Cook said, some 6 million new homes will be added to the Turner roles. Regardless of which service they turn up on, Turner will be able to increase his advertising rates, she said, and, if they end up on CNN, Turner will enjoy a boost in subscriber-fee revenue as well. CNN Headline News does not charge subscriber fees.

Neither Turner nor Bill Bevins, Turner's vice president, finance, would comment on what impact the buy-out of SNC would have on the balance sheet. Asked why he paid $25 million to eliminate a competitor that might have pulled the plug within a year or two to stop the flow of red ink, Turner said there was always the chance that SNC might eventually succeed. Given that possibility, he said, "I did not demand an unconditional surrender."

TBS reported a net profit of $6.3 million on revenues of $104.9 million for the first six months of 1983. Cook estimates that it will end the year with an $18 million profit on revenues of $230 million. (The failure of Turner's Atlanta Braves baseball team to make it into the playoffs, she noted, will probably cost the company between $1 million and $1.5 million.) According to Bevins, the $25 million needed for the deal is included in a $130-million refinancing package that Turner arranged with a group of four banks two weeks ago. The package includes a $95-million term loan with a five-year pay-out and $35 million in revolving credit that is open for three years and then converts to a term loan with a four-year pay-out. The banks: Manufacturers Hanover Trust, Bank of America and Bankers Trust.

The most immediate impact of the Turner-SNC deal is being felt by the SNC's 350-400 employees. Most had been braced for the news which they received via the Hayes memo last Wednesday, having followed the negotiations in the general and trade press for three weeks. According to employees in the 85-person Washington bureau, ABC and Group W, as they promised, were making plans to place employees within their expansive organizations. Although the network didn't shut down until the end of the month, one employee said, he was told to spend "98% of his time working finding a job, and 2% working on [SNC]." Employees were also promised between five and 10 weeks of severance pay, depending on how long they had been with the network, and pay for unspent vacation time, they said.

The day after the deal, the Washington bureau was that Group W was the party that got cold feet. They said ABC is currently obsessed with the Olympics, the 1984 elections and Peter Jennings and, had it not been persuaded to go along with the Turner deal, would not even have revisited the question of SNC's future for 18 months.

SNC delivered just what it had promised it would—a continuous update on world events as they happened. And SNC's employees can take solace in that fact. "To my view, there are several reasons for the shutdown," Hayes told them, "but none of them reflects at all on your hard work, skill, spirit and professionalism. We should all be proud of the work we've done."

What's left after the sale

With SNC gone, Group W Satellite Communications and ABC Video Enterprises re-examine and reorganize various operations

In so many words, executives on both sides of the Satellite News Channel partnership acknowledge that the sale of that service to rival cable news service CNN represented a failure on their part to adequately assess the public demand—which translates into advertiser demand—for additional news programming. And the decision to end the SNC partnership is only the latest so far in a series of cable program-related setbacks that both Group W Satellite Communications and ABC Video Enterprises have incurred. The question that many are asking now is what lies ahead for those two companies?

It was just about one year ago that GWSC suffered its first setback, when Walt Disney Productions cut GWSC out of the Disney Channel partnership, deciding to go it alone. And, more recently, at just about the time that negotiations began between lawyers representing CNN and SNC, the decision was made at the highest corporate levels of Westinghouse Broadcasting and Cable to sharply reduce the scope of GWSC's rather ambitious plan to develop a six-region, satellite-interconnected pay sports network. That decision led to the resignation, effective last Tuesday (Oct. 11) of Jonathan Hayes, GWSC president. Hayes has been replaced for the time being (and perhaps permanently) by Harlan Rosenzweig, previously second in command to Hayes. GWSC hopes to be able to establish two separate and unconnected regional pay sports networks—one serving the Seattle area and the other serving the Baltimore-Washington area. In addition to the two pay sports ventures,
GWSC is left with a marketing and promotional service agreement with the Nashville Network, the marketing and distribution of Group W's own Home Theater Network (a family-oriented pay movie service with about 170,000 subscribers), a marketing agreement with Black Entertainment Television and a new GWSC business, SpotNet, a commercial distribution service via satellite, which is scheduled to begin operation by the end of this month.

While those projects would appear to be enough to keep the GWSC staff occupied over the coming months, Dan Ritchie, chairman and chief executive officer of Westhouse Broadcasting and Cable, left open the possibility that those projects could be carried out separately without the need for the GWSC umbrella organization. "I think that the projects we have left will be going forward," he said, "but whether they will be done out of Stamford [GWSC's Connecticut headquarters]... I don't think we've decided that yet." As an example of the kinds of operational questions he and other company officials (most notably William Baker, president of Group W's television group and chairman of GWSC) will be grappling with over the next few months, he cited the Nashville Network. It's conceivable, he said, that a decision might be made that its marketing efforts could best be handled out of Group W Television Sales in New York. But at this stage, he said, those questions are still unanswered. "We've pretty much decided what we're going to do and what we're not going to do, but we still have to wrestle with the problems of how we are going to get it all done."

The have been reports that the board of directors of Group W's parent company, Westhouse Electric, has increasingly become dissatisfied with the losses that GWSC has accrued, including about half of the estimated $40 million that SNC has lost over the past year alone. And if the green light had been given for the six-region sports network that Hayes had pushed for, capital expenditures for GWSC in the coming year surely would have outpaced the $52.3 million in profits reported by the entire broadcasting and cable operation in 1982.

Ritchie insists, however, that no pressure has been placed upon him by the board to alter the situation concerning SNC. That was a "joint decision," he said, made by himself and Herb Granath, president of ABC Video Enterprises. He did acknowledge, however, that "greater interaction" occurred between the parent board and the broadcast and cable subsidiary concerning the decision not to fund the elaborate sports network plan, which was announced in June at the National Cable Television Association convention in Houston. "The Sports Network plan was just getting out of hand," he explained, and the decision to pare it back was "a budgetary one. The parent company has a limit to what it can handle too, and in the case of TSN, while I say it was our decision to do what we are doing, there were budgetary limitations."

ABCVE's Granath stressed last week that the sale of SNC does not mean ABC is reretreating from the cable program marketplace. "The ABC board is just as committed as they were going in" to the Video Enterprises operation, he said. The restructuring of ARTS and Daytime should enable them to meet the three-to-five year turnaround deadline for making a profit initially set for them, Granath added.

The company is also very much committed to testing the TeleFirst project in the Chicago market beginning Jan. 15, he said. "We're not sure whether it will work or not," he said, but added that the company should know within "nine months to a year" whether the concept can be turned into a profitable venture.

Sorting through the fallout of cable programing

Services are beginning to feel the effects of Darwinism, as offerings merge or die

Ted Turner's purchase of Satellite News Channels follows a busy year of contrac-
tions, mergers and disappearances of cable programing services from what last year was being called a "cornucopia in the sky." To be sure, cable does not yet suffer from a want of programing, but last week's events exemplify the programing evolution going on in the industry.

It began a little over a year ago, in September 1982, when CBS Inc. announced that it was shutting down CBS Cable after having lost $30 million. Five months later, in February, The Entertainment Channel, a joint venture between Rockefeller Center Inc. and RCA, announced it would pull the plug March 31, after nine months, with a reported loss of $35 million.

The past year has also seen important realignments among the major players in cable programing, especially among the pay services. Showtime, the general entertainment pay service, has settled in with its fourth set of parents. It is now owned by Viacom (50%), Warner Communications Inc. (31%) and Warner Amex Cable Communications (19%).

Among the advertiser-supported services, ABC Video Enterprises and Hearst Corp.'s Daytime basic cable program services joined hands with Viacom's Cable Health Network to form Lifetime. The merged service, under a new partnership called HAVES (Hearst/ABC Viacom Entertainment Services), is expected to be operating by the end of this year. Program development and content is now under way.

The cultural basic cable program service ARTS, another ABC Video Enterprises-

Heart joint venture, is negotiating with the Entertainment Channel's former owners for the defunct services' exclusive U.S rights to BBC programing.

The current level of cable penetration in the major markets is one of the me-

nors cables programing services are falling by the wayside, according to Robert L. John-

son, president of Cable TV News. Last week's events, he said, "are the marketplace speaking loud and clear." At current penetration levels, Johnson believes, the market can only support one kind of advertiser-supported service, "Before anyone should seriously attempt launching a competing advertiser-supported service, they're going to have to wait until the major top 10 markets are wired to some level of maturity in their penetration levels. The marketplace says it looks close to 1987-88 when cable is projected to be around 45-57 million homes."

And using Turner as an example, Johnson thinks that the programer who is in the market first selling to advertisers may have a leg up on any competition that subsequently comes on the scene. While Johnson said increased penetration and channel capacity may narrow the advantage in the future, he believes that "advertisers are going to stick with who they know best." He described them as being "very circumspect" in what they buy these days, and especially cautious about new cable networks. "Advertisers are saying 'I'm going to wait a couple of years to see if you're still around, I'm not going to rush in and buy it just because you're on the satellite.'" Johnson explained. He added that advertisers are operators to start saying the same thing.

The advertising community was equally cautious about generalizing too much about fall out from the CNN-SNC deal. "I don't know what you can read into it really, other than to say it was a misguided concept to begin with to think that there was a market for more than one 24-hour news service," noted Jay James, vice president of video technology and programing, Doyle Dane Bernbach. James believes there's money to be made in cable programing: he points to TBS and CBN as two networks that are now turning profits, and USA Network, CNN and MTV as three that are "close to profit-

ability." "Even if the're operating as a loss, so are a lot of other businesses in their first two or three years," James said.

James said that to make money in cable programing, "you've got to come up with a unique product." He estimates that by 1990 there will be 12 advertiser-supported cable networks in existence. But, he added, the service must also not be too unique, other-

wise it won't generate minimum subscrib-

ers. In regard to the Cable Health Network and Daytime merger, James said: "I always questioned whether there was a need for 24 hours of health programing per day, or 24 hours of women's programing."

Wall Street, however, is taking a harder view. Analysts, who say they were pessimistic about advertiser-supported cable programing in the beginning, claim their predic-

tions are being borne out. Communications analyst John Reidy said: "It was obvious to us from the outset that cable programing, except on a pay basis, was going to be a hard row to hoe." He said there are very few services that have a "clear shot." And those that do, he noted, have had to institute carri-

age fees to inch towards profitability.
Children's programing: How much is enough?

That's major question left unresolved at NAB conference; educators, Charren, Rivera say number is shrinking and should be remedied through regulation; broadcasters say that's misconception

Washington's attention was focused on children's television last week when more than 125 broadcasters and educators gathered in Washington to discuss the status of children's programing, screen shows from stations around the country and debate what, if anything, should be done to improve the quality and quantity of material broadcast. The forum for that debate was a three-day conference held by the National Association of Broadcasters called Children's Television: Still Growing Strong.

The conclusions drawn by the participants were varied. Broadcasters who came to show their product and exchange ideas were happy NAB reinstated its children's programing conference, last held in June 1980. Educators were also pleased to see the conference revived. But the overwhelming opinion from the academic sector was that the broadcasting industry's commitment to children was waning.

Overall, the 15 programs screened were given high marks. The key issue that emerged, however, was not over the quality of children's program but the quantity. While educators and some producers expressed concern about the quality of the programs produced, most also worried that the amount of both network and local children's programing was shrinking.

That concern was summed up by Action for Children's Television President Peggy Charren during a panel session entitled, "What the Growups Have to Say." "NAB is suffering from the delusion that there is enough children's programing. NAB believes that PBS can do it all. NAB says that local stations are doing it. Yes, local stations are doing it, but not all local stations and not enough," she said. (Also last week, ACT filed a petition with the FCC charging that many of the children's programs on commercial television are not really programs at all, but "program-length commercials" [see story, page 54].)

Charren's concerns were later echoed by FCC Commissioner Henry Rivera, who came out swinging against the industry during the closing luncheon. The FCC commissioner criticized broadcasting, saying he is still dissatisfied with the amount of children's programing available. Rivera announced his support for broadcast deregulation legislation that would contain "some kind of children's programing responsibility."

"As entities with an exclusive license to use the spectrum, broadcasters have benefited substantially from the use of a public resource," Rivera said. "In return, the public is entitled to a dividend. At a minimum, that dividend should include regular, diverse and enriching programing for children," he added.

The FCC commissioner was skeptical about the fate of the FCC's pending child-

dren's television rulemaking. "If Chairman Fowler's stated position on these issues prevails, I would expect that the 1974 children's policy statement will be rescinded, that the children's programing question on your form 303's will be struck and that no alternative regulatory safeguards will be adopted," he warned that children's programs on commercial television could go the way of the "dodo bird."

This is not the first time Rivera criticized the industry's performance on children's programing. In the past he called for the formation of an advisory committee on children's television (Broadcasting, March 23).

"As I have previously commented, I believe children's television is on the decline, that what exists comes all too infrequently and is often of disappointing value," Rivera said. "I in no way mean to overlook the excellence of particular children's shows, only to say that it is my impression that there is too little commercial television designed specifically for kids available on any kind of frequent basis," the FCC commissioner continued.

Broadcasters, he said, insist that there is no decline in children's programing, but the demise of Captain Kangaroo, Animals, Animals, Animals, 30 Minutes and the Wonderful World of Disney, he argued, would indicate otherwise. After a random check of program schedules around the country, Rivera said he found that in most places network affiliates aired children's programs primarily on Saturday mornings and that only the independent television stations carried regularly scheduled weekday shows for chil-

Outside opinions. A variety of views were expressed on this panel about television and its impact on children. Seated (l-r): Phyllis Tucker Vinson, vice president, children's programs, NBC Entertainment; professor David Elkind, Tufts University, Medford, Mass.; Charren, Mink, and Litner.

Teamwork. Broadcasters and educators working together on children's television was the subject of this workshop. From left to right: Marx, Brokaw, Field and Campbell.

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dren. "The majority of these shows, both weekday and weekend, are cartoons. Based on this thumbnail, and admittedly unscientific, review, it is hard for me to believe the quantity and quality of children's programming available on commercial stations has not decreased markedly since the FCC last surveyed the issue in 1978," he said.

Rivera suggested the NAB submit a comprehensive study to the FCC's children's television rulemaking showing exactly what's being broadcast. "My mind is certainly open about what is really happening. And if I am way off base, I'd like to know it—the sooner the better," he said.

Rivera objected to arguments that programming offered on cable and public television should be considered in evaluating the commercial broadcaster's performance or counted on as a primary means of addressing the viewing needs of children. "Even if public television were fully funded and universally available, it is not fair to expect public television to be the super-programmers for our youth. No one would ever suggest that because PBS carries the MacNeil/Lehrer News Hour, that nightly or morning news shows by commercial broadcasters are unnecessary. Why should we take that approach when it comes to children's shows?" Rivera asked.

He advised the broadcasters "not to get caught short," when the "deregulatory fever" breaks. "It may be tempting to offer nothing but weekend cartoons and an occasional special, but when the regulatory pendulum swings again—and you know it will—regulation may come back with a vengeance," Rivera said.

There was much discussion throughout the conference on proposals to set government programing requirements and participants were split down the middle on the issue. Educarers urged the broadcasters to embrace a bill introduced two weeks ago by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), that would require broadcasters to air an hour of educational programing five days a week (BROADCASTING, Oct. 10). Some participants felt that the NAB's "sudden interest" in children's programing was primarily in response to congressional and FCC pressures.

Crawford Rice, Gaylord Broadcasting, Dallas, and chairman of the NAB's children's television committee, stated the industry's point of view in his opening remarks: "...broadcasters and government are in agreement on the most important issue involving television and children. We both agree that children are a special, sensitive group which can be effectively served by education. "Rice told the group. "Where broadcasters diverge from some government officials is that we believe television can serve children better if it is unencumbered by government attempts to dictate the content, scheduling and amount of children's programing."

He said the purpose of the conference was twofold. "First, to demonstrate that broadcasters are, in fact, doing a great deal in the area of children's television. The second purpose frankly is to stimulate ourselves and everyone else in the broadcasting community to do even more and to do it even better," Rice said.

He also announced that NAB is considering making the conference a yearly event in connection with the NAB's annual convention. "To begin this conference on a positive note," he continued, "I would like to observe that broadcasters and government are in agreement on the most important issue involving television and children. We both agree that children are a special, sensitive group which can be effectively served by television," Rice told the group.

Rice also released the results of a survey conducted by the association on children's television. NAB surveyed 600 TV stations and got replies from 236. All of the stations reported carrying either locally produced or syndicated children's programs, Rice said. Roughly 200 reported producing local children's programs, with many scheduled in the Monday through Friday period, he reported.

"More than two-thirds reported that they produced local public service announcements directed to children. Nearly two-thirds reported that they were involved in some type of community outreach activities involving children," he continued.

If the conference failed to attract congressional attention because the legislators were in recess last week, it made up for it through national media coverage. More than 35 representatives from the press attended the conference. NAB President Edward Fritts and other NAB executives were interviewed for a series of national news stories by organizations including Entertainment Tonight, Satellite News Channel and local Washington papers and TV stations.

The broadcasting industry's continued commitment to children's programing was emphasized throughout the conference. Representatives from the ABC, NBC and CBS children's programing departments moderated workshops that informed the audience about the programing available, how to promote it and how to create it.

Squire Rushnell, vice president of long-range planning and children's television, ABC, moderated a panel called "The Nelson's Don't Live Here Anymore," which focused on children and families of the 80's and how to get programing to reflect the interests and concerns of the new generation. Joanne Brokaw, vice president of educational and community services for CBS and Ted Field, director, children's programs/daily specials, CBS, led a discussion on educators and broadcasters working together. Panelist Karen Klass Jaffe, communications specialist, National Education Association; Stephanie Campbell, program director, WJAC-TV Washington, and Camille Faith Marx, a Baltimore teacher, cited examples of how educators are already working with network affiliates and independent stations.
to generate awareness about programs.

One example cited by Jaffe was the January/February 1983 issue of the NEA's newspaper which included a guide written by a New Jersey teacher for the ABC production of Winds of War. The April edition, he said, "included a guide for the CBS Afternoon Playhouse drama—Revenge of the Nerd written by Camille Faith, who also wrote a guide, which the NEA distributed last fall for ABC's The Wave, that was so successful we decided to make TV study guides an ongoing project."

Through the use of these curriculum guides, educators have been able to use television to their advantage, and "by working together, some of the minuses from television can turn into pluses," Marx said.

There was encouraging news for the industry too. Dr. Ner Littner, a doctor with the Chicago Institute for Psychoanalysis, told the broadcasters that studies conducted by the National Coalition on Television Violence that claim television has a harmful effect on children were "unadulterated crap. "Television is our latest scapegoat for helping those of us who are parents avoid facing the unpleasant fact that we are the ones entirely responsible for our children being violent, or being passive or eating an excess of highly sugared cereals," Littner maintained. He argued that "as long as we can blame it all on television, we can try to conceal from ourselves the facts that we parents are actively engaged in producing children who are mentally ill; we are actively engaged in perpetuating the traumatic conditions that breed emotionally disturbed children, and we are carefully avoiding developing resources that would help our sick children get well."

Littner contended that "much of the so-called research on the effects of television viewing on children belongs in the never-never land of self-fulfilling prophecies." He suggested that rather than monitoring television, activist groups should spend their energies pushing for an increase in, and improvement of, mental health resources. "I believe that the traumatic impact of television programs or commercials on children is being grossly and dangerously exaggerated. " Littner urged those present to resist all attempts from pressure groups to sway their judgment. "You really have to follow your own gut feelings about what is the best approach."

Eric Mink, television critic for the St. Louis Post-Dispatch, sympathized with broadcasters' concerns about government intervention. He felt that children were spending too much time in front of the television, but objected to the government dictating programming requirements. "I am not thrilled with children's television. Most of it is pretty rotten. But that's no excuse for the government to get into the media business," Mink said.

The session's workshops and screening sessions appeared to be well received. The programs attracting the most praise were: Heads Up, WBLATV Baltimore; Crumpets Corner, WCBV-TV Boston; Miss Fran, KTVY-TV Oklahoma City; Kids Corner, WLBTV Jackson, Miss., and Action News for Kids, WENG-TV Binghamton, N.Y.

"Everything I've seen has provided a good foundation and has been most helpful," said Joyce Eves, public affairs director for WDSU-TV New Orleans. Eves's station is interested in doing children's programming and she said she picked up many "helpful hints." Karen Beckman, a writer and producer for WSOCTV Charlotte, N.C., said the conference served as a "trading post," for ideas. □

**Arbitron's new ADI's**

Arbitron has released its 1983-84 area of dominant influence (ADI) rankings for U.S. television markets. Only one ADI changes, with Farmington, N.M., formerly its own ADI, now being included in the Albuquerque, N.M., market. That reduces total ADI's from 210 to 209. Arbitron's new listing estimates the nation's television households at 85,371,800, up 0.61% from last year's 83,762,600.

Top market changes include Houston moving from 11th to 10th; Cleveland dropping out of the top 10, from ninth to 11th, and Dallas-Fort Worth moving from 10th to ninth. Seattle-Takoma, Wash., moved past Atlanta to 15th, dropping Atlanta one notch to 16th. Sacramento-Stockton, Calif., replaced Baltimore in 20th position, with the latter dropping to 21st.

Arbitron has renamed four markets: Cedar Rapids-Waterloo-Dubuque, Iowa; Bristol, Va.; Kingsport-Johnson City, Tenn./Tri-Cities; Paducah, Ky.-Cape Girardeau, Mo.-Harrissburg-Marion, Ill., and Orlando-Daytona Beach-Melbourne, Fla.

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**What children think.** This session featuring Mac McGarry, host of It's Academic, wcm-tv Washington, and children from the metropolitan area was a lively event. The youths talked about TV and fielded questions from the audience about their viewing habits. They all watched television regularly and NBC-TV's Different Strokes, A Team and Knight Rider, and public television's 8-11 Contact, were at the top of their list. Cartoons were the least favorite of this group, composed of mostly nine-, 10- and 11-year-olds. The majority of their parents seemed to play an active role in their daily viewing routines, although some of the children had their own sets and complete control over the dial. They wanted to see more sitcoms with children in lead roles. They enjoy those programs the most because they feel they reflect real-life situations faced by average children.
New Old rank rank Market TV Households
38 36 Memphis 572,300
40 40 Oklahoma City 572,100
41 41 Providence, R.I.-New Bedford, Mass. 557,800
42 42 Salt Lake City 548,400
43 43 Charleston-Huntington, W. Va. 528,400
44 44 Louisville, Ky. 509,600
45 45 San Antonio, Tex. 506,200
48 48 Harrisburg-York-Lancaster, Lebanon, Pa. 503,000
47 46 Norfolk-Portsmouth-Newport-Virginia Beach, Va. 498,200
47 47 Birmingham, Ala. 482,500
49 49 Dayton, Ohio 475,500
50 51 Greensboro-Winston-Salem-High Point, N.C. 473,000

New Old rank rank Market TV Households
51 52 Albany-Schenectady-Troy, N.Y. 470,000
50 50 Wilkes-Barre-Scranton, Pa. 466,800
53 54 Little Rock, Ark. 447,000
54 55 Shreveport, La.-Texarkana 446,600
55 57 Tulsa, Okla. 445,100
56 55 Flint-Saginaw-Bay City, Mich. 443,900
57 56 Richmond, Va. 443,200
58 59 Wichita-Hutchinson, Kan. 416,900
59 58 Knoxville, Tenn. 410,500
60 60 Toledo, Ohio 403,200

New Old rank rank Market TV Households
61 61 Mobile, Ala.-Pensacola, Fla. 401,700
60 62 Albuquerque, N.M. 394,200
62 64 West Palm Beach, Fla. 388,300
64 62 Jacksonville, Fla. 384,500
65 65 Freeport, Calif. 379,400
66 67 Syracuse, N.Y. 360,100
67 65 Des Moines 357,700
68 66 Roanoke-Lynchburg, Va. 353,300
69 69 Green Bay, Wis. 352,600
71 70 Rochester, N.Y. 341,600

New Old rank rank Market TV Households
71 70 Omaha 339,400
72 72 Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill. 331,200
73 73 Springfield-Decatur-Champaign, Ill. 328,300
74 75 Spokane, Wash. 323,700
75 73 Davenport, Iowa-Rock Island-Moline, Ill. 322,200
76 76 Cedar Rapids-Waterloo-Dubuque, Iowa 322,000
77 77 Lexington, Ky. 302,900
78 78 Portland-Peoria Spring, Ill. 301,800
79 77 Chattanooga, Tenn. 287,000
80 83 Johnstown-Altoona, Pa. 280,200

New Old rank rank Market TV Households
81 80 South Bend-Elkhart, Ind. 279,300
82 85 Austin, Tex. 276,000
83 81 Youngstown, Pa. 274,700
84 86 Jackson, Miss. 273,500
85 87 Tucson, Ariz. 271,500
86 82 Springfield, Mo. 270,900
87 84 Bristol, Va.-Kingsport-Johnson City, Tenn. 267,200
88 88 Evansville, Ind. 258,500
89 89 Lincoln-Hastings-Kearney, Neb. 256,600
90 90 Columbus, S.C. 249,300

Libel standard. The Oregon newspaper appeals court last week came down on the side of private plaintiffs in libel suits. It said such plaintiffs need prove only that the defamatory statements resulted from negligence, not malice. The unanimous ruling reversed a decision of a lower court in a $7.4-million libel suit filed against the Willamette Week, a weekly newspaper published in Portland, by the Bank of Portland and its president, Homer Wadsworth. They said they were libeled in a story printed in 1978 that questioned the propriety of the bank’s dealings with several Portland businessmen. They contended the paper did not try to verify facts in the story and published a one-sided account provided mainly by one source. The counsel for the newspaper contended that ordinary negligence is not an appropriate standard in cases involving constitutionally protected freedom of the press.

And the Oregon Newspaper Publishers Association and the American Civil Liberties Union, which filed briefs in support of the newspaper, said the court in such cases should require plaintiffs to prove “malice”—that the paper knew the statements were false or published them with “reckless disregard of their truth or falsity.” That is the standard the Supreme Court applies in libel cases involving public figures. But the court of appeals, in returning the case to the Multnomah County Circuit Court, said the negligence standard provides adequate protection to the media. It said, “The only First Amendment requirement relevant to this appeal is that, in a libel action by a private individual against a media defendant, the plaintiff must prove that the defendant was at least negligently in failing to ascertain whether the defamatory publication was true or false.”
Selling stakes begin for off-network syndicated shows

'Hillary Street' leads parade of network hits about to be sold in syndication number of viable programs making overall market tighter

A lively market for off-network syndicated programming, sparked by the recent or impending release of such hits as Hill Street Blues, Magnum, P.I. and Fall Guy, is shaping up in commercial television this fall. Demand for programming, heightened in recent years by a steady increase in competing stations and a decline in viable network shows, has been escalated further this season, according to programers and syndicators, by more aggressive buying on the part of some station operators. At the same time, however, there is a clear perception among some key programers that the shortage of syndicated programming is easing up and that this year’s off-network marketplace may be one that, in many markets, favors buyers.

This year’s marketplace, which programers around programs that would begin airing in 1986 or 1987, began to heat up with Victory Television’s sale of MTM Enterprises’ Hill Street Blues to the four stations of Tribune Broadcasting Co. in September. Reports of the package price for that sale, which would put Hill Street Blues on the air in New York, Chicago, Denver and New Orleans starting no later than 1987, have ranged from $20 million to $30 million, with estimates on per-episode prices in New York pegged at between $80,000 and $100,000. Jim Victrory, president of Victory Television, New York, would not comment on the price.

Since that sale, which gives Tribune’s stations 10 runs of each episode over a period of up to eight years and guarantees against the program’s being sold to a network for stripping outside prime time, Victory has not sold Hill Street to any other station group, although informal presentations have been made in some markets. “We’re in no hurry,” he said. “It’s the most valuable property of the decade.”

This week, MCA-TV plans to kick off its sales of Magnum, P.I. with a presentation in New York, followed by market-by-market sales presentations to station buyers, according to Don Menchel, president of MCA-TV.

Sales of the Fall Guy will begin next month, according to Robert Moran, vice president for worldwide syndication, 20th Century-Fox TV, who said some pre-release deals have already been made, including one to a group station operator. Expected to enter the marketplace before too long are Embassy Telecommunications’ Facts of Life and Columbia Pictures Television’s Police Story. Barry Thurston, vice president for domestic syndication at Embassy, said no decision has been made on when to release Facts of Life, which would be available for airing in 1986. The company is concentrating its efforts now, he said, on the sale of Archie Bunker’s Place, a program released early this year for airing starting in January 1984. Thurston would not disclose how many stations have bought Archie Bunker’s Place, but said there have been some major market buys.

Although this year’s off-network hits are injecting renewed excitement into the marketplace, they are nonetheless part of a supply programers have known for years is dwindling. According to one major rep firm’s estimates, Magnum, Hill Street and Fall Guy will be the only new off-network hours available for airing in 1986-87, compared with seven new hours this fall, and six in 1984-85. In 1987-88, the total may drop to two hour-long series and in 1988-89, to only one. In half-hour comedies, the shortage is far worse, according to that rep firm, with four shows available now, three for 1984-85, three for 1985-86 and one for 1986-87.

Along with the shortage in off-network programming, there is a growing scarcity of successful first-run programs, according to programers, which is driving network affiliates to look for potential back-up programing in off-network. Last season, every new strip that went on the air eventually failed, a fact that has many programers nervously eying early ratings, many of them disapproving, for this year’s first-run crop (see story, page 64).

Into this competitive mix must be added the fact that 100 new independent stations are scheduled to go on the air in the coming year, all of them in need of programming. And to that must be added the growing trend among station operators to plan far in advance and purchase programing years before it is available for airing.

In past years, there was always adequate programing available for new season schedules and backup, said Thurston, but today: “If you allow a competitor to step in and buy something you might need, you are allowing someone else to force your hand, and you are no longer in control of your own destiny.” Still, there are a number of programers who believe this year’s off-network market has the potential for becoming saturated. Many stations have made heavy commitments in recent years to pre-buy off-network shows that will be available for airing in the latter half of the 1980’s, according to the programer of a major-market independent, who wished to remain anonymous. Because of those buys, stations in many markets have enough product on hand to be able to pick and choose among the shows coming into the marketplace now.

Ed Aiken, vice president for programing at Petry Television in New York, believes programers are “beginning to feel now that the panic we felt three years ago about an impending paucity of programing is ending.” There is a shortage of half-hour sitcoms, he said, but the number of hour-long series being released or soon to be released has the potential for filling much of the void. “There is a lot of product available,” he said, noting that such network fare as That’s Incredible, Simon & Simon, Gimme A Break, Falcon Crest, Dynasty and Knot’s Landing will in the next few years be likely to join Benson, Different Strokes, Hart to Hart and Dallas in syndication.

More time, please. The FCC has asked the Court of Appeals in Washington for a bit more time to rework part of a case that had been before the court.

The case arose from a 1978 challenge by Alaskans for Better Media Inc. to the renewals of Northern Television Inc. for KTKA-TV, KKBK(KFM) and KNKX(KFM), both Fairbanks, Alaska.

In a petition to deny, the citizens group alleged, among other things, that the licensee had violated FCC equal employment opportunity policies, had engaged in clipping and had improperly charged for public service announcements.

The full commission eventually renewed the licenses. At the same time, however, it found Northern’s EEO programs and performance to be “poor” at all stations and it ordered Northern to submit detailed recruiting and employment reports with its next renewal applications.

Alaskans for Better Media appealed, and in the process of responding to briefs and reply briefs at the court, the FCC discovered it hadn’t done its job right the first time around. In a motion for limited remand, the FCC said it was “apparent” that the commission’s order had not addressed an issue of “possible” employment discrimination during the relevant license term.

The commission requested a partial remand (BROADCASTING, July 11), promising to “act expeditiously” so that it either could order a hearing on the employment discrimination issue, or justify a conclusion that the discrimination allegations could be resolved in the licensee’s favor without necessitating a hearing. The court remanded the order for 60 days, that 60-day period ran out last Tuesday (Oct. 11).

Now in another motion, the FCC has requested that the court permit it to work on the record until Oct. 31 “to address questions that only recently emerged from possible discrepancies in information filed by the licensee, before the commission considered what order should be adopted on remand.”

More specifically, the Mass Media Bureau, in a letter to Northern Television, questioned why the licensee made different representations about its EEO performance in its 1977 renewal applications and in its responses to the FCC about the same issues last month. “We are concerned that misrepresentations of fact may have been made,” the Mass Media Bureau said.

In its letter to Northern Television, the bureau requested explicit answers to additional questions to clear the record. It said the licensee had until Oct. 17 to respond.

Broadcasting, Oct 17 1983

34
THE LATE-NIGHT STORY:

#... IN DETROIT...  
#1 OF THE 4 INDIES IN L.A!

Winner of 3 1983 Emmys, bringing TAXI's all-time total to 18!

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TAXI accelerates into first place in its third week in Detroit and continues to be #1 of the four independents in Los Angeles for the fourth straight week!

In early-fringe at 6:30, it's still #1 in New York (WNEW)!*** So early or late, call yourself a TAXI now—or you'll call yourself something else later!

WJBK & KTLA: If you're happy now, wait 'til you see your demos!

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*NSI: 10/5-7 11:30-12:00 Mid  
**NSI: 9/12-16/7 11:00-11:30PM  
***NSI: 9/19-10/7 6:10-7:00PM
Listener profiles
Drake-Chenault Enterprises has done some research among listeners of its Hit Parade format—big band and pop adult hits—and has come up with some findings that its officials find interesting and in some cases surprising. The format is targeted at adults ages 35-54, and that’s where the research was conducted—among 1,200 adults in that age group in six cities. In studio settings, researchers played some 900 songs and solicited the panelists’ attitudes toward each.

One of the findings, Drake-Chenault officials said last week, was that the music preferences of the 35-44 and 45-54 age groups are quite different—but within each of those groups, there is no essential difference between the preferences of males and females. Moreover, despite the wide range of ages represented, many songs are popular throughout the 35-54 range. 40% of the 900 songs “tested well” across this range, and the number one song was found to be one that, according to Drake-Chenault sources, many program directors don’t like (and therefore don’t play): Debbie Boone’s recording of “You Light Up My Life.” (In the 45-54 group, number one was Glenn Miller’s “In the Mood.”)

The researchers also found that listeners in the 35-54 group are “more song-title oriented than artist-oriented—their liking one song by an artist doesn’t necessarily mean they’ll like another song by the same artist.” And though no special effort was made to get country music listeners into the sample, country crossover songs fared well in the study, among them Charlie Rich’s recording of “Behind Closed Doors” and Dolly Parton’s “Here You Come Again.”

The study was conducted by Bob Lowry of RML Research, Tucson, Ariz., who is also working on similar research for Drake-Chenault’s contemporary and country formats. Both studies, officials say, are due to be completed by the end of the year.

Kennedy remembered
Special programming commemorating the 20th anniversary of the assassination of President John F. Kennedy will be offered on all six ABC Radio networks next month, including two 24-minute documentaries anchored by reporters Herb Kaplow and Bob Clark. In addition, an 18-part Special Assignment series of 60-second reports will follow the events of Nov. 22, 1963, chronologically, using news actualities, archive tapes, interviews with eyewitnesses and recollections by Clark, the ABC correspondent assigned to the Dallas motorcade. Finally, three special editions of News/Call will be fed, consisting of historical actualities from the ABC News Tape Library and the U.S. National Archive Library. The special programming will conclude with a roundtable discussion on the Kennedy years on Perspective, with journalists Kaplow, Clark, Sander Vanocur and Vic Ratner. All material will be distributed Nov. 11 through Nov. 22 via both landline and satellite.

In a separate announcement, ABC Direction Network said it is expanding its 14 weekend sports reports from 90 seconds to two minutes in length. The programs are anchored by Don Chevrier.

ABC Radio Sports has signed Carol Heiss Jenkins, former Olympic women’s figure skating champion, as a color commentator for network coverage of the 1984 winter
PREMIERE NTI: 18.4!
UP AN IMPRESSIVE 29% OVER LAST SEASON'S AVERAGE — AND AN AMAZING 92% OVER LAST YEAR'S PREMIERE!

Paramount is proud of

Cheers

from the Television Academy!
More Emmys than any other comedy
including
Outstanding Comedy Series
Outstanding Lead Actress
Outstanding Directing
Outstanding Writing

from the reviewers!
“Terrifically funny and intelligent, a warm, gregarious dream of a half-hour that puts you away almost from start to finish!”
—Los Angeles Times

“Never misses a comic beat!”
—The New York Times

“Appeals to your intellect one moment and to your funnybone the next!”
—Chicago Sun-Times

“A warm and wacky companion of a television show, a delightful place to spend idle time, a five-star watering hole!”
—Associated Press
Olympics in Sarajevo, Yugoslavia. Olympic coverage will air on all six ABC networks.

Business offering

Today's Business, a daily, three-minute roundup of business news, will be available to subscribers of Associated Press Radio and United Press International radio starting today (Oct. 17). To be produced by Audio Features Inc., New York, the series will include up to six 30-second stories, provided each day by Business Wire, a national press relations service. Martin Chatinover, editor of Business Relations Newsletter and a financial relations and communications specialist, will anchor the daily audio feed, which joins Audio Features' current daily mix of about 15 minutes of feature material. Today's Business will air weekdays at 4:37 p.m. on AP Radio and at 4:50 p.m. over UP Radio.

Seattle switch

KPLZ-FM Seattle has changed from an adult contemporary to a contemporary hit radio format and adopted a new on-air identity, K-Plus FM. Personnel joining the station include: air personalities Jack Elliot, from KJR(AM) Seattle, Sky Walker, formerly assistant program director at KJR, Peter McClaine, from KUBE-FM Seattle, and Mike Webb, from KKFx(AM) Seattle. Liz Sommers, weekend news anchor, becomes news director.

Playback

Strand Broadcast Services is offering Music and Memories, a weekly three-hour music series "wrapped around the hit music of the 50's, 60's and 70's," on a cash basis. The Manhattan Beach, Calif.-based syndicator will intercut music with interviews, news actualities and entertainment items in the new program, which is being offered on a market exclusive basis for a New Year's Eve premiere. Strand owner and KHTZ-FM Los Angeles air personality, Mike Carruthers, will host the series, written and produced by Ron B. Fineman, news anchor at KERN(AM)-KQ-FM Bakersfield, Calif. Strand has entered its fourth year of distributing the daily cash series, Something You Should Know, a 90-second public affairs feature clearing 65 markets.

For radio programming professionals...

Comprehensive information on over 2500 radio programs and services. • Up to 25 different facts about each listing. • Over 200 information-packed pages to help you every day. • Three different indexes for easy reference: Title Index, Main Category Index, Subject Category Index, plus "The Sources" section which is a handy listing of Syndicators, Networks, and Producers, complete with addresses, phone numbers, personnel, and properties. • A free update is included in the subscription price 6 months after publication.

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Well-equipped. ABC Radio Networks has shipped the first of its technical equipment for the upcoming winter Olympics to Sarajevo, Yugoslavia. "Technically, the winter Olympics will be the most demanding remote coverage the ABC Radio Networks have ever tackled. The coverage will be satellite on two separate channels, one for short-form Olympic programs and one for long-form coverage such as play-by-play," said Kent Coughlin, vice president and director of engineering and program operations for ABC.

Pictured in front of the gear are Edward McLaughlin, president, ABC Radio Networks (left) and Shelley Whitfield, executive producer and director of sports, ABC Radio Networks. Plans call for ABC to have six studio production areas at the broadcast center in Sarajevo. "We have also arranged to have 'repeaters,' or high-powered retransmission towers, on mountain tops in order to stay in touch with our folks at every Olympic venue," Coughlin added.
Your audience is about to have an affair with A MARRIED MAN

He had everything and risked it all for another chance at life, another chance at love. Anthony Hopkins is brilliant in this powerful thriller where lust, greed and jealousy tear apart a marriage and ultimately lead to murder.


This advertiser supported, first run, four hour, two-part mini-series is available to be aired between April 9 and May 13, 1984.

Call now to see if "A MARRIED MAN" is still available in your market.

Call Joe Antelo or Anne Rodgers at (312) 222-4486. In New York call Dick Moran, Toby Rogers or Patricia Sullivan at (212) 557-7800.
ARE YOU PROUD OF

THE MARY TYLER MOORE SHOW
ALL IN THE FAMILY
THE CAROL BURNETT SHOW
THE DEFENDERS
THE TWILIGHT ZONE
THE DICK VAN DYKE SHOW
MISSION: IMPOSSIBLE
To be independent, you’ve got to have choice. Each of the shows we’ve listed was a product of that choice. Each first aired on the CBS Television Network before the financial interest and syndication rules went into effect. Each was produced by an independent.

If you’re in the independent production community, you’ve probably heard a lot of talk about the proposed changes in these rules. You’ve probably been told that if the rules are repealed, independent production will vanish, along with the rest of Hollywood.

Let’s be realistic. If you’re independently financed, you won’t vanish. You’ll flourish. We don’t want to hire you. We want to do business with you.

The major producers want to keep us from competing for your business. That’s why they are leading the fight to keep these government rules. That’s understandable from their point of view. But is it from yours? Do you really want the government telling you that you can deal with Paramount or Lorimar or Universal, but you can’t deal with CBS or ABC or NBC?

If these rules are repealed, and a studio gives you a better deal than CBS, so be it. That’s business. But it will be your choice. That’s what this issue is all about—your choice to do business with whomever you want. Not the government’s choice. Not the studios’. Not CBS’s. But yours.

Think about it.
Tim Wirth could have it all. The chairman of the House Telecommunications Subcommittee brings a host of virtues to the political party—brains, good looks and an aptitude for hard work conspicuously among them. But he has yet to persuade his colleagues that the "A" he gets for arder doesn't stand for arrogance as well.

The Congressman and the Achilles Heel

You can work for Tim Wirth, or you can work against him—but you can't work with him." Or: "He's a trimmer—he'll trim his sails to catch the prevailing wind." Or: "I don't know if he wants legislation—his positions are so extreme." Or: "Articulate, handsome and imposingly tall, Representative Timothy Wirth of Colorado is a natural leader of that group of young Democratic muggwumps known as neoliberals."

Of those sometimes conflicting quotes—chosen more or less at random from a large collection—only the last is attributable (to William Greider, in a recent issue of Rolling Stone). The remainder are from colleagues and others familiar with the work of the chairman of the House Subcommittee on Telecommunications, Consumer Protection and Finance who prefer to remain anonymous. Whatever his other talents—and even his critics concede they are numerous—Wirth has a knack for stirring anger and resentment, perhaps envy, too, in the breasts of many who deal with him. Or, to cite still another not-for-attribution quote: "Tim has stepped on too many toes."

For all of that, the 44-year-old Wirth, after eight years in the House, is regarded as a member who is emerging as a major force in that body. Indeed, the respected Almanac of American Politics says in its 1984 edition that "Wirth is arguably one of the most powerful and important members of the House today." Foes concede that Wirth, a PhD in education, is bright and a bear for work, and say he is ambitious. ("He has a number of marshal's batons in his knapsack," remarks an unsympathetic staff member of the full committee. "Presidential, senatorial, what have you.") Besides the chairmanship of a subcommittee that gives him a major voice in formulating policy for governing the telecommunications and securities industries, he is chairman of the House Democratic Caucus's task force on economic policy and co-chairman of a Democratic National Committee advisory panel on economic policy, and is a member of the House Budget Committee. So he is well positioned to make a mark on the nation's economic policy.

Making a mark is clearly what he has in mind to do. And to a degree, he has, and over a range of issues. He and Representative Henry Waxman (D-Calif.) led a successful rebellion against the chairman of the full committee, the redoubtable John Dingell (D-Mich.), in blocking an effort to "gut," as Wirth puts it, the Clean Air Act. He brought down the wrath of the press and public on the National Highway Traffic Safety Administration, and forced it into the massive recall of General Motors X-cars suspected of serious brake problems. He led the move on the House floor in 1981 that turned back the Reagan administration's plan to slash funds for the Corporation for Public Broadcasting. He accompanied the FCC in its desire to clean out barnacle-encrusted laws that for years had imposed burdens on the commission as well as its licensees without the public interest being served in any discernible way. The commission's so-called Track One (noncontroversial) legislative proposals also contained the authority the commission is using in selecting low power television permits by lot. And he orchestrated the compromise among broadcasters, cable television operators and copyright owners that resulted in House passage of an amendment to the Copyright Act, one that contained the programming must-carry provision insisted on by broadcasters—only to see it fall apart in the Senate.

Wirth has not always been successful, of course, but he sometimes emerges as a hero even from his failures. AT&T, by its lobbying and through its allies on the Energy and Commerce Committee, for instance, managed to overwhelm Wirth in his effort to write a comprehensive common carrier bill in the last Congress. Among other things, it would have required AT&T to create a separate subsidiary for its long-lines division. He withdrew the bill when delaying tactics of Representative Tom Corcoran (R-Ill.) and other committee members threatened to stall consideration of the measure until, say, the year 2000. But Wirth remains unshaken in his pride for his success in obtaining a 15-0 vote for the measure in the subcommittee. And he likes to point out that "what he did resulted in the local operating companies and prohibiting AT&T from competing with newspapers—were incorporated by U.S. Judge Harold Greene in his modification of the consent decree that concluded the Justice Department's antitrust suit against AT&T. (Those who believe Congress rather than the courts should have had the last word in restructuring AT&T would have preferred a greater willingness on Wirth's part to back down in an effort to secure passage of legislation. It wouldn't have done any good, says Wirth. "AT&T didn't want a bill." He says it preferred the agreement with the Justice Department. Last month, the subcommittee approved another telephone bill, this one designed to assure "universal service"—but AT&T has its knives out for that one, too.)

And as a member of the Budget Committee, Wirth was part of a
major Democratic effort in 1982 to urge an alternative to the Reagan budget and its spending cuts. "We were not successful," he said the other day. "It would have been a good signal with which to go into the 1982 election campaign." As it was, the effort—including his role in it—attracted national attention.

Wirth, then, is viewed in Washington through the refraction of a variety of emotions and attitudes: He is respected for brains and talents but criticized for what seems to be the manner in which he deals with people. If one theme ties most of the assessments together it is that Wirth displays "an arrogance, an arrogance of style," as one broadcast industry source puts it. "He has a way of seeming to put people down and seeming to enjoy it." A colleague of Wirth's recalls a time on the House floor when the congressman, using parliamentary tactics, "treated unmercifully" an older and respected member of the House who had sought a one-hour time limit on debate on an amendment to a bill. The older member finally withdrew his request, but what remains fixed in Wirth's colleague's memory is "the gleam in Wirth's eye" as he "twisted [the older man's] tail."

There also was the time, in the week before the August recess, when the subcommittee was marking up Waxman's bill to bar the FCC from repealing the FCC's financial interest and syndication rules for five years. Wirth became visibly annoyed with requests of some members for further hearings, and accused them, snapishly, of "dilatory" tactics. The result was to infuriate the members seeking additional information, including Representative Al Swift (D-Wash.), often an ally of Wirth's, and cause them to make sure that the subcommittee did not act before the recess. "He thinks he's so clever because he's so smart," said a former Wirth aide. "Sometimes it backfires a little bit."

The industry source who speaks of Wirth's "arrogance" and who, more than most in the industry, is sympathetic to him, puts the thought in somewhat more cosmic terms: "Wirth is one of those cases of someone who but for flaws could be more effective than he is."

Wirth has yet to make his mark in broadcast regulation, except in a negative way. Indeed, he is looked upon by citizen groups as a kind of lonely but stalwart defender of the public interest at a time when deregulation is running like a fever through the administration and Congress. Last May, for instance, he refused to bring up for consideration a sweeping deregulatory bill advanced by Representatives Tom Tauke (R-Iowa), a member of the Telecommunications Subcommittee, and W. T. (Billy) Tauzin (D-La.), a member of the full committee. And in 1981, he prevented from becoming law most of a deregulatory package the Senate had attached to the Budget Reconciliation Act. (To this day, some in the citizen movement are grumbling over Wirth's failure to block all of it—specifically, the provision extending the then three-year license periods to five years for television and to seven years for radio.)

Now, the issue is finally before the subcommittee—but the outcome appears still very much in doubt.

Wirth abandoned his own proposal to afford sweeping deregulation to radio (television was to be considered subsequently) in return for radio broadcasters' payment of a spectrum fee when it was evident the proposal, which was bitterly attacked by the National Association of Broadcasters because of the spectrum fee aspect, lacked the necessary support in the full committee. An industry source says Wirth "misread industry opposition to the spectrum fee proposal and congressional support for deregulation." (But Wirth says the withdrawal occurred as his staff and the staff of the Senate Communications Subcommittee had virtually reached agreement on a 30-page deregulatory measure.) And Wirth found himself backed into the uncomfortable position of having to consider a version of the Tauke-Tauzin bill that would include subcommittee member Al Swift's proposal for quantifying the public interest standard (another measure that Wirth had not previously allowed to surface in subcommittee).

Wirth is on notice that failure to move expeditiously will result in the full committee discharging the subcommittee from its consideration of the measure, and taking it up directly. (An original Oct. 15 deadline was allowed to slip because Congress was in recess last week.) Dingell made that commitment in return for an agreement by Tauke and Tauzin not to attempt to attack their version in the full committee as an amendment to the FCC authorization bill. That measure provides for an increase in funds for CPB as well, and Dingell did not want to complicate the problems of winning passage for the bill. So he gave Tauke, Tauzin and Wirth the help they needed to get a hearing.

To some with memories stretching back beyond a Congress or two, Wirth's comeuppance—that is what it seemed at the time—was appropriate. In the late 1970's, when his predecessor as chairman, former Representative Lionel Van Deerin (D-Calif.), was attempting a major top-to-bottom rewrite of the Communications Act, Wirth fought him as hard on the issue as any of the rewrite's many opponents. And in July 1979, during a closed session of the subcommittee on whether to proceed with the omnibus bill, as Van Deerin proposed, the chairman's position lost—by a single vote and with "Wirth leading the charge," according to one who was there. At that point, Van Deerin began focusing on a piecemeal approach, with a common carrier bill his first order of business (BROADCASTING, July 16, 1979). It is a subject that continues to occupy Congress's time and energy.

Wirth is working hard to avoid the kind of rebuke he helped deliver to Van Deerin and that would be delivered to him if the broadcast deregulation issue were taken away from the subcommittee. Over the past several weeks, he has scheduled numerous sessions and public hearings of the subcommittee on the matter, and, if other committee business permits, the subcommittee may mark up a bill next week. But, given the shape the legislation is taking, it seems unlikely that broadcasters will accept it, let alone support it, even if it does contain the long-sought goal of protection against license-renewal challenge. The subcommittee seems intent on reregulating radio—deregulated by the FCC— to the extent of quantifying public interest standards for radio as well as television licenses. Panel members are talking of facilitating procedures for groups or individuals who seek to persuade the commission to deny license renewal or to revoke a license. Representative Mickey Leland (D-Tex.) is intent on writing equal employment opportunity requirements into the bill. And the categories of programing to be quantified—and the standards against which the programing would be measured—are rich in potential for controversy.

None of the above seems likely to offend Wirth, but backers of less qualified deregulation reportedly are urging the broadcasting establishment to hang tough—much of the unwelcome material can be eliminated in the final committee report, and, even more, in a Senate-House conference to resolve differences between the bills ultimately approved by both Houses. The measure already approved by the Senate (S.55) contains no baggage broadcasters would describe as excess.

Whatever the outcome, the problem now confronting Wirth is seen as a product of what are regarded as his most infuriating traits as a legislator—unwillingness to bend, insistence on fashioning legislation in a manner that suits him, demanding that the
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subcommittee get behind the proposal and stay behind it through the rest of its legislative journey—and refusing to move a bill until it has been buttoned up in that fashion. A member of the subcommittee offered this critique of Wirth's style: "The legislative process involves taking risks. Tim tries to eliminate the risks; that's what makes it difficult for other members of the subcommittee to work with him." So difficult, in the case of the deregulation matter, that Tauke and Tausen felt their only hope of getting a hearing on their proposal was to ally themselves with Swift and attempt their end run around Wirth, a strategy cheered lustily by the NAB. As Dingell put it, "Tim had dug his heels in," and caused Tauke, Tausen and Swift to bring their complaint to him.

Not surprisingly, Wirth casts his legislative strategy in a somewhat different light: "We give people a chance to participate. I'd never want it said of my stewardship that I didn't give people a chance to participate. Sometimes, it takes longer...but given our record of promoting run, it's productive, where you have things worked out ahead of time."

Then, too, of course, one's views regarding an issue can influence one's perception of the style used to advance it. Henry Geller, director of Duke University's Center for Public Policy Research, has long advocated the imposition of a spectrum fee as a quid pro quo for broadcast deregulation or quantification as a means of determining whether broadcasters are serving the public interest. "He deserves enormous praise," Geller says of Wirth's effort to obtain a spectrum fee in return for deregulation. "If broadcasters get deregulation and elimination of comparative renewal [the proposals under consideration would spare renewal applicants the threat of a challenge at license-renewal time] for nothing, where's the fair play?" he asked. "The industry wants, but won't give anything."

Wirth rejects the notion that he will not compromise—he points to measures, such as the common carrier bill, on which he did bend on issues. But his major response is to defend what some have called the rigidity of his positions, and to question the motives of those who make the charge. The technique does not endear him to colleagues who feel he has a penchant for wrapping himself in the public interest while suggesting there are others in Congress whose integrity does not quite match his. "I suspect there are many who would like to see the public interest compromised away. I don't do that...I am not in the Congress for the purpose of compromising and getting re-elected—I'm in the Congress for the purpose of carrying out some things I think are important."

It is probably inevitable that there would be backroom comments designed to deflate the Wirth image such remarks project. In the first of a series of articles on the Energy and Commerce Committee that ran in the Washington Post last spring, writer David Maraniss said of Wirth: "Few members are more articulate at framing issues, presenting the big picture, drafting alternative agendas for the party and the nation. Many of his colleagues find that quality both admirable and disconcerting. They respect his boundless energy and creativity, but sometimes tire of the impression that Wirth's big pictures always seem to feature him right in the middle." Members of the Commerce Committee staff delight in referring visitors to the paragraph.

Given Wirth's generally uncompromising approach, it is not surprising that his relations with the industries under the subcommittee's jurisdiction are less than warm and smooth. Members of the securities industry either complain about him ("He lacks substance," according to one) or about his staff (They never worked on the street or in the private sector," said another). But their idea of the kind of congressman they would like to see in the chairman's chair may be revealing—Representative Matthew Rinaldo (R-N.J.), ranking Republican on the panel. Where Wirth "is difficult to read," said one member of the industry, "Rinaldo is 100% with the industry."

The cable television industry's relations with Wirth appear reasonably good; cable industry officials' principal concern centers on whether the subcommittee reports out a cable deregulation bill satisfactory to them, and it appears that the subcommittee will. Some industry observers describe the bill that has been drafted by the subcommittee staff as "pro-industry," even if it does include a requirement that larger systems set aside channels for lease to unaffiliated companies (Broadcasting, Oct. 3). Congressional President Tom Wheeler likes to relate a story of one of his first meetings with Wirth, after his arrival in Washington as a freshman congressman, in 1975. "He chewed my ass on the inability of cable operators to lobby," Wheeler recalls. "He explained that the key issue in all communications policy determinations was diversity of voices." Any congressman with that view cannot be all bad to an industry whose stock in trade is diversity of programming.

An AT&T spokesman declined to comment on relations with Wirth, a congressman who has caused the company to spend millions of dollars and thousands of hours in lobbying activity.

Then there is the broadcasting industry, which, at least as conducted by the NAB—seem as sad as they can be. NAB President Eddie Fritts says there are issues on which the NAB and Wirth agree and others on which they disagree—"the usual case of relations between a trade association and a member of Congress." But Wirth has accused Fritts of breaking an agreement to work with him in "good faith" for a radio deregulation bill that would provide for a spectrum fee (Broadcasting, May 16). Fritts denies the charge; he says he was discussing a cost-of-regulation fee, like that in the Senate bill, not a fee that would provide revenue to fund public broadcasting, as Wirth was proposing. Wirth's staff also sees the NAB as walking away from an agreement to support quantification.

"They're not agreeing on numbers," one aide said, adding that "NAB is getting the reputation that you can't trust them." For its part, an NAB executive was said to have declared the organization would "roll" Wirth on the deregulation bill. The NAB said later that what it had in mind, but "rolling" Wirth was a pretty good description of what Tauke and Tausin, along with Swift, had attempted.

Despite the bitterness in the relationship those comments reflect, there are some in the industry who regard that feeling as unfortunate and unnecessary, even harmful to broadcasters' interests. "Part of the problem," one industry source said, "is that, among broadcasters, poor relations with Wirth are good for the NAB. Some broadcasters would like to write him off, but that's not the way things get done." Then the source said: "Broadcasters think of him as a liberal ideologue, and his intransigence on issues like deregulation is very frustrating. But on a lot of issues he has shown a capacity to bend—on energy issues, for instance, and on the telephone bill [in the last Congress]."

The source also cited Wirth's aid in opposing the Reagan administration's Radio Marti bill. In its original form, the bill would have created a separate station to broadcast news of Cuba to that country—and the NAB felt certain it would cause Cuba to increase the interference. Cuban stations were already causing AM outlets in the U.S. a real problem, Wirth argued. The measure in the last Congress, when the NAB was not prepared to take a position on it. And his opposition in the present Congress, the source said, "was the most important thing that happened to change the Radio Marti bill to something we could live with." The separate station was transformed into an arm of the Voice of America (Broadcasting, Oct. 3).

Wirth, who arrived in Congress in January 1975 as one of the "Watergate babies" elected in the wake of Nixon's resignation, is generally counted among that new breed of bright young Democrats who are ready to turn their backs on the possibly shopworn teachings of the New Deal and focus their hopes for a revitalized America on technology, "anti-Democrats," they are called. Or, because of their cerebral approach to traditional social issues, "neoliberalists." In a sense, they are determined to do good without being sloppy about it. And the marketplace, if not the mystical solver of economic problems as it is revealed to Reaganauts, nevertheless has an important role. Wirth, who originally opposed lifting controls on energy, later swung around to support deregulation of gas and oil prices.

Wirth talks of policy as a matter of balance, not ideology. "I
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Associated Press Broadcast Services. Without a doubt.
think there is a real role for the federal government," he says. "The rhetoric of this administration suggests that everything the government does is wrong is flat wrong.... In the U.S., there have always been cooperative ventures between the private and public sectors"—he cited the construction of the Erie Canal in the 1820's as an example—and it's always been enormously successful. He feels the Democratic party lost its way in the late 1960's and early 1970's, when the tendency was to call on government to do "too much." "Fixing that balance," he says, "is what my generation in Congress and in government in the country is all about."

To some in the citizen movement, Wirth poses something of a problem. They admire him, but feel he is too willing to move in the direction of meeting broadcasters' wishes, whether broadcasters feel that way or not. Sam Simon, of the Telecommunications Research & Action Center, says that with the possible exceptions of Dingell and Swift, "Wirth is the only person on Capitol Hill to represent the public interest perspective in communications issues." And Andrew Schwartzman, of the Media Access Project, makes a similar observation: "He's comprehended the need for looking at the public policy implications of things—that's the first test of a good congressman." But both objected to Wirth's proposal to provide radio broadcasters with sweeping deregulation—in his speech to the NAB convention in Las Vegas, in April, he even talked of repealing the equal time law and the fairness doctrine—in return for their payment of a spectrum fee. Schwartzman views the proposal as "trading off the First Amendment for a fee."

But it is not for nothing that the Americans for Democratic Action rate Wirth as voting right 95% of the time and the American Civil Liberties Union, 83%. He may be cool and cerebral but he talks with, if not passion, at least vigor about the debt he feels he owes the country and the people in it. He regards himself as one of the country's chosen.

Wirth had always planned to go into education. His father, who died when his son was three years old, had taught school in Santa Fe, N.M., where the family was then living, and his mother taught school in Denver, where Wirth grew up. And Wirth himself taught briefly—at the private Putney School, in Vermont (Chinese history to the 10th grades and American history to the 11th)—after attending Harvard on a scholarship and before traveling west to Stanford, which he attended on a fellowship where he earned his PhD. While at Stanford, he heard of the White House Fellows Program, applied and spent the 1967-68 year in Washington, working for John Gardner at the old Department of Health, Education & Welfare. Gardner, who as much as anyone was to institutionalize citizen action by establishing the Urban Coalition and later Common Cause, "had the greatest influence" on Wirth of anyone in his life, he now says.

Wirth had planned to return to Stanford after his year in Washington, but the assassination of Robert Kennedy, he says, altered his life: He and his wife—he had married Wren Winslow in 1966—decided they "could not allow that kind of commitment to be snuffed out." They felt it was the kind of commitment they should make themselves. "We decided to look at public service as including more than education," Wirth says. He stayed on in Washington to help Gardner establish the Urban Coalition, then, on Gardner's recommendation, was hired by President Nixon's HEW secretary, Robert Finch, to serve as deputy assistant secretary of education to help in the transition. In 1970, he returned to Denver and private life. He became vice president of the Great Western United Corp., then managed the Rocky Mountain office of the Arthur D. Little consulting firm, and plunged into community affairs—the Denver Head Start program and the Denver Planned Parenthood Association and the Denver Council on Foreign Relations. But in 1974, Wirth had reason to believe the time was ripe for a try at elective politics. Environmental issues favored the Democrats and Watergate was casting a pall over all Republicans. So he challenged and beat, in a tough contest in a Republican district, the incumbent Republican congressman. Wirth seems not to have forgotten where he comes from. "As a young person, I was given an enormous amount of opportunity," he said the other day. "My family had no money, but I had a scholarship to Harvard, a major fellowship to Stanford. I was a White House Fellow. I was 'adopted' by John Gardner. I could not have had a greater set of experiences. The country's institutions gave them to me. I feel very strongly we ought to be providing that kind of opportunity to other people."

The experience, as much as any intellectual exercise, appears to have influenced his views as to what government's role should be: "To guard against the denial of diversity and [assure] the kind of opportunity that have always been our country. That's where I'm coming from. That's why I'm here.... That's what I think government ought to be involved in doing. The experience also translates into a kind of populism: We ought to be sure there are diverse voices in a democratic society. That means we ought to assure there ought to be accountability for large concentrations—public power or private power. Individual opportunity—that's what this country is all about."

That feeling, in turn, would appear to be the inspiration for his positions on broadcasting and cable television:

"If broadcasters are granted the use of scarce spectrum"—and don't attempt to persuade Wirth that, technically, the spectrum is not scarce; he will quote the "tens of millions of dollars" paid for television stations—"what should the public get back for it?" he asks. "There are important public interest responsibilities. There is an accountability of the broadcaster to the public for the use of the scarce public resource." At present, he notes, broadcasters are subject to public interest requirements imposed by the FCC. If those requirements are lifted, as the broadcasters wish, he says, they should be required to pay a fee, as ranchers pay a fee to graze cattle on public lands. And if the broadcasters are successful in blocking his proposal for a spectrum fee—as they have been—well, then, Wirth is prepared to consider Swift's approach, of "quantifying the public interest," of setting programming standards for broadcasters to meet in the areas of news, public interest and children's programming, and various other categories, including "programming for the elderly and minorities."

Wirth says all that with a perfectly straight face: the possibility
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that broadcasters would prefer to remain with the regulations they have than to be held accountable for programing for the elderly seems not to cross his mind.

What of his insistence that cable television systems accept a government requirement that they make channels available to the public on a leased basis as part of a general bill deregulating cable and protecting it from regulation by states and local communities? After all, cable systems do not rely on "scarce" spectrum to offer their service. Wirth's rationale is the First Amendment. It prohibits government from interfering with free speech and free press, but Wirth says the Federalist Papers as well as court opinions make it clear that its purposes are to assure "that all Americans—all 230 million of them—have access to a diverse, robust marketplace of ideas, and that individuals will choose for themselves the information they will receive."

Then he makes his point: "Government won't arrogate to itself—or will one, two or three companies arrogate to themselves—what goes out to the American public. That's what the First Amendment is about."

And that, he adds, is what leased access is all about.

As Wirth's prominence in Congress grows, so too does his strength as a political figure back home—although not necessarily for the same reasons. Many of the issues for which Wirth is known nationally—including those involving telecommunications—are of little concern to many voters of Colorado's Second District, which includes parts of Boulder county and Denver suburbs. But reporters who have followed his career in Congress and the district say he has learned to keep in touch with the needs of the district. He and Senator Gary Hart (D-Colo.) were instrumental in securing for the Second District the Solar Energy Research Institute that had been authorized by Congress. Some 25 states had competed for it. He won recognition throughout the state for his leadership in the construction of the Foothills Water Treatment Plant, in the Denver area. "I knew many of the parties and was able to help them sort things out," he says. But sponsoring seminars in Washington for his constituents—seminars on matters of national interest at which members of Congress and the administration have lectured—he has favorably impressed those members of the Second District's business community who are not among his natural allies. Identifying with the interests of high-tech constituency in the Boulder and Denver areas has not been difficult.

Those things have helped him politically. But so has the redistricting following the 1980 census that carved some of the affluent and Republican Jefferson county from the Second District and added to it some poorer, Hispanic sections of Adams county. After struggling to win a narrow majority in his first re-election bid, in 1976, then a more comfortable one in 1978—both times against a Denver television personality and former state senator, Ed Scofield ("Sheriff Scottie," as he was known to his young fans)—Wirth won a fourth term by 40,000 votes and his fifth term, in 1980, with 62% of the vote.

A sign of Wirth's emergence as a political force in the state is his increasingly demonstrated ability to raise campaign funds. During his fourth two-year term, Wirth raised and spent almost $800,000, about half of it in the time leading up to the primary in which he was unopposed. The disbursements—for printing, travel, staff salaries and the like—indicate that, like most members of Congress, he was running for re-election as soon as he had started a new term. According to an aide, Wirth was spurred to extraordi- nary efforts by memories of the difficult races he had had in the past and the belief that his opponent in 1982 would provide him with another stiff battle—a belief that was not borne out, in fund raising or in votes cast. His opponent that time, John Buechner, raised some $120,000.

The campaign fund reports, on file at the Federal Elections Commission office, show the breadth as well as the depth of the financing of Wirth's campaign. It comes not only from his district or state but from individuals and organizations—generally, politi-
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AMERICA'S TARGET RADIO NETWORKS

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ACT says some cartoons are really commercials

It wants FCC to rule that shows based on toys, videogames or other products must be logged as spots

Many of the programs commercial television is aiming at children are not really programs at all: they’re “program-length commercials” for toys and other products on which TV characters are based, Peggy Charren, president of Action for Children’s Television, alleged last week.

And at a press conference in Washington, Charren announced that ACT, in a complaint, was asking the FCC to direct commercial broadcasters to log the offending programs as “commercial time.”

Charren conceded that the recommended FCC action would probably cause broadcasters to yank the offending programs from their schedules. In fact, she said she hoped the offending programs will be off the air by the end of the season.

If the recommended action isn’t taken, she said the practice would only get worse, carrying over into cable as well. And the likely result: “The public will get so angry . . . it will cause people to vote in particular ways,” she said.

“This is just another issue where children are getting manipulated, where children are getting put down,” she said. “If this were happening with adult programming . . . we would stop it in five minutes,” she said.

The practice, according to Charren, flouts FCC policy, which defines program-length commercials as “programs that interweave ‘noncommercial’ program content so closely with the commercial message that the entire program must be considered commercial.”

Making matters worse, she said, is that most of the products are being advertised on children’s television as well, making it hard to distinguish between product and programming.

Charren also said the offending programs aren’t cases where products are being spun off from successful TV programs; to the contrary, she said, this is a case where the desire to promote products led to the development of the programs.

All her group is asking, Charren said, is that the FCC uphold its policy. “Someone has to let broadcasters know that they can’t get away with turning children’s television into the big sell,” she said.

Charren added that there was precedent for the commission to act. In 1970, she said, the commission held that stations running ABC’s Hot Wheels, a program she said was based on a product known as Hot Wheel cars, had to log “portions” of the program as commercial time.

Under the FCC’s commercial time processing guidelines for television, the Mass Media Bureau is supposed to refer renewal applications showing more than 16 minutes of commercial time per hour to the full commission for review.

Although the FCC has proposed to abolish that processing guideline for television (BROADCASTING, July 4), just as it already has for commercial radio, the policy is still on the books.

The eight Saturday-morning network programs she identified as offenders are ABC’s Monchichi, which she said was based on a line of monkey-like dolls manufactured by Mattel; Pac-Man, which she said was based on the arcade video game by Bally/Midway Manufacturing Co.; Rubik the Amazing Cube, which she said was based on the puzzle by Ideal; CBS’s The Biakitts, which she said was based on a character owned by Taft Merchandising; Dungeons and Dragons, based on the board game by TSR Hobbies; Saturday Supercade, which she said includes segments of Donkey Kong and Donkey Kong Jr., based on the arcade video games by Nintendo of America; Frogger, based on the arcade video game by Sega Enterprises; Pitfall, based on the home video game by ActiVision; and Q*bert, based on the arcade video game by Myistar Electronics; NBC’s The Shirt Tales, based on greeting card characters by Hallmark, and Smurfs, based on toys by Wallace Berrie & Co.

She also cited six children’s TV specials or mini-series in syndication: Care Bears, based on characters developed by Those Characters from Cleveland (the licensing division of American Greetings) and the Marketing and Design Service of General Mills’ toy group; The Charmkins, based on a line of toys by Hasbro; G. I. Joe: A Real American Hero, based on the line of military dolls and accessories by Hasbro; He-Man and the Masters of the Universe, based on Masters of the Universe toy line by Mattel; Herself the Elf, based on a character by Those Characters from Cleveland (the licensing division of American Greetings) and Marketing and Design Service of General Mills’ toy group.

Charren speculated that the reason the offending programming is appealing is that broadcasters and advertisers know that President Reagan’s appointees “have closed their eyes to children’s television.

“The problem is not that these programs aren’t nice,” she said. “You can’t mix up editorial and advertising speech.”

Charren added that at least eight other toys or products are being developed for children’s TV specials or series.

Valenti repeats criticism of fin-syn repeal

In a blunt worded speech to members of the Hollywood Radio & Television Society last Tuesday (Oct. 11), Motion Picture Association of America President Jack Valentì charged the three commercial television networks with making an “anti-consumer grab for monopoly power” through their support of the proposed repeal of the FCC’s financial interest and syndication rules.

“If the public really understood what this issue was all about,” Valentì speculated in a luncheon address, “they would storm the FCC to protest this [network] assault on competition.”

Long an outspoken opponent of the network-supported deregulation plan, Valentì covered familiar ground in his presentation, emphasizing the importance of those concerned to remind the FCC and members of Congress “that this is not merely a question of who cuts up an economic pie, but a public policy issue of the highest priority. We must do that, for if we cannot we will soon be witness to the awful, squandered ruin of a once-competitive marketplace soon to be owned, controlled and inflexibly dominated.
Contrary to what you may have heard, your “average” listener has a better-than-average knack for finding stations with a quality, transparent sound—even on a crowded dial. The lower your sound quality, the higher your audience tune-out.

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unleashed he was by either reason their luncheon tables. NBC Entertainment though network executives the facts said Valenti. "[The tentative decision] turns the facts on their heads."

Most of those attending gave Valenti a standing ovation following his remarks, although network executives sat quietly at their luncheon tables. NBC Entertainment President Brandon Tartikoff, who is also president of HRTS, thanked Valenti and invited him to hear opposing views at the organization's next scheduled newsmaker luncheon on Nov. 10, when the three networks' entertainment division presidents will speak on issues affecting the industry.

Valenti criticized the FCC as well as the networks for actions the MPAA considers anticompetitive. He said the commission's August "tentative decision" on repeal of the rules was put forward "with logic that is infirm, with data that is unsupported by either reason or any kind of empirical verification, with assumptions that are as perishable as writing in sand washed by the tides." Valenti called Chairman Mark Fowler a man "beguiled by a faith in absolutes, fortified with a Savonarola belief in the all-curing concept of deregulation which, to him, takes on the divinity of canon law. Chairman Fowler had one objective—to become the champion of the networks. His aim is to rupture the rule[s] so that fact and realism are turned on their head." If the tentative decision is upheld, Valenti continued, "those responsible will forever be known as the folks who killed competition in television programing."

The speech brought out a phalanx of top film industry executives, including MCA Chairman Lew Wasserman, Warner Brothers Chairman Robert A. Daly, Paramount Pictures President Michael Eisner, and former Columbia Pictures President Frank Price. Screen Actors Guild president, Ed Asner, was also on the dais.

Metromedia reiterates its fear of fin-syn repeal

In supplementary comments, it tells FCC that getting rid of rules will kill any possibility of canceled shows resurfacing

If the FCC permits the television networks to gain any financial interest in programs exhibited on the networks, that will "sound the death knell" for resurrecting canceled network series, Metromedia said in comments last week.

"The commission must take into account the emerging marketplace pattern of resurrecting canceled network series," Metromedia said in supplementary comments at the FCC. "This emerging pattern serves the public interest through the promise of enhanced program diversity, which would be undermined by the rule revisions proposed in the tentative decision."

The FCC's tentative decision in its proceeding on the financial interest and syndication rules would permit the networks to take much of a financial interest in independently produced programing as they want; it also would gut much of the bar on network syndication (BROADCASTING, Sept. 26)."

According to Metromedia, the case his-

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Lasky suit. Victor Lasky, reporter and syndicated columnist known for his conservative and anti-Communist views, filed $9 million damage suit against ABC as result of its Close up documentary on McCarthyism that was broadcast on June 23. Lasky says statement contained in program—"The American Inquisition"—that at public meeting in Fairmont, W. Va., in 1951, he had accused local college art teacher of being Communist was false. He said program made it appear that, as result of alleged remark, teacher, Luella Munder, was fired from her job. Lasky himself appeared on program and, in interview that producer Helen Whitney had taped with him, he recalled "hysterical woman" at meeting but denied ever calling her Communist. Denial was not broadcast. Furthermore, Lasky said, he had received letter from friend of Munder, asking him to help Munder in her problems with school board. According to Lasky, writer said he had "impressed her as a compassionate man." Reference to letter was not broadcast either, even though, Lasky says, ABC had copy. Although ABC on July 6 broadcast correction—and played tape of Lasky's denial he had called Munder Communist—Lasky says attribution of "false and libelous" statement to him constitutes "libel" of him. He contends, in suit to be filed in southern district of New York, that he has "suffered serious and irreplaceable damage to his personal and professional reputation," and has "suffered personal humiliation." ABC spokesperson said ABC News lawyers have seen draft of complaint, and added, "We're confident we'll succeed on the merits."

Forget that tack. What can FCC do about pirated engineering in commission applications? Although FCC official has suggested (Broadcasting, Oct. 10) that attempts be made to make piracy issue in comparative hearings, Jim McKinney, FCC Mass Media Bureau chief, has pointed out that commission already has rejected that option in re Applications of Roanoke Christian Broadcasting and Western Virginia TV Co. In that case, McKinney noted, FCC said theft of engineering did not raise question regarding applicant's ability to operate in public interest. Commission also said it wouldn't condition grant of permit on outcome of litigation growing out of such conduct, nor would it specify issues on subject in comparative hearings. Applicant can "adequately protect its property rights in application—if indeed it has any—in courts, FCC said.

NBMCo denied. FCC has renewed licenses of Roanoke Broadcasting Co., for WELR-AM-FM Roanoke, Ala., over objections of National Black Media Coalition and Concerned Citizens of Roanoke. In petitions to deny, groups alleged Roanoke wasn't broadcasting public affairs programming for minorities, or public service announcements for minority organizations. FCC, however, said Roanoke stations had presented programs of interest to Roanoke's minorities; it also said PSAs had been for diverse range of organizations, including those of interest to predominantly black or white groups. In addition, FCC noted it had admonished licensee over employment discrimination. Licensee, according to commission, has proposed to expand its recruitment sources and hired two blacks as announcers.

Metromedia moves. Metromedia has further expanded its radio paging and cellular mobile telephone interests by purchasing American Teleservices Inc. for $52.5 million. American Teleservices is radio common carrier providing radio paging and mobile telephone (including cellular telephone) service in Baltimore and Washington markets. It is only nonwireline common carrier operating cellular radio telephone service under experimental authorization by FCC. In separate announcement, Metromedia also said it has entered partnership agreement with all nonwireline cellular mobile telephone applicants to FCC for service in Washington and Baltimore markets. Partnership includes American Teleservices (40%), Washington Post Co. (20%), Graphic Scanning Corp. (10%) and Metro Cellular Telecommunications (30%). Last is partnership of Metromedia, Metracell and Metropolitan Radio Telephone Systems. Parties will combine respective applications to FCC and apply as one entity Metromedia also said it expects 1983 third-quarter earnings from continuing operations to be less than 10 cents per share earned in last year's third quarter. However, Metromedia said that for entire year it estimates earnings from continuing operations to be up over 30% from last year. Figures are adjusted to reflect this summer's 10-for-1 stock split.

Philadelphia grant. FCC administrative law judge has granted application of Automatic Wide-Area Cellular Systems Inc., which is jointly owned by LIN Cellular Communications Corp. (51%), Metromedia (25%), and Radio Broadcasting Co. (24%), for nonwireline cellular radio franchise in Philadelphia. Denied were competing applications of Celcom Communications Corp. of Pennsylvania, Cellular Mobile Systems of Pennsylvania and MCI Cellular Telephone Co.

New rates. AT&T has announced it is planning to ask FCC for authority to cut its rates for long-distance services by $1.3 billion annually. AT&T official said reductions would be "over and above the 40% and 60% discounts already in effect evenings and weekends." AT&T said new rates, which would become effective Jan. 1—day Bell operating companies are to be divested—are dependent upon assumption that FCC's access charge decision is not delayed or changed.

Review action. The FCC Review Board has upheld the applications of Gilmore Broadcasting Corp. for renewal of KODE-TV Joplin, Mo., and Mid-Continent Telecasting Inc. for KOAM-TV Pittsburg, Kan. The initial decision, over protests from Mass Media Bureau, found that the stations had not engaged in anticompetitive activity by lowbidding their advertising rates. The ALJ did find that KODE-TV charged political candidates higher rates than station's lowest unit charge for same class and amount of time, but he concluded the overcharges were unintentional and that the station had promptly rectified the situation when it was discovered (Broadcasting, March 21).
AMERICA TODAY: PRIVATE HELP FOR PUBLIC TV

When public television needed supplemental public affairs segments to inform and entertain viewers with quality programming during station breaks, it turned to its commercial brethren for help.

Gannett and its six major-market TV stations responded by packaging special news and information programming under the title America Today and providing the short features as a public service.

The three- to five-minute America Today segments portray America at work and at play. Topics range from ski patrols in the Rockies to crafts in the Appalachians and shrimp fishing off the coast of Georgia.

America Today, now two years old, is aired by more than 100 public TV stations from Portland, Ore., to Plattsburgh, NY. The segments are prepared for public television at KBTY, the Gannett station in Denver, and fed nationwide by Pacific Mountain Network satellite. America Today also serves the U.S. military and their families abroad through the Armed Forces Radio and Television Service.

Station managers say audience response is overwhelmingly favorable. They describe America Today as “fascinating...indispensable...consistently interesting” and “a valued addition to our schedule.”

Quality news and information services are a major commitment of Gannett Broadcasting. Extending help to public television is just part of the public service performed by Gannett’s world of different voices where freedom speaks.

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CBS reports upbeat third

Three-month numbers show profit increase of 32% for company

CBS reported that its third quarter 1983 earnings from continuing operations increased 32% and net income more than doubled, compared to the same period last year. Income from continuing operations, CBS said, rose to $33.4 million, compared to $25.3 million a year ago. Earnings per share increased 24% from 90 cents per share to $1.12 per share. Revenues rose 10% to $76.9 billion.

Income from continuing operations includes earnings from each of the CBS divisions: Broadcast Group, Records Group, Columbia Group (musical instruments, toys, video game and home computer software distribution) and Publishing Group. CBS/Broadcast Group, although accounting for 48% of the third-quarter company-wide revenues, represented 64.5% of its income from continuing operations. This compares to 47.6% and 72%, respectively, for the same quarter ending Sept. 30 last year.

For the first nine months of 1983, income from continuing operations rose 17% to $109.9 million, compared to $94.1 million for the same period the year before. Per-share income increased 10% to $3.70, while revenue rose 8% to $3.12 billion from $2.9 billion.

CBS Chairman Thomas H. Wyman, in a prepared statement, said that the Broadcast Group’s cost-management efforts helped to bring about “noticeably better” revenue and profit margins during the third quarter as compared to the preceding six months. In the Broadcast Group, revenue increased 11% over the same period last year, “paced by the performance of the Television Network.” Revenue rose 4% in the Columbia Group during the third quarter over the same period last year, but profits were off—the division went from losing $500,000 to losing $15.7 million. Wyman said Columbia Group’s performance was “affected negatively by the very troubled marketplace for video games.” He added CBS “felt it prudent to write off unamortized costs related to video games.”

Revenue in the Records Group increased 10% during the quarter from $235.5 million to $258.5 million, while operating income went from a loss of $12.3 million in the 1982 quarter to a turnaround profit of $10.7 million. Wyman credited the good news to “stronger product and stronger market trends domestically and internationally, as well as the absence of write-offs associated with the consolidation of the Group’s record and tape manufacturing operations, which required the closure of a manufacturing facility in the third quarter” of 1982.

Publishing Group revenue rose 9% over comparable quarters from $73.7 million to $76.9 million, while operating income rose 8% from $35.2 million to $38 million.

Taft buys into Videostar Connections

Taft Broadcasting Co., a major Cincinnati-based group broadcaster whose holdings include amusement parks and a cartoon production company, has moved further into satellite communications, acquiring a majority interest in Videostar Connections Inc. of Atlanta.

Neither Taft nor Videostar officials would say how much Taft invested in the communications satellite services firm, but they confirmed that Taft’s share of the private corporation amounts to around 12%.

Whatever the price, Videostar President Ken Leddick was happy to get it. The cash “will allow us to move forward more quickly with the construction of permanent satellite network facilities to support our rapidly expanding videoconferencing business,” he said in a prepared statement. “It will also permit us to expand Ku-band services for broadcasters and teleconference users. Finally, we are excited about the prospect of cooperation with Taft in the actual business of satellite transmission... by marrying our services to their facilities.”

And Taft’s facilities are extensive. The group broadcaster has downlinks at all seven of its television stations and uplinks at three of them—WREC-TV Birmingham, Ala.; WDAF-TV Kansas City, Mo., and WDCA-TV Washington. What’s more, it is a part owner of a transponder on Western Union’s Westar V satellite.

Through its hotel-based videoconferencing network and its roles as the transmission arm of the National University Teleconference Network, Videostar estimates that it will handle more than 250 satellite video-
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in the history of the industry. It is gratefully accepted.
Health care picked as TV ad target

The health care industry was pictured as an emerging growth area for television advertising during a discussion at the seventh annual Katz/PROBE marketing seminar.

Ratings picture still sketchy, but 'Taxi,' 'Wheel of Fortune' show strong, 'Thicke' 'disappointment'

A new season of first-run syndicated programming—the largest in recent years—has been getting under way over the past month, and although programers are reluctant to pass judgment on the viability of shows this early in the game, most agree that King World Productions' 'Wheel of Fortune' exhibits signs of being the season's first bonified hit while MGM-UA's 'Thicke of the Night remains the entry causing the most concern. Ratings for new off-network shows are scarce to date, but early indications are that Paramount Television's 'Taxi' may be off to the strongest start.

During its first three weeks on the air, 'Wheel of Fortune' averaged a 28 share in Nielsen's overnight ratings in Philadelphia, where it airs in prime access on WPVI-TV. In Detroit, where it airs on WDIV-TV, also in access, it climbed from a 30 share its first week to a 33 for its third. Ratings in nonmetered markets won't be available for several more weeks.

'Thicke,' on the other hand, has declined in overnight ratings since it premiered Sept. 5. On New York's WNEW-TV, it averaged a 1.7 rating/share in Nielsen overnight ratings for the week ending Friday, Oct. 7, up marginally from the 1.66 it averaged the previous week, but down from the 3.21 it averaged in its premiere week. On Los Angeles' KTTV-TV, it averaged a .62, down from a premiere-week .26 but holding steady with the .62 it averaged the previous week. In Philadelphia, it has gained on independent WPHL-TV from the .42 it averaged the week ending Sept. 23 and the .41 it averaged the following week, to a .93 for the week ending Friday, Oct. 7. 'Thicke' premiered on WPHL-TV with a 1.24/weekly overnight average. 'Thicke's best performance in Nielsen overnight has been in Detroit, where it airs from 1 to 2:30 a.m. on WDIV-TV. It has climbed from a 1.7/10 for the week ending Sept. 23 to a 3.4/16 for the week ending Oct. 7. Premiere week there averaged 2.9/17.

In national ratings from Nielsen, 'Thicke' showed its first major downturn the week ending Saturday, Oct. 8, when it averaged a weekly 1.5 rating. For the three weeks prior to that, 'Thicke' had averaged a weekly national rating of 1.9 (premiere week), 1.9 and 1.8.

As ratings for 'Thicke' remain low, stations carrying it, especially network affiliates, are under-growing pressure to move the program to a later time period, where there is less demand for acceptable ratings during the crucial fourth quarter. According to the national programer at one major rep firm, many stations have put off deciding whether to move 'Thicke' until they have a chance to judge changes made in the program by new producer Erni DiMassa. Many of those changes became visible last week.

Rod Cartier, program director at NBC affiliate WDSU-TV New Orleans, which airs 'Thicke following Tonight,' said he will give the program 13 weeks in its present time period before moving it, and a number of other programers express similar willingness to 'Thicke and DiMassa to 'Thicke have been a disappointment,' but not a "disaster," said Avi Shoubin, station manager at WPHT-TV, who looks for improved performance in time for the November ratings sweeps. Shoubin said he has told 'Thicke' co-producers InterMedia Entertainment and MGM-UA that their show needs more structure if it is to work in late night. "There's a place for 'off the wall' programing," he said, "but not in late night."

Jack Carroll, program director at KMOL-TV San Antonio, Tex., another NBC affiliate airing 'Thicke following Tonight,' believes 'Thicke' "has a way to go" before establishing its format, but that it will "shake itself out" eventually. Carroll has had few complaints from viewers about his replacing NBC Overnight, a news program, with 'Thicke.'

In addition to 'Wheel of Fortune,' Telepictures Corp.'s Love Connection has shown early signs of strength, although programers caution it is too early to tell how the show will fare in the long run. In New York, where WNBC-TV airs it from 4 to 4:30 p.m., Connection averaged a 5/15 its first week in Nielsen overnight, followed by a 6.1/19 its second week and a 4.7/14 the week ending Oct. 7. On Philadelphia's WCAU-TV, airing at 10 p.m., it averaged 4.7/19, 5/17 and 4.4/9 its first three weeks, while Detroit's WJBK-TV, airing it in prime access, averaged a 6/11, a 6.1/12 and a 6.3/13. Connection's only weak overnight market is Los Angeles, where KTTV(TV), airing it at 2:30 p.m., averaged a 1.1/4, a 1.8/6 and a 1.4.

Group W's He-Man and Masters of the Universe, an animated children's show, premiered with a 6.2/18 for its first week on WNEW-TV New York at 4 p.m. and finished with a 6.2/19 for the week ending Oct. 7. On KCOP(TV) Los Angeles, it averaged a 6.9/19 and a 6.6/21 in the same time period for the same weeks and on WTAFTV Philadelphia, it averaged a 4.6/12 and a 4.7/12 for the same weeks at 3:30 p.m.

Ratings for the Bennett Group's Breakaway are considered inconclusive because in markets where overnights are available, stations are airing it tape-delayed at midday, instead of live and in early fringe, where most stations have it. It has established a 1/5, a 1.7/6 and a 1.3/8 its first three weeks out, while on KTTV(TV), it has averaged a 1.9/7, a 1.8/7 and a 1.2/5.

Golden West Television's Woman to Woman averaged a 1.7/10, a 1.6/10 and a 1.3/9 during its first three weeks on WABC-TV New York, at 10:30-11 a.m.; a 1/5 and an .8/4 on KTLA-Los Angeles, at 11-10 a.m. and a .7/5 on WABC-TV Philadelphia, at 11:30-12 a.m.

Among new weekly first-run programs, a number of contenders appear to be faring well. Television Program Enterprise's Star Search has climbed from an initial 2.9/5 Nielsen overnight rating/share on WNEW-TV to a 4.5/7 on Oct. 9. In Los Angeles, it averaged a 4.8/9, a 4.2/7, a 2.5/4 and a 4.4/7 its first four outings on KTTV(TV), and on San Francisco's KTVU(TV), it has averaged a 5.5/14, a 4.1/11, a 2.7/6 and a 5.4/14.

Paramount Television's Taking Advantage has averaged a 2.4/12, a 3.2/14 and a 1.8/15 on New York's WCBSTV, airing it at 11-11:30 Sunday mornings; a 2.4/20, a 1.5/
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Premiers were petering out and baseball was in, but the order of finish in the prime time ratings for the second week of the new season (week ended Oct. 9) was the same as for the first. CBS-TV took it again, with an average Nielsen rating/share of 18.0/29. ABC was second with a 17.3/28 and NBC-TV was third with 16.0/26. CBS was down a tenth of a rating point from the opening week and ABC was up a tenth, but the real change was recorded by NBC. A 1.4-point advance, thanks in part—but not entirely—to five full nights of major league baseball playoffs.

Two new shows premiered, in contrast to last week's all Monday.

Both were on CBS: Scarecrow and Mrs. King came in with a 22.3/35 to place sixth among the week's shows, while Whiz Kids showed little whiz, producing a 13.6/22 and ranking 48th. CBS's AfterMASH dropped five rating points from its premiere performance but still managed a 26.0/37 to rank first again for the week. Three new shows—AfterMASH, Scarecrow and Mrs. King and ABC's Hotel, which scored a 22.0/37 and ranked eighth—made the top 10—unless a 68-minute pro football runner on CBS could be counted a new program in which case there were four. That runner, in the Dallas-Tampa Bay game, did a 22.7/39 and ranked third for the week.

CBS again won Monday, Thursday, Friday and Sunday nights and added Tuesday, won by NBC the week before. ABC again took Wednesday and Saturday.

The three networks' combined rating climbed to 51.3, a 1.4 gain from premiere week and within half a point of the 51.8 scored in the comparable week a year ago. Combined network share for the week was 83 versus 84 a year ago. For the first two weeks the average combined rating and share were 50.4/81 compared with 50.6/82 for the first two weeks of last season.

The second week, night by night:

CBS took Monday with a 20.5/32 average representing Scarecrow's 22.3/35, AfterMASH's 26.0/37, a 20.7/30 for Jeffersons and a 3.4 point drop (from premiere week) to 15.8/26 for the new Emerald Point N.A.S. Despite Boone's 10.3/16 losing performance against Scarecrow and ABC's That's Incredibles (15.2/24), a Johnny Carson Anniversary Special (20.3/31) lifted NBC into second place for the night with an average of 17.0/26. ABC's Monday Night Football averaged 15.6/26 or its full three hours 29 minutes, giving ABC a prime time average of 16.7/26.

Tuesday night, CBS's Mississipi (16.5/26) and ABC's Just Our Luck (16.4/26) and Happy Days (16.7/25) tussled to a virtual draw, but CBS's made-for-TV movie, Secrets of a Mother and Daughter (18.0/28), outperformed ABC's combination of Three's Company (18.9/28). Oh Madeline (17.5/26) and Hart to Hart (16.5/27) to give the night to CBS at 17.5/27 over ABC at 17.1/27. The night's Philadelphia-Los Angeles National League playoff game and its pregame show carried NBC to within a tenth of a point for the night at 17.0/27.

ABC took Wednesday night, with Fall Guy (18.1/30) trouncing CBS's Whiz Kids (13.6/22), and Dynasty (22.5/35) and Hotel (22.0/37) trouncing the CBS movie, Carpool (13.2/21). The Philadelphia-Los Angeles game that night averaged 17.5/29 over its full run and gave NBC a 17.2/28 for the prime time hours.

Thursday night went to CBS, with Magnum P.I. doing a 20.8/34 against ABC's Trauma Center (13.4/22); Simon and Simon turning in 21.8/34 against ABC's 9 to 5 (13.3/21) and It's Not Easy (13.4/21), and with Knot's Landing producing a 19.6/33 against ABC's 20/20 (15.6/26). On NBC, meanwhile, the American League playoff between Chicago and Baltimore averaged a 16.6/28, giving NBC a second place 16.3/27 for the night.

Friday night also went to CBS, although its Dukes of Hazzard (15.5/27) trailed both Benson (16.1/29) and Webster (17.6/29) on ABC—ABC said, that any of its regular series had outperformed the Dukes in that time period since last Oct. 22. CBS's Dallas (23.7/38) swamped ABC's Lottery (13.7/22) and CBS's Falcon Crest (19.8/34) easily out-distanced ABC's Matt Houston (14.6/25). The Baltimore-Chicago game on NBC that night was doing a 14.1/24 to become the lowest rated league championship game ever played in prime time.

Saturday was ABC's, with T.J. Hooker turning in one of its better performances at 16.6/30, Love Boat doing a 19.1/32 and Fantasy Island, in its season premiere, doing a 16.6/29. CBS's Cutter to Houston (10.1/18) failed to improve on its premiere performance, and the CBS movie, September Gun (15.8/27), was third in its time period, behind Los Angeles-Philadelphia on NBC (16.6/29) as well as the ABC lineup.

CBS took Sunday night by half a point over ABC, thanks to the 22.7/39 produced by the 60-minute runner of the Dallas-Tampa Bay game. Because of the runner, CBS's 60 Minutes was up against ABC's Hardcastle & McCormick again. The first time this happened, also because of a CBS football runner, Hardcastle won by two-and-a-half rating points (BROADCASTING, Oct. 3). This time, 60 Minutes was the winner, 22.3/33 to Hardcastle's 18.7/28. NBC's First Camera, this time playing against the football runner, was again the week's lowest rated show at 7.7/13.

With two weeks of the new season gone, CBS had a season average of 18.0/29, ABC a 17.2/28 and NBC a 15.2/25.

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**CBS takes second week; baseball goes hitless**

**Rank - Show - Network - Rating/Share**

A: AfterMASH | CBS | 22.0/37
B: Dallas | CBS | 22.7/28
C: NFL Football | ABC | 22.9/30
D: Dynasty | ABC | 22.6/26
E: Making a Male Model | ABC | 22.6/26
F: Scarecrow and Mrs. King | CBS | 22.3/35
G: 60 Minutes | ABC | 22.1/30
H: Hotel | ABC | 22.0/27
I: Simon & Simon | CBS | 21.8/24
J: Magnum, P.I. | CBS | 20.7/29
K: Jeffressons | ABC | 20.5/32
L: Alaska | ABC | 19.5/24
M: Falcon Crest | CBS | 19.0/25
N: Knots Landing | ABC | 19.0/25
O: Love Boat | ABC | 18.1/28
P: Hotel Company | ABC | 18.0/28
Q: Alice | ABC | 18.0/28
R: Hardcastle & McCormick | ABC | 18.7/28
S: Fall Guy | ABC | 18.1/20
T: Secrets Mom/Daughter | CBS | 18.0/29
U: Baretta | NBC | 17.9/27
V: Webster | ABC | 17.6/29

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**Rank - Show - Network - Rating/Share**

1. NFL Baseball Game | NBC | 17.5/29
2. Jeffersons | CBS | 17.5/28
3. Oh Madeline | ABC | 17.5/28
4. NFL Championship | NBC | 17.4/27
5. Knight Rider | ABC | 17.0/28
6. Happy Days | ABC | 16.7/28
7. T.J. Hooker | ABC | 16.6/28
8. NFL Baseball Game 2 | NBC | 16.6/28
9. Runaway Island** | ABC | 16.6/28
10. AL Baseball Game 2 | NBC | 16.6/28
11. Hart to Hart | ABC | 16.5/27
12. Circus of Power | NBC | 16.5/28
13. Just Our Lucky | ABC | 16.4/28
14. Benson | ABC | 16.1/28
15. September Gun | ABC | 16.1/27
16. Elf | CBS | 15.8/28
17. NBC Monday Football | ABC | 15.6/28
18. 20/20 | ABC | 15.6/28
19. Dukes of Hazzard | CBS | 15.5/27
20. Goodnight, Sweetheart | CBS | 15.4/24
21. That's Incredible | ABC | 15.4/24
22. Matt Houston | ABC | 14.6/25

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October 12, 1983
ABC’s Schneider wants same whistle for alternate media

“As society demands higher standards of fairness and decency [on TV], the rules of the game tend to multiply and the umpire’s burden grows.”

Those were the words of ABC Inc. Vice President Alfred R. Schneider, speaking last Tuesday (Oct. 11) at the first of a fall series of business/media luncheons sponsored by The Media Institute in Washington.

ABC will continue to be fully responsible in its standards and practices procedures, Schneider reassured his audience, but he questioned how fairly the rules of the game are being applied to alternate media in the Fifth Estate. He pointed out that the public thinks differently about what it views, for instance, on cable television versus conventional commercial TV.

“While the public feels it has a certain control over its selection of cable material,” he said, “the same control is not felt concerning over-the-air broadcast. This suggests the public accepts personal accountability in choosing cable, but continues to rely on broadcasters to be accountable for commercial programming.”

Schneider also said that the “federal courts are making distinctions that give cablewide latitude in program content. Decision-makers grant complete First Amendment protection for cable—while maintaining more limited constitutional freedom for free television—by striking down local ordinances for cable which proscribed obscenity, indecency and profanity on grounds of vagueness or being too broad.”

The courts are saying, Schneider maintained, that there is a difference between cable, which the subscriber buys and puts into his own home at his choice and cost, and broadcast TV, “which is so pervasive and unrestricted in its entry into the home that it must be held accountable for a higher standard of review.”

The ABC vice president said the difference in acceptability standards raises two questions: Is it time for commercial broadcasters to reconsider what is acceptable programming? And, if broadcasters alter what is acceptable, how does that change affect accountability to the public?

Schneider said it appears likely that broadcast television—as the mainstream medium—will absorb some influences of cable, which in turn will moderate its programming as its audience expands. The “convergence of two media” will undoubtedly produce changes in programming and the nature of accountability, he added.

But, Schneider concluded, “in looking to

High flyer. ABC News will introduce an in-flight half-hour monthly magazine program, Newsflight, next month for viewing by passengers of Western Airlines flights. The series will be hosted by 2020 host Hugh Downs, and, according to ABC, "will utilize the many resources of ABC News to provide reports on various topics of current interest."

Newsflight is being marketed by ABC Video Enterprises to other major airlines on an advertiser-supported basis. The ABC subsidiary has recently licensed other network programs for viewing on CP Air, El Al, Thai and Korean Airlines.

Newsflight is expected to reach about 200,000 passengers a month on Western DC-10’s offering in-flight programming.

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, Broadcasting is examining each of those committees, focusing on their chairman, members and goals for the coming year.

task force on radio allocations: The future of the AM and FM bands is of paramount importance to the National Association of Broadcasters. The association’s Task Force on Radio Allocations has served as the watchdog for the industry to insure that as the FCC and State Department carve up the spectrum, broadcasters are protected. The task force was formed several years ago during the fight over the FCC’s proposed reduction in AM channel spacing from 10 khz to 9. Still other battles remain to be fought. Task force Chairman Michael Lareau, WOOD-AM-FM Grand Rapids, Mich., said his group represents the interests of the entire U.S. radio industry. “As these changes are proposed, the U.S. radio industry has a tremendous amount at stake. Our task force plays a lead role in getting the State Department and the FCC know where radio stands,” Lareau said. (Lareau is serving his third term as chairman of the task force.)

The group, he explained, has a demanding schedule. It meets at least four times a year with the FCC to discuss radio allocations matters. The group’s own meetings coincide with those of the FCC’s Advisory Committee on Radio Broadcasting.

At present, the task force is concentrating on the FCC’s decision to expand daytime broadcasters’ hours. “We’ll follow that closely to see what is done and to insure that the expansion of hours doesn’t interfere with current broadcast services,” said Barry Umansky, NAB’s staff liaison for the task force.

The FCC’s FM expansion plans (docket 80-90) are another key issue falling under the task force’s bailiwick. The NAB, Umansky said, filed a petition for reconsideration at the FCC because it is concerned about the downgrading that would occur for Class C FM’s. In addition, the NAB is asking the commission to provide preferences for existing stations competing for new allocations. The task force also monitors the FCC’s proposal to increase Class IVAM nighttime power.

The future use of subcarriers and AM band expansion will also likely dominate the task force’s agenda. “SCAs provide a very exciting opportunity for AM and FM broadcasters,” Lareau said. NAB is currently lobbying the commission to exempt SCAs from common carrier status.

Lareau is sure that as the radio spectrum expands, greater opportunities for minorities and daytimers will prevail, expanding the marketplace. “The industry has been able to handle the expansion over the last 10 years. I am confident the future expansion will be absorbed by the marketplace. Radio broadcasters are survivors,” Lareau said.

Lareau’s enthusiasm for the task force is shared by member Edward Giller, Gilcom Corp. Altoona, Pa. “The task force plays one of the most significant roles in so many areas,” he said. Giller stressed the importance of guarding radio broadcasters from unfair treatment as the FCC implements new policies and further expansion plans.

Committee members are: Lareau; Giller; Arnold Lerner, WLHJAM-WSSHFM Lowell, Mass.; Michael Eskridge, NBC Radio; Ernest Fears, WRCONAM Washington; Ralph Green, CBS Radio Network; John Hyde, KOHL-AM-FM Fairbanks, Minn.; James Kent Nichols, Surrey Broadcasting, Denver; Thomas Read, Read Broadcasting, Spokane, Wash.; Douglas Stephens, KDEN(AM) Englewood, Colo., and Frank Woodbeck, WKBWAM Buffalo, N.Y.
the future, broadcasters know from the past that the most important voice is not that of the competition, but of the viewer—who truly sets the pace of change and decides the level of accountability."

The Media Institute is a nonprofit research organization, supported by foundations, trade associations and individuals, that seeks to foster better understanding between the media and the business community.

**Election outlook at the NAB**

The National Association of Broadcasters kicked off its annual election proceeding for seats on the radio and television boards. Members have been asked to submit nominations for the six seats on the radio board and 12 seats on the TV board up for election this year. (The NAB's election process continues until next March when the winners are announced.) Nominees will be announced next month and a runoff election will be held in December. The final votes will be cast in February.

A contest for the second district seat, representing New York and New Jersey is already shaping up. Incumbent radio board member Gary Stevens, Doubleday Broadcasting, New York, and former radio board member Bill O'Shaughnessy, WVOX(AM) WRTN(FM) New Rochelle, N.Y., are vying for that seat left vacant by radio board chairman, Martin Beck, Beck Ross Communications, Rockville Centre, N.Y., who is ineligible for re-election. (Stevens' seat is being phased out.) Three other radio board members are also ineligible for re-election: District 6 (North and South Carolina): Robert Hilkner, Suburban Radio Group, Belmont, N.C.; District 8 (Louisiana and Mississippi): Chuck Cooper, Charisma Communications Group, Columbus, Miss., and District 12 (Missouri and Kansas): Fred Conger, KWBW(AM)-KHUT-FM Hutchinson, Kan. Television board member William Dillay Jr., WLBT(TV) Jackson Miss., is also ineligible for re-election. Each elected member will serve a two-year term that starts June 1984.


Television board members up for re-election: Bill Bengston, KOAM-TV Pittsburg, Kan.; James Dowdle, Tribune Broadcasting, Chicago; William Faber, WXFL(TV) Tampa, Fla.; Crawford Rice, Gaylord Broadcasting, Dallas, and William Turner, KCAU-TV Sioux City, Iowa.

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Making a difference. Allen Neuharth, chairman and president of Gannett Co.(I), was honored last week by the National Black Media Coalition for his contributions toward increasing minority participation in the communications industry. NBMC Chairman Pluria Marshall presented Neuharth with a plaque, the first in NBMC's 10-year history recognizing Gannett's role and commitment to equal employment. Marshall later praised Neuharth for speaking out on those issues and for "making a difference."
Television Trust

$864,000. dio Co. to MusicRadio KSRD(FM) and Lawton, both Oklahoma; $15 KMID-TV Classical corporation.

Herman partnership indicates ownership foreign investment secretary. Northwest Energy in 20036

Lawton Odessa, 2 Okla., cable antenna kw aural average terrain. An area with interests has no antenna in this transaction.

KMID-FM) Seward, Neb. Sold by KSRD Radio Co. to MusicRadio of Nebraska for $864,000. Seller is Denton, Tex.-based general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLQ-FM.

Television Trust

Classical corporation. KWHC-AM-FM Salt Lake City has a new owner. Its parent, Northwest Energy Co., was recently purchased by the Tulsa-based Williams Co. in a friendly takeover valued at $660 million. Neither company has other broadcast interests. David Higby, secretary of Northwest, said that a reason for buying the stations originally was to prevent foreign investment in the parent company beyond 20%. Higby said that recent case law indicates ownership of a broadcasting property is no longer "a significant legal barrier" to foreign takeover. An area broker said he thinks the classical stations have operated at a loss in recent years and estimated their value at $2.5 million to $3 million.

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10/17/83
New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. WGY is on 810 kHz with 50 kw full time. WQFM is on 99.5 mhz with 10 kw and antenna 930 feet above average terrain. WSIX is on 980 kHz with 5 kw full time. WSIX-FM is on 97.9 mhz with 100 kw and antenna 1,140 feet above average terrain.

WPTR(AM) Albany-WLFL(AM) Troy, both New York. Sold by Rust Communications Group Inc. to Robert Dyson for $4 million. Seller, principally owned by William Rust, also owns WHAM(AM)-WHF(M) Rochester, N.Y.; WSWO(AM)-WQX(X) Salem, Ohio, and WNOW(AM)-WQX(A) York, Pa. Buyer also owns WQOK(AM)-WDPM(AM) Poughkeepsie, N.Y. WPTR is on 1540 kHz with 50 kw full time. WFLY is on 92.3 mhz with 13 kw and antenna 850 feet above average terrain.

KJMK(AM) Lake Oswego, Ore. Sold by Harte-Hanks Radio Inc. to 107 Ltd. for $2.2 million. Seller, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's, five AM's and three TV's. Buyer is owned by Victor M. Ives, general partner (90.09%), Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMK. KMJ is on 106.7 mhz with 100 kw and antenna height 877 feet above average terrain.

KOOL-AM-FM Billings, Mont. Sold by Mathias Enterprises to KOOK Associates Ltd. for $2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KJUW(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL(AM)-KQX-FM Grand Junction, Colo. KOOL is on 970 kHz with 5 kw full time. KOOK-FM is on 102.9 mhz with 100 kw and antenna 500 feet above average terrain.

KBL-FM San Angelo, Tex. Sold by San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for $1.6 million. Seller is headed by William W. Jamar Jr., president (51%), who also owns 50.5% of KBBW(AM)-KOXE(FM) Brownwood, Tex., and 10% of KSNF-FM Snyder, Tex. Buyer is owned by Dale E. Palmer, president (70%), and Al T. Burke (30%). Palmer has interests in KMBD(AM) Midland, K207(M) FM Orange and KOLE(AM) Port Arthur, all Texas, and has bought subject to FCC approval, KBLU(AM)-KTTI(FM) Yuma, Ariz. (BROADCASTING, June 6). Burke has bought, subject to FCC approval KGSN-TV Laredo, Tex. (BROADCASTING, Sept. Oct. 10). KBL-FM is on 92.9 mhz with 100 kw and antenna 729 feet above average terrain. Broker: Jamar Rice Co.

KDUV(FM) Brownsville, Tex. Sold by John Horn Broadcasting Inc. to Bixby Great Elec.
Deal will put earth stations at network affiliates; unused bird capacity had held up deal

The satellite network Comsat General has agreed to create for NBC-TV will be a powerful communications tool, capable not only of distributing the broadcast network's programming to its affiliates, its principal purpose, but also of transmitting other video and nonvideo information throughout the country.

"Any communications system is capable of providing shared uses," said Comsat General President Robert Kinzie at a press luncheon at Comsat's Washington headquarters last week. "This is a major network and [Comsat and NBC] will investigate other uses for this network."

Indeed, after all else in the $300 million-$400 million agreement was finalized, the question of who would control the network's excess capacity held up consummation of the deal. But NBC and Comsat resolved the matter to their mutual satisfaction and the finalization of the 10-year contract was announced late last month (BROADCASTING, Oct. 3). According to the contract, said Michael Sherlock, executive vice president, operations and technical services, NBC, the network may offer video services with or without Comsat, but cannot offer nonvideo services without the cooperation of the satellite carrier.

Neither Kinzie nor Sherlock would say what ancillary services NBC and Comsat are jointly investigating, although Kinzie hinted that videoconferencing and facsimile transmission may be among them. Videoconferencing would be a natural, he suggested. "It's really closed-circuit television," he said, and NBC and its affiliates are television "experts." The affiliates "have the ability to not only use their studios, but to remote to almost any meeting room within their areas."

Under terms of the contract, Comsat will establish a complete satellite distribution system, including all uplinks and downlinks, and lease it to the network for the next 10 years. The first 24 stations will come online in early 1984. The rest of the NBC stations will be in the satellite loop by January 1985. At that time, said Jack Wier, vice president of broadcast operations, operations and technical services, NBC, the network will "cut" all its existing terrestrial links.

The Comsat system features receive-only earth stations at 170 affiliates, transmit-receive earth stations at eight major-market stations, "master earth stations" in New York and Burbank, Calif., and six transportable earth stations. The 34 affiliates that will not receive earth stations will get their feeds from nearby satellite-fed affiliates via dedicated microwave links or off the air. Comsat will lease transponders from Satellite Business System's three-satellite Ku-band (12 ghz) system to initiate the service, but switch the bulk of the traffic to transponders on RCA Americom's Ku-band satellites when the first is launched in late 1985.

The 170 receive-only earth stations will be the backbone of the network. Most of the receive-only earth stations will comprise either a six-meter or eight-meter primary dish, a three-meter backup dish and four video receivers. Two receive-only earth stations will receive an 11-meter primary dish. (The larger dishes will be deployed in weak-signal areas or in areas prone to heavy rainfall which degrades Ku-band signals.) The eight transmit-receive earth stations will have the same dishes and receivers, but will also have two video transmitters. Each of the master earth stations, which will originate most of the network's feeds, will consist of two 8-meter earth stations, eight video transmitters
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and 24 video receivers. The six transportable transmit-receive earth stations, which will be built upon tractor-trailers, will feature a single five-meter dish, four video receivers and two transmitters. Under a contract with Comsat, valued in excess of $100 million, Harris Corp., Melbourne, Fla., will supply and maintain all the earth stations and operate the transportable earth stations.

According to Comsat's earth station license applications at the FCC, the six-meter/three-meter receive-only earth stations will cost $191,000, the eight-meter/three-meter receive-only earth stations will cost $231,000 and the eight-meter/three-meter transmit-receive earth stations will cost $560,000. The costs include installation.

At the start of service early next year, NBC use of four full-time transponders and one occasional-use transponder on SBS III. In addition, it will employ five other transponders on either SBS I or SBS II on an ad-hoc basis for heavy prime time and weekend sports feeds. When the first of the RCA Ku-band satellites is launched in the fall of 1985, NBC's four full-time transponders be shifted to it from SBS III. Other SBS satellites will continue to be used as they are needed.

The network will be computer controlled. According to Comsat, the network "can be visualized as a very large distributed switch, with inputs and outputs throughout the U.S." From redundant NBC Skypath Control centers at the earth stations in New York and Burbank, the network will be able to manage the flow of programing to each of the 178 remote earth stations. Skypath Control will also monitor each of the earth stations to make sure it is receiving the right programing and is working properly by analyzing a stream of data that will be sent by the earth station's computer to the control centers via the satellites.

Due in large part to the computer assistance, the network will be extremely flexible. According to William Mayo, vice president, satellite systems, Comsat General, during the 18 months of negotiations with network, flexibility replaced cost as the "dominant factor" in configuring the system. Sherack agreed cost was not the prime factor in planning the system. In fact, he said, the annual payment to Comsat will exceed the estimated $30 million a year NBC now pays AT&T and other terrestrial carriers for program distribution. But the move to the new system, he said, "promises a tremendous improvement in flexibility, in quality of picture and, we also think, in reliability." And with the regular increases in AT&T rates—a 20% increase is set to go into effect next January—Sherlock said the satellite system may eventually be cheaper than the terrestrial system it's replacing.

NBC was, by no means, ignoring cost in planning the system, however. When the 10-year plan was first announced last May, NBC planned to distribute programing directly to all 214 of its affiliates and to field 34 transportable earth stations. But those plans were pared back, apparently to save money.

The NBC feeds will not be scrambled until sometime after the full system is up and running. According to Wier, Tektronix, with NBC's encouragement, is working on a scrambling system that would use a modified version of its S-110 frame synchronizer as the descrambler. While NBC waits for the system to materialize, it will try to discourage signal pirates by using its control system to switch feeds periodically from one transponder to another.

Making FM better

Two engineers come up with technique that will reduce noise and increase coverage of stereo FM broadcasts

FM radio stations pay a price for switching from monophonic to stereophonic broadcasting: The switch from the mono to the more complex stereo signal causes an increase in background noise and, as a result, a decrease in the effective coverage area by as much as 80%.

For the last 22 years, it has been a price FM broadcasters have been willing to pay. After all, stereo (as well as static-free high fidelity sound) distinguished the FM service from the older AM service and contributed to FM's becoming the dominant service in the late 1970's.

But it's a price FM broadcasters may not have to pay forever. Two broadcast engineers—Emil Torick, of the CBS Technology Center, and Thomas Keller, vice president, senior vice president for science and technology, National Association of Broadcasters—have come up with the scheme that would permit FM stereo stations to eliminate the noise that plagues their signals and reach much greater audiences.

Torick and Keller base their system on the CX companding (noise-reduction) system developed by CBS Technology Center for long-playing records and for multi-channel (stereophonic) television. The CX companding system works by compressing the dynamic range of the audio before broadcast and expanding it at the receiver. (Companding is a contraction of compressing and expanding.)

As proposed by Torick and Keller, the low-noise FM service would be compatible with existing FM stereo radios in the same way color television is compatible with black-and-white television sets. Like the developers of color television, Keller and Torick achieve compatibility by adding to the existing signal instead of changing it.

The existing FM stereo signal comprises a main channel that contains the monophonic (L+R) information and a subchannel that contains stereo-difference (L-R) information. When the information from the two channels is mixed together, the stereo effect is created. For the new FM service, a second subchannel would be added to the signal to carry CX-compressed stereo-difference information.

Existing stereo receivers would continue...
to pick up the main channel and the first subchannel. The new breed of low-noise stereo sets would pick up the main channel and either of the two subchannels. If the FM signal contains only the conventional stereo subchannel, the low-noise radios would automatically switch to a conventional detector to tune it in. But, if the FM signal contains both subchannels, the low-noise radios would automatically switch to a special detector to pick up the CX-compressed subchannel and pass the information along to the CX “expander” that would restore the original dynamic range.

Implementation of the system is not expected to cost much at either the broadcast or receive end. Standard stereo generators cost between $1,500 and $5,000, said Keller. Incorporating a CX compressor and other necessary circuitry would add around $1,000 to their cost, he said. According to Torick, the expanders for the low-noise radios could be reduced to a few integrated circuits and could cost around $2 each in mass production.

The benefits of the the Torick-Keller system would be measured in listeners. At least theoretically, the area in which a high-quality FM stereo signal could be received without annoying background hiss (that is, with a minimum of a 50 decibel signal-to-noise ratio) would be dramatically expanded. According to research on quadraphonic broadcasting, a 10 kilowatt FM station with an antenna 1,000 feet above average terrain would cover 51,300 square miles with a monophonic signal. If the same station broadcast a conventional stereo signal, its monophonic coverage would drop almost 40% to 31,400 square miles. More important, the stereo coverage would fall nearly 80% to 11,300 square miles. According to Keller, the addition of the low-noise stereo subchannel would cause a further slight reduction in the monophonic and stereo coverages, but the low-noise stereo coverage would roughly equal the monophonic coverage. In other words, the switch to low-noise stereo would cost the station just 40% of its coverage, rather than 80%.

Despite its promise, the future of the low-noise stereo system is uncertain. Although Keller has talked to the FCC, he is still unsure whether such a service would be allowed under current rules. The FCC’s subsidiary communications authorization rules, liberalized last summer, permit FM quadraphonic broadcasting. Since the low-noise stereo system is similar in many respects to quadraphonic broadcasting, Keller said, the system could be implemented under those rules.

According to Keller, the addition of the low-noise stereo subchannel would have “virtually no effect” on the use of FM subcarriers for the transmission of data and background music and other services. “But the more you put on a signal, the greater the chance that you’ll have problems,” he warned. “People would have to watch their equipment more closely.”

Keller and Torick, who have applied for a patent on their system, have demonstrated it in various forums using signal generators in place of transmitters and are now working on a subsystem that would allow the low-noise receivers to distinguish between the conventional and low-noise stereo subchannels and switch to the proper detector.

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**Price Communications Corporation**

has acquired substantially all of the assets of

**KIOI-FM**

(San Francisco)

and

**WIRK-AM/FM**

(West Palm Beach)

The undersigned acted as financial advisor to

Price Communications Corporation in these transactions.

---

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October 5, 1983

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Nix to AT&T. The Association of Independent Television Stations has asked the FCC to reject proposed changes in rates AT&T charges for full and part-time interexchange (IXC) television transmission service. INTV and Hughes Television Network also asked FCC to scrap AT&T’s plan for assessing cancellation charges.

Under the AT&T proposal, low-noise IXC rate would decrease from the current 93 cents to 80 cents per channel mile hour; the full-time rate would increase from current $68.15 to $76.65 per channel mile per month (Broadcasting, Oct. 3). AT&T also proposed to assess cancellation charges on orders canceled later than 8 a.m. (ET) on the day before the day for which service was ordered. The charge would equal the part-time IXC rate for the portion of the order canceled.

In a filing at the FCC, however, INTV said the proposed changes weren’t in accord with an interim settlement procedure developed by users. That procedure would call for a full-time rate of $79.75 and a part-time rate of 75 cents, it said.

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Broadcasting Oct 17 1983
On its own

KCNA-TV Albion, Neb., a satellite of ABC-affiliated KHGI-TV Kearney, Neb., plans to split off on its own and become "Nebraska's first independent television station," according to officials of the Amaturo Group, owner of both stations. Along with the change in programming there are to be changes in call letter, call KHAT-TV, and in transmission site (to a 2,000-foot tower, said to be the state's tallest, now under construction near Genoa, Neb.). Tentative target date for going independent: Nov. 1.

"Our research confirms a huge appetite for movies, popular syndicated series of the past, news and a heavy sports lineup," said Frank Brosseau, president of television for the Amaturo Group. He said the station will operate 24 hours a day, seven days a week, has acquired rights to more than 2,500 movies and will show an average of 35 a week. Hit series of the past and present will be offered, he said, along with four 30-minute newscasts daily, CNN Headline News, and both national and regional sports events, including those produced and distributed by Katz Sports. Brosseau said close to 40 cable companies may carry KHAT-TV's programming.

The station is on channel 8. KHAT-TV, whose programs it currently carries, is on channel 13 and, according to Brosseau, will continue as an ABC affiliate.

Local participation

WPEC-TV West Palm Beach, Fla., has introduced People Will Talk, calling it "South Florida's only local audience participation show to be broadcast daily." The half-hour program, which airs at 10:30 a.m. weekdays, focuses on a different topic each day and presents a guest panel responding to questions and comments from a studio audience. The premiere dealt with reconstructive breast surgery, with a panel consisting of a local plastic surgeon, a woman who had had a breast reduction operation and one who had had a breast enlargement. Other topics include local angles of such national concerns as pre-employment polygraph tests, acquired immune deficiency syndrome (AIDS) and problem drinkers. Gail Grasso, formerly co-host of WPEC's daily Good Morning magazine program, is associate producer and hostess of People Will Talk. Tricia Prentis is producer, and S. Robert Rowe is executive producer. Six shows are pre-taped each week before studio audiences that range from 50 to 75 people.

Rate wrangle

The National Association of Broadcasters has asked the FCC to act quickly on a complaint by WLWT-TV Cincinnati alleging that AT&T had improperly charged for interchange TV transmission service. NAB said AT&T had failed to notify at least 12 stations of a retroactive increase in rates for that service until months after the new tariff went into effect. If the stations had been properly notified, as required by FCC rules, they would have been able to avoid the "severe economic impact of the retroactive rate increase," NAB said.

Expanding

The new name of Blair Video Enterprises is Blair Entertainment. Richard C. Coveny, president, said the change in name reflects the company's plans to be active in first-run production and to expand its international operations. Coveny said Blair Entertainment will be an active participant in the upcoming INTV, NATPE and MIP-TV gatherings as part of an effort to increase its visibility within the industry.

Coveny said the company would resume production of Divorce Court and added it is also developing a new strip game show for first-run syndication.

Making deals

NBC-TV has signed comic actor Jim Belushi as a full-time member of the Saturday Night Live repertory cast, effective Nov. 19. Belushi is an alumnus of Chicago's Second City comedy revue and is currently working as a stage actor in New York. He is the brother of the late John Belushi, an original member of Saturday Night Live, who died in March 1982.

Joshua Brand and John Faisly, creators and producers of NBC-TV's St. Elsewhere dramatic series, have been signed to an exclusive contract with Universal Studios to write and produce theatrical features, mov-
Cinaco, Hollywood-based television syndication firm, has acquired worldwide distribution rights to *Number 96*, a comedy/drama series from Australia’s Network 10. More than 300 one-hour episodes will be offered beginning January 1994. The series, described as “a fast-paced soap,” originally aired in prime time as a weeknight strip.

**CBS suit OK’d**

The Ninth U.S. Circuit Court of Appeals in San Francisco has decided that CBS-TV is entitled to recover $916,000 from producer David Merrick and can sue him for damages in a contract dispute involving production of a mini-series based on the best-selling book, “Blood and Money.” The court upheld a lower court ruling that Merrick liable for breach of contract and ordered him to pay back the nearly $1 million paid by CBS to Merrick and his agent between 1977 and 1979. The project was never completed. The court also ruled that CBS has the right to sue Merrick for damages based on the network’s payment of fees to a director and screenwriter for the ill-fated mini-series. The court’s decision was announced Sept. 27.

**Boston race**

A.C. Nielsen Co. claimed a coup in Boston, where Nielsen and Arbitron plan to introduce rival TV metered rating services next April. Nielsen said it had signed six stations as subscribers: WBBK-AM, WCVB-TV and WNEV-TV, all network affiliates, and independents WISK-TV, WLVI-TV and WNEV-TV. Arbitron said it had signed WXNE-TV and that the preponderance signed by Nielsen would not interfere with Arbitron plans to start its meter service as scheduled. “We have a very large popularity among Boston agencies,” a spokeswoman said, adding that Arbitron hopes other stations will sign on after they see the two services in operation.

**Halloween happenings**

Two Halloween specials, one of them a pilot for a proposed prime access strip, have been cleared by Lexington Broadcast Services on national station lineups. The pilot, *Trick or Treat*, has been cleared in 102 markets to reach approximately 80% of U.S. homes, while *BOO!* a comedy/variety hour starring Dionne Warwick and Rip Taylor, has been cleared in 86 markets covering about 75% of U.S. homes. National advertising time in both barter specials has been sold out, according to an LBS spokesman. who said Miller beer is the sole sponsor for *Trick or Treat*, and various sponsors will appear in *BOO!* *Trick or Treat* is the first made-for-TV project by writer George Romero, whose past credits include that movies “Night of the Living Dead,” “Dawn of the Dead” and “Creep Show.” Neither *Trick or Treat*, nor its proposed follow-up series, *Tales from the Darkside*, however, are horror shows, according to LBS, which describes the project as family entertainment along the lines of *Outer Limits* and *Twilight Zone*. *Trick or Treat*, which stars Broadway actor Bernard Hughes, includes in its lineup the five CBS owned and operated stations, which plan to air the pilot the Saturday before Halloween in prime access.

**Live song**

SIN, the Spanish language television network based in New York, will broadcast the 12th annual *Organizacion de la Television Iberoamericana (OTI)* international song festival live by satellite from Washington on Oct. 29. Bringing together the winners of national singing competitions held in 20 Latin American countries, the United States, Spain and Portugal, the festival will be broadcast to 23 countries, including the United States. This year operatic tenor Placido Domingo and Mexican singer and actress Lucia Mendez will be among the featured guest performers. In addition, leading broadcasters from Spanish and Portuguese-speaking countries are expected to attend, including: Don Emilio Azcarraga, founder and head of Mexico’s television network, Goar Mestre, head of the Argentine television network, Louis Borgerth, head of international distribution for Brazilian television, and the heads of radio and television networks in Panama, Puerto Rico, Spain, Uruguay and Ecuador. This is the first time the festival will have been held in the United States.

Following the festival, the program will be edited and translated for distribution on PBS stations. SIN is carried by 243 satellite-interconnected affiliates across the country and reaches, according to SIN, 96% of the nation’s Hispanic population.

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**D.L. Taffner Syndication Sales**

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Atlanta (404) 393-2491
Chicago (312) 593-3006
Los Angeles (213) 937-1144

Broadcasting Oct 17 1983

77
AM stations

Bethel, Alaska—Western Alaska Broadcasting seeks 1426 kHz, 1 kw-D, 1 kw-N. Address: 3933 Geneva Place, Anchorage, Alaska 99508. Principal is owned by John Lindner (67.6%), Thomas Hager (15.5%), and Sheila Givens and her husband, Gary (8.25% each). Lindner is president of KRKA(AM) Seward and KLAM(AM) Cordova, both Alaska and is applicant for new FM at Cordova and new AM at Kenai, both Alaska. Rest have no other broadcast interests. Filed Sept. 13.

Midway, Ky.—Hughes-Moore Associates Inc. seeks 920 kHz, 6 kw-D. Address: 1910 Harrodsburg Road, Lexington, Ky. Principal is owned by Paul J. Hughes III and Even A. Moore (50% each). It has no other broadcast interests. Filed Sept. 29.

West Point, Neb.—Kelly Communications Inc. seeks 840 kHz, 2.5 kw-D. Address: 2702 Bragg St., Sioux Falls, S.D. 57103. Principal is owned by Sharon J. Kelly, who has no other broadcast interests. Filed Sept. 12.

FM applications

Key Largo, Fla.—Florida Keys Broadcasting Corp. seeks 103.9 mhz, 3 kw. Address: HAAT: 300 ft. Address: PO Box 2151, Key West, Fla. 33040. Principal is owned by Gayle D. Swift, president (62.6%), Norman D. Armstrong (60.6%) and five others. It is applicant for WKGZ(AM)-WFYM(FM) Key West. Filed Sept. 28.

Smiths Grove, Ky.—John E. Dalton seeks 107.1 mhz, 3 kw. Address: 12625 Sunshine Lane, Treasure Island, Fla. 33706. Principal has no other broadcast interests. Filed Sept. 28.

Maurice, La.—Maurice Broadcasting seeks 106.3 mhz, 3 kw. Address: HAAT: 300 ft. Address: 1103 La Neveville Road, #1, Lafayette, La. 70508. Principal is owned by Smila B. Ellis and her husband, Charles F. Ellis (50% each). Smila Ellis has no other broadcast interests. Charles Ellis has 50% interest in KJBB(FM) Eunice, La., which will he divest himself of upon approval of this application. Filed Sept. 23.

Pahump, Nev.—Tamarisk Investment Corp. seeks 107.5 mhz, 25 kw. Address: PO Box 156, Pahrump 89041. Principal is owned by Leslie A. Mankins, president and six others (14.285% each). It has no other broadcast interests. Filed Sept. 11.


Charlotte Amalie, Virgin Islands—David A. Rawley Jr. seeks 102.1 mhz, 50 kw. Address: HAAT: 1525 ft. Address: PO Box 1000 High Point, N.C. 27261. Principal is beneficiary of trust in stock of corporation that publishes High Post, N.C., Enterprise daily newspaper and also has interest in WITV(AM) Myrtle Beach, S.C. and WITW(FM) Southport, N.C. Filed Sept. 22.

Chenery, Wash.—Chenery Broadcasting Co. Ltd. seeks 101.1 mhz, 100 kw, HAAT: 625 ft. Address: 1304 Hammond Lane, Tenpenna, Wash. 98948. Principal is owned by Roger L. Turnbeaugh and his wife, Madalyn (12.5% each). Turnbeaugh also have interest in KENM(AM) Toppenish, Wash., which they will divest themselves of, upon approval of this application. Filed Sept. 29.

Milladore, Wis.—Cornerstone Community Radio Inc. seeks 89.5 mhz, 10 kw, HAAT: 500 ft. Address: 2929 W. Main Street, New Smyrna Beach, Fla. 32069. Principal is nonprofit corporation headed by Richard L. Van Zandt, president. It has no other broadcast interests. Filed Sept. 26.

Trempealeau, Wis.—Greater Trempealeau Broadcasting Co. seeks 103.5 mhz, 1 kw, HAAT: 540 ft. Address: Oak Avenue, South Oslo, Wis. 54650. Principal is owned by W. Louis Lonquist, who has no other broadcast interests. Filed Sept. 23.

TV applications

Burlington, N.J.—Maco K. Sloan and Charles Joseph Thompson seek frequency of WKBS-TV, ch. 48, ERP: 2.340 kw, HART: 1,123 ft.; and height above ground: 1,050 ft. Address: 2500 Legion Drive, Knoxville, Tenn. Principal is owned by Sloan (51%) and Thompson (49%). Thompson also owns 40% of WSMTP-FM Sparta, Wis. Applicant for new FM at Greenville, Ala. Filed Aug. 3.

Dallas—Metroplex Television Broadcasting Ltd. seeks ch. 58; ERP: 1,186 kw, 118.9 mhz, HAAT: 1,670 ft.; and height above ground: 1,475 ft. Address: 2316 Kings Harbor Terrace, Denton, Tex. 76201. Principal is owned by Jacques Stout (25%), Wes Jamison and John Thompson (37 1/2% each). It has no other broadcast interests. Filed Sept. 26.

FM applications

Rifle, Colo.—Mesa Broadcasting of Colorado sought 105.3 mhz, 100 kw. Address: HAAT: 330.5 ft. Address: 311 1/2 South Gillette Avenue, Gillette, Wyo. 82716. Principal is owned by Susan K. Hughes, who is vice president and general manager of KOLL(FM) Gillette. (BP-830331AC). Action Sept. 27.

Disheim, Wash.—Melinda Bouchot sought 1050 kHz, 2 kw. Address: 1050 kHz, 2 kw. Address: Des Moines, Wash. 99203. Principal has no other broadcast interests. Filed Sept. 26. Action Oct. 3.


WBBM(AM) Chicago seeks assignment of license to a new FM station. Filed Oct. 3. Action Oct. 3.

Applications

-WKNM(AM)-KKYS(FM) Hanford, Calif. (620 kHz, 1 kw-D, 1 kw-N; FM: 107.5 mhz, 17 kw; HAAT: 860 ft.)—Seeks assignment of license from King Broadcasting Co. Ltd. to Sunrime Communications of Central California for $1,750,000 (Broadcasting, Oct. 3). Seller is limited partnership headed by general partner, Lee Smith (30% of KNGS and 39% of KKYS) who is also general manager of KNGS(AM)-KKYS(FM). Buyer is equally owned by Sunrime Media Inc. and Lartec Investment Co. Sunrime Media's percentage is divided among Al Lobek (58%), Raymond McCarty (20%) and Scott Huskey (10%), all former Bauffer Broadcasting Co. owners. Filed Sept. 20. Action Sept. 27.

-W那麼on(AM) Wkwy-Lt. FM) Eunice, La., which will divest itself of upon approval of this application. Filed Sept. 23.

Winter Haven, Fla.—Florida Public Radio Inc. application returned for 89.5 mhz, 3 kw. Address: 300 ft. Address: 503 Josephine Street, Thivette, Fla. 32796. (BPED-803728AA). Principal is owned by Charles D. Adams, president. Filed Sept. 27.

-WATV-TV Louisville, Ky. (ch. 41; ERP: 303 kw vs., 30.3 mhz, HAAT: 1,280 ft.; seeks assignment of license to Cowles Media Co. to sell WATV-TV to Toledo Blade Co. for $10 million (Broadcasting, Sept. 19). Seller, based in Minneapolis, is publisher of Minneapolis Tribune, other newspapers, and cable interests. It sold its only other broadcast property, KTVF(TV) Hutchinson (Wis.), last year (Broadcasting, Dec. 20, 1982). Buyer, Toledo, Ohio-based newspaper publisher is owned by William and Paul Block Jr. brothers. It also owns WLIO(TV) Lima, Ohio, WLFY TV Lafayette, Ind., and cable TV systems in Toledo, Monroe, Mich., and Sandusky, Ohio. It has signed letter of intent to sell WATV-FM and WWFM to Pittsburgh, to Shamrock Broadcasting Co. Filed Sept. 30.

-WCOU(AM) WATY(WF) Lewiston, Me. (1240 kHz, 1 kw-D, 250 w-N; FM: 91.9 mhz, 17 kw; HAAT: 250 ft.)—Seeks assignment of license from Webco Inc. to Andrews Broadcasting Corp. for $150,000. Seller is owned by David Welborne. It has no other broadcast interests. Buyer is owned by Walter M. King Jr., Washington based attorney. It has no other broadcast interests. Filed Sept. 29.

-WKIM(AM) Leonardtown, Md. (1370 kHz, 1 kw-D)—

Ownership changes
Seeking assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for $249,656 (Broadcasting, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state sen- aтор, and is owned by Robert E. Johnson, presi- dent; John H. Swain, and Joseph Salza. It has no other broadcast interests. Filed Sept. 30.

WKB-DTV (Tucson, Arizona): (38.0, 2300 kw—TV, 120 kw audio—TV, 25 kw audio—TV, 7200 kw audio—FM, 25 kw audio—FM)—Seeks assignment of license from Continental Broadcasting Inc. to Fox Broadcasting Co. for no consideration (Broadcasting, May 23, 1983). Seller is owned by Marilyn G. McDonald (50%) and J. W. Howard (50%). It has no other broadcast interests. Seller is a minority-owned company. Filed Sept. 30.

WKBZ(AM) (Kalamazoo, Michigan): (1470 kHz, 500 w—D)—Seeks assignment of license from Circle Corp. to Independence Broadcasting Inc. for $150,000 (Broadcasting, May 23, 1983). Seller is owned by Robert E. Johnson, presi- dent; John H. Swain, and Joseph Salza. It has no other broadcast interests. Filed Sept. 30.

WKBQ(AM) (Tallahassee, Florida): (1550 kHz, 50 kw—D)—Seeks assignment of license from SunGroup, Inc., Knoxville, Tennessee, to seminal group owner, headed by George P. Money, president. It also owns WSEV- (AM)-WMTU(AM)-SEverville, and WVNN(AM), both in Tennessee, and WERC(AM)-WXX(FM) Birmingham, Alabama. Buyer is headed by Fred P. Wenzelburger (46%), who is also majority owner of WVOQ(AM) New Orleans. It has no other broadcast interests. It has pending application for WTA(Fl)-Knoxville, Tennessee. Filed Oct. 3.

KMBD-Midland, Texas: (100.0 kw—AM, 1.0 kw—FM, 1.0 kw—FM, CH-100)-Seeks assignment of license from Midland Trust to Telecommunications Corp. for $15 million. Seller is based in Odessa, Texas, and has interests in KSOWD(AM)-Lawton, and KHRD-AM-FM Duncan, both Oklahoma; KGLD(AM) Greenwood Springs, Colo.; KSOK(AM)-FMS(AM)-KCMC(AM) Midland, Michigan; Publicly traded syndicator. It has no other broadcast interests. Filed Oct. 3.

KWHO-AM Salt Lake City, Utah: (880 kHz, 10 kw—D; 93.3 mhz, 26 kw, HAA: 3600)-Seeks transfer of control of Northwest Radio Broadcasting Co. from North- west Energy Co. (100% before takeover bid and after the Williams Co. license; (none before, 100% after). Seller is publicly-owned natural gas pipeline company which accepted takeover bid from seller for $19 per share for a total of approximately $60 million. It has no other broadcast interests. Buyer is Tulsa, Okla.-based, publicly-owned, diversified industrial corpo- ration, with other broadcast interests in Okla. and Long, Texas. It has no other broadcast interests. Seller is limited partnership. Ronald Carter (50%), his brother, Daniel (7.5%), and his son, Richard (5.7%), are general partners. Ronald Carter profes- sor of business administration at Loyola University, New Orleans. Real estate investor, Daniel Choate is an- nounced at WBBB(AM) Baton Rouge. Ronald can is sales representative at KCEY(AM)-KMIX(AM) Turlock, Calif.

WJOY(AM)-WQCR(FM) Burlington, Vt. (1230 kHz, 1 kw—D, 250 kw in FM, 98.9 mhz, 50 kw, HAA: 230)-Seeks assignment of license from Vermont Broadcasting Co. to Hall Communications Inc. for $2.2 million, including $66,000 cash. (Broadcasting, Sept. 19). Seller is principally owned by Frank A. Balch. It has no other broadcast interests.

Summary of broadcast filing as of June 30, 1983

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*Includes off-air licenses.*

Actions

WQCN(AM) Savannah, Ga: (1450 kHz, 1 kw—D, 250 w—N)—Granted assignment of license from Kar-Wel Enter- prises Inc. to Alvin L. Kongold for $156,500, plus other consideration. Seller is headed by John R. Moore, who is no other broadcast interests. Buyer also has interest in KLAW(AM) Las Vegas. (Broadcast, Oct. 30, 1983).

WROE(AM) Rochester, Ind: (92.1 mhz, 3 kw, HAA: 500)-Grants assignment of license from Midwest Broadcasting Co. to Wicker Broadcasting Co. for $70,000. Seller is owned by George W. Wicker, president. It has no other broadcast interests. Buyer is owned by Ronald W. Maires, president (50.278%) and 13 others. It also owns WMPX(AM) Michigan City, Ind. (Broadcast, Oct. 30, 1983).

Kook(AM)-Billings, Mont: (970 kHz, 5 kw—U, FM: 102.9 mhz, 10 kw, HAA: 500)-Grants assignment of license from Midwest Broadcasting Co. to Wicker Broadcasting Co. for $70,000. Seller is owned by George W. Wicker, president. It has no other broadcast interests. Buyer is owned by Ronald W. Maires, president (50.278%) and 13 others. It also owns WMPX(AM) Michigan City, Ind. (Broadcast, Oct. 30, 1983).

WEGO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAA: 310)-Grants assignment of license from Midwest Broadcasting Co. to Wicker Broadcasting Co. for $70,000. Seller is owned by George W. Wicker, president. It has no other broadcast interests. Buyer is owned by Ronald W. Maires, president (50.278%) and 13 others. It also owns WMPX(AM) Michigan City, Ind. (Broadcast, Oct. 30, 1983).

Kook(AM)-Billings, Mont: (970 kHz, 5 kw—U, FM: 102.9 mhz, 10 kw, HAA: 500)-Grants assignment of license from Midwest Broadcasting Co. to Wicker Broadcasting Co. for $70,000. Seller is owned by George W. Wicker, president. It has no other broadcast interests. Buyer is owned by Ronald W. Maires, president (50.278%) and 13 others. It also owns WMPX(AM) Michigan City, Ind. (Broadcast, Oct. 30, 1983).

- KCLI(FM) Clinton, Okla. (95.3 mhz, 3 kw, HAAT: 296 ft.) - Granted assignment of license from Clinton-Codrell Broadcasting Co. Inc. to Media Max Broadcasting Inc. for $200,000. Seller is owned by Carroll C. Crispin Jr. It has no other broadcast interests. Buyer is owned by James R. Maxey Jr., president, and his parents, James R., and Patricia (25% each). It has no other broadcast interests. (BHAL-830809HI). Action Sept. 28.

- KMKJ(FM) Lake Oswego, Ore. (106.7 mhz, 100 kw, HAAT: 877 ft.) - Granted assignment of license from KATC-FM Philadelphia, which is also up for sale. Buyer is principally owned by Howard Sanders, president. It also owns WYC(BAM) Washington, D.C. (BAPL-830503BEY). Action Sept. 28.

- WNGE(TV) Nashville (ABC, ch. 2, 100 kw vsw., 10 kw aw., HAAT: 1330 ft.) - Granted assignment of license from General Electric Broadcasting Inc. to Knight-Rider Broadcasting Inc. for $37 million. Seller is New York-based subsidiary of General Electric corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. Buyer is Miami-based publicly traded newspaper company and owner of five other TV's. (BACP-830811KQG). Action Sept. 28.

- KDUV(FM) Brownsville, Tex. (100.3 mhz, 100 kw, HAAT: 500 ft.) - Granted assignment of license from John Horn Broadcasting Inc. to Bixby Great Electric Radio Co. Inc. for $1,019,000. Seller is owned by John Horn, president, who has no other broadcast interests. Buyer is owned by Jess Johnson, president, John A. Parry (29.16%) each, Michael T. Reichert and Charles A. Whately (20.84%). It also owns KTXI(FM) Mercedes, Tex., which it is selling (see below). Parry also owns KFM(FM) El Paso, and WWZD(FM) Bueno Vista, Va. (BHAL-830812BG). Action Sept. 30.

- KTXI(FM) Mercedes, Tex. (106.3 mhz, 3 kw, HAAT: 600 ft.) - Granted assignment of license from Bixby Great Electric Radio Co. Inc. to Texas Triangle Media Inc. for $492,000. Seller has bought KDUV(FM) Brownsville, Tex. (see above). Buyer is owned by Bruce J. Swearingen, president (20%), Geoffrey W. Crabtree (30%), W. Gene Garrison and John H. Northcutt (25% each). It has no other broadcast interests. (BAPL-830812GO). Action Sept. 30.

- KBIL-FM San Angelo, Tex. (92.9 mhz, 100 kw, HAAT: 729 ft.) - Granted assignment of license from San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for $1.6 million. Seller is principally owned by William W. Jamar Jr., president (51%), who also owns 50.5% of KBWD(AM)-KOLE(AM)-KXKZ(FM) Brownwood, Tex., and 10% of KWINY-AM-FM. Buyer is owned by Dale E. Palmer, president (70%) and Al T. Burke (30%). Palmer has interests in KMDN(AM)-K20ZM(FM) Orange, KOLE(AM) Port Arthur, Texas, and has bought, KBLU(AM)-KTTI(FM) Yuma, Ariz. With Burke, he is part owner of KIVA-TV Farmington, N.M. (BHAL-830812GM). Action Sept. 30.

- KPQD(FM) Ogden, Utah (101.9 mhz, 27.5 kw, HAAT: 3,742 ft.) - Granted assignment of license from Wastach Broadcasting Partnership to First Omni Communications Inc. for $760,000. Seller is owned by Doris McIntyre (50%). Other half will be traded by Robert C. Mohr for 49% of buyer. Buyer is owned by Terry A. McIntyre, president (51%) and Mohr. McRight is broadcast management consultant and former general manager of KATT-AM-FM Oklahoma City. He has no other broadcast interests. Mohr is Salt Lake City psychiatrist, who also has other broadcast interests. (BAPL-830815GSP). Action Sept. 30.

Facilities changes

AM applications

Tendered

- KOGA (930 kHz) Ogallala, Neb. - Seeks CP to increase day power to 2.5 kw and change to DA-2; request waiver of section 73.35(A) of rules. Ann. Oct. 6.


- WLRP (1460 kHz) San Sebastian, P.R. - Seeks CP to increase day power to 2.5 kw, install DA-D, and make changes in ant. sys. Major environmental action under section 13.105. Oct. 6.

Accepted


- WIND (1230 kHz) West Palm Beach, Fla. - Seeks modification of CP (BP-8800011A) to make changes in antenna system by installing auxiliary antenna system. Ann. Oct. 6.


- KOJK (1190 kHz) Jackson, Minn. - Seeks modification of CP (BP-781031A) to make change in antenna system. Ann. Oct. 4.


- WBMK (1430 kHz) Knoxville, Tenn. - Seeks CP to increase power to 3 kw. Ann. Oct. 4.

- WBKV (1470 kHz) West Bridgewater, Wis. - Seeks modification of CP (BP-830721A) to operate by RC from SL. Ann. Oct. 4.

FM applications

Tendered

- WNSL (100.3 mhz) Laurel, Miss. - Seeks CP to change ERP to 100 kw and change HAAT to 740 ft. Ann. Oct. 5, 1983.

Accepted

- KTTI (95.1 mhz) Yuma, Ariz. - Seeks CP to change TL; change ERP to 25 kw, and change HAAT to 29.9 ft. Ann. Oct. 4.


- KAZZ (95.5 mhz) Sallsburg, Okla. - Seeks modification of CP to change HAAT to 600 ft and change ERP to .4 kw. Ann. Oct. 6.

- *WPWL (90.3 mhz) Madison, Wis. - Seeks modification of CP to change overall tower height, change TL, change transmitter, and change transmission line type. Ann. Oct. 7.

- WFMR (98.3 mhz) Menomonee, Wis. - Seeks CP to...
TV actions

KMCP (ch. 26) Visalia, Calif.—Seeks modification of CP (BPCT-810924K; as modified) to change ERP to 3,311 kw, increase antenna height to 1,505 ft. and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 26.

WNFT (ch. 47) Jacksonville, Fla.—Seeks CP to change ERP to 5,500 kW. Action Sept. 7.

KQFB (ch. 66) Tacoma, Wash.—Application for modification of CP (BPCT-791026KL; as modified) to change ERP to 3,516 kw., increase antenna height to 1,611 ft. Major environmental action. Action Sept. 7.

FM actions

WCMC (96.7 mhz) Brookbath-Harbath, N.Y.—Granted modification of CP (BPHT-820208AN) to waive section 73.1210(B)(2) of rules to identify as "Brookbath-Harbath, Maine." Action Sept. 28.

WQMG (97.1 mhz) Greensboro, N.C.—Granted modification of CP (BPHT-820419AS) to make changes in antenna system; change directional antenna pattern, and decrease HAAAT to 515 ft. Action Sept. 26.

*WCPE (89.7 mhz) Raleigh, N.C.—Application for CP to change ERP to 9,820 kw; change antenna system; and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 26.

KYND-FM (97.1 mhz) Minot, N.D.—Granted CP to make changes in antenna system; decrease ERP to 94.5 kw; increase HAAAT to 965 ft., and replace transmitting system. Action Sept. 26.

WKUJ (93.3 mhz) Chico, Calif.—Granted CP to change ERP to 19.9 kw and change HAAAT to 634.5 ft. Action Sept. 27.

KMCO (101.3 mhz) McAlester, Okla.—Granted CP to change TL; change ERP to 100 kw; change antenna system. Major environmental action under section 1.1305. Action Sept. 27.

WVCC (101.7 mhz) Linesville, Pa.—Granted CP to change ERP to 3 kw; change antenna system to 300 ft., and make changes in antenna system. Action Sept. 27.

*WHCB (91.5 mhz) Bristol, Tenn.—Application denied for modification of CP (BPED-810309AD, as mod.) and waiver of section 73.1210(B)(2) of rules to identify as "Bristol-Kingsport-Johnson City, Tenn." Action Sept. 27.

WZDQ (102.3 mhz) Humboldt, Tenn.—Granted modification of CP to change TL and waiver of section 73.125(B)(2) of rules. Action Sept. 23.

*WBVL (88.3 mhz) Lynchburg, Va.—Granted CP to change ERP to 6 kw; decrease ERP to 5 kw; change antenna system to 1,082 ft. and make changes in antenna system. Action Sept. 27.

KGHO-FM (95.3 mhz) Hoquiam-Aberdeen, Wash.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Aberdeen, Wash." Action Sept. 30.

*WCDE (90.3 mhz) Elkins, W.Va.—Granted CP to change TL and increase ERP to 1 kw. Action Sept. 27.

TV actions

KAZA-TV (ch. 11) Noagales, Ariz.—Application disapproved for CP to change ERP to 116.4 kw, increase antenna height to 3,580 ft., and change antenna system. Action Sept. 14.

WDRB-TV (ch. 41) Louisville, Ky.—Application disapproved for CP to change ERP to 1,100 kW max., 374 kw (H) RMS, 37.4 kw (H) RMS aux., and change antenna system. Action Aug. 19.

*KXV (ch. 6) Tulsa, Okla.—Granted CP (BPCT-50568) to change ERP to 100 kw vis., 10 kw aux.; change antenna height to 1,885 ft. Action Sept. 27.

*KJRH (ch. 2) Tulsa, Okla.—Granted CP (BPCT-50708) to change HAAAT to 1,828 ft. and change antenna major environmental action. Action Sept. 27.

AM actions

KWPC (860 kHz) Muncie, Indiana, Ind.—Granted CP to make changes in antenna system and increase height of tower. Action Sept. 27.

KKIS (990 kHz) Pittsburg, Calif.—Application renewed for CP to increase ERP to 200 kw; install DA-2, and change TL. Major environmental action under section 1.1305. Action Sept. 29.

KQMS (1380 kHz) Sacramento, Calif.—Granted modification of CP (BP-21203) to make changes in antenna system (increase antenna efficiency and change parameter for night site only). Action Sept. 28.

*WKAO (1040 kHz) Boynton Beach, Fla.—Granted CP to change hours of operation by adding night service with 1 kw; increase day power to 10 kw; install DA-2, change frequency to 1040 kHz; change TL, and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 28.

*WPFV (1080 kHz) Kissimmee, Fla.—Granted modification of CP (BP-212416) to operate from RC by SL. Action Oct. 3.

*WHBO (1040 kHz) Pinellas Park, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; change day power to 5 kw; install DA-A; make changes in antenna system; change frequency to 1040 kHz; change city of license to Pinellas Park, Fla.; change TL, SL and RC. Major environmental action under section 1.1305. Action Oct. 3.

WMPZ (1000 kHz) Soperton, Ga.—Granted CP to change TL. Action Sept. 25.
### RADIO

#### HELP WANTED MANAGEMENT

**Rapidly growing radio** group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135, EOE.

**Station manager** with strong sales/contacts background for powerful A&M/FM in Southern market. Send resume by time Box E-42.

**Sales management** position requires at least 10 years progressive experience in radio sales and operations. Possibility of immediate advancement to station management. Base salary plus percentage of collections. Send resume with salary history to President, KTOC, 1300's Gansville Road, Jonesboro, LA 71251.

**General manager/sales manager** wanted for new AM station in southern California. Must have strong management and sales background. Lambda Broadcasting Corporation, PO Box 1420, Yucca Valley, CA 92284. 619—365-1500.

**New owner** of AF/M in upstate New York seeks ambitious, community-minded general manager. Equity position available plus a guarantee. Sent resume and references to Rich Bott, VP/Sales, Bott Broadcasting Company, 10841 E. 28th Street, Independence, MO 64052.

**Experienced, aggressive, creative account executive** for established list. Strong AF/MF combo. Quality of life on Lake Michigan. 120 minutes from Chicago. 14-station group offers continuing training and professional growth. 175,000 market. WJS/M/WIRX, Box 107, Benton Harbor-St. Joseph, MI 49050.

**Northeast medium market** FM wants aggressive, professional salesperson. Send broadcast experience, Guaranteed salary + commissions. EOE. Resume to Box E-65.

**Opportunity knocks!** Ready to take over a top list at two dominant stations in the Northeast growth market? Three years management experience. Send resume and references to May Kay, GSM, W/LAD, WDA, 196 Main St., Danbury, CT 06810.

**Sales manager**/sales manager needed at Louisiana radio station. Must have sales, management, and promotion experience. Write Box E-72.

**Newest NE PA FM** forming sales team. Seeking experienced A-E. Top FM/AM market opportunity. Join our high professional organization and enjoy excellent earnings, environment, stability, future. True growth situation. Forward resume & all information to Box 5165, Wilkes-Barre, PA 18710. All replies held in strictest confidence. EOE.

**We offer an outstanding opportunity** for prospective radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Station managers to work closely with you to be able to expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield $40,000 gross income for you the first year, $60,000 the second year. If qualified, please call Bob Manley, 806—372-2329.

#### HELP WANTED ANOUNCERS


**Rapidly growing radio** group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current openings and future openings. Letters and resumes only to Box B-136, EOE.

**State manager** looking for powerhouse morning DJ, who is bright, personable, ambitious, and community-oriented. Suburban top 50 market. Send tapes and resumes to: Box 374, Planetarium Station, New York City, NY 10024.

**Quality station** in beautiful Midwest city seeks experienced announcer who can relate to audience. Tape and resume to Program Director, WZOE, Broadcast Center, Princeton, IL 61556. EOE.

**Missouri's most powerful FM** needs weekend personality. DJ must be able to communicate with time and temperature. Limited amount of production. No beginners. $100.00 week to start. EOE. Resume and tape to Randall Weisemeier, KMZU, Box 279, Carrollton, MO 64633-0730.

**Morning drive personality** wanted on Pacific Coast. We're number one in a competitive 8-station market. If you have experience and like sand dunes, send T&R to Bob Young, PO Box 250, Coquille, OR 97423.

**Missouri's most powerful FM** needs fulltime personality. DJ capable of working with remote equipment for live events. Must have 4-5 years experience, helpful. 40-hour, 5½ day week with production. Country-oriented format. $12,000 starting salary. EOE. Resume and tape to Randall Weisemeier, Box 279, Carrollton, MO 64633.

**Top classical announcer** sought for evening shift at major public FM. Music background required, production experience a plus. EEO/A employer, women and minorities encouraged to apply. Send resume and tape to Personnel, WJEI, Box 2626, Washington, DC 20013.

### HELP WANTED TECHNICAL

**Opening for chief engineer.** Minimum five years' experience. Technical skills include AF/MF transmission, digital and analog modulation, studio and construction and maintenance. Must have management ability to participate as part of station management team. Call 915—779-6454. (XV 8463.)—Benton, TX.

**Chief engineer** wanted. New York City metro FM. Immediate. Responsible full operation. Write Box E-46.

**Chief engineer** for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability and supervisory experience required. Competitive salary and benefits. Please send resume, references, and salary requirements only to Box E-15, EOE.

**Chief engineer** for KOKOKY, San Antonio, AM is SKWD/1KDA; FM 100KWHV D.E. retiring firm after 53 years. Send resume, references, and salary desired to Jack Roth, PO Box 2338, San Antonio, TX 78298. 512—225-5111.

**Durham Life Broadcasting** is expanding. Good opportunity for chief engineer, AM, FM, automation, direction, and electronic transmitters. STL: Send resume and salary requirements to Personnel, PO Box 1511, Raleigh, NC 27602. EOE.

#### HELP WANTED NEWS

**News director** needed for southeastern NY. Must be experienced in handling people, organization-minded, and community-oriented. Only people with three to five years' experience need to apply. Air shift with supervision of three person staff. If you have the commitment to local news and a good voice, send resume and salary requirements only to Box E-15, EOE.

**Talk host wanted.** Farm reporter wanted. Send T & R to news/talk KARH, c/o C. Martin, Box 4189, Little Rock, AR 72214.


**WIRE/Network Indiana** has a rare, immediate opening for an authoritative news anchor with strong writing skills, creative spirit, and experience. Must be fully skilled in news gathering and programming and have superior on-air delivery. Tape and resume to: Gary Hummel, News Director, WIRE/Network Indiana, PO Box 88456, Indianapolis, IN 46208. Mid-America Media is an equal opportunity employer, M/F. No calls, please.

#### SITUATIONS WANTED

**Owners and/or brokers:** vice president & general manager seeks to own! Promissory note in lieu of down payment. Will turn around and pay company debts as well as promissory note within 2 or 3 years. Write Box B-124.

**General manager** with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management. Has AF/MF, all markets, experience. Adaptable, knowledgeable skills that produce high sales and profits. Top willer with excellent credentials. Write Box E-1.

**Exp. managing program director.** 13 successful years in top market. Un reachable references. If you have an FM and want to beat the competition all around you in dollars and numbers, call in confidence: 305—771-9998, or write Box E-74.

**Sales-oriented GM** seeks small or medium market opportunity. Community involved broadcaster with hands on experience. Will negotiate for small or medium market. Prefer Northeast, and minorities. Opportunity for chief engineer, sales manager, programming director, promotion, and staff management. Good references. Call 919—475-6312 after 6 p.m. Prefer Midwest or South, but will consider all.

#### SITUATIONS WANTED SALES


**Programming plus!** Hot medium market personally ready to program your station. Currently employed, seeking long term position with progressive organization. Has AF/MF experience. Send resume, research, promotion, and staff management. Good references. Write 919—475-6312 after 6 p.m. Prefer Midwest or South, but will consider all.

#### SITUATIONS WANTED ANOUNCERS

**Male announcer.** 23, broadcast school trained, desires start in mid-size market. AOR—CHRT to small, market FM. Good production, promotion skills. Will relocate. Call Jeff, 717—839-7448, anytime.


**Attention medium markets:** 3 years' experience. Excellent live remote performances, news & sports director, skilled writer. Drive time jock/country music expert. Will relocate. Call Justin, 212—999-4181.

**Female announcer seeking position in Indiana.** Have Columbia School of Broadcasting training. Call Ruth Bilt, 317—643-7956.


**Looking for bigger challenge.** 3 yrs. small markets, degree. Prefer Midwest to East, Market, 313—982-2642.

**Experienced in college radio.** Willing to relocate anywhere for entry level position. Call Scott, 201—863-0917.
HELP WANTED SALES
General sales manager: Excellent opportunity to manage sales force at solid #1 CBS affiliate in Sunbelt. Prefer prior management experience. Good administrator, budgeter, and motivator. Forward resume and salary requirements in first reply. No phone calls. Rich Pegram, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23220. An equal opportunity employer.

Southeast network affiliate seeks GSM to proffil from new growth of #1 CBS affiliate in Sunbelt. If you can guide underdog to top dog and document it, send resume in confidence to: James J. Matthews, General Manager, WECA, P.O. Box 13327, Tallahassee, FL 32317.

National sales manager: Excellent opportunity at solid #1 CBS affiliate in Sunbelt. Must have two years rep experience, also prefer local experience. Be part of management team and work with best rep in the business. Experience with major network sales preferred. Rich Pegram, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23220. An equal opportunity employer.

Group W Westinghouse seeks a dynamic AE for its network in booming Charlotte, NC. We need a winner—team player—with TV sales experience. Prefer "indy"/retail background, creativity and "street sense". Excellent $, benefits, and growth opportunities. Send resumes to: ABC/ESPN, 199 E. 57th Street, New York, NY 10022. Closing date: October 30, 1983.

HELP WANTED TECHNICAL
Need good maintenance engineer. Self-starter. Help build new television station, possibility for advancement. Prefer strong technical background, as well as solid experience with first class equipment. Send resume to: KCWS-TV, 4001 California, West Hollywood, CA 90028.

Mobile television facilities company seeking technical lead. Must have background in video and maintenance required. Excellent opportunity for growth and advancement. Send resume to: Tel-Fax Televis, 1601 Lamar Blvd. East. Suite 205, Arlington, TX 76010.

Studio maintenance technician needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley & Sony-equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech school is also helpful. Send resume to: Larry Brandt, KCPQ-TV, P.O. Box 98282, Tacoma, WA 98499. EOE.

Chief engineer for TV AM, FM, and production facility (SBE certified preferred) Five years experience in repair and maintenance of broadcast equipment required, as well as FCC reporting, budgeting, and supervision skills. Excellent opportunity for growth and advancement. Send resumes to: Larry Brandt, KCPQ-TV, P.O. Box 98282, Tacoma, WA 98499. EOE.


Network affiliated UHF, new construction in east Texas, is seeking resumes for late fall or early winter hiring. Positions open: maintenance, supervisory, maintenance, general repair, and air operations personnel. All interested parties should write: Chief Engineer, KLNG-TV, P.O. Box 5151, Longview, TX 75608. EEO.

KOVV-TV, Stockton/Sacramento, is seeking an assistant chief engineer with a minimum of two years' experience. Must be willing to relocate to a small market affiliate of a solid #1 CBS affiliate. A motivating "people" person who understands the demands of a highly skilled news oriented operation in the 21st market. Job requires "hands-on" understanding of the operation and maintenance of studio and RF equipment. SBE certification preferred. General class license required. Salary starts at $35K. Contact Bob Hess, 916-297-1300, or send resume to Chief Engineer, KOVV-TV, 1216 Arden Way, Sacramen- to, CA 95815. KOVV-TV is an equal opportunity employer, MF.

Television maintenance engineer - Experience with WTVS ENGR required. FCC general class radiotelephone license a must. Submit salary requirement to: Chief Engineer, WLSL-TV, P.O. Box 2161, Roa- nea, VA 24009.

CMX editor. An established post-production facility in metropolitan Washington D.C. area seeks a first class CMX videotape editor with at least three years experience. Creativity, technical knowledge, and ability to communicate well with clients a must. Send resumes, references, and salary requirements only to Box E-76.

Engineer to work with latest state-of-the-art equipment in metropolitan area, responsible for master control, VTR set-ups, record, edit, and playback local and national programs. FCC license required. Minimum one year experience in television engineering. Send resume and salary requirements to Chief Engineer, 4 Coliseum Drive, Charlotte, NC 28205. EOE. Closing date is October 31, 1983.

Maintenance technician with first class phone or general class license. Minimum of two years ENG U-matic experience. Located in NE United States (top 10 market), An equal opportunity employer. Write Box E-79.

TV technician. Immediate opening in top ten market. Minimum three (3) years recent experience at TV station in production/broadcast operation. Responsible for master control, audio, production switching, and ENG operation. Must have first phone or general radiotelephone certificate. Send resume to: Chief Engineer, KCSA-TV, P.O. Box 1780, Fort Worth, TX 76101. EOE.

Chief engineer for UHF independent, Ashland, KY. Requires general license, maintenance ability, transmitter knowledge, and enthusiasm. Contact General Manager, WSFS-TV, 1601 Years Ave, Ashland, KY 41101. Phone 606-329-2700.

Video engineer/technician with broad experience in design, production, and "street sense" required. Must have first class phone or general class license preferred. Salary: DOE. Contact: Ron L. Moore, President, KTVA, P.O. Box 10220, Anchorage, AK 99501. Phone 907-272-3456.

HELP WANTED NEWS
Sports/news combo. The best of both worlds. 50's group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you're this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

News manager. If you're currently an executive assistant news director or news director looking for a challenge, we're interested. P.O. Box 8168, Des Moines, IA 50304. An opportunity for talented individual to steer news operation. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

News director with excellent editorial skills and ability to manage newsroom. Must be a proven skill at good Texas metropolitan station. Resume only to Box E-43.

News director: aggressive, self-starter, to manage one number one news operation for Midwest CBS affiliate. Candidate must be solid journalist with proven management ability. Send resume, including management and legal requirements to Guy Hempel, WFTV-TV, P.O. Box 715, Toledo, OH 43695. EOE/M/F.

News director/small market, group-owned, ABC affili- ate. Midwest, seeks professional to lead large, pro- gressive news operation. Journalism experience and ability to recruit/teach journalists required. Send resume, salary requirements only to Box E-44. Equal opportunity employer.
HELP WANTED NEWS CONTINUED

**Reporter.** Qualified to handle general news assignments and weekend weather reports. Gulf Coast VHF. EOE. Resume and sample send to Box E-45.

**Producer/Anchor** for a new format in a fast-growing Northwest city. We're heading to number 11! Use the resources of a regional network and a respected local news team. Resume and tape to Steve Jahnke, KTVQ, Box 2557, Billings, MT 59103.

**Meteorologist** for VHF South Texas. Requires ability to present weather in an interesting, concise manner. EOE. Resume only to Box E-47.

**Anchors, reporters, sports anchors, meteorologists, producers.** Excellent positions available in medium and major markets. Send tape, resume, salary history to Box 9, Detroit, MI 48235. Excellent opportunity. EOE.

**Anchor needed immediately for noon news on #1-rated Midwestern station.** We've experienced broadcast journalist with reporting, shooting, producing skills, and some anchor experience. Job includes some general assignment reporting. Call Grant Price, News Director, KWWL, 319-291-1200. EOE, M/F.

**WRIC-TV seeks experienced reporter/anchor to produce and anchor newscasts.** Individual should have 1-2 years' experience in broadcast journalism. Some weather experience desirable. Send tape and resume to Hal Edwards, WRIC-TV, 900 Whittington Road, Chattanooga, TN 37402. An equal opportunity employer.

**Small, aggressive network-affiliate seeking news and sports reporters.** Proven photography/production skills required. Resume only to Box E-71.

**News producer, top 5 market station needs series specials producers.** Must be skilled writer, researcher, packager, & have experience in newscast production. Show us your writing skills when you send your writing samples & resume only to Box E-8. EOE.

**News producer, aggressive producer for top 50 market affiliate.** Must be able to edit copy & pace with strong production orientation. Need more than a show-stacker. Must have experience in writing. Resume only to Box E-8. EOE.

**News directors, executive producers, producers, and air talent: send resumes to Steve Porrincell, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.**

**Producer for our news magazine and news specials.** Must have experience in both reporting, and production of very short news stories. Send resume to Tom Saizan, WDCA-TV, 500 N. Stewart, Creve Coeur, IL 61116.

HELP WANTED PROGR.AMING, PRODUCTION & OTHERS

**Producer for weekly, nationally distributed, magazine format television series related to new technologies.** Must have extensive experience in producing fast-paced, interesting television and in translating technical subject matter into lay terms. Excellent writing skills required. Resume only to Box E-8. EOE.

**Star videotape editor-major mid-Atlantic, production/post-production.** Must be skilled, creative on line videotape editor. Experience with 1" type C VTRs, computer managed editing systems, and ADO preferred. Send resume only to Box E-95.

**Executive producer for PTV station.** Have extensive experience in all formats of television production and the ability to work with creative personnel. Should possess administrative skills to supervise staff assignments and the operation of art department, EFF and ENG units, and station program producers. Should have background in cultural and public affairs programs to oversee the development and production of programs from initial idea to final air. Excellent people skills and ability to program and maintain annual departmental and program budgets and operating expenditures. Please send resume to John Hutchinson, WXED-TV, Office B, Box 85, Buffalo, NY 14240. An equal opportunity employer.

**Managing editor for weekday nationally distributed magazine format television series related to new technologies.** Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter only, explaining qualifications by November 1, 1983. Write Box E-37.

**Promotion director - WIS-TV Columbia SC, seeks creative, aggressive promotion and advertising director for #1 VHF TV station.** Minimum 3 years' experience in designing and executing multi-media campaigns, budgeting, and public relations. Strong emphasis on news promotion. Send resume to D. Bagwell, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Broadcast operations engineer.** WNd-Tv is looking to fill an Operations Engineer position. Must have 1-2 yr. experience in the field. Must be familiar with FCC rules and technical standards. Must be aggressive, self-starting persons need apply. Send resumes and salary requirements to: Dir. of Engineering, WNED-TV, 14685, Baton Rouge, LA 70896. Anon: Larry Dietz.

**TV director for ABC broadcast.** Applicants should have at least two years of full-time, on-air directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Must be familiar with ABC's programming. Individual can translate technical jargon into lay terms. Salary open. Must be aggressive, self-starter with major market experience. Salary secondary to opportunity. Phone Karen, 213-552-1606, or write Box E-80.

**Attention: Rockies, far West. Veteran NY/NJ anchor/news director wants to re-locate, your area. 27 years experience. Excellent delivery. Box E-82.**

**Black sports caster seeking #1 or 2 anchor position 20-100 miles. Excellent on-camera appearance, voice writing. Limited anchor exp. no. 5 market. Write Box E-84.**

SITUATIONS WANTED, PROGRAMMING, PRODUCTION & OTHERS

**Aggressive, creative & flexible videographer with 14 yrs.' experience in EFP/ENG & studio seeks permanent position. Will relocate. Tape & resume available. 219-846-0009.**

**ENG photographer.** Definition: (1) A person with a creative eye. (2) Someone who has mastered the tools of his trade. (3) Someone who is not afraid of a little work. Tape on request. Will relocate. Gilbert, 914-277-3945,3771.

**Can.** Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming, & production. Good with people, ideas, bottom line, & creativity Hard working, responsible, ambitious. Will relocate. Refer- ences. Reply Box B-76.

CABLE

SITUATIONS WANTED MANAGEMENT

**Newhouse Master's/MBA-experience in cable research, programming, marketing.** Seeks management position. Able to formulate innovative approaches to subscriber expansion and retention. Julio, 201-791-3323.

ALLIED FIELDS

HELP WANTED SALES

**Growing upper Midwest broadcast equipment supplier seeks experienced, technical salesperson. Salary, expenses plus commission and rapid upward growth potential. Extensive travel required. Write Box E-83.**

HELP WANTED INSTRUCTION

**Assistant professor of radio/television. Fall semester, 1984. Ph.D., tenure track; teach courses in radio/television production or broadcast writing and instruction in regulation law. history or new tech- nology. Specialization in urban studies desirable; prodi- cacy in video/television and audio production neces- sary. Please send letter and curriculum vitae. Excellent fringe benefits. Application deadline is De- cember 1, 1983. Send resumes to Robert O. Bian- chard, Chairman JRT Faculty, Tallahassee Community College, 715 Stadium Drive, San Antonio, TX 78284. Equal opportunity/affirmative action employer.**

**Assistant/associate professor to teach broadcast management/sales; possible administrative duties. Equal opportunity employer.** Resume and salary experience required; salary competitive; job begins 9-1-84. Apply by Nov. 1, 1983. Will accept letters, resume, and references to Dr. Mary B. Waples, School of Journalism and Broadcasting, Oklahoma State University. Stillwater, OK 74078, OSU is an equal opportunity employer.
BROADCASTING

Help Wanted Management

THE SILLERMAN MORROW BROADCASTING GROUP, INC.
(3AM-3FM-1TV). Seeks energetic, enthusiastic professionals to join our fast track. Opportunities at all levels; particular needs are radio station and sales management. Experience is essential; but confidence you can handle "the next step" will put you in line for consideration. All replies confidential. An equal opportunity employer. Reply to: VP of Administrative Services, Sillerman Morrow Broadcasting Group, Inc., One Broadcast Plaza, Middletown, NY 10940.

WANTED

Pavement-pounding, top sales-training general manager for hottest market in U.S. & premiere stations, WFPG-FM & WIIW. Call Allan Roberts, 413-567-7563; 413-567-6833.

Help Wanted Sales

SALES MANAGER

If you have proven track record, preferably in Southeast, bottom line oriented and can administrate and motivate a large, high-energy sales team, we need you. Foreground FM/AM, A/V fulltime AM, all tools needed to do job are operational—all we need is your leadership. Salary plus override expenses. Fantastic benefits. Equal opportunity employer. Send resume to: Howard H. Keller, VP/GM, WSCC/WXTC, P.O. Box 186, Charleston, SC 29402 No phone calls.

Help Wanted Sales Continued

Boston Phoenix Radio.

Be part of a unique team.

The Boston Phoenix, New England’s largest weekly newspaper, and WFNX-FM, Boston Phoenix Radio, have an opening for an experienced, motivated Senior Sales Executive to sell both radio and print. You will be working with other dynamic individuals who, like you, are mainly interested in the personal and financial rewards that come from selling the unusual media mix to many divergent industries.

In addition to a salary and bonus plan, you will also be part of our Profit Sharing Program and other meaningful fringe benefits. Send resume in complete confidence to M. Rosner, The Boston Phoenix, 100 Massachusetts Ave., Boston, MA 02115.

Help Wanted Management

Help Wanted Announcers

NIGHT TALK SHOW HOST

for 50,000 W WGY, Schenectady, NY. Candidate should possess ability to spark controversy; combine entertainment & information; have willingness to participate in & promote high-spirited team atmosphere; & have 2-3 yrs. actual on-air talk experience. Send complete resume & recent air-check to: MICHAEL NEFF PROGRAM MGR. WG Y 1410 BALLTOWN RD. SCHENECTADY, NY 12309

HELP WANTED INSTRUCTION

WANTED-POSITION WITH A SMALL OR MEDIUM COLLEGE INTERESTED IN A STRONG COMMUNICATIONS PROGRAM. Have a Blackboard option for a graduate degree. Have my radio station and wish to use my experience helping young people in college prepare for the future. Box E-54.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guaranteed Radio Supply Corp., 1314 Iturbiode Street, Laredo, TX 78040. Manuel Flores 512-723-3333.

Good usable broadcast equipment needed: all types for AM-FM-TV Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR, switchers, film chains, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Quality Media is the leader—over a million in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our satisfaction guaranteed policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

WEST COAST BARGAINS. RCA TK 27, like new, new Ampex 1 1/2 tape, 1 1/2 new price; JVC 1/2" recorder, hundreds of other items. Call Jim Smith, Quality Media, 213-790-4393.

An Ampex recorders. AG 440C - ATR 700 new, priced to close out. Special prices on ATR 600’s in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioTek magnetic products. NorthWestern, Inc., 800-547-2252.


FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's, 3-1kw's, Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your frequency supplied. Besco International, 5946 Club Oaks Dr, Dallas, TX 75248, 214-630-3600.

AM transmitters. 5-50kw's, 4-10kw's, 9-5kw's, 7-1kw's. Continental, RCA, Harris, CCA, Collins, GE. All powers, all prices, all good units, all our inventory. Crystals on your freq, supplied. Besco International, 5946 Club Oaks Dr, Dallas, TX 75248, 214-630-3600.

COMEDY

Free Sample of radio’s most popular humor service. (Request on station letter head.) O’Linert, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself. Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

Help Wanted Sales

TELEVISION

Help Wanted Management

OPERATIONS MANAGER

WTVF NASHVILLE

Outstanding CBS affiliate seeking operations manager responsible for budgeting and management of the production, programming, and promotion departments. Will report to general manager. Applicants must have experience in analysis and selection of programming and creation and/or production of local live programs. Send resume to: Bill Nunley, WTVF, 474 James Robertson Pk., Nashville, TN 37219. An EEO employer, M/F.

FARM DIRECTOR

AGRICULTURE

Broad expertise in agricultural world. Worked with & analyzed markets, commodities, & trends. Knows, understands, & can interpret national/international agricibusness happenings as they relate to the business world. Interviewed people in depth on a multitude of subjects. Have experienced the workings of agriculture first-hand. Produced & directed farm programs for 17 years. Write Box E-67.
ATTORNEYS(3)

We are recruiting for the following positions:

**LEGISLATIVE ATTORNEY** - primarily responsible for all legal work involving federal and state legislative activities relevant to the corporation and public broadcasting in general. This includes monitoring and reporting Congressional activities, drafting informational memoranda, attending hearings, meetings and conferences and supervising the maintenance of legislative materials. Candidate must have a minimum of three years legal experience, preferably concentrated on legislative activities. Salary range: $30,565 to $55,930.

**STAFF ATTORNEY/17** - provide support on a broad range of corporate legal activities, including contract negotiation and drafting, mediation, litigation and the provision of legal opinions and counsel. A minimum of three years experience is required in more than one of the following areas: legal research and writing, federal regulation of telecommunications, particularly broadcasting and cable television; litigation, drafting and negotiation of contracts; administrative, commercial, entertainment and copyright law. Salary range: $36,989 to $52,956.

**STAFF ATTORNEY/16** - provide support on a broad range of corporate legal activities, including contract negotiation, review and drafting; regulatory proceedings; litigation and the provision of legal opinions and counsel. A minimum of two years experience in the negotiation and drafting of contracts, particularly entertainment-related contracts and experience in more than one of the following: legal research and writing, federal regulation of telecommunications, particularly broadcasting and cable television; litigation, administrative, commercial, entertainment and copyright law. Salary range: $33,432 to $48,107.

In addition, a J.D. or LLB degree is required for each position and the candidate must be a member in good standing of the District of Columbia Bar or be eligible under the DC reciprocity rules. Resumes and/or recommendations must be received before close of business Friday November 4, 1983. Please specify position(s) of interest.

**CORPORATION FOR PUBLIC BROADCASTING**

1111 Sixteenth Street, NW
Washington, DC 20036

Attn: Ms. M. M. Collins

EOE

Help Wanted News

**EXECUTIVE NEWS PRODUCER** - Strong news production supervisor with people skills to work closely with reporters and producers on 3 daily newscasts including a new magazine program. Extensive reporting and producing experience required. Send resume only to: Kirk Winkler-News Director, KTVK-TV, PO Box 5068, Phoenix, AZ, 85010. No phone calls please.

**SUNNY OPPORTUNITY**

**ASSOCIATE PRODUCER**

Network O & O

Excellent opportunity for individual with minimum of three years field production in magazine format. Post-production editing knowhow a major plus as well as excellent writing/communication skills. Interested candidates should send resume including salary history to:

Box E-81

Equal Opportunity Employer Mi/HHV

Help Wanted Technical

**CHIEF ENGINEER**

New 5 megawatt station in top 25 market seeks experienced high quality engineering chief. Must have strong design, hands-on operational skills, and good administrative abilities. Station will be a "state of the art" showcase facility. Outstanding working environment, benefits, and growth potential. If you seek the finest, contact: Arnold L. Chase, President, Arch Communications Corp., One Corporate Center, Hartford, CT 06103.

EOE M/F.

**Situations Wanted News**

**NEWS ANCHOR TEAM**

Top rated radio drive time male/female anchor team in 20 station market, wants to move up to top 15 TV radio news operation. We’re not just pretty faces/voices. We’re professionals with 10 years’ experience digging, writing, editing, producing, special features, interviews. Plus, on-air chemistry that gets impressive numbers. Prefer TV but will consider TV and/or radio anchor positions. Reply Box E-69.

**Situations Wanted Programing, Production, Others**

**WHITE VIETNAM VETERAN**


**ALLIED FIELDS**

Help Wanted Technical

**TTC/WILKINSON CORP.**

A leading manufacturer of AM/FM/TV transmitters, is seeking 2 special people. Senior RF design engineer-project leader for high power AM/FM transmitter design, from concept through production. Requires 3-5 yrs’ experience in the field; MSEE or equivalent. RF design engineer-MF-UHF design of state of the art filters, RF amplifiers, PLL equipment. Requires 1-2 yrs’ RF experience. Send resume & salary history to the Engineering Department.

**TELEVISION TECHNOLOGY DIVISION**

WILKINSON RADIO DIVISION

5970 W 60TH AVENUE
ARVADA, COLORADO 80003
(303) 423-1652
TWX 910-938-0396
ESTHER PETERSON COMMENTS
2-min. weekly audio commentary by nationally known consumer spokesperson/presidential advisor. No charge to your station. Call tollfree 800-826-5881 5PM EDT Mon. to noon Tuesday.
WASHINGTON BROADCAST NEWS
202-393-6363

PUBLIC NOTICE
The Board of Directors of National Public Broadcasting will meet in regular session on Thursday, October 27, 1983, for its annual organizational meeting, at 9 a.m. in the Board Room of National Public Radio, 2025 M Street, NW Washington DC, and again on Friday, October 28, starting at 9 a.m. in the Board Room. Subject to amendment, the agenda includes: election of Board officers and organization of the Board's committees for the coming year. The new Board committees will also meet for some portion of the day on October 27 and 28. For further information concerning these meetings, please contact Gayle D. Nelson, Acting Assistant Secretary, 202-822-2044.

AMERICAN ENERGY UPDATE
Free ½ hour public service series on conservation, acid rain, OPEC, gas guzzlers, nuclear fission & fusion, natural gas pricing, etc. Write for demo tape or get free weekly reel-to-reel copy. Also on NPR Satellite 9:00 -9:29 am, EST Channel 8. Call Tom Kirlin, exec. prod., 202-466-2105, or write: Americans For Energy Independence, Suite 1201, 1629 K Street, NW, Washington, DC 20006.

Employment Service
WE NEED RADIO PEOPLE
If you saw last month's ad, know how active we are. Over 75 job orders from radio stations in 30 different states. We are receiving new job orders every day for announcers, newspaper, PDs, & salespeople in small, medium, & major markets. We need qualified radio personnel to help fill these job orders. If you're seriously seeking radio employment, DON'T DELAY! For complete confidential details, including registration form, enclose $1 postage & handling to:
NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT. NOW: 205-822-9144

10,000 RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspaper & program directors. Small, medium & major markets. Many jobs require little or no experience. One week computerized. Special bonus: 6 consecutive weeks, only $14.95—save 52% AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.

Miscellaneous
AN ALL SPORTS STATION?
Small station in a large market with no ratings or profit? Former multi-station owner, network executive, consultant, & sports/ales authority will turn your operation into America's first all-sports radio station. Need full authority with responsibility. Days call Ray toll free 800-327-2780, Florida collect 305-968-4100, days.

VENTURE CAPITAL DEBT FINANCING
For Broadcasters
Sanders & Co.
3200 Emry St., Suite 206
Atlanta, GA 30318
404-355-6800

BANK PRESENTATIONS
Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated, well-documented documents suitable for distribution. Bankers and investors have a great deal of quality. You should too! Bank Investment Analysis, 3973 Wilcoxson Drive, Fairfax, VA 22031 703-425-7376.

FOR SALE
Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing; FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800. NYC 10118, 212-861-2829.

Business Opportunities
SCA STUDIES
Radio paging and data transmission on your subcarrier may result in significant additional revenues for your FM station. The technology is changing quickly and so are the opportunities. If you want to get your best deal, let us help you evaluate your options. For professional assistance from economic and financial experts, call 703-425-7376. Broadcast Investment Analysts, 3973 Wilcoxson Dr., Fairfax, VA 22031.

For Sale Stations
JAMAR-RICE CO.
Media Brokerage & Appraisals
William R. Rice
(512) 327-9570
950 West Lake High Dr. Suite 200 Austin, TX 78746

GOING OUT FOR BUSINESS!!
1-800-321-0221
New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours
Broadcast International, Inc.
FORT LAUDERDALE, FL 33334
IN FL: 1-800-432-2245

USED VIDEO EQUIPMENT EXCELLENT CONDITION
2 Ikegami ltc-350 cameras. ENG, EFP package, 2 J13 X 9 BIE lenses, charger, CCUs, viewfinders & carrying cases. 3M switcher, character generator. Film chain 16 MM-Beaulieu camera with anogenex lens & film editing equipment. Nagra/Sony/Panasonic—all very good condition. Will sell as package or in part. For more information, contact C.W. Craig, Media Services, Lee Memorial Hospital, PO Drawer 2218, Ft. Myers, FL 33902. 813-334-5175.

Wanted To Buy Stations
ATTENTION: FM BROADCASTERS!
We may help you increase your revenues by putting your unused SCAs to work. We are interested in all markets, large and small, and have carriers ready now with special interest in: New York City, Dallas, Ft. Worth, Houston, Portland, Or., Phoenix, Miami, Tampa, and Philadelphia. Call or write for information.
FLAGSHIP COMMUNICATIONS, INC.
11916 GLEN VALLEY RD.
CLEVELAND, OH 44141.
216-526-6017.

FORMER MINORITY BROADCASTER
seeking opportunity to become an owner again. Experience gained in previous mistakes in ownership has strengthened management and operational capability. Financing and venture capital required. Property must be viable (FM preferably) and not a bail-out. Write Box E-51.

FOR SALE
TV and Video Engineers
[All Levels, But Not Operators]
COME TO THE SOURCE
Come To
KEY SYSTEMS
Westminster Road
Wilkes-Barre, PA 18702
Phone Alan Kornish at
(717) 655-1458

WE PLACE TV and Video Engineers
[All Levels, But Not Operators]
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Come To
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Westminster Road
Wilkes-Barre, PA 18702
Phone Alan Kornish at
(717) 655-1458

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SCA STUDIES
Radio paging and data transmission on your subcarrier may result in significant additional revenues for your FM station. The technology is changing quickly and so are the opportunities. If you want to get your best deal, let us help you evaluate your options. For professional assistance from economic and financial experts, call 703-425-7376. Broadcast Investment Analysts, 3973 Wilcoxson Dr., Fairfax, VA 22031.
For Sale Stations Continued

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
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<tr>
<td>RkyMtn. Metro CI/V FM</td>
<td>$1,400K</td>
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<tr>
<td>SW Medium CI/V FM</td>
<td>$1,300K</td>
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<tr>
<td>NW Small FTC/CC FM</td>
<td>$900K</td>
</tr>
<tr>
<td>MW Major Fulltime</td>
<td>$800K</td>
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<tr>
<td>W Med/Met AM/FM</td>
<td>$725K</td>
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<tr>
<td>SE Small AM/FM</td>
<td>$627K</td>
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<tr>
<td>R.Mtn. Metro AM</td>
<td>$450K</td>
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<tr>
<td>FL Small CI/V FM</td>
<td>$400K</td>
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<tr>
<td>SE Small AM/FM</td>
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<td>SE Small AM</td>
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To buy or sell, for appraisals or financing - contact Janice Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341 (404) 456-9226.

BILL - DAVID ASSOCIATES
BROKERS - CONSULTANTS
303-836-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

MISSOURI AM/FM
Small market. $380,000 cash; $480,000 terms, 30% down payment. Phone 803-585-4638.

H.B. La Rue, Media Broker

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<th>STATION</th>
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<tr>
<td>West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104</td>
<td>415/434-1750</td>
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<tr>
<td>East Coast: 500 East 77th Street, Suite 1909, New York, NY 10021</td>
<td>212/288-0737</td>
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BOB KIMEL'S NEW ENGLAND MEDIA, INC.

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<tr>
<th>STATION</th>
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<tr>
<td>TONY &amp; DONNA PRISENDORF</td>
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<tr>
<td>have deserted NYC &amp; are now operating WIPS/WXTY. Ticonderoga, NY. Welcome to your new location &amp; your 1st venture into ownership.</td>
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<tr>
<td>8 DRISCOLL ST, ST. ALBANS, CT 06478</td>
<td>802-524-5963</td>
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SOUTHEAST RESORT FM
1 KW AM in southeast mountain resort community. Single station market. Please respond to Box E-86.

FM STEREO

$150,000 OFF

- AL: fulltimer. No downpayment to qualified buyer. (5)
- AK: cable TV. $110,000.
- AR: AM/FM. $400,000, terms. (1)
- CA: FM. $950,000. (2)
- FL: fulltimer. Large city $580,000. (2)
- GA: AM/FM. $200,000. (2)
- HI: large city. $750,000.
- ID: fulltimer. South central city $750,000.
- IL: AM/FM, within 100 miles of St. Louis. Nice town. $2.3 million, terms. (2)
- KY: daytimer. SC. $220,000.
- MI: AM/FM. Central city. $350,000. (2)
- MN: daytimer covering large city. $180,000. (1)
- MS: FM. $500,000, covers Jackson & Vicksburg. $2.1 million. (2)
- MO: daytimer, north central. $380,000.
- NY: daytimer. Western. $380,000.
- NC: good facility, covers Charlotte. $550,000. (4)
- NH: FM. North central. $240,000. (1)
- OK: daytimer. Covers large city. $420,000.
- PR: powerful FM. $590,000.
- PA: daytimer. SW. $180,000.
- SC: daytimer. SE coastal. $160,000. (2)
- TN: AM/FM. Large SE city. $1 million. (16)
- TX: powerful TV. South central city. $8,500,000. (4)
- VA: AM/FM. $1,580,000. (1)
- WV: daytimer. SE city. $550,000.

( ) indicates number of other listings in that state.

BUSINESS BROKER ASSOCIATES
615—677-5566 24 hours

Media Investment Analysts & Brokers
Bob Marshall, President

Independent UHF TV station in top 100 market. CP will also allow signal into parts of major market. $3.25 million.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-861-5252
809 Corey Creek - El Paso, Texas 79912 915-591-1038
WALKER MEDIA & MANAGEMENT, INC.
Midwest, Class B FM with AM. Profitable history. $1.5-million terms. Please contact.

JOHN F. HURRBUT
PO BOX 1845
HOLMES BEACH, FL 33509
813—778—3617

THE HOLT CORPORATION
FM/AM — NORTHEAST
VERY STRONG CASH FLOW
AT A FAIR PRICE
EXCELLENT OPERATION—
COASTAL MARKET

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

MAJOR MARKET ITFS
Major market ITFS licensees seek interested parties for possible leasing of excess-carry capacity hours. Reply: S. Dreher, PO Box 1307, Madison Sq. Sta., New York, NY 10159.

WILKINS
and Associates
Media Brokers

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<tr>
<th>State</th>
<th>AM</th>
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<th>AM/FM</th>
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<tr>
<td>AL</td>
<td>$360,000</td>
<td>20%</td>
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<td>NC</td>
<td>$650,000</td>
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FOR SALE
BY OWNER
Midwest market regional AM, class C FM. Absentee owner, huge potential. Must sell. All offers considered. Write Box B-148.

FOR SALE
BY OWNER

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, 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 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: 18 Box number, c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable. & are returned to the sender.

Publisher reserves the right to alter classified copy to comply with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $5.50 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, up to 50 square inches). Per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations: Wanted To Buy Stations: $25 per issue. 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, CD, PD, etc. count as one word each. Phone number including area code or zip code counts as one word each.
Media

**Peter Leone**, station manager, WOR-TV, Secaucus, N.J., named general manager.

**James Mikels**, general sales manager, WATE-TV, Knoxville, Tenn., named general manager.

**Gene Hodges**, general sales manager for WKJ(A FM) Bellhaven, N.C., has joined WWGN(AM) Washington, N.C., as owner and general manager.

**Charles Welsh**, sales manager, WVO(AM) Toledo, Ohio, named general manager.

**Harry Durando**, director of sales, WNY(NY) New York, named VP, general manager.


**N. David Widener**, acting station manager, WKPT(AM)-WFTM(AM) Kingsport, Tenn., named VP and station manager.

Appointments, Telemundo Inc., licensee of WKAQ-TV San Juan, P.R.: **Peter Albi**, executive VP, to president and chief operating officer; **Rafael Ruiz**, general manager, and **Wilfredo Hernandez**, treasurer and controller, WKAQ-TV, elected VP's, and **Liana Rosa Toledo**, credit and collections manager, WKAQ-TV, to corporate secretary.

**Bettie Cleveland**, senior account executive, Hubbard Broadcasting's KOB-TV Albuquerque, N.M., joins Hubbard's KNX-FM Farmington, N.M., as station manager.

**Stuart Norfleet**, production manager, WTM-TV Winston-Salem, N.C., named director of operations.

Appointments, American Television and Communications, Englewood, Colo.: **Michael Shea**, contracts administrator, construction division, to director of materials, management and purchasing; **John Field III**, member of legal staff, to division manager, cable investments, and **W. Brewster Mitchell**, from United Way, Denver, to director of management reporting.

**Theodore Schlissel**, president, Theodore Schlissel & Associates, joins Reeves communications, New York, as executive VP.

**Benson Srere**, executive assistant to president, Hearst Corp., New York, elected VP.

**Martha Burke-Hennessy**, from noncommercial WNET(TV) New York, joins Canadian Broadcasting Corp. there as managing director, U.S. operations.

**Larry Poudrier**, director of corporate development, Times Mirror Cable Television, Irvine, Calif., named assistant VP, commercial development.

**Patricia Burrows**, assistant treasurer and controller, Amaturo Group Inc., Fort Lauderdale, Fla., elected VP, finance.

**Farrell Reynolds**, VP, Eastern sales manager, and **John Barbera**, VP, Midwest sales manager, Turner Broadcasting Sales, named senior VP's.

**Larry Hartwig**, manager of technical operations, Mutual Broadcast System, Washington, named to newly created position of manager of distribution services.

**Craig Whetstone**, regional clearance manager, Mutual Broadcasting, Washington, to Western regional manager, Los Angeles.

**James Saloma**, VP, corporate controller, Credit Card Service Corp., Alexandria, Va., joins Tribune-United Cable of Montgomery County (Md.) as director of finance.

**George McGuire**, New Jersey branch manager, Xerox Computer Services, joins Gilt Management Services, San Jose, Calif., as district manager, Eastern marketing and customer service district.

**Robert Larson**, from noncommercial WTIF-TV Harrisburg, Pa., joins noncommercial WTVS(TV) Detroit as president and general manager.

**Patt McQuown**, assistant general manager and director of programming, noncommercial KUAT-FM Tucson, Ariz., retires.

**Marketing**

Senior VP's named to board of directors, Compton Advertising, New York: **David Basch**, Richard Earle and Peter Parsons.

**Ramon G. Gaulke**, chief executive officer, InterMarco Advertising, New York, joins newly formed Gannett Media Sales there as president.

**Joe Genova**, senior VP, Campbell-Ewald Co., Warren, Mich., elected group senior VP.


**Lawrence Tannuzelli** and **Rein Luik**, group senior VP's, Doyle Dane Bernbach, New York, named to board of directors. **Joseph Dell'Aquila**, from N W Ayer, New York, joins Doyle Dane Bernbach there as VP, management supervisor.

Appointments, Dancer Fitzgerald Sample, New York: **Jack Goldsmith**, creative manager, and **John Sullivan**, creative group head, to senior VP's, and **Sherry Nemmers** and **Terry Gallo**, VP's, named creative group heads.

**Thomas Hanft**, management representative, Needham, Harer & Steers, Chicago, elected senior VP.

**Thomas Mandler**, senior VP, Broadcast Marketing Corp., New York, joins Integrated Bartter International there as VP, sales.


**Richard Smith** and **Anthony O'Haire**, associate media directors, and **Lauren Byron**, corporate director of local broadcast services, Kenyon & Eckhardt, New York, elected VP's.

**DO YOU KNOW THIS MAN?**

If you don't, you probably should. He is one of broadcasting's most successful experts at creative services management. He is now president of a company that can help you make your advertising, promotion, publicity, public relations, marketing and research be their most effective.

Formerly head of creative services and communications for the CBS Television Stations Division, he also managed the advertising and promotion for WABC-TV, and he produced this year's First Place Award winner from the Broadcasters Promotion Association for "Best Major Market Campaign.

If you don't know him, write for a larger picture. And more information. If you know him, you know—he gets an audience.

**SHELDEN COMMUNICATIONS**

Aaron Shelden, President Suite 16D 505 E. 79 St, N.Y., NY 10021 (212) 734-2888

Broadcasting Oct 17 1983 91
Robert Riesenberg, VP, associate director of network programming, BBDO, New York, named manager, program development.

Phillip Asche, Gerard Dufour and Duncan Pollock, account supervisors, Young & Rubicam, New York, named VP's.

Kenneth McCarran, management supervisor, Thom 2 Productions, Nashville, joins Fahlgren & Ferriss, Cincinnati, as creative director, broadcast services.

Pamela Senuta, research manager, CBS/Broadcast Group, New York, joins ABC Television Spot Sales there as assistant research director.

Steven Cavanaugh, assistant producer, Grey Advertising, joins Ingalls & Associates, Boston, as broadcast producer.


Thomas Pickles, from McDonalds Corp., Chicago, joins Oak Industries, Glendale, Calif., as VP, marketing for television services, responsible for marketing and advertising for Oak's subscription television operations.

Linda Holliday, director of advertising, Prism, Bala Cynwyd, Pa., based regional pay television network, named director of marketing.


John Lissner, from Geltzer & Co., New York, joins Grey & Davis advertising agency there as VP.

Paul Wilson, from Interactive Market Systems, Chicago, and Charles Young, from Leo Burnett, Chicago, join Tatham-Laird & Kudner there as senior account research managers.

Donna Mowery-Hull, broadcast associate, CBS Morning News, CBS, New York, joins Torbet Radio there as station information supervisor.

Melissa Oringer, senior analyst, blue team, Harrington, Righter & Parsons, New York, named research director for team. Fran LaSala, gold team supervisor, HRP, New York, named to newly created position of supervisor of sales assistant training.

Susan Hiller, account coordinator, Quinn & Johnson/BBDO, Boston, named assistant account executive.

Francine Fuss, spot television negotiator, Wells, Rich, Greene, New York, joins Seltel there as account executive, red team.

Robert Gluck, from TeleRep, New York, joins Seltel there as account executive, raiders team.

Stephen Brooks, account executive, Blair Television, Atlanta, named manager of Blair's Miami sales operation. Eric Ronning, sales assistant, Blair Radio, Los Angeles, named account executive. Margot Lockwood, from KICU-TV San Jose, Calif., joins Blair Television, San Francisco, as account executive.

Judith Cohen, from WEAZ(FM) Philadelphia, and Lawrence Julius, from Roslin Radio Sales, New York, join Blair Radio, New York, as members of sales staff.

Gary Gelzer, account executive, TeleRep, Chicago, joins Tribune Entertainment Co. there as account executive.

Ann Simley, associate marketing manager, CBS Television Stations, Los Angeles, joins CBS Radio Networks there as account executive.

Glenn Schiller, account executive, KWMN(FM) Tulsa, Okla., named general sales manager.

Joe Pedicino, general sales manager, WRMJ(FM) Atlanta, joins WCNM(AM) there as director of sales. Mary Bray, account executive, WCNM, named local sales manager.

Tom Talbot, account executive, Keteli/Carter, Boston, joins WMYF(FM)-WERZ(FM) Exeter, N.H., as general sales manager.

Mary Bray, account executive, WCNM(AM) Atlanta, named local sales manager.

Ronald Watson, account executive, KIRO(AM) Seattle, joins co-owned KSEA(AM) there as local sales manager.

Sue Bell, from Group W Radio Sales, Dallas, joins KOAX(AM) there as sales manager. Buzz Powers, account executive, KOAX, named retail sales manager.

Doug Wolfmueller, from WPTV(TV) West Palm Beach, Fla., joins WPAC(TV) there as regional sales manager.


Kenneth Smith, from WVOL(AM) Nashville, Tenn., joins KDKO(AM) Littleton, Colo., as general sales manager.

Tom Walker, national sales manager, WLIT(FM) Detroit, named general sales manager.

Bea Thompson, local sales manager, KEY(AM) Houston, named general sales manager.

Bill Daniels, from WBLN(TV) Bloomington, Ill., joins WNET(TV) Concord, N.H., as sales manager.

Bud Geltzer, senior VP, entertainment group, Viacom, Los Angeles, named president of entertainment group.

Appointments following resignation of Columbia Pictures Industries Chairman Frank Price and his replacement by motion pictures division president, Guy McElwaine (Broadcasting, Oct. 10): Richard Gallop, president and chief operating officer of Columbia Pictures Industries, to additional post of chairman of motion pictures division. In addition, Gallop and McElwaine have formed studio operating committee, comprising themselves, Patrick Williamson, president, Columbia Pictures International, and Jonathan Dolgen, senior executive VP, motion pictures division.

Joseph Weinflash, from Lexington Broadcast Services, New York, joins 20th Century-Fox Television as director of station clearances and sales.

John Bowerbank, general manager, CBS/Fox Video Ltd. (Canada), named VP.

Kirk D'Amico, director of business affairs, RKO VideoGroup, New York, named VP, business affairs.

Mindy Levine, from Warner Amex Satellite Entertainment Co., New York, joins USA Cable Network, Glen Rock, N.J., as director of traffic operations.

Jack Ansaldi, regional sales manager, I.T.T. World Communications, New York, joins Rainbow Programming Services, Woodbury, N.Y., as VP, national accounts.

Pietro Valdani, head of his own company, Sales Rotoprint Srl., Los Angeles and Pomezia, Italy, joins SelectTV, Marina del Rey, Calif., as national sales director.

J. Michael Hinckman, manager, credit and collection, Showtime/The Movie Channel, named director, credit and collection.

Rick Levy, account executive, Television Program Enterprises, New York, program syndication division of TeleRep, named to head newly opened Chicago office.

Alice Windroth, assistant to director of sales, KNXT(TV) Los Angeles, joins Telepictures Corp. there as account executive, domestic sales.

Denis Fidalgo, playback coordinator, Movietime, 24-hour movie service of Colony Communications, Providence, R.I., named program director.

Tony Peterson, financial analyst, United Cable Television Corp., Denver, joins Sports Time Cable Network, St. Louis, as director of finance.

Melody Nickerson, from Warner Amex Satellite Entertainment Co., joins SelectTV, Marina Del Rey, Calif., as director of affiliate and subscriber services.

Denise Kuzzman, avails analyst, sales administration department, Paramount Pictures Corp., Los Angeles, named manager, sales administration, Paramount Television Domestic Distribution there.

Jim Cunley, chief executive officer, United Communications and Entertainment Inc., Los Angeles, joins Edge Entertainment Productions there as executive head of production.

Art Flores, corporate personnel director, Signal Companies, La Jolla, Calif., joins Group W Productions, Los Angeles, as human resources manager.

Thomas Smith, regional marketing manager, Continental Cablevision, St. Louis, joins Sports Time, St. Louis-based pay sports cable network, as operations director.

Dave Gross, from WECQ(FM) Geneva, N.Y., joins WIOU(AM) Kokomo, Ind., as program director.
Mike Harrison, from Goodphone Communications, Los Angeles, joins KMET(FM) there as program director, succeeding Sam Bellamy, resigned.

Becher Martin, air personality, WDAE(AM) Tampa, Fla., named program manager.

Steve Weed, from KRMG(AM) Tulsa, Okla., joins KTSA(AM)-KTDF(FM) San Antonio, Tex., as program manager.

Gregory Raab, advertising and promotion manager, WCXI-FM Detroit, named program manager.

Mike Dorn, music director, WHBC-AM-FM Canton, Ohio, named program manager.

Sean Lynch, air personality, KNBAQ(FM) Tacoma, Wash., named program director.

Ace Young, news director, KMET(FM) Los Angeles named program manager.

Robert Atte, director of special projects, WTXXTV Waterbury, Conn., named program manager.

James Wisser, producer, Houston Magazine, KHOU-TV Houston, joins WTHR TV Indianapolis as production manager.

Randi Milroy, air personality, WDST(FM) Woodstock, N.Y., named production manager.

Francine Auchtbar, Impact and special projects producer, WBBZ-TV Boston, named executive director of programming.

David Steinley, field production supervisor, KWCN-TV Wichita, Kan., named production manager.

Tom Dalton, from WZZM-TV Grand Rapids, Mich., joins WXMI(TV) there as production manager.

William Grant, writer, San Francisco Chronicle, joins noncommercial WGBH-TV Boston as series editor, Frontline.

Lee Olson, from noncommercial KCTS-TV Seattle, joins KOMO-TV there as writer-editor, PM Northwest.

Jim Myers, from WMCA(TM) New York, joins WOR-TV there as sports anchor.

Cathy Borruso, executive secretary to VP and general manager, WPLG(FM) New York, named program assistant.

Pamela Watts, reporter, Local News 13, program cablecast over Greater Fall River Cable TV and Whaling City Cable, systems of Colony Communications, Providence, R.I., named news director.

Jim Trengrove, news producer, WLS-TV Chicago, joins WJLA-TV Washington as executive news producer.

Appointments, News department, KSAP-TV Santa Fe, N.M.: Frank Sundram, from WNEP-TV Scranton, Pa., to news producer; Christina Hendra, executive producer, to associate producer; Abigail Adler, from KGKM-TV Albuquerque, N.M., to anchor-reporter, and John Darling, from KGB(TV) Medford, Ore., to reporter.

Appointments, Eyewitness News, WIZ-TV Baltimore: Robert Melissio, producer, morning edition, to special projects producer; Becci Gehrad, from WGBAL-TV Lancaster, Pa., to associate producer, and Dorothy West, production assistant, to associate producer.

Ralph Perrey, from WMSG(AM)-WXIE(FM) Oakland, Md., joins West Virginia Radio Network, Lewisburg, W. Va., as anchor and editor, succeeding John Back (see "Media" above).

Gary Lane, from WGTV(TV) Grand Rapids, Mich., joins WRAU-TV Peoria, Ill., as anchor-reporter. Chuck Rogers, from WPMY-TV Greensboro, N.C., joins WRAU-TV as meteorologist.

Appointments, WCB(TV) New York: Dan Dorfman, columnist, Chicago Tribune Syndicate, New York, to business and economics reporter; Morry Alter, from WPLG(TV) Miami, to correspondant, and Tony Vigneri, from KSTP-TV Minneapolis-St. Paul, to correspondent.

Appointments, WNEV-TV Boston: Paula Zahn, anchor-reporter, KPBC-TV Houston, to co-anchor; Camilla Carr, from WBBM-TV Chicago, to co-anchor, and Tom Chisholm, meteorologist, WCBS-TV New York, to same capacity.


Keith Howard Elderidge, from KCO-TV Denver, joins WCON-TV Seattle as radio anchor.

Bob Rabinovitz, from KQRS-FM Golden Valley, Minn., joins Minnesota News Network, Minneapolis-St. Paul, which provides news broadcasts to affiliate radio stations, as account executive.

Steve Deshler, meteorologist, CBS Morning News, New York, joins WLS-TV Chicago as weather anchor.

Theresa Lukenas, weather anchor, KMST(TV) Monterey, Calif., named 6 and 11 p.m. co-anchor. Barry Brown, from KIDD(AM) Monterey, joins KMST, succeeding Lukenas.

Bob Pope, from WXGC-TV Macon, Ga., joins WPETS-TV West Palm Beach, Fla., as meteorologist.

Sarah Van Allen, from WTSO(AM) Madison, Wis., joins WM(TV) there as weekend weather anchor.
Michael Rowny, from Bendix Corp., joins MCI, Washington, as VP and treasurer.

John Parke, VP, marketing, Acrodyne Corp., Blue Bell, Pa., joins Harris Corp., Quincy, Ill., as director of TV sales, broadcast transmission division.

Roy Prater, acting head, management information systems department, Cox Cable, Atlanta, named VP, management information systems.

David Bell, director of technical development and services, Storer Communications, Miami, named VP, special projects, cable communications division.

John Frank, VP, sales, Zenith Data Systems Corp., Glencoe, Ill., named VP, marketing.

William Dupre, manager of construction, Warner-Amex, St. Louis, joins Tribune-United of Montgomery County (Md.) as director of technical operations. Robert Anderson, utility coordinator, Warner-Amex, St. Louis, joins Tribune-United of Montgomery County in same capacity.

Gordon Jett, from Ogilvy & Mather, Singapore, joins Hughes Microwave Communications Products, Torrance, Calif., as manager of marketing communications.


Steve Hollingaahed, from WTAJ-TV Altoona, Pa., joins Washington Independent Television, Washington, as chief cameraman and technical director.

Don Watkins, corporate chief engineer, WATE-TV Knoxville, Tenn., named VP, engineering, for Columbus, Ohio-based parent, Nationwide Communications Inc. He remains based in Knoxville. Bob Williams, assistant chief engineer, WATE-TV, succeeds Watkins.


Timothy Vaas, sales representative, R.J.G. Enterprises, Syracuse, N.Y., joins Magnavox CATV Systems, Manlius, N.J., as account representative.

Ilene Goldberg, production manager, Unitel Video, New York, named account executive.

Paul Moore, VP and general manager, Conoco Electronics, subsidiary of Centel, which provides cable television services to Chicago-area condominiums and apartments, named director of enhanced services for Oak Brook, Ill.-based Centel Video Services.

**Promotion and PR**

Dave Keith, VP, corporate communications, Houston Natural Gas Corp., joins Hill & Knowlton there as VP, general manager. Patrick Strickler, president, Vandyk & Lee Public Relations, St. Louis, joins Hill & Knowlton as VP and manager of newly opened office there.

Lyne Abraham, press secretary to New York City Council President Carol Bellamy, joins Warner Amex Cable Communications there as VP, public affairs.


Francine Proto, on-air promotion director, noncommercial WLJN(TV) Garden City, N.Y., joins Rainbow Programming Services, Woodbury, N.Y., as writer-producer, on-air promotion.

Karen Joy McCaw Walklin, promotion manager, KOLN(TV) Lincoln, Neb., and KGIN-TV Grand Island, Neb., named director, promotion and public relations.

Ron McCoy, promotion manager, KTVT(TV) Fort Worth, Tex., joins WGN-TV Chicago as creative services director.


Becky Lynn, public relations manager, WXMI(TV) Grand Rapids, Mich., named promotion-public affairs manager.

Marcie Blumberg, account manager, Hub Mail Advertising, Boston, joins WRAP(FM) Detroit as assistant director of advertising and promotion.

**Allied Fields**

William H. Fineshriber Jr., television vice president, Motion Picture Association of America and Motion Picture Export Association of America, will retire Dec. 31, but continue as consultant. Fineshriber, characterized by MPAA President Jack Valenti as "the real authority on the worldwide television marketplace," joined MPAA/MPEAA in 1960 as TV head after 29 years in key broadcasting roles at three networks and in television syndication. He started in 1931 at CBS, where he became general manager of programing (and during World War II was also head of shortwave broadcasts); he later was executive VP of Mutual, VP and general manager of NBC's television and radio networks, VP of Television Programs of America, and director of international operations for Columbia Pictures' Screen Gems subsidiary.

Ben Scrimizzi, senior VP, marketing and sales, Purolator Courier Corp., joins Radio Advertising Bureau, New York, in newly created post of senior VP, marketing and sales.


Appointments, National Telecommunications and Information Administration, Washington: Angela Burnett, from Tisch Communications, Washington, to telecommunications policy analyst; Janice Hill, in-house counsel, Westinghouse Broadcasting & Cable, Los Angeles, to chief counsel, and Bill Reece, from FCC, Washington, to economist, domestic common carrier issues.

Evelyn Freyman, recently retired executive secretary, American Federation of Television and Radio Artists, Washington, joins law firm of Verner, Liipfert, Bernhard & McPherson there as broadcast consultant.

In reorganization of Jeff Pollack Communications, Los Angeles-based radio program consulting firm: Allen Peterson, VP, programing and research, to executive VP; Marilyn Tallman, operations coordinator, to VP, operations; Judy Jahnke, administrative assistant, to business manager, and Beth Rastad, from administrative assistant, to research coordinator.

Baryn Futa, from Washington law firm of Fleischman & Walsh, joins National Association of Public Television Stations there as counsel.

Elected officers, West Virginia Broadcasters Association, Charleston, W. Va.: Michael Shott, WHSV(AM)-WHAR(FM) Bluefield, president; Bill O'Brien, WLSA(AM)-WBK(AM) Beckley, vice president, and Dale Miller, WJR(AM) WVAQ(AM) Morgantown, secretary-treasurer.

**Deaths**

W. Spencer Harrison, 66, consultant, Warner Communications Inc., New York; board member of Warner Amex Cable, and former executive VP, planning, for Warner Amex Cable Communications, credited with important role in development of that company and its interactive cable operations, died of cancer Oct. 12 at his home in New Canaan, Conn. Harrison had spent 20 years with CBS, where he was VP, business affairs, CBS-TV, before leaving in 1962 to become executive VP, Ashley-Famous talent agency, which was later purchased by predecessor of Warner Communications. He was later executive VP, Warner Brothers, and executive VP, planning, for Warner's cable operations. He is survived by his wife, Eve, two daughters and son.

Joseph A. Danna, 51, director of office services and 32-year employee of ABC Inc., New York, died Oct. 12 in Valley hospital, Ridgewood, N.J., of injuries sustained when he was struck by a car while crossing street near his home. Survivors include his wife, Phyllis, and two daughters.
Good businessman makes good at SSC&B

“1 got nowhere,” recalls Ken Robbins, now vice chairman and chief executive officer of SSC&B: Lintas U.S.A., of his initial attempts to break into the advertising field. After graduating from college in 1957, he spent several months in advertising agencies, trying unsuccessfully to land an advertising job in San Francisco. “I had worked during summer vacations for Scott Paper and accepted a salesman’s job with Scott in San Francisco.”

But Robbins, who projects a friendly, soft sell image, remained determined to get his foot in the door in advertising. After a year of searching, he got his chance in the traffic department of Johnson & Lewis (now part of D’Arcy-MacManus & Massis) as a traffic department employee.

He moved from traffic to account work at Johnson & Lewis, and this exposure convinced him that advertising was his métier. But he also realized that San Francisco was too limited an advertising center for someone of his ambition.

Robbins set his sights on New York. An executive he had met at Scott Paper recommended him for a position with J. Walter Thompson Co., Scott’s agency. Thompson hired him—to work on the Scott account.

Born in California and raised in Oregon, Robbins relocated to New York and JWT in 1962. He remained at Thompson for 17 years, where he shepherded a host of accounts, including Lever Bros., Reader’s Digest, Reynolds Metals, Standard Brands and Warner-Lambert, plus new-product assignments.

By the time he departed Thompson he was a senior vice president and group account director. Robbins acknowledges it was a difficult decision to leave JWT but says the offer from SSC&B constituted a challenge he could not refuse.

SSC&B was then an agency “in transition,” he notes. It had been purchased a few years before by Interpublic, which also acquired the Lintas overseas agency complex in 1979.

Robbins joined SSC&B on Jan. 2, 1980, as executive vice president and member of the board of directors. He was named vice chairman and chief operating officer of SSC&B: Lintas USA in 1981 and chief executive officer last May.

He credits William V. Weithas, now chairman and chief executive officer of SSC&B: Lintas Worldwide, with bringing him into the SSC&B fold. Weithas, in turn, praises Robbins’ management and leadership skills: “Ken has the ability to draw people together and make them better than they are.”

Robbins has, says Weithas, “a marvelous combination of talents—He’s an excellent client contact man but brings to that experience another dimension in that he is also a creative man. Put the two of them together and you have a winner.”


“Television networks have the clout, the money and the resources to withstand competition,” he comments. “Although network shares are eroding, networks are still far and away the most powerful entertainment and advertising outlets.”

Robbins has no strong complaints about the networks’ move to increase the commercial load of prime time, provided the added spots do not reduce the program content. He is more concerned about the potential growth in shorter commercials, such as the split 30’s or the 10- and 20-second combinations.

“These commercials do not improve the TV watching experience,” Robbins observes. “1 really worry if the 15- or 20-second becomes the standard length.

“One thing I’m certain about: There should be more research on the effects of clutter. We have to develop techniques to measure these effects.”

And what of the effects of the new media services? While acknowledging the impact of cable television and pay cable television on conventional television viewing, Robbins has some reservations about both.

“Where are cable and pay cable going to get the money to buy programing?” Robbins asks. “Even pay cable is going to be hard pressed to be in a position to finance programing that can attract audiences. I’m sure that one day pay cable will have to take advertising to help keep costs down.”

Another problem the cable industry must deal with concerns “churning,” according to Robbins. He says the high rate of subscriber cancellations affects him as an advertiser representative. He estimates that SSC&B allotted about $4 million to cable television from such clients as the Nell Co., Pet Inc., Carnation Co. and Mennen. (By contrast, the agency spent more than $210 million in television and more than $16 million in radio last year.)

Robbins detects a trend toward “bigness” in advertising agencies, with larger agencies absorbing smaller ones. But, he believes that there may well be a counter trend down the road if the enlarged agencies become less personalized. He predicts this may then lead to a re-emergence of smaller agencies.

Robbins likes to relax from his rigorous schedule with hobbies (mountain climbing and downhill skiing) acquired during his childhood in Oregon. He has a home in Stratton, Vt., where the Robbins family—wife, Judie, and three sons—alpaticipate in winter sports.

And Robbins is not the only family member with a busy schedule. Eight years ago, his wife formed Judie Robbins Locations, which finds settings for television programs and commercials, feature films and magazine layouts. Robbins reports cheerfully that business is “very good.”

So is SSC&B’s, thanks, in part, to the stewardship of Ken Robbins.
Representative Al Swift (D-Wash.) is planning to introduce his own cable bill this week. It is expected to mirror legislation introduced earlier by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), except it would not address common carrier question of whether or not cable systems should be permitted to offer unregulated data transmission services. Wirth measure includes provision permitting cable to offer services free of regulation.

National Association of Broadcasters decision to bury controversial "Television Trends" study was seconded by McHugh-Hoffman. Rosslyn, Va.-based television consulting firm commissioned to do study Broadcasting, Oct. 10. In statement released last week, firm said it would not release study. "Concurrent with NAB's decision, we decided not to unilaterally publish the findings of the study, since it was conceived and executed as a joint participation project involving several organizations," statement said. McHugh-Hoffman also said it stood behind findings of study and methodologies used.

Federal appeals court in New York ruled last week that journalists are protected against libel for reporting accurate accounts of charges made in secret grand jury hearings. State or federal laws punishing journalists "for accurately reporting allegations of wrongdoing in a matter of public interest" would be inconsistent with First Amendment, Judge Irving R. Kaufman wrote for unanimous three-judge panel. Decision dismissed libel claim filed against ABC by George Reeves, former ABC executive, who charge he was defamed in Aug. 25, 1980 World News Tonight report on California investigations involving charges that two backers of Charlie's Angels, Robert Wagner and his wife, Natalie Wood, were cheated of profits (Broadcasting, May 5, 1980, et seq.). Los Angeles grand jury that investigated those charges returned no indictments. Appeals court decision last week, upholding lower court ruling, said it was based on California law, "buttressed by fundamental precepts of free expression" in federal law.

U.S. district court judge ruled Friday that notes made by CBS News Executive Producer Burton Benjamin in course of his investigation of CBS News's documentary, The Uncounted Enemy: A Vietnam Talk around town. According to a story circulating in Washington's rumor mill, Benjamin Hooks, executive director of the National Association for the Advancement of Colored People, would be Walter Mondale's choice as FCC chairman. The former commissioner told Broadcasting last week there's no truth to the story, but admitted responsibility for what he says is a tall tale. According to Hooks, he told that story at a good-bye party for Peter Kenney, NBC's former Washington vice president. "But I was joking," he said. "We were just having some fun. I have no interest in it. I intend to stay here."

Deception, must be turned over to General William Westmoreland for use in his $120-million libel suit based on that documentary. Westmoreland's attorney had demanded that Benjamin's notes as well as his report be turned over. Judge Pierre Leval of district court in New York ruled last spring that Benjamin report must be turned over because, among other things, CBS News officials had claimed that it substantiated CBS's position (Broadcasting, April 25, May 2). Judge Leval was said to have invoked similar reasoning in ordering CBS to yield Benjamin's notes. CBS opposed release of both report and notes on grounds they contained information obtained under premise of confidentiality. CBS attorneys were reported Friday afternoon to be considering whether to seek Judge Leval's permission to appeal his latest order. When they requested permission to appeal his order releasing Benjamin's report, he refused.

A.H. Belo paid record price for TV with $342 million purchase of KHOU-TV Houston. Station was part of Corinthian Broadcasting Group package sale to Belo (Broadcasting, June 27). Other prices paid were KVTW(Sacramento, Calif.), for $78.1 million; KOTV(Tulsa, Okla., for $41 million; WVEC-TV Hampton-Norfolk, Va., for $40 million; WTV(TV) Hampton, Ind., for $7.9 million, and WIS-TV Indianapls for $97 million. Belo is holding WANE-TV and WOIO-TV for a "legal instant" and then will sell them, at their same prices, to LIN Broadcasting.

KMVT(TV) Twin Falls, Idaho, has been sold by Western Broadcasting to Root Communications for $11.4 million. Seller, based in Missoula, Mont., is group owner of three AM's, two FM's and four TV's, owned by Earl E. Morgenroth. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises, principally owned by Chapman S. Root. It recently bought, subject to FCC approval, WNBXAM(WLWV(FM) Dayton, Ohio, for $41 million; WVEC-TV Hampton-Norfolk, Va., for $40 million; WTV(TV) Hampton, Ind., for $7.9 million, and WIS-TV Indianapolis for $97 million. Belo is holding WANE-TV and WOIO-TV for a "legal instant" and then will sell them, at their same prices, to LIN Broadcasting.

Day after announcing layoffs of one-third of New York headquarters staff, Warner Communications Inc. issued report Friday showing $122.4-million loss in third quarter, bringing loss for first nine months of 1983 to $424.7 million (compared with profits of $78.7 million and $224.8 million, respectively, in 1982). Headquarters layoffs were put at 250, reducing staff to about 500. Headquarters layoffs were put at 250, reducing staff to about 500. Spokesman said cuts were in corporate staff and would not affect Warner Amex Cable Communications, which has been going through layoffs of its own, with 76 (out of 430) New York area jobs eliminated by layoffs and attrition since May. Warner's biggest financial problem is with its Atari unit, which it blamed for virtually all of WCI's loss and which has laid off more than 2,500 workers this year. Wall Street sources estimated that Warner Amex may lose $60 million this year and may need to borrow $495 million to complete cable systems in Milwaukee and in Brooklyn and Queens, New York.

Winners of annual Armstrong Awards for excellence in radio broadcasting announced Friday night at dinner in New York. First-place winners: KMOX(AM) St. Louis for news; WAKE(AM) Lebanon, Pa., for news documentary; KDSP(AM) Duluth, Minn., for community service; Canadian Broadcasting Corp., for education; WNEW(FM) New York for music, and WSGA(AM) New Orleans for creative use of medium. Charles Collingwood, retired CBS News correspondent, was given

Weighting anchors. The changing role of the network TV anchor was examined last Tuesday by ABC White House correspondent Sam Donaldson (l) and Barbara Matusow, author of "The Evening Stars," at a lunch in Washington sponsored by the Washington chapter of the National Academy of Television Arts and Sciences. Matusow noted that the role of the anchor had evolved from television's early days, when the anchor was "one step up from a game show host," to the anchor's present role as "the personification of the network." Donaldson (who said he had taken to heart advice once offered by Howard K. Smith: 'Don't be dull!') felt that anchors should have very strong input into the evening news, but that he was against giving anchors total control.

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special Armstrong Pioneer award for four decades of distinguished coverage. Awards, named for late developer of FM, are administered by Armstrong Memorial Research Foundation, based at Columbia University, with Professor Edward Wakin of Fordham University as executive director. Awards ceremony was to be carried by National Public Radio.

According to sources, National Public Radio search committee charged with finding successor to acting NPR president, Ronald Bornstein, has narrowed list of candidates to “10 or 12” and will be conducting interviews this week. Successor is expected to be chosen in time for NPR board meeting Oct. 27, when Bornstein’s contract expires and he returns to prior commitments in Madison, Wis.

FCC last week released notice of proposed rulemaking proposing to use lotteries to choose from among about 17,000 applications for mulichannel multipoint distribution service it now has on file. In notice, FCC said it had tentatively determined that, under statute, it need not grant lottery preferences to minorities, or encourage diversity of ownership, as it does for low-power television lotteries. Nonetheless, it asked whether it should grant preferences anyway. Comments will be due 30 days after publication of notice in Federal Register.

FCC last week accepted for filing direct broadcast satellite applications of Satellite Syndicated Systems Inc., Satellite Development Trust and National Christian Network Inc. Others interested in DBS authority have until Jan. 12, 1984, to apply to be considered along with those accepted in second round.

FCC has requested comment on applications for development authority for land mobile satellite systems by Mobile Satellite Corp. and Skylink Corp. FCC noted that NASA has petitioned for land mobile satellite service in 800 mhz band. Two applications for developmental authority, FCC noted, are largely based on NASA petition, but don’t suggest same technical or operational parameters. FCC was interested in comment on approaches applicants suggest, said it was particularly interested in information on merits of using alternative technologies for service. Comments are due Nov. 13.

Latest count on number of co-sponsors for broadcast deregulation bill (H.R. 2382), introduced in March by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), is 210 (218 represents a majority).

Jack Masla, president of Jack Masla & Co. radio rep firm, said Friday that “we absolutely deny” all charges made by Arbitron in $1,055,000 damage suit against Masla company and KALJ(AM) San Gabriel, Calif. Suit claims Masla firm misused Arbitron audience data on behalf of KALJ, nonsubscriber to Arbitron services (“In Brief, Oct. 10”)

John E. Fetzer, longtime station group owner and since 1962, sole owner of Detroit Tigers major league baseball team, sold Tigers last week. Price was not disclosed but team has been valued at $25 million to $35 million. Fetzer, 62, is to remain chairman of club for two years under deal with buyer, Thomas S. Monaghan, owner of Domino’s Pizza chain based in Detroit.

There was a showdown in Texas last week between NBC President Robert Mulholland and Representative John Bryant (D-Tex) during meeting of Texas Association of Broadcasters. After Mulholland gave keynote address at TAB, Bryant, apparently “took exception to everything NBC officials said,” according to observers. During speech Mulholland struck out at politicians who he said “hammer” television for their own purposes. “These politicians want to make us subject to their whims, their special interests [through restrictions like fairness doctrine, equal time and attempts to legislate retention of FCC’s financial interest and syndication rules]. There are also the mandated advantages these politicians give themselves for political advertising as well as other campaign perks.” Mulholland said. Bryant, who spoke next, “jumped on him,” TAB member said. “When he [Bryant] first started talking I thought he was joking. It was as if you were at a TV roast,” member said. “It was embarrassing and totally uncalled for,” he added. Bryant reportedly accused networks of being too greedy to give time for presidential debates.

ABC-TV coverage of first World Series game between Philadelphia and Baltimore last Tuesday night drew 27.3 Nielsen rating and 41 share of audience. Second game came in with 26.8/40. Both were slightly behind Milwaukee-St. Louis series year ago when NBC coverage came in with 27.9/42 first night, 29.1/45 second.

John Martin, programing VP and assistant to president of ABC Sports, named to new post of president/chief operating officer of Ohlmeyer Communications Co., effective Nov. 5. Appointment is designed to free Donald W. Ohlmeyer, chairman and chief executive, to concentrate on creative functions of OCC, his joint venture with Nabisco Brands in program production for commercial TV, cable, theatrical movies and industry.

Marty Greenberg, former vice president, radio, Belo Broadcasting, Dallas, joins Duffy Broadcasting as president/chief operating officer. Duffy Broadcasting, headed by Bob Duffy, who is also president of Christil Co.—national radio sales representative firm—owns KLIF-FM Denver and KCNR-AM-FM Portland, Ore. According to Duffy, Greenberg will be responsible for building radio group into “a large radio broadcasting entity.” Greenberg, who will be headquartered in Dallas, has also become partner in firm.

International Relay Inc., New York, three-year-old international telex company, asked FCC for permission to construct earth station in Chicago suburb of Skokie, III., to access Intelsat’s Atlantic satellites and provide “urban gateway” to users of Intelsat’s new digital business service (BROADCASTING, July 4). If IRI gets regulatory go-ahead, earth station would be first Intelsat earth station in U.S. not owned by Comsat, U.S. partner in international satellite organization. Since establishment of Intelsat in mid-1960’s, said IRI attorney Steven Levy, ownership of Intelsat earth stations has been restricted to Comsat. However, in FCC inquiry into independent ownership of earth stations, Levy said, Comsat, which has opposed complete lifting of its earth station monopoly, has stated it “has no objection” to nonComsat ownership of earth stations dedicated to business service. IRI has ambitions beyond handling digital voice and data traffic for Intelsat service. “IRI is not going to make any secret of the fact that it would also like to get into the video market,” said Levy. “We have had discussions with a number of programing entities, including one of the big three networks.”
A glass at least half full

Something weird and almost wonderful has been going on in connection with those negotiations over a broadcast deregulation bill in the House: the parties are actually negotiating. In what’s been dubbed “the broadcasting vigil,” congressmen from both sides of the aisle have spent hours after hour in working meetings that have amazed observers unused to seeing so much time devoted by so many to one single bill. The conferences went in “with as much good faith as they could muster” (in the words of one close to the action) and may actually emerge with a bill.

Will broadcasters be able to support it? That’s very unlikely at the subcommittee level. But neither will it be the end of the day on this subject. The play will shift to another forum, but the same players will remain engaged.

Broadcasters would do well to remember that enormous amounts of energy and care have been expended in their behalf by those working on all sides of this deregulatory effort. They should not peremptorily reject the process before all the hands have been played. The appropriate posture at this point: flexibility. Later on will be soon enough for the digging in of heels, should that prove necessary.

In the meantime broadcasters can take satisfaction from—and advantage of—the fact that their negotiating position is better than anyone ever dreamed it could be at this point in the process.

Not for the faint of heart

One has to have a good deal of sympathy—and admiration—for the Daniel Ritchies and the Richard Munros and the Arthur Taylors and the William S. Paleys of this world. It was Dan Ritchie, of Group W Broadcasting and Cable, who had to answer for the ultimate success or failure of Satellite News Channel—and who last week pronounced that venture’s demise after the expenditure of some $40 million. It was Dick Munro, of Time Inc., who had to close down TV-Cable Week after spending $47 million in what turned out to be a lost cause. It was Arthur Taylor, the former president of CBS Inc., who shuttered RCA-Rockefeller’s The Entertainment Channel after the loss of $35 million. And it was Bill Paley who said “enough” after CBS Cable had spent $30 million and was nowhere nearer viability.

All were victims of new media quicksand, a malady that will strike many more before there is a balance between supply and demand among television’s new breed. They shared two common denominators: an ambition to make a mark on the new frontier, and bank accounts large enough (and joint ventured enough) to absorb the downside risks. So while one may regret that these bright promises died a’borning, one need not shed too many tears over the dollars left behind.

The last of these stories has not been written. Indeed, as one set of BROADCASTING writers was putting finishing touches on the obituary of SNC still others were running down the latest plans of Satellite Television Corp. and United Satellite Communications Inc., two among the several entities getting ready to spend hundreds of millions to bring direct broadcast satellite service to the United States. The risk, in their case, may be even more severe, in that so much of the investment must be made before the beginning of programming on Day One.

Tom Wheeler, president of the National Cable Television Association, remarked last week that “there is a tendency to hang crepe” on these occasions. What people forget, he said, is that there are life cycles to all products, and that in television’s case we’re now hitting the mature stage; the results are mergers and dropoffs. What’s going on now, he says, “is not so much a shake-out as a metamorphosis.” Borrowing an example from the broadcast side of the medium, Wheeler reminds that it took more than 20 years for the ABC Television Network to go into the black, “and no one was saying there wasn’t a future for a third network.”

For our part, we salute the courageous entrepreneurs who risk all. It is from their ranks that the next generation of media captains will emerge, and it is they we will have to thank for the Fifth Estate’s future.

Positive portents

A new television season always comes with large hopes and nervous expectations, along with a predictable lot of bad-mouthing by critics, and this year’s is no exception. With only two weeks of ratings to go by, of course, it is too early to tell—as all but critics must recognize—whose hopes will materialize and which critical judgments prove right.

It is not too early, however, to detect glimmers of encouragement for the networks in the few ratings available. The public response to the new season, or at least to the first two weeks, has been solid. For all the talk in recent years about declining network audiences, network ratings and shares are holding up—fractionally higher than a year ago for the first week, fractionally lower for the second, and for the fortnight coming to a three-network average rating of 50.4 and share of 81.4%. That’s two-tenths of a point less in rating and a point less in share than during the first two weeks of last season—hardly enough to suggest a tide of viewer disaffection. In fact, with the TV universe larger now, it represents a slight gain in number of homes tuned to the networks.

Recent history bolsters this note of encouragement. NBC researchers counted up last week and found that, in the full 52 weeks of the season just ended, the number of homes reached by the networks in the average prime time minute exceeded the previous season’s average—not by a lot (two-tenths of a percentage point), but a welcome sign nevertheless, because it reversed the down trend of the previous year. To no one’s surprise, the three-network share of audience continued to decline, slipping to 76.9% for the full season. But this, again, looked good. It was the smallest fall-off in four years. It also represented the third year in which the share loss was less than the year before.

Whether this trend continues is largely the responsibility of the networks and the programs they show. But it’s clear that they are starting the season with a strong sampling overall. What happens next is between them and the viewers. Broadcasters provide and viewers decide, which is as it should be.
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