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Invasion Of  The Body Snatchers  The Long Riders  The McKenzie Break  Revenge Of The Pink Panther  Tarzan, The Ape Man  2001: A Space Odyssey  Rocky II

TELEVISION

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BIZARRE
You have to see it to believe it...
FCC poised to change dramatically rule of 7's □
Comments abound in TV dereg proceeding □
Fourth quarter business causing first quarter worries □

LAST LEGS □ Broad consensus in rulemaking to modify FCC's multiple ownership requirements arises out of comments; only remaining question: what, if any, limits to set. PAGE 23.

CARRYOVER EFFECT □ Slow fourth quarter in network and spot advertising is causing some to worry that first quarter will be affected; some forecasters reduce earnings projections for networks. PAGE 24.

DRY TV □ Public interest groups file petition at FTC asking that all advertisements for alcohol be removed from the public airwaves. PAGE 25.

RATINGS FIRESTORM □ ABC movie about nuclear war lives up to its billing, blowing away its competition. PAGE 26.

GETTING SET □ ABC readies its Sarajevo facilities in preparation for next February's winter Olympics there. PAGE 28.

MEGAPAPER □ FCC receives thousands of pages of comments in television deregulation proceeding. PAGE 29. NAB presents four different studies to back push to free television broadcasters from federal regulation. PAGE 30.

FINAL ACTION □ Congress passes measure for FCC authorization; passes funding levels for CPB. PAGE 32.

STATE DECISIONS □ Dougan given rank of ambassador; Office of the Coordinator for International Communications and Information codified by Congress. PAGE 32.

HEAD THEM OFF □ Denton introduces bill to block X-rated political ads; House members introduce bill barring FCC from changing political broadcasting laws until Jan. 1, 1985. PAGE 34.

SOUTHERN DISCOMFORT □ Puerto Rican broadcasters urge FCC to help them with interference problems from other countries. PAGE 38.

ACT ORDER □ Court imposes deadline for FCC to complete children's TV rulemaking by year's end. PAGE 38.

TURNABOUT □ FCC Review Board approves grant of UHF to nonminority group, which was deemed better able to meet needs of minority population than minority applicant. PAGE 42.

SELLING TREND □ Radio group owners are trading up for more profitable stations. PAGE 44.

THOMPOLOUS DOCTRINE □ ABC's Broadcast Group president announces containment policy to curb programming costs. PAGE 50.

SAME STRENGTH □ Ratings indicate veterans remain at top of favorite syndicated shows. PAGE 50.

NO TIME LEFT □ Time Inc. announces shutdown of its cable teletext service in Florida and California. PAGE 60.

PUBLIC SERVANT □ NAPTS head Bruce Christensen has attempted to lead by following, divining the direction member stations are heading and helping them attain their goals. PAGE 87.
Magnumtism.
The power to make things happen!

Magnum now!
MCA TV
Magic million

Although CBS has said all along that it did not anticipate reaching $1 million per minute for Super Bowl spots in 1984, it isn't missing mark by far. Thirty-second spots have been selling for $480,000, and network has only couple left. ABC meanwhile has already sold six minutes of time for its 1985 Super Bowl telecast at price of $1 million. However, that is discount price, for committing so far in advance and for at least 60 seconds of time—ABC's price for 30-second spot is $525,000.

Day in court

With no fanfare. Judicial Conference of the United States has appointed dozember member committee to study Fifth Estate petition to open courts to radio, news photography and television. And committee will observe demonstration of modern courtroom coverage techniques at meeting in Atlanta Jan. 27.

Petition was submitted by 28 leading associations, societies and corporations in print and electronic journalism (BROADCASTING, March 14). Timothy Dyk of Washington law firm of Wilmer, Cutler & Pickering, counsel to CBS, coordinated preparation of petition and will head delegation of media representatives.

On verge?

Word has it that Chicago-based Beatrice Foods Co. is close to selling KOHEM Los Angeles for price reported to be more than $17 million. Acquisition would set record price for stand-alone FM property in U.S. However, official of Beatrice Foods said last week that no definitive agreement for sale of KOHEM had been reached and that company is exploring several "options" concerning future of FM outlet. Among leading prospects for sale: Noble Multimedia Communications, San Diego.

Exit polling stopped

Washington state may provide legal test of technique some have recommended as means of blocking media—particularly networks—from projecting election results before polls close. Washington legislature last spring passed law prohibiting exit or public opinion polling within 300 feet of polling place. Law, which became effective in August, was requested by Washington secretary of state who maintained voter turnout was held down when results were projected before polls closed. Legislators endorsed proposal decisively. House by vote of 92-3, Senate by 49-1.

But media may challenge law in court. Floyd Abrams, of New York, prominent attorney in First Amendment law, has been asked by three television networks along with some state newspapers to "look into" effort to have law declared unconstitutional; suit, if filed, would allege law is "overly broad" and content related, and therefore, violates First Amendment. Decision on whether to proceed will probably be made this week, after Abrams's visit to state to argue another case before state's supreme court in behalf of KHQ-TV Spokane. Station is fighting contempt of court conviction for broadcasting murder-case tapes that it had obtained legally.

Looking for clout

National Association of Broadcasters continues its search for chief lobbyist to run NAB government relations department (BROADCASTING, Oct. 3). Candidates already screened include: former Federal Trade Commissioner David Clanton: James Range, legislative counsel to Senate Majority Leader Howard Baker (R-Tenn.), and Robert Hanrahan, regional vice president, Tobacco Institute, and Republican congressman from Illinois in 1973-75.

Barter's bite

Dramatic growth in barter: syndication marketplace this year has siphoned off more spot television revenues than network, according to study to be released Tuesday (Nov. 29) by Blair Television in New York. Study tracks rating performance of barter shows comparing national average to those in local markets and making point that series may do well nationally but poorly in some markets. Word of study has caused stir among major barter syndicators, who plan rebuttal this week through Advertiser Syndicated Television Association.

Wanting in

Cabletelevision Advertising Bureau, out to make sure cable industry gets share of millions to be spent on political advertising in 1984, is planning seminar in Washington next February on how cable can be integrated into campaigns. CAB hopes to attract political media consultants, staffs of candidates and of national committees of Republican and Democratic parties and representatives of agencies with political clients. Among those helping to organize seminar is Republican media consultant John Deardorff of Bailey, Deardorff & Associates Inc. Chairman will be Dick Holcomb of AFT, Denver.

Shelters in the sky

Home Box Office and Group W Broadcasting & Cable no longer own their transponders on Galaxy 1, Hughes Communications satellite that is rapidly becoming major cable programing vehicle, but they still control them. HBO purchased six transponders and Group W bought four on bird long before it was launched last June. But after it became operational in August, they resold them to investors that lease them back on long-term basis.

Everybody is winner in sale-leaseback deals except Internal Revenue Service. HBO and Group get cash and, at least in Group W's case, more than they originally paid for transponders, while investors enjoy tax credits and depreciation write-off. One Group W official said deal is same as buying transponders with low-cost financing. Group W sold its transponders to Chemical Bank; HBO won't identify buyer of its transponders.

No contest

Telecommunications Research and Action Center has made FCC Chairman Mark Fowler offer he apparently can refuse: opportunity to debate broadcast deregulation with Henry Geller, former head of National Telecommunications and Information Administration. Explained Fowler aide: "Mark typically doesn't do panels." Sam Simon, TRAC executive director, said he has been trying, without success, to get Fowler to speak before consumer audience for two years.

Inflation everywhere

Although prices of network radio rights for National Football League and major league baseball are modest in comparison to billion-plus committed by television counterparts, network sources expect radio rights to double for football and baseball in next contract period, probably 1985-1989.

Both NFL and baseball are said to be looking to negotiate $30 million packages for five-year period, or $6 million per year. CBS recently extended its baseball contract by one year to cover 1984 season at $3 million. And it's now in last year of NFL pact costing slightly more than $3 million per year.

Broadcasting Nov 28 1983
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 SONY COMPANY
Another galactic service

Still another cable programming service is moving to Hughes Communications' Gal-
yx I—superstation WOR-TV New York. Eastern Microwave Inc., which distributes the New York independent station to cable sys-
tems, purchased a preemptible transponder on the bird Nov. 18 and announced the deal early last week. Gil Korta, national market-
ing director for Eastern Microwave, de-
clined to say how much the company paid for the transponder, but sources say the av-
ailable Galaxy transponders are on the market for between $6 million and $10 mil-
on, depending on their preemptibility.

Eastern Microwave currently distributes the station's signal via a transponder it leases from Robert Wold Co. on Westar V. Korta said Eastern Microwave will assume control on its transponder on Jan. 5 and be-
gin sending it live 24 hours a day on both satel-
ites then or shortly thereafter. It will eventu-
ally drop the Westar V feed.

The Eastern Microwave move strength-
ens the already strong Galaxy lineup, which now includes Home Box Office (HBO and Cinemax), The Disney Channel, Turner Broadcasting System (CNN Headline News, Group W Satellite Communications (The Nashville Network), The Movie Channel (Viacom International), SIN Television Network and GalaVision (Sin) and C-SPAN.

The move also puts an end to Westar V as an important cable bird. In less than two months, the satellite has lost Satellite News Channel, which was purchased and shut down by Turner Broadcasting; The Disney Channel, and WOR-TV. All that remains is Black Entertainment Television and Finan-
cial News Network, which is a half-broad-
cast network. According to BET President Bob Johnson, BET would like to join the rush to Galaxy. "We know who has available Gal-
axy transponders and some are good friends of ours," he said. "We will be talking to them."

According to Korta, the superstation reaches around 5.3 million cable subscribers, 4.3 million via satellite and 2 million via micro-
crowave.

A potentially costly error

Cinemax may have to dump a multimillion dollar advertising campaign next week in the wake of an injunction handed down by a federal judge in Tulsa, Okla. U.S. District
Court Judge James Ellison ordered the pay network to stop using the slogan—"We Are Your Movie Star"—in its broadcast and print advertising by midnight, Dec. 9.

The action, in the form of a preliminary injunction, stems from a trademark infringe-
ment suit brought by Top-Tv Tulsa. In the suit, filed last October, the independent sta-
tion alleged that the Cinemax campaign, which was developed by Ted Bates & Co., resembed in many ways its own three-year-
old "Oklahoma's Movie Star" campaign.

The move, according to Cinemax, has asked the federal cir-
cuit court in Denver to stay Judge Ellison's injunction pending final resolution of the case. HBO's Tony Cox said HBO is "very confident" that it will prevail in either the district or circuit court, but unless it wins the case the company could lose as far as HBO is concerned. If Cinemax cannot use its current campaign after Dec. 9, he said, it will have to develop a new one.

According to court papers filed by HBO, the pay programmer has sunk a lot of money into the Cinemax campaign. They said $328,000 was spent on research and develop-
ment, $1,066,000 for production of the electronic and print ads and $69.9 million on ad space and time between May and No-

The slogans at odds in the trademark battle between HBO's Cinemax (top) and KOKI-TV Tulsa (bottom).

sent "binding contractual commitments," said Sheila Mahony, vice president and franchise coordinator for Cablevision. This was Sacramento's second attempt to award a cable franchise in as many years. Last year its award to a joint venture between United Cable and Tribune Cable fell through when Tribune pulled out at the last moment. Sac-
ramento currently contains about 330,000 homes, and is adding about 10,000 homes per year. Mahony said Cablevision will be-
gin construction almost immediately and expects to offer its first service "within six months," due to the fact that Scripps-How-
ard is putting up half the equity money for the systems, enabling the company to get a quick start on construction. A local group, River City Cablevision, with 70 investors, also has a 5% interest. A four-year construc-
tion schedule is planned for the system, which will have a dual 400 mhz trunk with up to 104-channel capacity, as well as an institutional trunk.

Lightening the load

Building five major cable systems at the same time has apparently proved to be too-
much of a financial strain on Storer Commu-
nications. The Miami-based broadcast-ca-
television company said last week it would sell its suburban Washington fran-
chises to a local limited partnership for whatever is invested in the franchises at the time of closing. That's expected to be $3C million-$35 million within six months.

The centerpiece of the deal is the system serving the northern half of Prince George's County, Md. It comprises 19 municipal fran-
chises, the north county franchise and around 130,000 homes. With more than half of the planned 800-mile plant still remaining to be built, it now serves 16,000 subscribers.

The deal also includes two small completed systems serving 3,000 subscribers in Lees-
burg and Fort Belvoir, both Virginia.

The limited partnership is headed by Winfield M. Kelly, who was instrumental in winning most of the Prince George's fran-
chises and who is now vice president of the Storer Cable Communications of Maryland (SACCW), which operates the system.

According to Richard Scott, a spokesman for the yet-unnamed partnership, the local individuals who now hold a 20% interest in SCCW have been invited to buy into the partnership. He said building the entire sys-

Cablevision Systems, with a bid that in-
cludes a $2 monthly charge for 30 channels of basic service, won the 20-year franchise last Tuesday (Nov. 22) for Sacramento, Calif. The Sacramento city and county boards voted 
ed unanimously to award Cablevision the franchise just days after a staff recom-
mendation concluded that the company had submitted a bid superior to those filed by ATC, a joint venture between United Cable and Tele-Communications Inc. and Access Corp. Unlike some franchise processes, this one will not involve an extended post-award negotiating process—the parties signed a franchise agreement the day Cablevision got the nod. Four contracts were drawn up during the evaluation process and Sac-
ramento had stressed from the start that promises made in the applications repre-

Sacramento gets service

read it naturally.
Sports scorecard

ESPN averaged a 1.5 rating and a 3.0 share in prime time during the third quarter of 1983, but managed a 2/3 in prime time for the first full year of metered measurement by A.C. Nielsen—the cable sports networks stated goal. ESPN also reported that in the last measured quarter ending Sept. 30, 42% of the network’s viewing households earned $30,000 or more a year and that 65% of the households were located in the more densely populated A and B counties. In addition, newswatch in prime time averaged almost one male per household (0.96)—more than 30% higher than for the three broadcast networks, ESPN claimed. Highest rated program categories for the third quarter were Saturday Night at the Fights (3.2/6) and Top Rank Boxing (3.2/5). ESPN now has a universe of 28.5 million homes.

UPI-Telecaster venture

UPI and Denver-based Telecaster Corp. have joined forces to form UPI Data Cable Corp., a new company that will market UPI news and data to the cable TV industry. Cable systems receiving UPI alphanumeric news will be offered an on-site computer allowing operators to capture, store or "real-time" display approximately 100 categories of data such as international, national, regional, state and local news; financial news; sports news; NCAA weather; stock, bond, and commodities information (15-minute delayed); television listings, and feature stories, said Telecaster Chairman, A. Clinton Ober. Telecaster, which provides several services for cable operators, will run the new venture.

MGM/UA - Playboy pact

MGM/UA Home Video has joined forces with Playboy Video Corp. to distribute Playboy Channel films to the U.S. and Canada. Under the terms of the agreement, MGM/UA Home Video has the right to release the adult-oriented films ranging from drama to action-adventure—on videocassettes and disks under the Playboy Cinema label no earlier than the pictures debut on the Playboy Channel. The first feature film MGM/UA Home Video will distribute, "Fanny Hill," is scheduled for release in early 1984.

CBS/Fox Video, which currently has an agreement with Playboy Video Corp. for home distribution of original programming (exclusive of pictures) done for the Playboy Channel, did not exercise the option it had for home video distribution, a Playboy Video spokesman said.

The MGM/UA Home Video and Playboy Video Corp. joint venture was announced last Wednesday (Nov. 16), just one day after the Playboy Channel celebrated its first year anniversary at a special luncheon in New York. Paul Klein, president of Playboy Video Corp., marked the occasion by stating the major challenge he faces today: access to the Playboy Channel for those who wish to subscribe.

Close tally

The citizens of Cambridge, Mass., have empowered their city in a referendum to bid along with private companies for the city’s cable television franchise. The measure passed by a narrow margin: 14,124-14,022. "This is really a remarkable opportunity," said Joseph G. Sakey, the city's cable commissioner, in a prepared statement. "Cambridge is an attractive cable community, and hopefully the industry will bring good proposals to Cambridge. If they don't, Cambridge now has a way to get good service anyway." The outcome is a blow to cable interests in the region, who campaigned against the measure. "A substantial portion of those who voted 'yes' did so only to preserve an option for the city," said Paul Cianelli, president, New England Cable Television Association, "but they ultimately do not want to see government ownership of cable television."

Cable audio for blind

Viacom Cablevision of San Francisco will introduce a noncommercial audio service for the visually impaired to its 70,000 customers, under the terms of an agreement with Broadcast Services for the Blind, a nonprofit subcarrier-delivered readers service. Viacom will distribute 75 hours of informational programming each week via its cable audio system at the FM frequency of 91.1 mhz. The Viacom franchise serves all of San Francisco.

There's still time to enter
The Journalism Awards Competition
for distinguished service in health reporting sponsored by the American Chiropractic Association. Cash prizes and medallions of merit will be awarded for category entries in newspaper, magazine, radio and television.

If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation … if your work has served to motivate your community to a better understanding of a health problem … if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues’ programs for awards.

Closing date for 1983 competition is March 1, 1984.

For Rules and Entry forms, write to:

Journalism Awards
American Chiropractic Association
1916 Wilson Boulevard
Arlington, Virginia 22201

Don also do a suitable work for the calendar year 1984 and enter before March 1985.
The Hughes Galaxy System began as an idea, a concept founded upon vision and technological ability. A sophisticated satellite and terrestrial communications network, the Galaxy System represents a major achievement in the industry. And that achievement represents success beyond imagination.

Galaxy stands for a commitment to excellence in the field of communications. Galaxy I has been selected by the most prestigious names in the cable business—Home Box Office, Inc., Group W Broadcasting and Cable, Times Mirror Satellite Programming, Viacom International, Turner Broadcasting System, SIN Television Network, The Disney Channel and C-SPAN. In fact, Galaxy I has been chosen to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, The Sports Network, Showtime and/or The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, public affairs programming and much more. Galaxy I is a promise that has been fulfilled, with higher power transmission capability and longer life expectancy than even our own projections.

But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a June 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys.


The Hughes Galaxy System—a surpassing achievement in communications.


International Dairy Queen  ■ Brazier fast-food products will be spotlighted in flights of two to three weeks, starting in early December, in approximately 40 markets. Commercials will be run in early and late fringe and prime time. Target: women, 25-49. Agency: Campbell-Mithun, Minneapolis.

Beatrice Foods  ■ La Choy Chinese foods will be promoted in flights of one to four weeks in 45 markets beginning in mid and late January. Commercials will be slotted to daytime and early and late fringe. Target: women, 18-49. Agency: Cunningham & Walsh, Chicago.

Deers & Co.  ■ Lawn and garden equipment will be advertised in 16-week flight to start next Feb. 16 in 17 markets. Commercials will run in all dayparts. Target: men, 25-54, and total adults. Agency: Mitchell & Manning, Dallas.

Buxton  ■ Leather goods, belts, Caldicut clutch (purse with calculator) and CalcuMagic (wallet with calculator) will be spotlighted in pre-Christmas promotion beginning Dec. 5 in more than 60 markets. Campaign will run for two weeks in prime, early morning and day times. Target: adults, 18-34. Agency: Geers Gross, New York.

Hasbro  ■ Mickey Mouse telephone will be highlighted in one Christmas-gift campaign scheduled by the company, to begin Dec. 12 in 20 of the top 30 markets for one week. Another flight, promoting several different toys: Charmkins, GI Joe dolls and My Little Pony, will begin Dec. 12 and run until Christmas in 20 major markets. Both flights are scheduled to air in early fringe. Target: children, 2-11. Agency: Griffin Bacal, New York.

Fabarge  ■ Campaign for Babe fragrance and related products will begin Dec. 14 in pre-Christmas effort in 60 markets. Spots will air for 10 days in early

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**Rep/Report**

To Selcom: WXB-FM Pensacola, Fla. (no previous rep; WEFR (formerly WCCO-FM) Minneapolis, from Eastman; KPLM-FM Palm Springs, Calif., (no former rep; KXK (AM) and KGDT-FM both Anchorage; KAAK(AM) and KNDK(AM) both Fairbanks, all Alaska, from Jack Masla & Co.

WAMO-AM-FM Pittsburgh: To Hillier, Newmark, Wechsler & Howard from Selcom.

To Sett: WXOT-TV Cleveland (no previous rep); KXK-AM Kansas City, Mo. (no previous rep); WOLV-AM New Orleans (no previous rep).


WGTFM Nantucket/Cape Cod, Mass.: To Smithers Spot Radio from Jack Masla & Co.

KORS(AM) Fremont, Calif.: To Caballero Radio Network from Lotus Representatives.

KSI(AM)-KRB(AM) Pocatello, Idaho: To Katz Radio from Jack Masla.


KWIR(AM)-KYSB(AM) Stockton, Calif.: To Katz Radio from Jack Masla.

To Lotus-Albertini Network: KMCO(AM) Meriel, Tex. (no previous rep); KXK(AM) Galvaston, Tex. (no previous rep); KMCO(AM) Hollister, Calif., from Caballero Radio Network.

Moving days. Torbet Radio has moved to new offices at 1766 Century Boulevard, Atlanta 30345 (404) 325-4500. Weiss & Powell has changed locations of its office in Minneapolis to 625 Second Avenue South, Suite 413 (612) 333-6782.
Adventurers. Heroes. They're still around. Men with boundless energy. And the courage to take impossible risks.

Men who love to live dangerously. Like climbing Everest without oxygen. Or hang-gliding high above the Alps. Driving through the sound barrier. They can't be stopped. But they can be filmed.

That's RISKING IT ALL. Half-hour films for your viewers who are tired of make-believe, bored with predictable programming. And eager to share real life fantasies.

They'll repay you by watching every week. And for this you take no risk at all.

Narrated by Richard Crenna

13 first cycle half-hours from WESTERN-WORLD TELEVISION, INC.
10490 Santa Monica Boulevard
Los Angeles, California 90025
Telephone (213) 475-5500
and late fringe and early and late news. Target: women, 18-34. Target: Nadler & Larimer, New York.

Francis Denny interlude perfume will be promoted in two-week flight beginning Dec. 5. Commercials will air in major metro markets around the country in early morning news. Target: women, 18-54. Agency: Stuart Ford Inc., Richmond, Va.


Salvation Army Thirty-second spot for TV special about the origin of the Salvation Army (airing in mid- and late December) will begin Dec. 3 and run until Dec. 23 in various markets, according to air date of the special. Campaign is scheduled in 85 markets in early morning, day, early fringe and prime access times. Target: families. Agency: Walter F. Bennett Co., Dallas.

Snyder's of Hanover Pretzels and potato chips will be featured in two-week flights running in November, December and January in eight markets. Commercials are scheduled in all dayparts. Target: women, 25-54. Agency: Trahan Burden & Charles, Baltimore.

Farmland Foods Various food products will be advertised in four-week flight to start in mid-December in 11 markets, including Dallas, Denver, Milwaukee and Oklahoma City. Commercials will be carried in daytime on weekdays and weekends. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.


On-Cor Frozen foods will be promoted in three-week campaign beginning Dec. 12. Spots will run in eight markets in various dayparts from 6 a.m. to 7 p.m. Target: women, 35-64. Agency: Grant-Jacoby, Chicago.

John Morrell E-Z Cut hams will be spotlighted in two-week effort. Starting Dec. 12, in two TV and five radio markets. Commercials on TV will be carried in day and fringe times and on radio in all dayparts on weekdays and weekends. Target: women, 25-54. Agency: Clinton E. Frank, Chicago.

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Meet the Men Who Make TV

Read interviews with eleven producers of some of American television's most successful programs. Such notables as Norman Lear, Richard Levinson and William Link, Garry Marshall, and Quinn Martin talk about their artistic aims, their working methods, their battles with network influence, and their social and political concerns.

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Brisk third quarter. Network television advertising spending in third quarter of 1983 rose by 11.6% over same period of 1982 to $1,472,381,200, according to figures released by Television Bureau of Advertising. TVB said that estimated network expenditures for first nine months of 1983 climbed by 10.8% to $4,795,419,600. TVB's figures, based on data supplied by Broadcast Advertisers Reports, shows that largest percentage gain in single daypart was registered for daytime Saturday/Sunday slot, which increased by 41.3% in July-September period and by 28% during January-September. ABC-TV was leading network in expenditures with $1,736,602,500 for first nine months, followed by CBS-TV, $1,584,541,100, and NBC-TV, $1,474,876,900.

In business. Ronald H. Laufer has formed The Laufer Co. as research service for broadcast stations, specializing in both marketing and media analysis. Laufer was executive vice president for Quadrantix Division of John Blair & Co. until unit suspended operations ("Ad Vantage," Nov. 21). Laufer said he will provide research capability to limited number of stations that cannot afford to have their own departments. Laufer, who has had almost 20 years experience at companies including ABC and Arbitron, is making his headquarters at 5 Pego Lane, Huntington, N.Y. 11743. (516) 421-3833.

Fish for dinner. Raiston Purina Co. will launch new Seadog dogfood—fish-flavored chow—beginning in January 1984. Campaign will include extensive network TV and newspaper placements in conjunction with spot TV activity throughout 1984. Year-long introductory spot commercials, "The taste your dog's been fishing for"—will air in prime and day times throughout U.S. (intended reach is 89% of all dogowners). Product will be available in four-, eight- and 20-lb. bags. Target: dog owners. Agency: Gardner Advertising, St. Louis.

Over-beer-ing. Taping of Coors beer commercial in West Virginia, set to air in first quarter 1984 upon introduction of product there, has raised ire of local government officials. During taping, state capitol building in Charleston was captured in background, with Coors truck driving past in foreground. State Senate President Warren McGraw found it "in bad taste" and "exploitative" and Governor Jay Rockefeller issued statement that he would prefer landmark were not linked with alcoholic beverages. However, First Amendment rights provide that depiction of public building may occur in any way. McGraw said. Coors spokesperson said inclusion of Capitol was actually "compliment" to state.
A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars.
Available now for Fall '84.
This week


Nov. 29—New York chapter, National Academy of Television Arts and Sciences, "mini forum: Research for Television." Community Church of New York, New York.

Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast scriptwriting program, sponsored by Veterans of Foreign War of the U.S. and its Ladies Auxiliary with cooperation of National Association of Broadcasters and student groups in grades 10th, 11th and 12th grades, who are U.S. citizens, are eligible to compete during fall term for $32,500 in national scholarship awards as well as expense-paid trips to Washington next March and other prizes at state and local levels. Theme for recorded entries is "My Role in Upholding the Constitution." Information: Community VFW posts.

Nov. 30—Deadline for entries in JVC's 1983 Professional Video Competition. Information: (212) 244-5222.

Nov. 30—"The Ratings War," seminar sponsored by National Academy of Television Arts and Sciences, New England chapter, and Boston University School of Public Communication.

Nov. 30—New York chapter, National Academy of Television Arts and Sciences, luncheon, speaker, Don Chmielny, Chmielny Communications Co., on "the Integration of Televised Advertising and Television." Copacabana, New York.

Nov. 30—"Gearing Up for Low Power Boom: Boom or Bust for Independent," seminar sponsored by Foundation for Independent Video and Film, Millennium, New York.


Dec. 2-4—"Economic Issues Conference" for NBC-TV affiliates, sponsored by NBC News and conducted by Foundation for America's Communications. The Houstonian, Houston. Information: (212) 851-7372.

Dec. 2-4—Third annual Community Television Festival, sponsored by Downtown Community Television Center, and partly funded by New York State Council on the Arts, National Endowment for the Arts and Rockefeller Foundation. DCTV headquarters, New York. Information: (212) 966-4510.

Also in December

Dec. 5—Deadline for comments on FCC proposal to award women preferences in lotteries for mass media services. FCC, Washington.

Dec. 5—Arbitron Radio Advisory Council meeting. South Seas Plantation, Captiva Island, Fla.


Dec. 6—Southern California Broadcasters Association luncheon and annual meeting, with installation of new board. Airport Hilton, Los Angeles.


Dec. 7—Ohio Association of Broadcasters sales workshop. Columbus Marriott, Columbus, Ohio.


Dec. 9—Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president, CBS Radio Network.
January 1984

Jan. 4—Deadline for submitting papers for National Cable Television Association's 41st annual report and for planning association's annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

Jan. 5—FCC deadline for reply comments in TV deregulation proceeding. FCC headquarters, Washington.

Jan. 8-10—California Broadcasters Association midwinter convention. Sheraton Plaza hotel, Palm Springs, Calif.


Jan. 11—Arbitron Television Advisory Council meeting. La Costa hotel and spa, Carlsbad, Calif.


Jan. 15-20—National Association of Broadcasters' winter board meeting. Westin Wilaia Beach hotel, Maui, Hawaii.

Jan. 16-20—National Association of Broadcasters board meeting. Palms Del Mar hotel, Humacao, Puerto Rico.


Jan. 18—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AMs, seven FMs and seven TVs (no more than five VHFs). FCC, Washington.

Jan. 18-20—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center, San Antonio, Texas.


Jan. 27-29—Florida Association of Broadcasters annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.


February 1984


Feb. 1-6—International Radio and Television Society annual faculty/industry seminar and college conference. Harrison Conference Centers, Glen Cove, N.Y.

Feb. 2—International Radio and Television Society newsmaker luncheon, featuring three network entertainment division presidents, Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Eriech, ABC. Waldorf-Astoria, New York.

Feb. 5-7—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

Feb. 7-8—Arizona Cable Television Association annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 7-8—Broadcast Pioneers "Mike Award" dinner. Hotel Pierre, New York.


March 1984


March 5—Society of Cable Television Engineers ninth annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

March 5—Society of Cable Television Engineers' "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.


March 7-10—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif.


March 22—Georgia Cable Television Association.
April 1984
April 4-8—Alpha Epsilon Rho, National Broadcasting Society, 42nd annual convention, Prospects '84. Universal Sheraton hotel, Los Angeles.
April 8-15—International Public Television Screening Conference. INPUT '84, hosted by South Carolina Educational Television Network. Francis Marion hotel, Charleston, S.C.
April 16-18—Videotex '84, organized by London Online Inc. Hyatt Regency, Chicago. Information: (212) 279-8990.
April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2000." Fawcett Center, OSU campus, Columbus, Ohio.
April 23-29—Pennsylvania Association of Broadcasters annual spring convention. SheratonMuiht Bay Resort, St. Maarten, Netherlands Antilles.
April 24-29—20th annual MIP-TV (March International des Programmes), international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

May 1984
May 7-9—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.
May 13-16—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.
May 20-22—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.
Carrying lotteries to logical extreme

The FCC is so proud of its new lottery procedures to choose licensees from among multiple applicants in the low-power TV field that it has decreed lotteries for multipoint distribution systems and proposed them for cellular radio. It’s been a long time since the commission could boast of anything so new, different, speedy and efficient.

The commission relies heavily on the premise that lottery procedures will permit the prompt establishment of new and valuable communications services that would otherwise be bogged down for years in a procedural morass of backlogs resulting from having to choose the best qualified from among the many proposals. It’s all so attractive that it seems a heartless quibble to call attention to the fact that the lottery approach is inconsistent with the basic rationale of the Communications Act, as it is with the FCC’s own persistent efforts over the past 50 years to develop “comparative criteria” (such as minority ownership, diversification of media ownership, local residence, etc.) on which to make supposedly expert licensee selections. Unless of course, as my former law professor used to say of his students, all FCC applicants are essentially “fungible”—that is, virtually indistinguishable from one another—so that it really doesn’t make a damned bit of difference which of the many is chosen to serve. If it is to be done (to put it in the words of that stern regulator, Macbeth) “t’were well it were done quickly. . . .”

It is therefore a purely obstructionist view that a choice by chance is too high a price to pay for resolving backlog situations that developed from the FCC’s own lack of foresight, and with which, in true Frankenstein style, it has become powerless to deal.

To meet such superficial complaints, the FCC has directly shaped its lotteries to reflect applicants’ superior qualifications by awarding certain “preferences” in the drawing. In this way, a locally owned and diversified minority applicant secures some 700 of the ultimate 1,000 chances, as against a nonlocal, nonminority multiple-media owner, limited to the other 300. Given the FCC’s boast that early lotteries selected the “preferred” LPTV applicants in two-thirds of the cases, it’s surely a minor defect that a third or more of the selectees were admittedly less qualified, and had little or no chance of winning any traditional FCC criteria hearing. But that’s just what a lottery means, isn’t it? And in light of lottery advantages, the FCC continues as a strong “believer,” and is not deterred by the unfortunate consequence that it thereby encourages more applications from less qualified applicants who can win a license in no other way.

Rather than condemning such FCC lotteries for new communications services, zealous reformers might better direct attention to applying this novel method for dealing with even greater social problems. Only the short-sighted can fail to see how this same lottery mechanism could also be used to resolve all civil litigation promptly and efficiently, without the need for costly and time-consuming legal procedures. And to meet heavy civil case backlogs that traditional trial techniques simply cannot handle.

Lotteries to resolve private disputes at once do away with all talk of “disabling court congestion,” and with those varied ineffectual remedies—such as new or re-assigned judges—being used to meet an insoluble problem. Besides, a lottery is even more apt here than with FCC matters, since almost all civil cases are limited to a plaintiff and defendant in a costly two-party private trial, paid for by our tax dollars, but without any real societal benefit. (We might even introduce an occasional lottery ball marked “no-winner,” just to discourage the instituting of litigation, and so minimize any clogging of lottery procedures.)

A National Lottery Commission (to keep the process above-board and free from corruption) could replace our antiquated and cumbersome Supreme Court just as one little old lady in tennis shoes running a lottery computer would then replace the entire FCC. What administration seeking a real cut in government costs could turn its back on these prospects?

Having gone this far to substitute cheap and quick lotteries for all expensive and torpid litigation, why not go all the way? Rationalists would immediately perceive that there is an equal, if not greater, need for quick and effective resolution of those many criminal cases that now clog our courts and prisons. Indeed, a lottery would be the very embodiment of that Sixth Amendment commandment for “speedy trial,” and instantly put an end to costly and protracted Kafka-like trials, endless appeals and inconsistent sentencing (also to be lottery-determined). Not to speak of avoiding those many evident miscarriages of justice, when the patently guilty are freed on the basis of abstruse legalistic technicalities. All of that will now go the way of the dinosaur.

Our entire criminal justice system—with its amorphous and inconsistent standards—is already “just a gamble” from beginning to end. A planned and rational lottery would in essence take the chance out of chance. “Swift and sure” will be the deserved motto that strict constructionists now only seek in vain. With good cause, since as far as we know there is no empirical proof whatsoever that the end result for society would be one whit different if our criminal justice system were lottery—rather than trial-directed.

Nor should tears be shed because many lawyers may be forced out of work by this species of technological improvement. Liberals should be among the first to applaud this judicial reform that would end all of that ceaseless hassle now caused by the Miranda requirement for every criminal defendant to have counsel. Instead he will now have a decent chance in a fair and quick lottery to put him out of his misery. . . . or prison.

A host of other and incidental side benefits will derive from this novel and noble effort in problem-solving. One would encourage the country’s artists into a competition to design a new logo for our revised system of justice. Perhaps something along the lines of the figure of Justice “tremblant” on a computer, or the goddess herself, no longer helplessly blindfolded and balancing those hoary scales, but rather peering intently at several bouncing ping-pong balls in their wire cage as she dispenses her new style of justice in a swift, impartial and effective lottery.
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Decline and fall of the Rule of 7's

Nearly everyone agrees commission will alter its ownership limits; question is whether it will change numbers or eliminate them.

Bet that the FCC will loosen its rule of seven, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five of the last VHF's).

Don't put the rent money on those ownership caps being eliminated completely, however. Although there appears to be no significant opposition to letting the big guns get a bit bigger, any move to let them get as big as they want would face resistance.

It might also be safe to wager that the television networks aren't going to have to face limitations that apply to no one else. If there is support for limiting the networks in particular, it's well hidden.

That the station caps will be relaxed is a common assumption. The National Association of Broadcasters, on the say-so of its executive committee, is working on an FCC filing calling for "liberalization." The National Radio Broadcasters Association is expected to argue for lifting the caps. The National Black Media Coalition, a gadfly in most broadcasters' eyes, is saying it won't object to raising the limits either. "We think there are a lot of good group broadcasters who deserve more stations," said Pluria Marshall, NBMC executive chairman.

The FCC, in its rulemaking proposal on the issue, already has said it intends to do away with as much of its rule as it can. Even FCC Commissioner Henry Rivera, the rulemaking's sole commission foe, concedes he's not going to be able to stem the tide. "I have no doubt that the rules are gone," Rivera said.

If there is significant opposition to the rulemaking on Capitol Hill, it's latent at best. Representative Mickey Leland (D-Tex.), a member of the House Telecommunications Subcommittee, has introduced a bill that would prohibit the FCC from repealing the rule for five years. But that bill doesn't appear to be going anywhere.

An aide for Leland said his boss isn't really saying that there shouldn't be a change in the rules anyway. Instead, Leland thinks the cap shouldn't be removed completely—something he believes FCC Chairman Mark Fowler wants to do—and is talking to broadcasters, trying to come up with some sort of legislative compromise, the aide said. "We are saying that we don't want Mark Fowler necessarily running the show since he has demonstrated no sensitivity in the past to minorities and to minority ownership issues," the aide said.

A House Telecommunications Subcommittee staffer added that while there had been some talk of addressing ownership issues in the House's broadcast deregulatory bill, it was too early to say whether that would amount to anything. "It's possible something will get done, but we have to get the basic quantification stuff done first," he said.

There will be some opposition to loosening the rules, but nothing resembling the million-dollar-plus campaign Hollywood financed to knock off track the FCC's proceeding on the network syndication and financial interest rules.

Groups like the Media Access Project and the Telecommunications Research and Action Center are expected to register objections. "A lot of the industry should be concerned, especially the smaller guys who could get eaten up," said Sim Simon, TRAC executive director.

Within the industry itself, opposition is being voiced, although not loudly. One group owner of radio stations, who has quietly been lobbying the FCC in support of the status quo, said any larger limits would be bad for radio in particular. As groups get bigger, he said, they get farther away from personal involvement with their stations, more involved with profits, and the idea of community service suffers. "It results in a very impersonal approach to what is a very personal subject," he said.

This company president, who asked that he not be identified, also admitted that he didn't relish the idea of having to compete with the large public companies that might suddenly find its markets attractive. "You can make enough money with 14 radio stations," he said.

James Wychor, vice president and general manager of KWOA (AM) Worthington, Minn., said there was concern among smaller operators that the FCC's rulemaking could put them at a competitive disadvantage. "A giant corporation could come into a state like Minnesota and buy up a couple of dozen stations and blanket the state, monopolizing advertising sales," Wychor said.

The National Association of Black Owned Broadcasters will oppose loosening of the rules, contending any relaxation will make it tougher for minorities who want to buy into the industry, and for the smaller operators already there.

James Winston, NABOB executive director and general counsel, said the smaller operators who want to buy more properties would be hurt by a relaxation of the rules since increased station demand will force up prices. But those operators also will suffer competitively in their markets if bigger players move into the stations next door, he said. Group owners, he points out, have deeper pockets to promote their properties, for instance. In radio, that could translate into big players running commercial-free, or spending thousands of dollars on TV campaigns, something the smaller operators won't be able to afford. "Our position is there shouldn't be any change in the rules at this time," Winston said.

The FCC's Rivera said he was particularly worried that the commission also will move to eliminate its local crossownership restrictions. "Then you're saying one media company can hold all the outlets in one town, and that throws the whole concept of diversity out the window," he said.

Still, loosening the rules does not mean eliminating them altogether. And some who don't seem to mind the idea of raising the caps balk at talk at eliminating them altogether.

NBMC's Marshall, for example, is careful to make the distinction. "If they lifted [the caps] from seven to 10, I think we could go for that," Marshall said. "But we don't want to end up with five companies in 20 years owning everything."

Abe Voron, NRBA executive vice president, said the association, concerned about industry concentration, would argue for "relaxation" of the rules, but probably not for complete elimination.

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mind competing with the networks," Padden said. "We're going to point out that each network owns only five TV stations as it is."

Outlet's Henderson said he didn't think a rule could be written that would discriminate against any player. Besides, he said, the Department of Justice would always be around to challenge questionable acquisitions.

Added Jeff Davidson, president, Gannett Broadcasting Group: "I'm not for limitations on anything.

A network executive, who requested anonymity, added that attempts to limit a particular player would forest the FCC to address a lot of difficult questions about who should be limited and why. For example, he said, should cable's multiple system operators be limited as well? How about Metromedia, which also has billboard interests? Isn't that a "media" ownership? "Why should Harte-Hanks and Westinghouse be able to get more stations, to put money into newspapers or electrical equipment, than the networks?"

One broadcaster said the networks would face an obstacle in the TV station marketplace no one else would: Practically speaking, they would be limited to making overtures to their own affiliates. If the affiliate doesn't want to sell, and the network approaches another station in the market, the affiliate could "cry and holler" to the Department of Justice that it was being "victimized"—that the network was coercing it into selling under threat of losing its valuable affiliation status.

One Washington official, however, said the affiliates had good reason to see that their primary program sources are permitted to buy as many stations as they want. The affiliates, he said, are "worried" about what the future holds; they don't want the networks expanding into "new technologies"; they'd prefer for the networks to get more heavily entrenched in the broadcasting business. "If the networks have a massive investment in broadcasting, they're going to protect that," according to the official.

Unless Congress does opt for another act of agency pre-emption, the overall issue will be decided at the FCC, and the inclinations of the four commissioners aren't hard to read.

Rivera already has shown his hand by objecting to putting out the rulemaking. Fowler is expected to argue for the ultimate "marketplace" solution: no caps or regulatory strings attached.

Commissioners James Quello and Mimi Dawson have expressed interest in getting public comment on the notion of erecting separate limitations for the networks. But without reinforcement from the industry, that interest is expected to evaporate.

Dawson's proposal to come up with an indexing tool to police concentration in the industry is also expected to fall by the wayside. That concept already has been panned in the commission's pending rulemaking to permit the television networks to own cable systems. "People see it as a good idea, but not a practical one," one source said.

Commissioner James Quello, however, still insists the question is how to come up with something that's "legal and fair" and encourages competition for the networks. "But the speculation is there will be three votes for getting rid of the rule in some form," he said.

Comments are due Dec. 19; reply comments are due Jan. 18. The FCC staff expects final action by the middle of next year.

sales, Seltel Inc. National spot activity is still "very quiet," Eisberg said, and he hasn't "felt the pulse yet" of the pre-Christmas retail advertiser surge.

Other station representatives paint a darker picture. Victor R. Ferrante, senior vice president of Katz Television, said he thinks fourth-quarter national spot is running 8% to 9% ahead of the same period last year. Besides his "gut reaction" that many advertisers are simply not spending, Ferrante notes that syndication may be scooping up some of the dollars, although he isn't sure how much.

Another factor in the equation comparing network scatter in this quarter to the same period last year is to recall the extraordinary dollars pumped into last year's period, reminded Ellen Berland Gibbs, an analyst with Goldman Sachs. Gibbs said the 1982 fourth quarter enjoyed unexpected boosts from budgets diverted from the National Football League strike as well as midterm political election advertisements and the once free-spending video game industry. With those sources gone, Gibbs asked, "What were your expectations?"

Advertising agency executives agree with Gibbs's analysis. They add, however, that when it comes to scatter television, some familiar advertisers are just not acting like their old selves. Alec Gerster, senior vice president and media director at Grey Advertising, said that many traditional network scatter buyers balked at this season's high prices and have moved into syndication. He estimated that the fourth quarter syndication market for ad dollars captured about $100 million, about one-third more than the same period last year. And Bozell & Jacobson's Paul Wigand concurred: "There's a feeling network efficiency was getting too expensive."

There are other problems. Arnie Semsky, executive vice-president and media director at BBDO, said he believes advertisers took money normally budgeted for fourth-quarter scatter and redeployed it into upfront purchases. Coupled with the expanded prime time inventory and the drop of video game advertisers and funneling of funds to alternative media, Semsky explained, it's no mystery where the money went. In addition, he noted, companies may be taking extra care to spruce the bottom line this year in preparation for reporting out their annual statements—and a good place to start may be the advertising budgets.

New threat to alcohol advertising

Coalition of interest groups asks Federal Trade Commission to tighten regulation or to eliminate ads altogether in some cases; counter ads cited as possible strategy

According to Michael Jacobson, executive director of the Center for Science in the Public Interest, a leading organizer of the petition, "the alcoholic beverage industry's billion-dollar program to promote drinking, especially among young people and alcohol abusers, has helped make alcohol America's most popular and harmful drug."

The petition, which gives an overview of alcohol-related problems—including traffic fatalities, industrial accidents, violent crimes and an estimated $120 billion-per-year cost to society—points to the public scrutiny given to cigarette advertising which eventually banned those brands from over-
the-air radio and television. According to the petition: "The marketing of mind-altering and potentially addictive alcoholic beverages demands a similarly thorough examination by the FTC, leading to regulatory activity that will protect the public health."

Organizations with an interest in alcoholic beverage advertising opposed the petition. Dan Jaffe, senior vice president of the American Advertising Federation, said that organization "opposed the banning or censorship of nondeceptive advertising of legal products. While others have advocated a total ban that is unenforceable and deceptive, the FTC has the power to regulate it. "There is no need for further authority in that area to respond to that problem," he said. He believes the anti-alcohol proposals are "overly broad and unnecessary. While everybody agrees that there is a problem, the solution should be directed to the problem, with stronger drunk driving laws or increased alcoholism programs." He said "trying to muzzle the advertising is not likely to have the desired effects that they predict." Restrictions on advertising for alcoholic beverages in the Soviet Union and some European countries, he said, have not affected alcohol consumption.

Mentioned specifically in the petition is advertising "aimed at under-age drinkers, such as promotions in college newspapers and youth-oriented publications" which "portrays alcohol use as enjoyable and free of adverse consequences so that if an ad is deceptive, Budweiser Light television advertisements featuring prominent athletes and broadcast during rock concerts and other programming directed to teenagers. The petition says the message of the ads is clear: "Budweiser Light goes hand-in-hand with winning athletic performance and with gaining peer approval. This appeal is totally unsubstantiated and unfairly misleads impressionable underage viewers, in violation of the FTC Act," it says.

"Nothing short of a ban on such ads, or the widespread broadcast of counter-advertising providing health information and warnings, will be sufficient to help protect millions of susceptible children from formulating incomplete and inaccurate views on alcohol, based on television and radio commercials that unfairly mislead them about the consequences of alcohol use," the petition says.

Duncan Cameron, director of communications of the Distilled Spirits Council, said that his group "is spending hundreds of millions of dollars on advertising and yet sales are falling." Although the DSC has voluntarily banned ads for so-called "hard liquor" from radio and TV since 1936, Cameron said his group would not support the proposed ban of some ads on those media. Even though it would deny an avenue of competition to its beer and wine competitors, Cameron said his organization would not support it because "the point that the industry is preying on youth and alcoholic abusers is wrong," he said.

Other requests of the petition to the FTC are:

- Ban all broadcast and print alcoholic beverage advertising aimed at or reaching large numbers of heavy drinkers.
- Require that all remaining broadcast advertisements either be banned or be balanced by reponses messages concerning the health effects of alcohol and/or recommending alternatives to alcohol.
- Ban all youth-oriented alcoholic beverage marketing efforts, such as sponsorship of rock concerts and beer tasting parties on college campuses, promotion of athletic events, and give-aways of tee-shirts, hats and other paraphernalia.
- Ban youth-oriented promotional activities for alcoholic beverages by current or former athletic, show business, or music careers.

ABC scores a hit with a 46/62 rating/share; follow-up 'Viewpoint' panel discussion also attracts large audience

The Day After lived up to expectations, except in its ratings, which were merely colossal.

ABC's two-hour-and-20-minute presentation of nuclear doomsday drew a 46 Nielsen rating and 62 share of audience, more than enough to swamp its NBC and CBS competition; but nowhere did NBC record 60.3 rating/77 share produced by the M*A*S*H finale early this year, the 53.3/76 generated by the previous record-holder, the "Who Shot J.R.?" episode of Dallas three years ago, or even another former title-holder, the final episode of Roots in 1977 (51.1/71). In fact, five Super Bowls, both segments of "Gone With the Wind," and a 1970 Bob Hope Christmas Show also outrated it.

ABC had minimized The Day After's rating potential all along. But the massive, sustained build-up it had received—in print and on the air, from proponents and opponents of a nuclear freeze, from sociologists, scientists and all segments of the political spectrum—had convinced some agency executives and other observers that its showing, on Sunday, Nov. 20, would attract the highest ratings of all time (BROADCASTING, Nov. 21).

It didn't quite do that. Actually, ABC researchers said, it was the twelfth-ranked program of all time in household ratings, the fifth-ranked in household delivery. But it did set some formidable specialized records, according to ABC researchers, becoming the highest-rated made-for-TV movie ever shown; the top-ranked movie of all time—theatrical or made-for-TV—in terms of household delivery, and the second-highest-rated movie of any sort, after "Gone With the Wind" (47.6) on Nov. 7, 1976.

The rating worked out to 38,550,000 homes tuned in per average minute, and ABC estimated that 100 million people watched part or all of the program. ABC had encountered tough going in selling it to advertisers, many of whom wanted no association with a film depicting the horror of a nuclear attack, others no doubt were kept away by threats of boycotts by organizations contending the film was a force for nuclear disarmament. But those advertisers that did buy reaped a bargain: At a discounted price of about $100,000 per 30-second announcement, they enjoyed an extraordinarily efficient cost per thousand homes of about $2.60. In terms of viewers, if ABC's 100-million estimate was correct, the C-P-M was a cool $1.

The principal advertiser was Commodore computers, which had five 30-second spots. Others included Dollar Rent-a-Car and Minolta cameras, which had two each. Warner-Lambert for Certs breath freshener, Hunter-Wesson for Orville Redenbacher's popcorn, English Leather cologne and Duration nasal spray. The 25 network commercials appeared within the first hour to avoid having the advertisers' products displayed in scenes of carnage, which led to some viewer complaints of over-commercialization in the opening portion.

There was some debate over whether the film, which cost about $7 million to produce, would make money. Anthony Thomopoulos, president of the ABC Broadcast Group, told reporters in Los Angeles that it generated about $2 million in advertising revenues and would probably break even after a second airing, sales to overseas buyers, and subration of an investment tax credit. Making a profit wasn't the purpose, Thomopoulos said. The idea was to produce a program that would "cause and create discussion," he said, adding: "I think we delivered."

An ABC spokesman said the film would be released theatrically overseas first, beginning last Friday (Nov. 25) in West Germany. He also said that no Eastern Bloc countries, including the Soviet Union, have bought the film although it was screened for Soviet officials recently at the U.S. Embassy in Moscow.

The showing also boosted viewing generally. The homes-using-television (HUT) level that night reached 70.8, up 5% from the preceding Sunday's 67.2 and up 8% from the 65.4 recorded exactly one year earlier. The number of viewers per set may have reached record proportions: churches, clubs and homes across the country reported groups—
s some small, some not so small—of like-minded viewers enthusiastic about the program—some for, some against. And in Washington, restaurants reported business off by 20% to 45% that night, as potential viewers stayed home to watch.

The high viewing levels carried over to ABC's Viewpoint, in which, following the film, ABC newsman Ted Koppel interviewed Secretary of State George Shultz (who called the movie "a vivid and dramatic portrayal of the fact that nuclear war is simply not acceptable...[which has been] the basis of the policy of the U.S. for decades"), and moderated a discussion by a panel that included Henry Kissinger, William F. Buckley Jr., former Defense Secretary Robert S. McNamara, scientist Carl Sagan and author Elie Wiesel. Viewpoint that night averaged a 30.4 rating and 52 share in the six cities measured by Nielsen overnight and 31.4/48 in a national Nielsen covering the 36 minutes in which it appeared in prime time. Tabulations for the nonprime-time segment (11 to 11:40 p.m. EDT) were still in progress last week, but ABC officials said there could be little doubt that Viewpoint had been one of the highest-rated public affairs broadcasts of all time.

Meanwhile, viewers were busy on the phones. ABC said that by Tuesday it had received 6,676 calls about the movie at the ABC offices in New York and Los Angeles, with those favorable to the film outnumbering critics by about three to one. ABC said 4,883 calls were favorable to the film, 1,648 were against the showing and 145 were seeking information. In Chicago, ABC-owned WLS-TV invited viewers to call and say whether the film had changed their opinions about a nuclear arms buildup; ABC officials said more than 14,000 calls came in, with 5,974 saying it had changed their views and 8,372 saying it hadn't. (ABC said The Day After rating on its five O&O stations was six points higher than the national number, averaging 52/68.)

The spillover effects were great, too. The 800-Nuclear Project, a pro-freeze organization headed by Jack Willis (formerly of CBS Cable, now an independent producer and consultant), said it received almost 25,000 calls within 24 hours after the broadcast—and it launched a TV advertising campaign in 12 major cities (and a newspaper campaign in 20) urging viewers to help prevent nuclear war by dialing 1-800-NUCLEAR or writing Box 800, New York 10014. Callers and writers would receive kits with tips on how they might help, according to leaders of the organization, which stressed that it is in no way connected with ABC or the producers of The Day After. Most of the first 25,000 calls came in before the advertising campaign began, Project leaders said, explaining that they were generated by free showings of the 800-NUCLEAR's 30-second commercial on news broadcasts. Willis said that by noon Wednesday the number of callers had reached 34,000.

The media play that The Day After received beforehand continued afterward, with newspapers devoting columns—sometimes pages—to analyses of the program's presumed effects, especially on children who had seen it, positions pro and con as to whether it should have been shown, and reactions generally.

Warner Amex Cable's Qube followed The Day After and Viewpoint with a late-night live program and poll, After the Day After, "dramatized the horrors of nuclear war, but didn't touch on the real issue—which is what we must do now. This is the day before. Our objective must be to prevent The Day After from ever becoming a reality."

Nonnuclear trouble—or threats of it—also loomed, but seemed to dissipate as last week wore on.

The Moral Majority, which had denounced the film in advance and threatened to boycott its advertisers, issued a statement Wednesday calling it an "expensive propaganda failure" and contending that the Moral Majority and other peace-through-strength organizations had been able to alert the public to the program's "propaganda bias," so that "the public was able to watch the movie from an informed perspective." Accordingly, the statement said, a boycott now would be "counterproductive," adding "We threatened a boycott, we did not promise one. Our intention now is to let this propaganda play die."

The spokesman did not mention calls for reply time on ABC and its affiliates—all of which carried the program, according to ABC—but the tone of the statement, including the assertion that Moral Majority wanted to "do nothing to prevent [the program's] going to an early death," suggested there would be none.

Evangelist Billy Graham was more charitable than Reverend Jerry Falwell and his Moral Majority colleagues. After seeing it, Graham issued a statement saying that "whether we agree with its conclusions or not, no one can deny that a full-scale nuclear war would bring chaos and indescribable horror to the human race." He said the Viewpoint discussion moderated by ABC's Koppel was "extremely balanced" and should be re-shown. "Hopefully," he said, "debates will be just as informed and balanced throughout the country and not just an emotional response...If so, the film could be a landmark in alerting us to the dangers that face our world from nuclear war."

Threats of court action came from the American Legal Foundation, a Washington-based public interest group concentrating on the media. ALF called upon "individuals and other relatives injured by the broadcast
ABC's Olympian efforts

Network is hard at work battling snow, cold and rats to prepare for 53% hours of coverage from Sarajevo

Snow already blankets the city of Sarajevo, Yugoslavia, and the surrounding villages and mountains, where the 1984 winter Olympic games will be held next Feb. 7-19. ABC was awarded the exclusive U.S. broadcast rights to those games in June 1980, for $91.5 million (about six times the $15.5 million it paid for the rights to cover the 1980 Winter games at Lake Placid, N.Y.), and network executives, production crews and engineers have been traveling to and from that independent Communist country ever since, in preparation for the Olympic telecasts.

Two weeks ago, ABC sponsored a press tour of the Sarajevo Olympic venues and related television coverage facilities. From all appearances, implementation of the network's coverage plans, which by and large will supplement host Yugoslavia Television's (JRT) main television feed, are right on schedule.

In setting up the equipment to cover the Sarajevo games—or any Olympics for that matter—ABC has learned to expect the unexpected. At Bjelasnica and Jahorina, the sites of this winter's men's and women's alpine events, ABC engineers were plagued by rats and mice that persisted in gnawing through plastic tubes used to keep cable connections dry. Rat poison provided the solution.

Making the alpine venues camera ready "is our biggest challenge," said Julius Barnathan, president, ABC broadcast operations and engineering. The engineers laying the cable (a job that took about a month to complete and was finished just as reporters arrived two weeks ago) were on the slopes from sunrise to sunset, often in subfreezing temperatures, and had to be kept warm with portable gas heaters. And during the games themselves, there will be the task of rerouting some of the cable from the downhill courses to the slalom courses, which lie on different parts of the same mountain.

While ABC's Barnathan insists that it poses no threat to the network's ability to cover the games, a shortage of electricity has plagued Sarajevo in recent weeks because output of the area's three hydroelectric power plants had been curtailed by a lack of rain. Also, the city is behind in its construction of electrical power substations. Several brownouts have resulted, including one that caused lights to blink on and off continually during the press tour. However, noted Barnathan, if the power plants are unable to increase capacity, ABC will have a diesel-fueled backup generating system. Voltage stabilizers have also been installed so that power coursing through the almost 190 miles of cable installed to cover the games does not fluctuate by more than 10%. The host state is also purchasing electric power from Switzerland to help offset the current shortage.

ABC's Sarajevo broadcast center takes up four floors of the newly expanded and renovated JRT Television Center in downtown Sarajevo. It is there that ABC will receive all of the various signals, add graphics, special effects and commentary from winter games anchor Jim McKay, and then transmit those signals to the U.S. An 11-meter portable ground station (supplied by Denver-based Western Tele-Communications Inc.) located outside of the broadcast center will transmit the signal to Belgrade, the host nation's capital, where it will be routed to Ivanjica and the Intelsat satellite system to New York.

An entire floor of the broadcast center is devoted to graphics capability. "A few years ago," said Ben Greenberg, who is in charge of technical operations at the center, "most of the graphics were done manually in paste-
Roone's tone. Toward the end of the Sarajevo press tour, Roone Arledge, president of ABC News and Sports, fielded questions from reporters on a variety of subjects, including his own role as head of sports, which some have speculated may relinquish in the not-too-distant future. Asked by one reporter if it was possible that he might hang up his ABC Sports hat after the 1984 summer Olympic games in Los Angeles to devote his full time and energy to news, Arledge replied, "Anything is possible." Another reporter asked why, in light of his added news responsibilities, he insists on being executive producer of the Olympics, literally managing the controls from the start of the games to the finish, Arledge's reply: "I don't know...habit, I guess. It's the way we've done it in the past." Arledge said, however, that with the Democratic and Republican conventions coming up this summer, he may have to curb his involvement with the summer games somewhat. Just how much if at all he wouldn't say, "I will be just as active as a producer as ever," he said, but added that "the conventions will make it tough."

On the ever-spiraling costs for the rights to Olympic games, Arledge said that "they can't continue to escalate the way they have been." He discounted rumors that the U.S. rights for the 1988 summer games in Seoul, South Korea, would draw as much as $1 billion. "I would be amazed if they went for anywhere near that," he said.

Noting that the negotiations for the 1988 winter games in Calgary, Alberta, may be wrapped up by the time the games commence in Sarajevo, Arledge dodged a question posing a possible $250-million price tag, "People love to float gigantic figures hoping everybody believes them," he said (although such a figure does not appear exceptionally gigantic compared to the $225 million ABC paid for the rights to next summer's Los Angeles games.)

Commenting on the possibility that a broadcast network and a cable network might jointly televise an Olympics, Arledge said, "I suppose that could happen, but the amount of money [available for rights fees] is finite." Whether ABC would join with another network to televise an Olympics, he said, would "depend on the circumstances." But he made it clear that he would like to avoid that scenario, mainly perhaps, because the 1984 games, without a partner, will be "substantially profitable" for ABC.

In response to another question, Arledge said that ABC televised the Olympics for both the prestige and the profit, and whether the network would do the games if it could not project a profit, he replied, "it would depend on how much profit we couldn't project."

up form. Now, 95% of it is done electronically.

The broadcast center, which houses some $30 million of production equipment, also includes the main production control room at which McKay will anchor most if not all of the planned 63½ hours of coverage (42½ of which will be in prime time). "We've come a long way since Innsbruck 20 years ago," McKay told reporters on the press tour, referring to the network's first Olympics telecast. "Back then we only had four tape machines compared with the 36 we have in Sarajevo."

Directly behind McKay and the studio set is the main production set where a massive console faces a wall of 70 TV monitors so that Roone Arledge, executive producer of the Olympics once again, and a select group of producers and directors can view all of the action being recorded at any given moment. (Due to the six-hour time difference between New York and Sarajevo, most of the Olympic coverage seen by U.S. viewers will be delayed by one day, although some live programming is scheduled for weekend hours.)

As required by the rules of the International Olympic Committee, the host country will provide basic coverage of the games and is obligated to provide a "neutral feed" to the networks of all the participating countries. But ABC will continue its practice of undertaking much "supplemental" coverage so that the network can focus on the outstanding performances, and adequately cover the American athletes.

ABC's coverage will be taped and edited in the PAL format, the 625-line standard common in Europe, and the one utilized by JRT. The material will be converted to the U.S. NTSC format during transmission of the signal to New York.

Broadcasters approve FCC dereg plan

Comments to commission find industry in support of idea modeled after one for radio; public interest groups come down against it

The FCC's proposal to deregulate commercial television along the lines it already has deregulated radio (BROADCASTING, July 4) has drawn a variety of reviews.

In comments at the FCC, broadcasters generally agreed that proposals to eliminate formal ascertainment requirements, logging requirements and guidelines for nonentertainment programming and commercial loading were right on target.

The consensus also appeared to be that Commissioner Mimi Dawson's proposal to deregulate TV to the hilt—to the full extent possible under the Communications Act—should be addressed in a separate proceeding.

Public interest groups, however, saw things differently.

The National Association of Broadcasters recommended that the FCC eliminate its nonentertainment programming and commercial time guidelines, its "formalistic and counterproductive" community ascertainment procedures and its current program logging requirement.

Instead of the logging requirement, NAB proposed that television licensees be required to develop annual, publicly available "issues/programs lists," supplementing those with periodic listings of an "illustrative complement of issue-responsive programming and analysis."

The association also recommended that the Dawson proposition be addressed in a further, or separate, proceeding.

"NAB has little doubt that an appropriate record and rationale for such a return to \regulatory basics' could be developed—yet it would take a considerable quantum of time and effort to do so," it said. "While NAB urges that such an exploration be instituted, completion of such a proceeding should in no way be a prerequisite to final action on the other deregulatory matters set forth in the TV deregulation notice."

ABC favored getting rid of the same regulatory foursome. But it said the commission should not get rid of those unless it also provided the TV industry with a "reasonable" standard defining public interest operation for renewal purposes. "This standard would not be mandatory, but a licensee would have the option of meeting it, and therefore be confident of renewal, absent serious disqualifying circumstances. The commission must recognize that, regardless of what degree of deregulation is ultimately decided upon, it will continue to have statutory responsibility to define public interest operation for renewal purposes, particularly when faced with petitions to deny and in considering overfilings made against renewals."

CBS urged elimination of the foursome. It also, however, recommended dealing gingerly with the Dawson proposition. CBS believes that the goal of reducing regulation—especially programing-related regulation—to a minimum is extremely worthwhile. However, CBS is concerned that the immediate implementation of such a scheme might complicate the present uncertainty in the comparative renewal situation.

"As long as the Communications Act is deemed by the courts to require a full comparative hearing in the renewal setting, an immediate change must not be allowed to demonstrarte its substantial past broadcast record. The extent to which a 'zero-based' regulatory framework would be compatible with this requirement should be given the most serious consideration.

CBS recommended instead that the FCC "continue to delete regulations that are no longer justifiable on a case-by-case basis; complete its pending review of the comparative renewal expectancy, and pursue its recommendation to Congress that comparative renewal proceedings be abolished."

NBC urged elimination of the ascertainment requirements and commercial time and nonentertainment programming guidelines. But it also urged no changes in the logging requirement that would result in "a net increase in the amount of paperwork" TV stations are required to do.

"Stations should be given the option of using any or a combination of several forms of recordkeeping," NBC said. "One alternative could be an expansion of the present 'issues/programs lists' prepared by radio stations, with such lists being prepared and placed in stations' public files on a quarterly or semi-annual basis instead of annually. Al-
ternatively, television stations choosing to maintain slow-speed videotapes of all programs broadcasters should, as now, be permitted to list those tapes as their official program records.

NAB also urged the FCC to pursue the Dawson proposition in a further inquiry to determine whether the commission, under the Communications Act, can conclude that compliance with all explicit statutory requirements will entitle licensees to legitimate renewal expectancy.

The Evening News Association, Gannett Co., Gaylord Broadcasting Co., and Lee Enterprises Inc. said the FCC at least should eliminate numerical guidelines for judging station performance, reviewing a station's programing performance only when a petition to deny is filed. "Licensees thus would operate under a general obligation to address community issues, but would have complete discretion in selecting the appropriate means of addressing these issues," they said.

The broadcasters also said formal ascertainment requirements should be scrapped, but that broadcasters should be required to act "reasonably" in the selection of particular issues for coverage. They further recommended the elimination of all commercialization provisions and that licensees be required to maintain records of issue-oriented programing, listing the time, date and duration of that programing and the issues addressed.

A group of TV licensees—including Buellton TV Co., Television Station Partners and Forward Communications Corp.—urged the FCC to examine all regulations in the areas of ascertainment, minimum programing percentages, commercial practices and program logs. They suggested a "carefully tailored and relaxed" recordkeeping requirement for community issue programing only.

They also urged the FCC, in a further rulemaking, to consider adopting an "optional standard, which if voluntarily adhered to, would provide licensees the basis for a legitimate renewal expectancy."

Tribune Broadcasting Co. also argued for eliminating the processing guidelines and the ascertainment requirements, it also recommended at least significantly reducing the program logging requirements.

Post-Newsweek Stations Inc. said it generally favored the FCC's proposals, but took the occasion to vent its ire about "costly and expensive" competitive renewals. Those, it said, should be abolished. And if Congress doesn't do away with them, the FCC should provide "quantitative" renewal standards.

The Direct Marketing Association urged the FCC to eliminate its commercialization processing guideline, and to expunge its policy against program-length commercials.

The shifting economic impact imposed by the existing commercial benchmarks has adversely affected the potential for infusion of capital essential to the development and expansion of the telecommunications industry.

On the other side of the coin, Henry Geller, former head of the NTIA, said "substantial deregulation of television at this time along the lines proposed disregards the public interest and contravenes the Communications Act."

In a joint filing, the Telecommunications Research and Action Center, Black Citizens for a Fair Media, Chinese for Affirmative Action, Committee for Community Access, National Association for the Advancement of Colored People, National Committee for Better Broadcasting, National Council of La Raza and Citizens Communications Center, said "public interest programing can be safeguarded only by current logging requirements and ascertainment, programing and commercialization regulations which require a licensee to respond to the needs and interests of its community. The vital role broadcast television plays in our democratic political process cannot be sacrificed for administrative convenience consistent with the statutory requirements of the Communications Act."

The Office of Communication of the United Church of Christ, and the Communication Commission of the National Council of Churches of Christ in the U.S.A., said the FCC has not provided the factual evidence necessary to support TV deregulation. "No reliable means has been found to measure compliance with the FCC's ascertainment requirements. Until the required information can be made available, this proceeding is premature and governed more by speculation than hard data."

Action for Children's Television proposed that each commercial television licensee be required to develop one hour of educational programing for children each weekday.

Choosing Our Future, Menlo Park, Calif., proposed that citizens be given televised forums during prime time to communicate their needs to broadcasters and to the public.

Local television stations 'clearly surpass FCC guidelines of 5% informational, 5% local and 10% non-entertainment programing,' according to a study released by the National Association of Broadcasters to back up its position on TV deregulation (see story, page 29).

NAB submitted the results of three other studies as well—a TV commercial time survey; a cost/benefit analysis of the FCC's ascertainment and program log requirements, and a report on "video alternatives: past, present and future."

The programming study conducted by NAB's research and planning department, reported seeing a trend of increased informational and total non-entertainment programing and only a "small decline in the relative amount of local programing." The study was based on 1982-83 "TV Guide" listings for 107 stations in 29 markets. According to the report, stations devoted 17.3%, 8.9% and 29.2% of their broadcast time during a composite week to those respective categories.

"While growth in local informational programing has slowed in the period from 1982-83, there has still been an absolute increase," the report said.

The NAB also conducted a survey on the number of commercial minutes per hour broadcast by stations. The results of the project were based on data filed at the FCC in license renewal applications and reflect the amount of commercial time during a composite week. All 240 reports in 60 markets served as the sample group for the study, which showed that the majority operated under the FCC's 16-minute-per-hour processing guidelines. "The data shows that stations, on the average, remained well below the ceiling (carrying 10.3 minutes per hour), exceeding it only 0.5% during the composite week," NAB reported.

According to a cost/benefit analysis of the FCC's ascertainment and program log requirements prepared for NAB by Wirth, O'Keefe and Associates, an Englewood, Colo.-based communications research and consulting firm, the costs associated with the FCC's ascertainment requirements appear to greatly outweigh the benefits. "It is estimated that the commercial television industry (will spend) over two million dollars during 1983 to comply with the FCC's ascertainment requirements. The benefits connected with ascertainment do not appear to be nearly as large," WOA concluded.

Statistics would also, the study predicted, continue to maintain the logs even if the requirements are eliminated. The study was based on interviews with personnel at 12 different stations, in three different markets from Oct. 3 through Oct. 14, 1983.

NAB also examined the impact of the emerging technologies on the video marketplace. "Competition continues to mount, with new low-power television stations, multichannel, multipoint distribution services, direct broadcast satellite and SMATV systems and new or expanding cable franchises. Audiences are further fragmented by the lower hardware costs and improved software offerings for home video recorders and videodisk players," NAB stated.

Data from this survey was based on a random sample of 60 TV markets in 1963, 1983 and projections for 1993. NAB found there was a steady increase of broadcast stations during the past 20 years and that further expansion is likely to occur in light of the FCC's low-power TV policy. Cable television, which has fueled the competitive environment, is already expected to continue to be conventional broadcasting's chief competitor.

"With the recent allocation of space from the instructional television fixed service, as many as 10 channels are now available per market. Over 16,000 multichannel MDS applications are on file at the FCC for the rights to these channels. The same 'wires' advantage applies to DBS, with current capacity set at 32 channels of programing. The first of the systems, USC1, launched in November 1983 is offering three channels of programing," the report stated.
Congress passes FCC measure; increases funding for CPB

Commission awarded $91.2 million for each fiscal year of '84, '85; amendment attached to bill affects PBS's Grossman

The FCC authorization measure (H.R. 2755) was handily adopted by Congress despite minor opposition from some House Republicans to a provision that increased funding levels for the Corporation for Public Broadcasting (BROADCASTING, Nov. 21). An amendment, however, was attached, forbidding CPB from distributing funds to any public broadcasting entity (Public Broadcasting Service and National Public Radio) that has granted its employees an interest-free loan.

The amendment was in response to criticism from Republicans over the reported 30-year, $125,000 interest-free secured mortgage loan PBS granted in 1982 to its president, Lawrence Grossman (BROADCASTING, Oct. 10). And according to congressional staff, it means Grossman must start paying interest on the loan.

Key Republican members of the Energy and Commerce Committee, Thomas Biley of Virginia, James Broyhill of North Carolina, and Michael Oxley of Ohio, wanted to cut the CPB funds altogether, but when it became apparent there was not enough support for an amendment to reduce the funding levels, they pushed for the Grossman amendment instead. Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) opposed the Grossman amendment, but realized there was substantial support for the measure and didn't fight it.

The bill raises CPB's authorization levels by $70 million in fiscal years 1984, 1985 and 1986. Resistance to the supplemental funding had been strong enough before so that Dingell delayed bringing the measure to the floor until the final week before Congress adjourned.

The Republicans' chief complaint was that the funding was "ill-advised" because of National Public Radio's financial troubles. "The issue is whether we are in fact going to increase massively, by an average of 18%, the levels of funding for CPB at a time when there are some serious questions that have been raised about the efficacy and the fiscal mismanagement of NPR," Oxley charged. Oxley's amendment, which would cut the authorization levels to $11 million in FY 84, $15 million in FY 85, and $20 million in FY 86, failed 277 to 141.

Much of the credit for passage of the measure, sources say, is due to an intensive lobbying campaign conducted by CPB board member and former chairman, Sharon P. Rockefeller. Rockefeller met with key members of both congressional chambers during the week prior to the vote and was reportedly instrumental in convincing House Speaker Thomas P. (Tip) O'Neill to bring the measure up for a vote before Congress adjourned. Rockefeller was even more successful in the Senate, where the bill sailed through without any debate.

Amendments being considered by Senate Commerce Committee members were attached while the bill still rested in the House in order to save time in the Senate. The Senate amendments would:

- Permit the FCC to certify individuals to perform transmitter installation, operation, maintenance and repair duties in the private land mobile services and fixed services if they pass the certification programs conducted by other organizations in the field.
- Allow private, nonprofit organizations to be reimbursed for providing free testing services to amateur radio operators.
- Establish a policy encouraging the development of new technologies and to require the FCC to determine whether any new technology or service proposed in a petition or application is in the public interest within one year after such petition or application is filed.
- Require that at least three vice chairmen be appointed to any U.S. delegation for radio communications conferences held under the auspices of the International Telecommunication Union. Those representatives must be from the State Department, FCC and Commerce Department.

In the House, an amendment to strengthen language already contained in the measure on dial-a-porn telephone services passed. The amendment, offered by Biley, permits the FCC to issue fines of up to $50,000 to anyone who "makes an obscene or indecent phone call to anyone under the age of 18. It would also allow the attorney general to bring suit against anyone providing pornographic services.

The measure, which reauthorizes the FCC for FY 84 and 85, at $91.2 million for each year, is $5 million over the administration's recommended $86.1 million. The increased funding will be used to enable the FCC to deal with the backlogged applications for new services. The bill contains other provisions that would:

- Prohibit CPB from distributing funds until it determines NPR has "adopted and is implementing a system of financial controls and procedures devised in consultation with an independent certified public accountant and approved by the General Accounting Office; has a balanced budget and that all projections within the budget are reasonable, and provides CPB with continuous access to all its financial records and books."
- CPB also is required to report to Congress in 15 days on the actions NPR has taken to meet these requirements.
- Allow CPB board members to choose a chair from their own membership. Previously the law required the CPB presidency and board chairmanship to be jointly held, as they are now by Edward Piffer.
- Clarify that broadcast stations now exempt from the FCC's regional concentration rules may make technical changes in its facilities due to a grandfathered clause included in the rules.
- Require the FCC to establish a plan to insure that the needs of state and local police and public safety agencies will be taken into account during FCC rulemakings on spectrum allocations.

Congress OK's new communications unit at the State Department

Office of the Coordinator for International Communications and Information formed; Dougan to be given rank of ambassador

Among the last bits of business swept up by Congress as the members prepared to leave Washington for home 10 days ago was the codification into law of the State Department's new Office of the Coordinator for International Communications and Information Policy. The language was not all that those seeking to lodge primary responsibility for the development of international telecommunications in the State Department had sought. But they, as well as those determined to protect what they regard as the Commerce Department's turf, appeared to be satisfied.

The language originally appeared as a House amendment to the State Department authorization bill. It was added on the House floor in June after Representative Dante Fascell (D-Fla.), chairman of the Foreign Affairs Subcommittee on International Operations, agreed to drop a version that had been offered by Representative John Dingell (D-Mich.), chairman of the Energy and Commerce Committee, and Timothy Wirth (D-Colo.), chairman of its Telecommunications Subcommittee, thought would usurp some of the Commerce Department's authority in international telecommunications (BROADCASTING, June 13).

The amendment, approved in a Senate-
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House conference on the authorization bill which was later passed by both Houses and, last week, signed by President Reagan, directs the Secretary of State to assign to an under secretary responsibility for international communications and information policy. It also directs the secretary to establish under that officer the coordinator's office, whose occupant would be appointed by the President, subject to Senate confirmation, and would hold the permanent rank of ambassador.

That essentially describes the current situation. The under secretary for security assistance, science and technology for a number of years has been the principal official in international telecommunications matters, and the coordinator's post was created earlier this year. However, the present occupant of that office, Diana Lady Douglas, would under the new law be given the permanent rank of ambassador, with the advice and consent of the Senate. She now holds the personal rank of ambassador, a temporary appointment that is not submitted to the Senate.

The new law also restricts the coordinator's authority in some respects—including chairing agency and interagency meetings and coordinating the activities of the Senior Interagency Group on International Communications and Information Policy—to that which is delegated by the President in executive orders.

The language that was deleted on the House floor last summer detailed the responsibilities of those two officers, and in the process gave them authority critics felt threatened the Commerce Department's authority in international telecommunications. It directed the under secretary and the coordinator to formulate and coordinate “executive branch policy on international communications and information issues” and to oversee and coordinate the functions of those agencies concerned with international communications policy. Commerce officials felt that would place their department under State's authority.

Fascell was reported satisfied that the language now written into law meets his goal of codifying the State Department’s functions and responsibilities in international telecommunications policy-making.

Meanwhile, more details emerged last week concerning the effort in the Senate in the final days of the session to attach an amendment to the FCC authorization bill that would have made Congress a partner of the executive branch in formulating policy regarding competition in international telecommunications (“Cable Circuits,” Nov. 21). The proposal, it was learned, was generated by the staff of the Senate Commerce Committee, whose chairman, Senator Bob Packwood (R-Ore.), backed it.

Originally, it contained two major provisions. One would have created a commission—composed of the secretaries of State and Commerce, the chairman of the FCC and 16 members of Congress—to review the foreign and domestic policy implications of competition in the provision of international telecommunications satellite facilities, such as would confront the International Telecommunications Satellite Organization if the FCC approved the applications of the Orion Satellite Corp. and International Satellite Inc. The other provision would have imposed a moratorium on FCC action on pending applications for one year or until the new commission had completed its study and issued its recommendations.

Originally, there was no deadline set for the commission. The moratorium provision was dropped after failing to pick up support and running into opposition from the Reagan administration. The final version contained only the provision creating the commission, and set a Sept. 30, 1984, deadline for its work.

That version was endorsed in the House by the Energy and Commerce Committee. But it was not picking up support in the Senate. In fact, Packwood abandoned it after seven senators objected to the proposal. One of the senators, Ernest F. Hollings (D-S.C.) ranking minority member of the Commerce Committee, was said to feel that Congress should establish policy through legislation not through the creation of a commission. He is also said to be concerned that, what ever the explicit language, creation of a commission would send a signal to the FCC and to would-be applicants to defer action until the new commission had completed it work.

The executive branch is conducting its own study of the policy questions raised by proposals like those of Orin and ISI, and has asked the FCC to defer action on those applications pending completion of the study. But Senate staffers who were pushing; the idea of a congressionally dominated commission reportedly expressed impatience with the pace of the executive branch study, which was begun in April.

“The FCC is not getting any guidance said one staffer, adding: ‘This an important issue; Congress should be involved.’ Another said, ‘This proposal was designed to break the gridlock in which the commission finds itself,’ a reference to the request that it defer action on the applications pending completion of the executive branch study. That is expected to be caused by the end of the year; however, it is assumed that the White House and affected cabinet officers will review the results before the study is released.

In any event, the commission idea may not be dead; Senate sources say it might be revived in the next session.

Rumors persisted last week that Intelsat was behind the proposal—rumors that Intel sat denied with even greater vehemence than in the preceding week. Jose Allegret, director of external relations, said Intelsat was not consulted about the proposed amendment and added that still it was the sponsors. In deed, he said the organization would not have supported the measure. “It would be a insult to our intelligence to suggest we would support such a bill,” he said—a sentiment echoed by Richard Colino, director general-elect of Intelsat. “Who needs the kind of crap?” he said. Colino said the organization has more security under the Intelsat agreements, which, he noted, would re quire the U.S. to clear with Intelsat the authorization of proposals like those of Orin or ISI.

Said Allegret: “I don’t see how [the prc proposed amendment] can benefit Intelsat.” In reference to provisions in the Agreement preventing Intelsat from operating as a profit making entity, he noted that the proposed amendment would not require the U.S. to consult with its partners in the organization “before changing the Agreements.” But he noted there are procedures the U.S. could follow to amend those Agreements to plac Intelsat “on a footing where it could compete equitably with other proposed satellite sys tems.”

Allegret’s statement reflected Intelsat’s
While normal recognition of most cartoon characters by children is 50%, 92% recognize Popeye! This incredible popularity translates into solid ratings: The All New Popeye beat its network competition 75% of the time and was rated #1 in its time slot 62% of the time. That's more than just familiarity— that's drawing power!
SUPERSTAR POWER FOR THE SWEEPS!

Sold in 4 short weeks to prominent broadcasters in over 50 markets! Stations from these groups and more are helping to launch "Stars" — CBS, RKO, HEARST, TAFT, GANNETT, KING, POST-
NEWSWEEK, MULTIMEDIA, JEFFERSON PILOT, HUBBARD, McGRAW-HILL, MALRITE, OUTLET and PULITZER!

The '83-'84 Season’s Starriest Hours! Celebrity Interview Specials – primetime’s #1-rated program category – with Hollywood’s hottest stars revealing their private lives as never before! Co-produced with Peter Guber & Jon Peters (“Flashdance”) and in association with American Cyanamid Co. & BBDO Inc. The first two in a series of fascinating advertiser-supported Specials: Feb. March (Feb. 20-Mar. 11), and May June (May 20-June 10) — the February and May Sweeps!
The Fastest-Selling Mount History!

NEXT SUMMER'S AUDIENCE SENSATION!

49 stations have signed up for this major attraction, including important market-leaders from such groups as GOLDEN WEST, TRIBUNE, HEARST, COX, TAFT, GENERAL ELECTRIC, POST-NEWSWEEK, GANNETT, McGRAW-HILL, JEFFERSON PILOT, PULITZER, HUBBARD, OUTLET and CHRIS CRAFT.

The Olympic Season's World Television Premiere Event! The real-life saga of the American hero who overcame his impoverished background and whipped Hitler's "supermen" in the 1936 Olympics. It is also the story of this hero's fall from fame and glory to the depths of defeat—and of his ultimate comeback and personal triumph! From Harve Bennett and Harold Gast, the Executive Producer-Writer team of "A Woman Called Golda." Two 2-hour segments plus encore presentations, fully advertiser-supported, premiering July 8-20—just before the Olympics!

Success!
concern that the U.S. will approve non-Intelsat applications for international satellite service. For he said Intelsat's "best interests would be served in this matter if all parties, including the U.S. government," insure that their commitments to the organization are kept and the objectives of Intelsat achieved.

"It is important to all parties [to the Agreements] refrain from actions that would imperil the viability of a single global satellite system."

But he also stressed that Intelsat would not interfere in the internal affairs of member countries. As an international organization, he said, Intelsat "cannot and will not attempt to influence the domestic policies of its member countries, in the manner that has been suggested in the past week."

Puerto Rican broadcasters lobby FCC on interference problems in Caribbean

Delegation says rules for rest of U.S. aren't applicable in island

Broadcasters in Puerto Rico have problems of their own, and FCC regulations that may not bother state-side broadcasters can make life very difficult in the Caribbean. That seemed to be the main message the Radio Broadcasters Association of Puerto Rico took to a special "Puerto Rican Day" presentation at the FCC last week.

Efrain Archilla, general manager of WLO(A) Humacao, P.R., and vice president of the association, urged the FCC to grant Puerto Rican and U.S. Virgin Islands broadcasters higher power to counter interference received from other nations in the area that are not limiting their broadcast powers to those called for under treaty, or aren't parties to treaties.

"Archilla also said rules should be made to give countries causing Puerto Rico broadcasters interference technical advice and support. "Why should we be continually penalized by being forced to protect stations that do not protect us and that cause us interference in violation of established treaties?"

Byron Mitchell, general manager of WNCN(AM) Arecibo, P.R., noted that the island is smaller than Connecticut and largely covered with mountains. Since Puerto Rican broadcasters are also plagued by high noise levels, they are not able to get the same quality of coverage that mainlanders can get with the same power authorizations, he said.

As a result, Mitchell said the 0.5 millivolt per meter contour for AM stations, the 1 mv/m contour for FM stations and the FCC's 100-mile separation criterion aren't "appropriate" for determining broadcast ownership limitations on the island. "If these rules are relaxed for Puerto Rico, it would probably help small radio operators to merge into commonly owned networks, therefore reducing expenses and providing better service to the community," Mitchell said.

"It is no secret that many of these small operators are struggling to keep on the air due to the fact of the large amount of radio stations not on the island—about 110 at last count, including construction permits. The risk of having a monopoly is minimized basically because of that large amount of radio stations exist on the island. Taking this into consideration, we believe that a waiver to this rule should be considered," he said.

Carlos Pirrallo—representing Epifanio Rodriguez-Velez, general manager of WMIA(AM) Arecibo—said current allocations for Puerto Rican studio-to-transmitter links were "woefully inadequate."

As background at the FCC last week, the association asked that the frequency limitations imposed for STLs generally be waived for Puerto Rico. Pirrallo said the association also will petition to use the entire 942-947 mhz band for STLs and intercity relays.

Pirrallo stressed that frequencies in the 18 ghz band wouldn't do. Puerto Rico is far too mountainous to permit the line-of-sight transmissions required in that band, he said. "It is a far better and more practical solution to reallocate the 942-947 mhz band for use in Puerto Rico," he said.

Jesus Manuel Soto, president of WNEF (AM) and WPRM-FM, both Caguas, P.R., said he was concerned about the FCC's decision in docket 80-90, which would permit the creation of new FM's, and "talk" of creating low-power FM's and expanding the AM band. "We strongly suggest that before all of these proposed rulemakings are adopted, an intensive study be conducted in Puerto Rico," he said. "It has already been established here that our industry is very much saturated in Puerto Rico," he said. "These proposed changes, if not properly studied, could have a disastrous impact on the industry of broadcasting in Puerto Rico...It's a very competitive market for a poor and small island."

Court orders FCC to end children's rulemaking before end of the year

Chairman Fowler promises appeals court commission will wrap up inquiry, started by Ferris in 1979 on ACT petition

The FCC is under a court-imposed deadline to conclude action by the end of the year on a four-year-old rulemaking concerning children's television programming. The U.S. Court of Appeals in Washington, acting in response to a petition from Action for Children's Television, noted that even the commission, in the oral argument before the court on the issue, had conceded "a long time" had passed since the issuance of the notice of proposed rulemaking. But, in an oral order in the court, it would not compel "a more speedy resolution" of the proceeding because of a letter FCC Chairman Mark S. Fowler sent to the court promising commission action "no later than the end of this quarter." Failure to comply with that promise, the court said, would result in "decisive judicial action."

At issue is the notice of proposed rulemaking the commission, under the chairmanship of Charles D. Ferris, issued in December 1979 listing five options it was considering in light of what the commission regarded as the television industry's failure to comply with the policies it had adopted in 1974. Those policies were designed to increase educational television programming for pre-school and school-age children, to decrease advertising in children's programming and to eliminate certain selling practices in that programming.

Among the options on which comments were invited was one to repeal the 1974 policy statement and rely on program sources other than advertiser-supported television and another to adopt interim mandatory rulemaking programs, specifically two and a half hours for school-age children and five hours for school-age children aired during weekdays between 6 a.m. and 4 p.m. But, the court said, the FCC's "tardigrade pace" is "especially disturbing" in light of the commission's acknowledgement of the importance of developing television programming designed for children. That was expressed in a letter Fowler wrote to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, in March, in connection with a hearing Wirth was holding on the subject (BROADCASTING, March 21).

Nevertheless, the court said it would not step in to compel a "a more speedy resolution" of the rulemaking proposal since Fowler has represented to the court that the commission will issue a final decision by the end of this calendar year." The court added, "We assume the accuracy of Chairman Fowler's representation, and we advise the commission that failure to implement his represented schedule will necessitate decisive judicial action."

"Yet said, it was nevertheless allowing the commission to conclude that final decision.

A commission official last week said work was proceeding on the final order and that it would reach the commission's agenda in the next several weeks—Dec. 22 at the latest.

Meanwhile, Peggy Charren, head of ACT, hailed the court order as a victory for the system, which she said was encouraging. But, she added, "it doesn't have anything to do with whether television is going to serve children, but it gives us a possible win on the substance of the issue, even if the commission's action on the rulemaking is not satisfactory to ACT. She cited congressional consideration of broadcast deregula-
WE SALUTE THE #1 TEAM FROM THE CITY OF CHAMPIONS.

KDKA-TV IN SERVING PITTSBURGH HAS BEEN HONORED WITH THE GABRIEL AWARD AS STATION OF THE YEAR.
1. MS. USA: Mr. Cable Operator, how would you like to earn a lot of extra money?

2. MR. CABLE OPERATOR: Who wouldn't?

3. MS. USA: Well, many cable operators, not unlike yourself, have made big bucks selling advertising to local businesses.

4. MR. CABLE OPERATOR: Isn't that very complicated and expensive to get into?

5. MS. USA: Don't worry, the USA Network will teach you everything you need to know to be a big time ad man.

6. MR. CABLE OPERATOR: Thanks, USA.
Now you can make a fortune in 2 minutes.
Of course, there's a catch. You have to fill those 2 minutes with local commercials. Which is exactly what people are doing.
This year alone, cable systems will make over $70 million* from advertising revenues. And even more excitingly, the $70 million is being generated by only 15% of cable operators.
So for the 85% who haven't even begun, we think there's no better time than now to start bringing Madison Avenue to Main Street. And there's no place better to start than with the USA Cable Network.
We offer 2 minutes for you to sell every hour, 24 hours a day. And since USA has a 24 hour audience, you can sell time to almost any type of business. Because USA reaches men, women, teens and children while the vertical networks reach only one kind of audience.
Plus USA has local advertising staff. And the local advertising staff has all the information you need to get started selling commercials.
What's more, we don't just send information, we'll personally teach you and your staff how to get into the ad biz. And more importantly, how to stay in it. And then most importantly, how to get big bucks out of it.
So if you're interested in earning more money, don't waste another 2 minutes.
Write Ad Sales Promotion, USA Cable Network, 1230 Ave. of the Americas, NY, 10020. It's the proven way to make sure your system is a commercial success.

*Paul Kagan Assoc. March '81.
Unusual twist to majority preference

In case of competing applicants for new UHF, FCC board says white applicant will better serve Hispanic interests than minority-controlled firm

White applicants can beat out minority-owned applicants in comparative contests for new broadcast licenses at the FCC. And in an opinion released Nov. 16, the commission's Review Board detailed how.

At issue was a contest between San Joaquin Television Improvement Corp. (18% owned by minorities who would be involved in the station’s operation) and North Star Communications Ltd. (owned by whites), for a new UHF television station in Clovis, Calif. An administrative law judge had granted the application of North Star, stating that its significant diversification preference and better integration of ownership into management outweighed San Joaquin's preference for minority ownership.

The Review Board agreed with the initial decision's bottom line. Nonetheless, it also threw the spotlight on a strategy North Star had attempted to use to diminish any preference San Joaquin could get for its minority ownership.

Specifically, North Star noted that the Court of Appeals, in a supplementary opinion to its 1973 decision in TV 9 Inc. v. FCC, had pointed out that nonminorities were not foreclosed from seeking "similar or greater merit" than a minority applicant for being responsive to the needs of minorities.

North Star wanted to blunt any San Joaquin minority preference with its own roster of programing—which it said would be responsive to the Hispanic community—and its proposed use of a minority advisory committee.

The administrative law judge didn't permit North Star to do that on procedural grounds. The board noted that there was no clear precedent in this area and that there was no reason to "find fault" with the ALJ's action. However, it did provide some "tentative guidance" for handling situations where a nonminority applicant wanted to make a "minority-sensitivity" showing in the future, although it stopped short of explicitly taking North Star's programing into account.

"Our own view is that we ought not at this point preclude an applicant from any specific showing it considers relevant and material to the potential designation of an appropriate issue under the subject TV 9 principle," the board said. "It might be that one applicant may wish to rely on proposed programing; another may wish to show minority employees in key managerial positions (e.g., general manager, station manager, program director). Other matters such as an applicant's prior active involvement in minority-oriented groups and causes or proposed relationships with local minority-oriented organizations may be probative," the board said.

"Obviously, frivolous or plainly irrelevant matter should not be accepted. But evidence that appears prima facie material to the issue should be fairly weighed in determining whether an appropriate issue ought to be designated," it said.

The board, in an opinion written by Norman Blumenthal, added that "the court's holding as expressed in TV 9 will serve as a touchstone and its intentions on this subject should (and shall) be effectuated in the fullest good faith."

North Star's general partners are Jack A. Burk and Wesley Burroughs. Burk, a resident of Clovis, is director of business affairs for the People's Foundation, a nonprofit foundation. He also heads P.F. Communications Inc., a profit-making company that handles all of the foundation's TV and sound services, for example, the People's Church Telecast, This Hour... With Pastor Johnson.

Burroughs, a resident of Fresno, Calif., is an ordained minister and director of consulting services for the People's Foundation. Neither Burroughs nor Burk has other media interests.

Call for help. Conceding that the National News Council "has fallen short of its hopes, and lacks visibility and support," its new chairman, Lucy Wilson Benson, urged journalists to back it as an ally, not an adversary. Benson, a former under secretary of state, and Council President Richard S. Salant, former CBS News president, have obtained emergency funding to keep the media monitoring group operating for the next nine months.

But Benson told a Boston meeting of New England's Society of Professional Journalists/ Sigma Delta Chi that if singer Wayne Newton is successful in using a council finding against NBC News as evidence in a libel case involving another NBC story that will be the end of the 10-year-old council.

Before a complaint against any news organization is considered by the council, the complainant must waive his right to use the council's findings in a libel case. Some major news organizations have failed to give financial support or to cooperate with the group on the grounds that its deliberations and conclusions constitute a blueprint for government censorship or libel prosecutions.

Asserting that the press's "trust and credibility are being eroded," Benson said the council provides the accountability the press needs. "A pitcher," she said, "can't call his own balls and strikes. There must be accountability somewhere."
Why not look at the big picture?

This year, again, most of the music played on radio is licensed by BMI.

We bring you the music that brings in your audience.
Out with the old, in with the new

Radio group owners are selling marginally profitable stations in order to trade up for outlets located in growth markets

Spurred on by attractive financing opportunities, many major radio group operators are unloading unprofitable or only marginally profitable AM and FM facilities at an accelerating pace and buying properties considered to have "growth potential."

Among the group operators that have sold major radio stations are Doubleday, Westinghouse, NBC, Mutual and ABC. It is also rumored that Gannett Radio is looking to sell KSDO-AM/FM San Diego and WWVE(AM) Cleveland. Gannett Radio President Joseph Dorton declined to comment.

"There is a tendency today for major group operators to sell stations that are underachievers," said the San Diego-based broadcast broker and former Charter Broadcasting president, John Bayliss. This doesn't mean, Bayliss said, that group operators lack expertise in running stations. Rather, their list of priorities is changing, and they have run out of patience with marginal properties, he said.

Agreeing with Bayliss was Doubleday Broadcasting President Gary Stevens. Doubleday sold its KWK-AM/FM St. Louis to Cleveland-based Robinson Broadcasting for $4.5 million (Broadcasting, Nov. 7). Stevens said the stations were "marginical performers" and noted that there is definitely a trend in the industry to sell off properties that "are not producing and taking a disproportionate amount of management's time."

Stand-alone AM or FM stations require a lot of management time, added Harte-Hanks Radio President Gary Edens. This year, his company sold WEZ(AM) Memphis and KMKJ(AM) Portland, Ore., and currently has WSCN(AM) Birmingham, Ala., on the market. Edens said the principal reason for those divestitures is to allow Harte-Hanks to concentrate on acquiring AM/FM combinations in Sunbelt markets closer to its radio operations headquarters in Phoenix.

Group W Radio's president, Richard Harris, sees the elimination of the FCC's three-year ownership rule as another major factor causing radio operators to re-evaluate their properties and sell some of them more quickly than before. Harris said WPNT(AM) Pittsburgh, which was sold to former radio rep executive Saul Frischling for approximately $3.3 million (Broadcasting, Sept. 12), was viewed as an expendable property, and added that Group W is also holding "active discussions" about the sale of WIND(AM) Chicago.

The recent flurry of radio station trading should not be construed as a sign of weakness. Rather, it's a function of a more competitive environment as well as closer financial scrutiny by major corporations, said NBC Radio President Michael Dickesr. With the economy improving, there is more of a seller's market encouraging group operators to sell less productive properties, he noted.

"The acquisition market for radio stations is sizzling," said Barry Dickesr, president of Hartstone & Dickesr, a Hartford, Conn., investment banking firm dealing strictly with broadcast facilities. Long-term capital borrowing at low interest rates from banks is plentiful, which is excellent for first-time radio buyers, he added. This, in turn, is allowing major group operators to "trade-up" by selling their "less attractive" properties, he said.

Who are the buyers? For the most part, they are entrepreneurs entering the broadcasting field for the first time or smaller group operators with much less overhead than the larger groups. Both of these, according to the majority of radio executives canvassed by Broadcasting, view the marginal properties sold by major operators as good investments as well as "turn-around opportunities."

Earlier this month, Pompano Beach, Fla.-based Statewide Broadcasting purchased WCFL(AM) Chicago from Mutual for $8 million (Broadcasting, Nov. 7). The 50,000 watt clear-channel facility was reportedly losing substantial amounts of money.

"We strongly believe AM facilities remain tremendous outlets for broadcasters," said Scott Ginsburg, Statewide's president and chief executive officer. Ginsburg, an attorney who was formerly chief counsel to Senator Gaylord Nelson (D-Wis.), said Statewide is in the "acquisition mode." In just over six months since its inception, the company has purchased five radio properties. In addition to WCFL, the company owns Florida stations WAPE(AM) Jacksonville, WKQE(AM), WBGM(AM) Tallahassee and WVCQ(AM) Coral Gables. Statewide Broadcasting specializes in religious and ethnic block programming, but Ginsburg declined to say whether WCFL will go the same route. An announcement concerning the format will be made within 60 days, he said.

The same week that Mutual announced the sale of its WCFL, NBC struck a deal with Washington businessman and real estate developer, Joseph Della Ratta, for its news/talk WRC(AM) Washington for approximately $3.5 million. This is the first broadcast acquisition for Della Ratta, who has additional real estate holdings in Maryland, Virginia, Pennsylvania and Colorado. Eskridge said that NBC will be looking to acquire an additional radio property with a good performance record next year. Earlier this year, NBC purchased WIBI(AM) Boston from General Electric Broadcasting for $6.5 million (Broadcasting, May 16) and expects to close today (Nov. 28).

Buoyed by a strong financial backing, New York-based Founders Communications, an independent group formed by Founders Ventures, a venture capital firm active in the real estate business, plans to build a major-market Spanish-language radio group operation in cities with large Hispanic populations. The company, according to its president, John Teeger, raised $3.5 million in the past four months for radio station acquisitions. Its first purchase occurred on Sept. 28, when it bought KFZ(AM) Fort Worth from Swanson Broadcasting for $2 million. Teeger told Broadcasting that he is negotiating for another major-market property.

Stephen Adams, a Minneapolis-based banker who owns Pepsi-Cola bottling plants in four Southern markets, will invest more than $100 million in both radio and television properties this year, said Dickesr. Among the properties in Adams's portfolio are WRTH(AM)-KEKZ(FM) St. Louis, sold by King Broadcasting and Metroplex, respectively.

Another new radio station entrepreneur is Price Communications, headed by Robert Price, former general partner of Lazar Frieres, a New York-based investment banking house. Last year Price purchased WOWO(AM) Fort Wayne, Ind., from Westinghouse Broadcasting & Cable for $6 million (Broadcasting, June 28, 1982). Earlier this year it bought KIOW(AM) San Francisco from Charter Broadcasting for $12.4 million (Broadcasting, May 2).
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NBC-TV will reshuffle its prime time series lineup again in early December to reinstate three new shows currently on hiatus and to put into hiatus *Bay City Blues*, an MTM Enterprises entry that has been declining rapidly since it premiered three weeks ago on Tuesday at 10 p.m. (see story, page 54). Replacing *Bay City*, which will remain in production, will be *For Love and Honor*, which began the season on Friday at 10 p.m. but went into hiatus a month ago. It returns Dec. 6. *Rousters*, an hour-long comic adventure that stumped on Saturday at 9 p.m., will be tested for two weeks (Dec. 20 and 27) on Tuesday at 9 p.m., where it will follow one of the season's biggest hits, *A Team*, and temporarily bump *Remington Steele. Maximal*, an hour-long adventure lifted from Friday at 9 p.m. four weeks ago, will return on Saturday at 9 p.m. starting Dec. 2, Friday, from 9 to 11 p.m., where movies and specials have been running since *Maximal* and *For Love and Honor* were removed, will continue to be devoted to movies, with the lineup as follows: *Looker*, a psychic thriller starring Albert Finney (Dec. 2); *Seuma Like Old Times*, a repeat made-for-Television movie starring Chevy Chase and Goldi Hawn (Dec. 9); "Oh God! Book II," starring George Burns (Dec. 16); and *Skeese*, a made-for-Television movie starring Karen Valentine (Dec. 23), and *House of Cards*, another made-for-Television movie starring Lee Montgomery in the role of a 19-year-old college dropout faced with the responsibility of raising younger siblings (Dec. 30). *Boone*, another troubled new NBC series which has averaged an 11.7 rating/share on Monday nights at 8 p.m. this fall, will be preempted two in December for *M*A*S*H* specials, one hosted by Bob Hope and the other by singer Mac Davis. *Boone*, however, remains part of the network's regular lineup, a network spokesman said.

Making deals

The Taft Entertainment Co. and Children's Television Workshop have agreed to develop and create original children's and family programming, including specials, network series, syndicated programs and pay television material. The agreement does not cover educational programming for public television.

CTW produces *Sesame Street, The Electric Company* and *3-2-1 Contact* for public television, while Taft's two animation divisions produce programming for the commercial television networks. Terms of the agreement were not disclosed.

In a separate development, Columbia Pictures Television expanded its commitment to daytime programming by signing producers Gary Bernstein and Larry Hovis to an exclusive contract to create daytime projects for the Burbank studio. The pair have already produced a daytime pilot for CPT entitled *Show Me* in association with Ralph Andrews Productions. CPT currently produces one daytime series for CBS-TV and another for NBC-TV. According to CPT President Herman Rush, the studio will continue to emphasize long-form programming, with 28 hours of movies and mini-series already committed for the 1983-84 season.

International honors

The United Kingdom outdistanced all other nations in the 11th International Emmy Awards competition last week, winning in three of five program categories. The awards were presented before an audience of 800 at New York's Sheraton Center hotel last Monday (Nov. 21).

The United Kingdom winners were: popular arts, *The Black Adder*, BBC; drama, "King Lear," Granada Television Ltd., and performing arts, "Dangerous Music," HTV Ltd. The other two winners were the CBC for *Fraggle Rock* (children's programing) and Swedish Television for *The Miracle of Life* (documentary). There were 15 finalists in the five programing areas.

Special awards were given to Roberto Marinho of Rede Globo, Brazil's largest television network, and Herbert Brodkin, producer and partner in Titus Productions. Marinho received the Directorate Award for outstanding contribution to the arts and sciences of international broadcasting, and Brodkin was given the Founders Award for creative achievement in international television.

East and West

Leaders in Japanese and American commercial and public broadcasting will discuss the role of television in forming their countries' perceptions of each other at a two-day conference this week (Nov. 30-Dec. 1) at the Japan Society in New York. News, documentaries and public affairs programing will be the focus on Wednesday. The following day, participants will examine the changes that new technologies are producing in broadcast communications in the two countries.

Panelists, presenters and moderators will include: Lester Crystal, executive producer, *McNeil-Lehrer NewsHour*; Lawrence Grossman, president, Public Broadcasting Service; Av Westin, vice president, ABC News; Fred Friendly, Columbia School of Journalism; Kiyoshi Hara, chairman, Asahi Broadcasting Co.; Ralph Baruch, chairman, Viacom International; Van Gordon Sauter, executive vice president, CBS/Broadcast Group; Arch Madsen, president, Bonneville International; Hisanori Isomura, president, NHK News; Mikio Kawaguchi, executive managing director, NHK News; Keichi Izawa, managing director, Chupu Nippon Broadcasting Co.; Osamu Watanabe, executive director, Oriental Broadcasting Co.; Richard Wald, senior vice president, ABC News; Keith Fuller, president, Associated Press, and James Rosenfield, senior vice president, CBS/Broadcast Group.

The two-day event, "Communicating Across Cultures," is sponsored by the National Association of Broadcasters, National Association of Public Television Stations, Japan Broadcasting Corp., National Association of Commercial Broadcasters in Japan and the Japan Society.

Scheduled awards for "leadership in increasing understanding between broadcasters in Japan and the United States" are Frank Stanton, president emeritus, CBS, and Hara, the Asahi chairman.

Heisman lineup

The one-hour telecast of the 1983 Heisman Trophy Award will be carried on more than 100 NBC stations from 7 to 8 p.m. (EST) Wednesday, Dec. 1. *Crum & Forster*, the insurance holding company, is in charge of production for the special for the third consecutive year, with Cappy Productions Inc., New York, as producer.

The program will consist of interviews with college football players, including past Heisman winners. The winner of the 1983 award will be announced live during the telecast.

Clearance was handled by SFM Entertainment, New York. The satellite transmission will be by Robert Wold Corp., Los Angeles.

The special is offered to stations on a barter basis with Crum & Forster and its parent company, Xerox, as national sponsors.

Analysis available

A Landover, Md.-based broadcast research firm, Custom Audience Consultants, is offering for television an Arbitron diary analysis service previously offered only to radio. CAC has served radio clients for more than
Is AM Stereo ready to move up? Market-place decisions notwithstanding, the recent introduction of receivers able to decode signals from any of the four systems in use today makes it easier for broadcasters to move ahead with AM Stereo plans.

Which system is #1? The PMX (Magnavox) System was first selected by the FCC to be the Industry Standard for AM Stereo. We established the system’s viability during the 1979 NAB Show. The politically-inspired “market-place” decision hasn’t affected the technical performance of the PMX System one bit.

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ABC outlines plan to put rein on program costs

Thomopoulos tells reporters in Los Angeles that inflation is threat to growth of industry

The ABC Broadcast Group is instituting "an intensified cost containment policy" to offset "a squeeze on profit margins" resulting from increasing competition and rising production costs, division president Anthony D. Thomopoulos announced last Tuesday (Nov. 22) in Los Angeles.

In outlining ABC's new policy last week, Thomopoulos said increases in license fees for continuing programs would be held to 5% annually, plus union-mandated increases, arguing that yearly inflation has slowed to that amount. In the past, license fees for new prime time programs have increased by about 15%, according to ABC estimates. Thomopoulos would not specify what current license fees for the network are or how much annual increases have been in recent years.

He indicated that "cost control" measures would be instituted in all Broadcast Group operations, including radio, owned-and-operated stations, news and sports. Thomopoulos did not disclose any specific changes beyond those outlined for ABC Entertainment, where he said "recent history indicates that successful programs can double or triple in cost within a few years' period. In my view, some of these cost increases have been justified and some have not."

Thomopoulos speculated that "the cost growth spiral, should it continue, threatens the health and growth of our business throughout this decade." He said that ABC's overall profit margin for its broadcast operations has shrunk from 20% in 1978 to between 13% and 14% in 1983. "Our profit margins have to be stabilized," Thomopoulos insisted.

Alan Levin, executive vice president, CBS Entertainment, said he doubts Thomopoulos did anything more than put into policy at ABC what all three networks have been attempting to achieve in recent years with regard to prices paid for programming. It's difficult to assign an across-the-board ceiling on price increases, Levin said, however, "because each series has different requirements that demand different license fees."

The executive's policy statement follows remarks made by ABC Entertainment President Lewis D. Erlicht on Nov. 10 during a Hollywood Radio and Television Society luncheon. The networks are trying to "keep Hollywood from becoming another Detroit," Erlicht told producers, "because rising [production] costs are accelerating so rapidly that they are not keeping up with revenues." At that time, Erlicht predicted "a severe curtailment of the monies that have been previously forthcoming."

In outlining ABC's new policy last week, Thomopoulos said his network accepts some of the responsibility for allowing the program costs to rise dramatically. "I am not putting the blame on one group versus another group... what I am saying now is we have to correct the problem."

Thomopoulos was especially critical of producers who, in his view, do not deliver in regular series episodes what is promised in pilots. He said that "probably over half" of the long-form pilots viewed by ABC for the current season had substantially higher production values than the episodes following them. The disparity "is a constant source of problems" for the network, he added.

The new policy was formulated without consultations with producers, unions or other networks, Thomopoulos said. He said advertisers had expressed "concern" with price increases resulting from the increase in passed-along production costs but that the new policy was not initiated by such comments.

Other cost containment measures being implemented at ABC include greater use of tape rather than film and elimination of pilot production requirements in some situations. Thomopoulos said there are no plans to change the number of episodes ordered for a typical prime time series.

NBC released a statement Tuesday in response to the ABC announcement, stressing that "each program negotiation is an individual matter and deals with the special needs of each production. NBC fully intends to continue what we feel is an excellent working relationship with the production community."

 Syndicated rankings show old favorites topping the list

But shares are high for one new entry, 'Wheel of Fortune'

Established shows continued to dominate the syndicated program rankings in the 23 major markets measured by Nielsen in October. A glaring exception: The new Wheel of Fortune, which averaged a 24% share of audience on affiliates in prime access time and a 23% share in early fringe.

The rankings are contained in "Market and Syndicated Program Performance Report," compiled by the A.C. Nielsen Co. for Petry Television, the station rep firm, based...
A semi-weekly television program “Why in the World” has a lot of high school students talking. Not to mention thinking, reading, and asking questions. Financed with a grant from General Motors, the PBS series is in its third season of helping to make students aware of how world events relate to their studies.

“Why in the World” uses television to bring some very special guests to our nation’s high schools. Each program features a different guest who helps a group of students explore the way the news is related to the host’s special talents or professional expertise. Hosts have included farm labor leader Cesar Chavez, New York Mayor Ed Koch, British Ambassador Sir Oliver Wright, political media consultant David Garth, film director Peter Bogdanovich, editors, an astronomer, a Senator, an orchestra conductor, among others.

The show encourages students to look beyond news headlines for causes, effects and consequences of current events. Here’s a sample: how a major newsweekly cover story on military preparedness took shape. What Shakespeare reveals about the problems of aging. Do the ups and downs of the stock market really reflect the health of the economy? “Why in the World” will be on the air throughout the 1983-84 school year. We encourage high schools around the country to tape the broadcasts on local PBS stations and use them in classroom discussions.

If you’re a teacher and would like information about future programs in the “Why in the World” series, please write for a free monthly newsletter with details of guests and topics. “Why in the World,” c/o KCET, 4401 Sunset Boulevard, Los Angeles, CA 90027.

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Our reel can even be made into a locally produced program of its own.

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LPN MAKES QUALITY PROGRAMMING AFFORDABLE.

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We help you defer some of the costs of producing exciting stories and features. We share both the expenses and the rewards of excellent local programming.

LPN IS DESIGNED FOR YOUR CONVENIENCE.

You'll receive our service weekly via your choice of tape or satellite transmission on Westar 4. Each of our weekly reels is comprised of 10 to 12 stories in 5 or 6 subject areas.

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If you're ready to take your seat with LPN, call George Back at (212) 696-1812, David Fox at (212) 532-2684 or Joan Marcus at (213) 937-1254. We'll send you a demo cassette of LPN programming.

Or if you would prefer a word of mouth recommendation, call any of your associates at our member stations. They'll tell you that LPN looks good no matter where you sit.

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Boston

WDVM-TV
Washington
On Nielsen's October measurements in the 23 markets.

In Monday-through-Saturday prime access time on network affiliates, *Huey, There Goes Your Life*, the venerable country music variety show, remained the top share winner among syndicated programs. Seen on six affiliates in access time, it averaged a 29% share. *Dance Fever*, on seven stations, came in second with a 25 share. Wheel of Fortune's 24 share was two behind Family Feud PM (seven stations) and Tic Tac Dough (on seven), which tied for fourth. Another new syndicated program, *This Is Your Life*, ranked eighth, averaging an 18 share on the three affiliates carrying it in access time. Two other newcomers, *Love Connection* and *Taking Advantage*, ranked 12th and 13th with shares of 11 and 8, respectively. *Love Connection* was on three affiliates in access time, *Taking Advantage* on four. (Paramount Television, which syndicates *Taking Advantage*, said last week that the weekly financial program, scheduled primarily on Sunday morning and in weekend access, had averaged a 4.6 national Nielsen rating during its first eight weeks on the air.)

ABC won Monday through Friday against CBS, tied for highest-rated network on Sunday, and NBC on Saturday. *NBC's* 11.5/19 Thursday win was the highest-rated outing so far this season, while *NBC's* 15.1/24 Monday ratingapel hit since the week ending Feb. 13, when *ABC* aired *The Last Outing*, the mini-series *Winds of War*.

*ABC* on Monday, Saturday, and Sunday, which aired two and three of its mini-series, *Chiefs*, won Tuesday, Wednesday, Thursday, and Friday. Despite its second-place finish, *ABC* aired eight of the week's top ten programs, while *ABC* and NBC each had only one. Of the week's top 30 programs, however, *ABC* was ahead, airing 13 to CBS's 12 and NBC's five.

For the week, according to A.C. Nielsen's National Television Index, *ABC* averaged a 20.4 rating/share, compared with a 19.1/29.2 for CBS and a 13.5/20.6 for NBC. *ABC* remains above in season-to-date ratings, averaging an 18.2/29 to *ABC's* 17.8/28 and NBC's 15.1/24. In averages for the November sweeps, set to end this week, *CBS* is also ahead, having averaged a 19 rating as of Nov. 20 to ABC's 18.3 and NBC's 14.6.

*ABC’s* broadcast of the highly controversial movie *The Day After*, on Sunday, helped the network to a 36.9/51.5 for the night, more than twice the rating and share for CBS (16.1/22.5) and three times that of NBC (12.2/17.6). A special one-hour installment of the occasional *ABC* News program, *Viewpoint*, aired following the movie, contained no advertising and was given no national rating, although overnight ratings in Nielsen's six metered markets indicate it may have been the highest-rated news broadcast in network history.

Part one of *ABC’s* highly publicized mini-series, *Kennedy* (12/17), showed no competition for *The Day After* and finished second in its third time period.

*ABC*’s victory Monday came in part from the season's second-highest-rated Monday Night Football broadcast (18.1/29), a game between the Atlanta Falcons and the Los Angeles Rams. The game helped *ABC* to a 19.5/28.8 average for the night, against the usual front-runner, *CBS* (16.2/23.3), which averaged 15.8/23.5. *NBC's* telecast of the movie, *Ordinary People* (18.2/29), won its time period, but *NBC* lost to *ABC* in the eighth weekend of *CBS's* *Seinfeld* and *Frasier* (19.5/29), which had its highest rating in a month, and *ABC's* *That's Incredible* (17.6/26).

Although *A Team* (25.1/37) gave *CBS* a big lead in the 8 p.m. slot on Monday, the rest of its lineup fell victim to *Chiefs*, part two (23/36). *Bay City Blues* (7.2/12) on NBC, which had finished third behind *CBS's* *Seinfeld* and *Frasier* (19.5/29), had its highest rating in a month, and *ABC's* *That's Incredible* (17.6/26).

On Wednesday, *Chiefs*, part three (23/37), overwhelmed *CBS* formidable series lineup, helping *CBS* to a 20.8/31.7 for the night. *ABC*, which won the 8 p.m. slot with *Matt Houston* (20.6/32), finished second (19.4/29/7) followed by *NBC* (13.9/21.2), which saw its series lineup open with *Real People* (16.3/25) and then decline steadily in ratings to close with *St. Elsewhere* (10.9/17).

*ABC* pulled slightly ahead of *NBC* on Thursday by opening its night with a one-hour special, *World's Funniest Commercial Goofs* (19.5/29), and averaging a 15.7/23.7 to *NBC's* 15.4/23.1. *ABC* last week renewed its only new Thursday-night series, *We Got It Made*, through the end of the season, CBS, with all of its series in the week's top ten, averaged a 22.8/34.4 for the night.

On Friday, *ABC*'s lowest-rated night of the week, that network's telecast of the movie "Blowout" (6.1/13) contributed to a disastrous 8.4/13.5 for the night overall, far behind *ABC's* 15.3/24.9 and CBS's 23.2/37. *NBC's* 8:30-p.m. comedy *Jennifer Slept Here* (8.6/14) had its lowest-rated outing so far this season, while its competition on *ABC*, *Webster* (18.1/29), hit its season high.
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Metromedia-Turner announce deal for ‘American Caesar’

Mini-series on Douglas MacArthur set to air in late 1984

Metromedia Television and Turner Broadcasting System have jointly acquired TV rights to American Caesar, a five-hour mini-series tracing the career of the late General Douglas MacArthur, for showing on Metromedia’s seven TV stations and Turner’s superstation WTBS (TV) Atlanta in 1984. Based on William Manchester’s best-selling biography of the same name, American Caesar uses film footage, narrative with still photographs and numerous interviews and analyses by independent journalists. Actor John Huston hosts the mini-series, and John Colicos is narrator. TBS officials put the cost of TV rights at “more than $1 million.”

Metromedia and Turner Broadcasting have had reciprocal arrangements on news coverage in the past, but this is their first venture of this magnitude, and it is not expected to be the last. Said Robert Bennett, president of Metromedia Broadcasting: “We’re very excited about what we expect to be just the first of a number of joint projects with TBS.”

The Metromedia stations and WTBS cover a little more than 50% of U.S. TV homes, according to TBS. Officials said they expected that either TBS or Metromedia would syndicate the series. The timing for the Metromedia-TBS presentation has not been set, but it probably will be shown on two nights—three hours one night, two hours the
other—some time in "the second half of 1984." WTBS will broadcast the mini-series in Atlanta and offer it as part of the WTBS superstation program on cable and in non-Metromedia markets.

*American Caesar* was produced by Cineworld Productions, with Michael Macleer as executive producer. Alan Enterprises, Malibu, Calif., is distributor.

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NCTV fights violence in TV promos

Group is working on legislation requiring networks, stations and cable systems to offer replies to 'public health issue'

The National Coalition on Television Violence, which monitors and publicizes violent acts on television, is preparing to carry its fight to Congress. The specific target will not be violence in programs, however, but violence in the promos calling attention to the programs. A draft bill would require networks, cable as well as broadcast, and local broadcast stations and cable systems to offer time for response to the "public health issues" raised in the promos. The proposed bill would require a response ratio of one response to three ads.

An NCTV spokesman said the organization plans to seek sponsors for introduction of a bill by next spring. In the meantime, NCTV would be "coalition building" and discussing the matter with congressional staffers. NCTV disclosed plans for the legislative effort at the same time it was releasing another of its monitoring reports. It said violence decreased slightly from its record high at the start of 1982 but continues to average almost seven violent acts in each hour of prime time television. And *A Team*, television's most popular show, is also its most violent, with 34 acts of violence each hour, according to NCTV.

The NCTV believes that since no effort would be made to censor programs, the First Amendment would not prove a hindrance to the proposed legislation. Indeed, in the days when broadcasters were allowed to carry cigarette advertising, an FCC holding that the fairness doctrine required broadcasters to air anti-cigarette spots was upheld by the courts. NCTV said it believes "the public health issues involved provide sufficient state interest to justify federal intrusion, especially since all of the regulated entities operate in interstate commerce."

The bill could ignite another major debate over the question of the effect of television violence on the nation's mental health. NCTV noted that at the first national conference on television and film violence, sponsored by the American Medical Association in Washington last month, Dr. Thomas Cook of Northwestern University said that virtually all aggression researchers have concluded that violent TV and film entertainment is a cause of violence. Network psychologists, the NCTV noted, "were the only ones still..."
Group W prepares new game show

‘Every Second Counts’ joins growing list of fall entries in game show sweepstakes

Group W Productions, Los Angeles, is adding another game show to this season’s first-run syndication marketplace, which has already attracted so many of that genre that it has been dubbed the “year of the game show” by some programers. The company also recently committed two made-for-TV movie projects, one of them, The Ginny Foat Story, set to air on ABC-TV next fall.

The game show, Every Second Counts, will be produced by Charles Colaruso Productions and hosted by Bill Rafferty, host of NBC-TV’s Real People. It will feature three couples competing to accumulate seconds with each question they answer correctly in the first two rounds. The contestants better their chances to win big-ticket prizes in each day’s round three the more time they accumulate. Colaruso is former co-producer of the John Davidson Show and has been associated with the Dinah Shore Show and a number of game shows.

Ed Van, president of Group W Productions, believes there is demand for a “fresh new game show in prime access,” where Family Feud, Joker’s Wild and Tic Tac Dough have been running for several years and where King World Productions has successfully launched Wheel of Fortune this fall. Every Second Counts joins at least five other game shows being proposed for first-run syndication next fall, including, A Case in Point, from 20th Century-Fox Television; Jeopardy, from King World Productions; Hollywood Squares, from Orion Television; Name That Tune, from Sony Frank Film Syndication; and Anything for Money, from Paramount Television.

Another recent addition to the field of game shows for next fall, combines the appeal of the former network hit, Candid Camera, and NBC-TV’s Real People, according to Steve Goldman, vice president, Eastern region manager, for Paramount.

Group W’s Ginny Foat Story, to be produced in association with Marvin Minoff Productions, is based on the story of the former president of the National Organization for Women who was recently acquitted of a murder charge. Fees paid to Foat for the exclusive rights to her story will go to the Ginny Foat Legal Defense Fund.

In addition to the Foat story, Group W is developing a script for a two-hour movie for CBS-TV, entitled Down Under. To be written by Maridik Martin, it is the story of an undercover policeman who has trouble keeping his identity as he assumes, in the line of duty, the role of a drug dealer, pimp, thief and biker. Martin co-wrote “Raging Bull” and “Firestorm.”

Paramount reports success in sales of ‘Jesse Owens’ story and Steinberg show

Both will be syndicated on barter basis and have been cleared in 40 markets, seven in top 10

The Jesse Owens Story, a four-hour mini-series, has been released to Paramount Television, which has been cleared in 40 markets, including seven of the top 10.

Steve Goldman, vice president, Eastern region manager for Paramount, declined to identify stations involved in the deals specifically, but said group station operators with stations planning to carry Jesse Owens include Golden West Television, Tribune Broadcasting Co., Hearst Broadcasting Stations, Cox Broadcasting, Taft Broadcasting, and Electric Broadcasting. Stations in 40 markets, Gannett Broadcasting, McGraw-Hill Broadcasting, Jeffersom-Pilot Broadcasting, Hubbard Broadcasting, Outlet Broadcasting and Pulitizer Broadcasting stations. Most stations involved have committed to four runs of Jesse Owens, the first week of July 9, 1984, followed by a repeat run the week later and then two more runs during a three-week window a year to 18 months from the original run.

Paramount has purchased a quarter sponsorship in the mini-series, said Goldman, and two other advertisers have holds on quarter sponsorships.

Paramount received multiple bids for Owens in many of the 40 markets, said Goldman, and it based its decision not only on a station’s strength and the time period promised, but on promotional support promised, in advance, for the program. Commitments include, from one independent, 1,000 gross rating points per week on-air during the two weeks preceding the premiere plus full-page ads in major local newspapers and half-page ads in suburban papers. Paramount plans to spend about $20,000 on national promotion for the mini-series.

Group operators with stations planning to air Stories include CBS, RKO, Hearst, Taft, King, Broadcast Group, Gannett, Post-Newsweek, Multimedia, Jefferson-Pilot, General Electric, Malrite Broadcasting, Outlet and McGraw-Hill. Half of the national advertising time in that series, which could be expanded to six installations if the first two are successful, has been purchased by American Cyanamid.

In addition to the two specials, Paramount is proposing three first-run series for next fall, including two for prime access, Anything for Money, a game show, and In Style, a magazine with input from Fairchild Publications’ Women’s Wear Daily. A proposal for a late-fringe serialized drama, City of Angels, will not go forward, said Goldman, unless advertiser support can be guaranteed in advance.
Driving it home

National Car Rental Systems and Minnesota Public Radio have joined forces to produce 30 three-minute radio comedy sketches "designed to entertain listeners while simultaneously reminding them about safe driving practices." The series, dubbed Crash Course, is being offered to public radio stations nationwide. The sketches include Duck's Breath Mystery Theater, The Laughmasters, The Last Laugh Theater and Dudley Riggs's Brave New Workshop. "We see Crash Course as an innovative approach to a serious nationwide problem," said NCRS president and chief executive officer, B.A. Rolf. "Many safety campaigns use fear-arousing messages to shock motorists into safer driving habits. We decided to try a nonthreatening approach, which we believe can be especially effective with young drivers."

Election year

ABC's Rock Radio Network will introduce the National Rock Poll live via satellite on Jan. 6 from 1 p.m. to 7 p.m. (NYT). The special program will solicit audience response through 900 telephone numbers that listeners may call to vote on six rock music categories for 1983: best group, best male vocalist, best female vocalist, best new act, best album and best song.

The network will devote one hour of voting to each category. There will be four candidates per category as determined by 1983 record sales. Live five-minute updates will be given by two hosts each hour with final results aired from 7 p.m. to 8 p.m. Pam Merly of ABC Rock Radio Network affiliate WYSP in Philadelphia has been selected as host of the event.

Legality

Broadcast Music Inc. has filed a copyright infringement suit in United States District Court in Los Angeles against the owners of KROO (FM) Pasadena, Calif., which currently programs the Rick Carroll's "Rock of the 80's" format syndicated by Noble Broadcast Consultants. The suit alleges that its copyrighted songs were performed at the station without authorization and in violation of the U.S. Copyright Act. BMI said it is seeking statutory damages together with attorney fees and court costs.

CHR countdown

The United Stations, a New York-based radio program producer/distributor, has added The Rick Dees's Weekly Top 30 National contemporary hit radio countdown to its lineup of long-form program offerings. The four-hour program, launched by KISS (FM) Los Angeles's morning personality, Rick Dees, earlier this year, is currently airing in nine out of the top 10 markets. The show incorporates humor with a review of the week's hit music and interviews with special guest artists. The program is the fifth weekly show for the United Stations.

News growth

Atlanta-based CNN Radio continues to expand its news operations with plans to increase its long-form sports programing and features as well as launching a nighttime interview/call-in show. Both projects are targeted for the second quarter of 1984.

Beginning Dec. 6, CNN Radio will increase its schedule of 10-minute newscasts (currently aired at the top of the hour each morning) to 7 p.m. ("Riding Gain," Nov. 7). CNN Radio has 110 affiliates.

Big band fans

Metromedia's WNEW (AM), New York is holding discussions with Mutual Broadcasting System on the possibility of launching a weekly big band series next year. Both parties are pleased with station response for the three-hour Glenn Miller special, produced by WNEW (AM) and distributed by Mutual last summer ("Riding Gain," Aug. 15).

Met vignette

In honor of the Metropolitan Opera's centennial celebration this year, classical WNCN-FM New York has created The Met Minute—a series of 60-second vignettes on the history of the opera company. Hosted by Robert Jacobsen, editor-in-chief of Opera News magazine, The Met Minute airs daily at 10:55 a.m.
Time closes its teletext doors

Lack of consumer interest among reasons for shutdown

Even though Time Inc. is a dominant cable programmer (Home Box Office and Cinemax) and operator (American Television and Communications), it is having trouble increasing its presence in the industry through other ventures.

First there was TV-Cable Week, its much heralded cable programing guide. It went out of business after five months of publication, losing more than $47 million in the process (BROADCASTING, Sept. 19). And last week there was its cable teletext service.

After developing and testing the satellite-delivered service for more than a year, Time announced it would not pursue the teletext business. It had spent between $25 million and $30 million on the project.

Teletext is a method of sending screenfuls (pages) of computer-generated alphanumeric information and graphics to home television sets. Hundreds or thousands of pages are broadcast or transmitted by cable systems in high-speed cycles. Using special decoders connected to their television sets, consumers can "grab" specific pages and display them on their screens.

The Time teletext service comprised 5,000 pages. For the test, which began in October 1982, it was delivered via satellite to around 250 cable homes in San Diego (Cox Cable) and Orlando, Fla. (ATC).

Time was not saying much about its abandonment of teletext. After evaluating the results of the test, spokesman Michael Luftman said, Time determined the business was not yet economically viable.

Sources within Time, however, indicate the decision to drop out was based on several other factors:

■ First, use of the service among the test homes was less than what Time officials had thought it would be. In off-the-cuff remarks at Duke University last September, Time President J. Richard Munro said the typical home was using the service just 15 minutes a day and added that "teletext may be ahead of its time." (It was the first public admission by any Time official that its service was in trouble.) A.C. Nielsen and National Analysts have compiled the usage statistics, but Luftman said Time would not disclose them.

■ Second, the service suffered from the lack of such transactional features as home banking and shopping, which have proved popular on two-way videotex services.

■ Third, despite the construction of new high-capacity cable systems in major markets, most systems still don't have room to add new services. And even when channels open up, cable operators are apt to fill them with lucrative pay services like the Disney Channel or The Playboy Channel.

■ And fourth, teletext decoder/converters proved expensive and unreliable. The Time service was based on the North American Broadcast Teletext Specification, a standard for which only prototype decoders have been built. For the test, Time used 400 custom-made Zenith cable converters retrofitted with Norpak NABTS decoder boards and Owl Electronic software. They cost thousands of dollars each and, according to one source, "had a higher incidence of failure than originally anticipated." Matsushita had promised to produce in large quantities decoders that would attach to cable converters, but even they would cost considerably more than the $150 that Time had hoped to pay for them. Time spokesmen Louis Slovinsky said the cost of the decoders "was not a crucial factor" in Time's decision.

The decision to shelve the teletext service

Comsat mistreated. Joseph V. Charyk, chairman and chief executive officer, Communications Satellite Corp., has registered his "strong objections" to H.R. 4464, a bill introduced two weeks ago by House Telecommunications Subcommittee member Edward Markey (D-Mass.) that would require Comsat to divest itself of its competitive businesses (BROADCASTING, Nov. 21). In a letter sent to Markey and distributed to the press, Charyk also criticized the way Markey "developed and introduced" the bill, saying it was "particularly unfair" to Comsat employees.

In a meeting between representatives of Comsat and Markey aide Ron Klain on the day the bill was introduced (Nov. 17), Charyk wrote, Klain said the bill was aimed at identifying abuses stemming from Comsat ownership of regulated and nonregulated businesses. But Klain was unable to come up with any examples or "hard evidence" of the abuses, Charyk said. "The only statement we were able to get from Mr. Klain regarding the need for this legislation," he said, "was when he twice told our representatives that the legislation was requested by M/A-COM and other high-tech companies located in your district."

Charyk also expressed his disappointment at Markey's not meeting with Comsat representatives or allowing Comsat to review or comment on the legislation before it was introduced. After the bill was introduced, he said, "our repeated phone calls to your office were not returned by Mr. Klain."
The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on the chairmen, members and goals for the coming year.

Research Committee

The chief duty of the committee is to help set priorities for NAB's research department. But before it could set its agenda, the committee faced a difficult assignment—what to do with the NAB's controversial Television Trends Study. After reviewing the complete study, the committee found serious methodological and conceptual inadequacies and unanimously agreed NAB should not release it (BROADCASTING, Oct. 10).

The study, which caused an uproar at the NAB convention last April, showed that while TV viewership is up, audience satisfaction is down.

If there were those who thought NAB's decision to dissociate itself from the study might be harmful to NAB's credibility, the committee's chairman, Peter Kizer, executive vice president, Evening News Association, Detroit, disagrees. "It's an example of a piece of research that went sour. But there are an awful lot of examples of solid research," Kizer said.

Now that the trends study is behind it, the committee must stay active and aggressive to ensure that no further unsupervised projects emerge from NAB, Kizer said. (The research committee was reactivated only after the controversy erupted.) Kizer feels it won't happen again because his committee in-

Il have human reprecussions. Most of the 0 persons involved in the teletext project were being laid off. But Luftman said a "small cup" of would remain "monitor capabilities" in electronic publishing. He would say who would be in the group, indicating only that Peter Gross, president, video development and information services; Sean McCarthy, director of the division; Don Sid, director of the teletext service, and Terry Roskey, managing editor of the service, had to resign. As for the other division employees, says, they along with the former TV Week employees would get first at openings in Time's other businesses. With Time out of the teletext picture, the future of the medium is uncertain. CBS-TV and NBC-TV are pushing ahead slowly with its teletext services. Restricted to the service's limited vertical asking interval of normal television programming, the networks are limited to broadcasting just 100 pages of information. That's more, the networks are using the NAB's system. As a result, decoders are equally scarce and costly.

Terry Connelly, vice president of television news for Taft Broadcasting, has been broadcasting a teletext service over its WKRC-TV Cincinnati for the last few months, and it would be unfortunate if the Taft experience caused broadcasters to give up on teletext. The key to making teletext work, he said, is offering a local service and using the bird System Teletext standard, for which low-cost decoders are available. Even though only 60 Cincinnati households have purchased (for $300) Zenith WSTSet-top decoders to receive the WKRC-TV service since introduction last summer, he said, Taft is confident the audience would gradually grow and that advertising revenues would eventually cover the $130,000 Taft spends the service each year. "It has to be a low-cost service and you have to have low-cost decoders in the marketplace," he said.

Larry Pfister, a consultant to Time's teletext project and chairman of the Videotex Industry Association, also warned against counting out teletext or videotex because of the Time's decision. Time was looking for a business that would generate revenues of $100 million or $200 million a year, he said. "Time doesn't launch medium or, for that matter, small businesses," he said. "There is still room for a lot of small business addressing vertical markets."

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WIOU/WZW
WCFL-AM
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WFXW-AM
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KINL
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KNNN(FM)
Phoenix

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(213) 892-4655

kzh with 50 kw full time. KQFM is on 10 mhz with 100 kw and antenna 900 feet above average terrain. Broker: R.C. Criiger & Co.

KEX(AM)-KQFM(FM) Portland, Ore. Sold by Golden West Broadcasters to Taft Broadcasting Co. for $8 million. Seller is group owner of other AM's, two FM's and one TV, headed by Gene Autry, chairman. It recently sold KSFO(AM) San Francisco for $7 million ("Changing Hands," June 20). Buyer is Cincinnati-based, publicly traded producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president. KEX is on 1190

Broadcasting and baseball. The John E. Fetzer Business Development Center at Western Michigan University Kalamazoo, was dedicated at ceremonies in which Fetzer's peers in broadcasting and baseball cited his achievements in those fields as well as his public service. Fetzer donated $1 million toward WMU's successful $8.5-million "Partners in Progress" capital campaign that allocated $4.6 million for construction of the center that offers programs in management and executive development. The center lounge contains the John E. Fetzer Permanent Exhibit that features memorabilia from the 82-year-old Fetzer's two careers as owner of Fetzer Broadcasting Co. and as former owner of the Detroit Tigers baseball club. At the dedication (l-r): Gene F. Jankowski, president, CBS/Broadcast Group; Lee MacPhail, president, American League; Fetzer; and Commissioner Bowie Kuhn.

Early Fall Sales*

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<td>KMVT-TV</td>
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<td>470</td>
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*All subject to FCC approval.

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11/25/83

KNNN(FM) Phoenix Sold by American International Development Inc. to TransCo Communications for $3,980,000. Seller owned by Julius Zozaya, who also has a percent interest in KTYW-TV Phoenix. Buyer is equally owned by Robert G. Herpe a Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden a WPLR(FM) New Haven, both Connectic and WILY(FM) Leesburg, Fla. for $7.3 million ("Changing Hands," Feb. 21). Hauenstein is former vice president and gene manager of Sandusky Newspaper Statio and former co-owner of KDKB(FM) Me Phoenix, Ariz. KNNN is on 99.9 MHz with 100 kw and antenna 1,670 feet above average terrain.

WVJS(AM)-WSTO(FM) Owensboro, Ky. Sold by Owens on the Air Inc. to Leonard a Claire Tow for $3 million. Sellers are Parade H. Steele and Robert H. Steele, brother and sister, trustees of estate of V.J. Steele. Neither has other broadcast interests. Buys are husband and wife. Leonard Tow is president and half owner of MSO, Century Co munications Corp., which purchased stations along with CTV in Owensboro-167,700 basic and 9,700 pay subscribers for total of $17.5 million. Century is spinning off stations to Tows because co-owners Sentry Insurance Co., already owns seven AM's and six FM's through subsidiary Sec try Broadcasting Inc. Neither Leonard nor Claire Tow has other broadcast interest WVIS is on 1420 kHz with 5 kw day and 1 k night. WSTO is on 96.1 MHz with 100 kw average height 1000 feet above average terrain. Broker: Kepper, Tupper & Co.

KCKC(AM) San Bernardino, Calif. Sold $1,350 KC Inc. to KINL Inc. for assumption liabilities worth $2,221,075 and $200,000 cash. Seller is majority owner by Jack I Siegal, who recently sold KQFM(AM) Stok and KWGF(FM) Tracy, both California, for $1,218,000 ("Changing Hands," March 28). He also owns KNTF(FM) Ontario, Calif Buyer is owned by Jerome P. Malitz, Wool land Hills, Calif., businessman who has other broadcast interests. KCKC is on 123 kHz with 5 kw day and 500 w night.

KECZ-FM Glendale, Ariz., and KJJJ(AM) Phoenix Half sold by A. Alfred Taubman The Wolpin Co. for approximately $2 mi
ther has other broadcast interests. Whittington is San Antonio, Tex., lawyer; Peeler is Dallas securities broker. KERV is on 1230 khz with 1 kw day and 250 w night. KERV(FM) is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain.

WJQY(FM) Chickasaw, Ala. sold by Philip lips Radio Inc. to EIM Broadcasting for $923,000. Seller is owned by William H. Phillips, WJQY general manager (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Voncile R. (20%). It is also for new FM at Mary Esther, Fla. Pearce has interests in four AM's and three FM'.s. Buyer is owned by Edmond J. Muniz. He also owns WYAT(AM) New Orleans and WAIL(FM) Slidell (New Orleans), La. WJQY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Gammon & Ninowski.

WQIO(AM) and WZWZ(FM) Kokomo, Ind. sold by Booth American Co. to Kokomo Community Service Radio Inc. for $1,550,000. Seller is owned by John L. Booth and family. It also owns three AM's and six FM's, 11 cable systems and SMATV system in Belleville, Mich. Buyer is majority owned by David C. Keister, president. It also owns three AM's and three FM's. WIOU is on 1350 khz with 5 kw day and 1 kw night. WZWZ is on 93.5 with 3 kw and antenna 340 feet above average terrain. Broker: Blackburn & Co.

KERW-AM-FM Kerrville, Tex. sold by Chess Enterprises Inc. to Kerkoom Enterprises for $1,375,000. Seller is headed by Robert D. Hanna, who is also majority owner of KCLW(AM) Hamilton, Tex., and WBSR(AM) Pensacola, Fla., and has interests in three AM's, two FM's, and buyer of WVIS-AM-FM Jupiter, Fla., subject to FCC approval. Buyer is equally owned by Marquis Everett Whittington and Charles L. Peeler Jr. Nei-

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for $400,000. Seller is owned by John Sand- ers and wife. Lee, who have no other broadcast interests. Buyer is husband and wife, living in Haddon Heights. N.J. Benjamin F. Dickerson is retired broadcast engineer from WCAU Philadelphia. They have no other broadcast interests. WPXE is on 1490 kHz with 1 kw day and 250 w night. WPXE-FM is on 106.3 MHz with 3 kw and antenna 150 feet above average terrain. Broker: Chapman Associates.

WCHI(AM) Chillicothe, Ohio  Sold by First Capital Communications Inc. to Baer Broadcasting Inc. for $400,000. Seller is owned by William H. Burchett (80%) and wife Betty C. (20%). They have no other broadcast interests. Buyer is owned by Gary R. Baer, who is station program director. WCHI is 1 kw daytimer on 1350 kHz.

KISO(AM) El Paso, Tex.  Sold by Jalapeno Broadcasting Inc. to Paso Del Norte Communications Inc. for $350,000. Seller is owned by E. Edward Henson Jr. (80%) and Jari Mohn (20%). They also own co-located KLOZ-FM and WAVG(AM)-WLRS(FM) Louisville, Ky. Buyer is owned by Jack Rich, El Paso businessman who recently bought collocated KEZU(FM) for $1.2 million ("Changing Hands," March 7). KISO is 1 kw daytimer on 1150 kHz.

WCOF(AM) Warner Robbins, Ga.  Sold by WAFA Broadcasting Inc. to Alex Allen Car- wife for $275,000. Seller is owned by Willie L. Talton (51%) and Michelle Callahan (49%). Neither has other broadcast interests. Buyer also owns WPFD(AM) Piedmont, Ala. WCOF is 5 kw daytimer on 1350 kHz.

WDON(AM) Delphos, Ohio  Seventy-five percent sold by William R. Vogel and other shareholders to David P. Roach, owner of other WMRM, for $242,092. Seller is headed by Vogel, who has 52% ownership of station. He also owns WMPR(FM) Scottsburg, Ind., and WNOI(FM) Flora, Ill. Buyer Roach is general manager of station, and will own 72% after sale. Lyons is station's sales manager and will own 28%. WDOH is on 107.1 MHz with 3 kw and antenna 300 feet above average terrain.


APPROVED BY FCC

WNOW(AM)-WWQA(AM) York, Pa.  Sold by Rust Communications Group Inc. to Central Penn Broadcasting Inc. for $4 million. Seller is owned by William R. Jr. and family. It also owns WHAM-AM-WHPM(FM) Rochester, N.Y., and WSDM(AM)-WWQX(FM) Salem, Ohio. It recently sold WPTX/TRKAM Albany and WLFY(AM) Troy, both New York (BROAD- CASTING, July 4). Buyer is owned by Harold G. Fulmer III. It also owns WWL(AM) Lewiston, Maine, and WSN(AM) Allen- town, Pa. WNOW is 1 kw daytimer on 1250 kHz. WWQA is on 105.7 MHz with 4 kw and antenna 320 feet above average terrain.

WIVI-FM Christiansted, St. Croix, Virgin Is- lands  Sold by CBI Communications Inc. to Leisur Market Radio Inc. for $800,000. Seller is principally owned by Gerald P. Mikita. It also owns WAFE-AM-FM Zion, III. (Kenosha, Wis.); WADC(AM)-WIBZ(AM) Franklin- burg, W. Va., and KSQA(AM)-KXJY-FM San Angelo, Tex. Buyer is majority owned by Stephen A. Bank, Towson, Md., vice president of Baltimore, Md.-based Joseph Bank clothiers, and headed by Robert Richer, former vice president and general manager of Group W Radio Sales. It also has bought WTOB(FM) Middleton, R.I. ("Changing Hands," Sept. 19). WIVI2 is on 99.5 MHz with 10.5 kw and antenna 1,080 feet above average terrain.

KNGT(AM) Jackson, Calif.  Sold by Capri- corn Broadcasting Co. to Gold Country Communications Inc. for $600,000, includ-
Planning ahead. A planning conference on televised presidential debates sponsored by the Twentieth Century Fund, a New York-based public policy research foundation, has released a statement endorsing at least four debates in 1984, under rules agreed upon by the two major political parties and with a nonprofit and nonpartisan sponsor. The statement was released by the conference's co-chairmen, former FCC Chairman Newton Minow, now of Sidney & Austin, Chicago, and Charl Walker, Charl E. Walker & Associates, Washington, at a press conference in Washington. The conference concluded that debates are more likely to take place if the parties start now to establish the ground rules, and to that end, proposed that the League of Women Voters, which sponsored the 1976 and 1980 debates, immediately set up an independent committee, composed of a league representative and the chairmen of the Republican and Democratic national committees. To overcome what he called a "casual treatment of debates" in the past, Minow stressed the need to institutionalize the debate process, in part by convincing the major parties to commit their candidates to debates before the nomination is given. When questioned on the conference's statement's relation to the FCC's broadening of the Aspen Institute rule to allow broadcasters to sponsor their own debates without invoking equal time restrictions (Broadcasting, Nov 14), Minow responded that it "was not important who sponsored the debates" as long as they were planned in advance and there was some intermediate group to act as an intercessor between the sponsor and the candidates.

Beam Communications Corp. has purchased 
WDAM-TV
Laural-Hattiesburg, Mississippi
WCFT-TV
Tuscaloosa, Alabama
and
KYEL-TV
Yuma, Arizona
from
Service Broadcasting, Inc.
for $25,750,000
We are pleased to have initiated and assisted this transaction.

R.C. CRISLER & CO., INC.
### Broadcasting with Other Major Interests

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<td>Western Union</td>
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**Notes:** A-ASE, N-NYSE, O-OTC and T-Toronto. Some bid prices by Shearson/NEA, Wash. Common A Stock unless otherwise noted. "0" in P/E ratio is deficit. Footnotes: *Placing to make subsidiary, Western Telecommunications Inc., separate company with own stock, still 80% owned by TCI (Broadcasting, Aug. 29) are on hold. Varying perspectives on reasons for delay agree on one point: reaction to offering of microwave relay subsidiary was muted because of uncertainty surrounding breakup of AT&T. Outcome of access charge controversy and other unknowns could affect revenue and earnings of MCI et al., and with broadcast customers of Western TCI switching to satellite, health of AT&T competitors would be essential to take up slack. During year-end-half ending June 30, 20% of revenue for common cable systems came from broadcast users, 22% from cable and 28% from direct-to-home and Sprint. Other potential telephone resale customers include U.S. Telephone and Combined Network. TCI board will meet this week to reassess overall strategy, including possibility of adding Drexel Burnham to existing underwriting team of Blythe Eastman Piper Webber and Merrill Lynch Capital Markets, and creating public market for stock by spinning off shares on pro-rata basis to existing shareholders.
They have a vision

The Center for Advanced Television Studies, a consortium of 10 television program and broadcast equipment manufacturers dedicated to improving television technology, has awarded a $2.5-million grant to the Massachusetts Institute of Technology for the establishment of the Advanced Television Research Program, headed by an MIT electrical engineering professor, William P. Schreiber, the program will involve faculty, students and staff.

The program's first project is to investigate the technology and perceptual basis for various advanced television systems and weigh their economic viability. "If we really want substantially improved [television] pictures and, ultimately, we are talking about theater quality," said Schreiber, "we have to define more precisely what the basic information transmission problem is."


Band's getting crowded

The FCC's Office of Science and Technology has released a report, "Analysis of Technical Possibilities for Further Sharing of the JHF Television Band by the Land Mobile Services in the Top Land Mobile Markets." Among the report's observations is that the "impact of any proposal for increased interservice sharing may be substantial as full-service allotments are filled and low-power television stations are licensed."

Awash in radio waves

The concern of some people about the potentially harmful effects of nonionizing radiation (the kind generated by television and radio stations among others) has little basis in fact and is attributable, in part, to misconceptions created by the media.

Those are among the conclusions drawn by Jane M. Clemmensen in a report, "Nonionizing Radiation: A Case for Federal Standards?" The study was funded by the National Association of Broadcasters.

Nonionizing radiation is measured in terms of microwatts (millions of watts) and milliwatts (thousands of watts) per square centimeter. According to studies conducted by the Environmental Protection Agency, Clemmensen said, 99.5% of the people in 15 large cities are exposed to less than one microwatt of radiation. Of the remaining half percent, some are exposed to between one and 20 microwatts and a few, who live or work in tall buildings adjacent to broadcast antennas, may be exposed occasionally to as much as 100 microwatts. The EPA "has yet to relate any of these levels to public health hazards or to clear them as 'safe' levels," Clemmensen said. "However, other scientific bodies—both governmental and nongovernmental—have found these levels to be free of hazards."

So why the concern among public-interest groups? Part of the problem, Clemmensen said, is that media reports have confused ionizing radiation, which include harmful cosmic rays, gamma rays and x-rays, with nonionizing radiation.

Voice of reason

To make sure public concern about nonionizing radiation does not turn into overly stringent government regulations, the National Association of Broadcasters, the Electronic Industries Association and the National Electrical Manufacturers Association have formed the Alliance for Responsible Nonionizing Radiation Policy. With the help (it is hoped) of other users of radio frequencies, including cable operators and common carriers, said Tom Keller, senior vice president of science and technology for the NAB, the ARNRP will seek the establishment of "reasonable" federal (possibly FCC) nonionizing radiation exposure standards.

According to Keller, the ARNRP would like to see federal standards along the lines of those adopted by the American National Standards Institute. Those standards permit exposure to 1,000 microwatts per square centimeter at VHF and FM frequencies and between 2,000 microwatts and 3,000 microwatts at the upper end of the UHF band. Underscoring the need for industry action, Keller said Massachusetts has already set a standard of 200 microwatts for VHF and FM frequencies.

Advocates of strict standards point out the effects of nonionizing radiation are not fully understood and that liberal standards now could come back to haunt society as toxic wastes and some pesticides have done. "The time bomb theory is there," Keller said, "but it's still awful hard to find anybody who's been hurt" by the radiation.

Further study

The FCC's Private Radio Bureau has announced it is launching a study on the current and future spectrum needs of the public safety radio and special emergency radio services. According to the FCC, the study will provide the commission, public safety agencies and other parties with an opportunity "to further assess" public safety needs. It said it would issue a notice of inquiry to get comments on the issues to include in the study.

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Broadcasting Nov 26 1983 67
As compiled by BROADCASTING, Nov. 11 through Nov. 17, and based on filings, authorizations and other FCC actions.


New stations

FM applications

Kingman, Ariz.—Hualapai Broadcasting Inc. seeks 105.5 mhz, 36.3 kw, HAAT: 3,070 ft. Address: 809 E. Beale St., Kingman, Ariz. 86401. Principal is owned by Chris Sarros, president. It has no other broadcast interests. Filed Oct. 28.

Kingman, Ariz.—Kingman and Northern Broadcasting seeks 105.9 mhz, 100 kw, HAAT: 291 ft. Address: PO Box 401, Camp Verde, Ariz. 86322. Principal is owned by Linda Herlov. Filed Oct. 28.

Kingman, Ariz.—Lynda F. Moore seeks 105.9 mhz, 95 kw, HAAT: 1,648 ft. Address: 10567 Caminito Flores, San Diego, 92126. Principal has no other broadcast interests. Filed Oct. 28.

Springerville, Ariz.—Springerville Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: minus 190 ft. Address: 4619 W. Golden Lane, Glendale, Ariz. 85302. Principal is owned by Robert W. Chapman, who has no other broadcast interests. Filed Nov. 7.

Hot Springs, Ark.—Hot Springs Educational Broadcast- ing Foundation seeks 91.5 mhz, 64 kw, HAAT: 733 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees, from all Hot Springs: Glenn C. Birtges, pastor; Allen Kilby, restaurant owner, and James F. Kincannon, retired. Filed Nov. 3.

North Little Rock, Ark.—North Little Rock Educational Broadcasting Foundation seeks 91.5 mhz, 383 kw, HAAT: 92 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Paul Thomas, pastor; Gary Atwood, school principal, and Harry Watson, auto repairman. Filed Nov. 3.

Fresno, Calif.—JE&H Broadcasters Inc. seeks 97.9 mhz. App. is mutually exclusive with pending renewal for KNAX-FM Fresno. Address: PO Box 961 Crossville, Tenn. 38555. Principal is equally owned by John A. Cunningharn and wife, Helen L. John Cunningham is 10% owner of WINT-TV Crossville, Tenn. Filed Nov. 1.

Long Beach, Calif.—Long Beach Radio Co. seeks 105.5, 1.6 kw, HAAT: 400 ft. App. is mutually exclusive with KNAC-FM Long Beach. Calif. Address: Rt. 1, Box 71, Kell, Ill. 62853. Principal is owned by Debbie Varecha, whose husband is owner of permit for WCEE-TV Mt. Vernon, Ill. Filed Nov. 1.

Los Angeles—Essence Associates seeks 92.3 mhz. App. is mutually exclusive with KPAC-FM Los Angeles. Address: 1500 Broadway, New York 10020. Principal is owned by Essence Communications Inc. (80%), BanC. Corp. (10%) and Minority Equity (10%). The latter TV provide loans to and hold warrants or minority interests several group owners. Principal has also applied for 13 kwh in Los Angeles (see Nov. 21). Filed Oct. 31.

Sacramento, Calif.—JE&H Broadcasters Inc. seeks 92 mhz. App. is mutually exclusive with pending renewal of KAER Sacramento. Address: 821 S. 96th St., Suite 200, Sacramento, Calif. 95825. Principal is owned by John & Cunningham and wife, Helen L. John Cunningham is 10% owner of WINT-TV Crossville, Tenn. Filed Nov. 1.

Sacramento, Calif.—Wong Communications Limited Partnership seeks 106.5 mhz, 25 kw, HAAT: 450 ft. App. is mutually exclusive with WKOD(FM) Sacramento. Addressee of counsel: Richard C. Rowleson, 1901 L St., N.W., (50% each). (S.D.C.) 2003. Principal is owned by (60%) and her brother, Kin Shaw Wong (40%). Kin Sha Wong is applicant for new AM at Citrus Heights, Calif. Are applicants for new FM at Redding, Calif. Filed Oct. 3. Filed Nov. 5.

Salinas, Calif.—Prunedale Educational Associates seeks noncommercial 89.7, 150 kw, HAAT: 1907 ft. Address: 8145 Prunedale North Rd., Prunedale, Calif. 93907. Principal is headed by Dr. E.L. Moon, school principal. Filed Nov. 1.

Sutter Creek, Calif.—Harold Kozlowski seeks 101 mhz, 250 kw, HAAT: 911 ft. Address: 1543 Washington St. East, Charleston, W. Va. 25311. Principal is production c. ractor and air personality at WKCL-FM St. Albans, W. Va. Filed Nov. 3.

Ukiah, Calif.—Laurence C. Nader seeks 94.5 mhz, 2.34 kw, HAAT: 1956 ft. App. is mutually exclusive with KWNM-FM Ukiah, Calif. Address of counsel: Roger McFalls, 701 Sutter St., seventh floor, San Francisco 94120. Principal has interest in CP for Lakeport, Calif. Filed Oct. 31.

Pismo, Colo.—Old Pioneer Broadcasting Corp. seeks 92.1 mhz, 3 kw and HAAT: minus 60 ft. Address of counsel: Jerald Miller, Box 33003, Washington 20033. Principal is owned by Richard Rutledge (80%), Helen A. Spear (10) and C.H. Gibson (10%). Spear owns all voting stock. None have other broadcast interests. Filed Oct. 28.


Key West, Fla.—Key West Educational Broadcasting Foundation seeks 89.9 mhz, 338 kw, HAAT: 130 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal charitable trust headed by trustees: Armando Fernandez (retired C. Charaballo, and Charles E. Elliott, pastor. Filed No. 3.


Mary Esthar, Fla.—CMW Communications seeks 105 mhz, 3 kw, HAAT: 200 ft. Principal is owned by Marion Walker and Cindy Manderon (47.5% each) and Supaporn Lavepunstukun (5%). It has no other broadcast interests Filed Oct. 28.


Mary Esthar, Fla.—Harry A. Sheller seeks 105.5 mhz Address: 2835 W. 4th St., Ft. Lauderdale, Fla. 33326. Principal is director of nonprofit WPLO(FM) Tinville. Filed Oct. 21.

Mary Esthar, Fla.—Lulu Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 191 ft. Address: 703 Berryhill St Milton, Fla. 32570. Principal is owned by Richard A. Taylor and wife, Janet N. (50% each). It also owns WCKC(AM) Milton, Fla. Filed Oct. 28.

Mary Esthar, Fla.—Mary Esther Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT: 238 ft. Address: 4610 N. 15th
Ownership changes

Applications

WQJY(FM) Chickasaw, Ala. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Phillips Radio Inc. to EJM Broadcasting, for $922,000. Seller is owned by William H. Phillips, general manager of station (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Vonne C. (20%). It is also applicable for new FM at Mary Esther. Florida. Pearce has interests in four AM's and three FM's. Buyer is owned by Edmond J. Musil. He also owns WYAT(AM) New Orleans and WAIL(AM) Slidell (New Orleans). Filed Nov. 9.

KMAY(AM)-KLQP(AM) Little Rock, Ark. (1090 kHz, 50 kw; FM: 94.1 mhz, 100 kw, HAAT: 770 ft.)—Seeks assignment of license from Multimedia Radio Inc. to Signal Media Corp. For $4.25 million. Seller is Cincinnati-based newspaper publisher, M$0, production company and group owner. Broadcast division is headed by James T. Lyons, vice president. It also owns six AM's, six FM's and five TV's, including WYAM(AM)-WWEZ(AM) Louisville, Ky., which it recently sold for $3.6 million ("Changing Hands," Nov. 7). Buyer is headed by Philip R. Jonsson, chairman, who is on board of directors for *KERA-FM-TV Dallas.* It also owns KELAM(AM)-KSNV(FM) Tulsa, Okla. Signal must sell KLRM(AM) Little Rock, Ark., in order to comply with FCC duopoly rule. Filed Nov. 14.

WCOP(AM) Warren Robbins, Ga. (1350 kHz, 5 kw) —Seeks assignment of license from WAPA Broadcasting Inc. to Alex Allen Carwile for $275,000. Seller is owned by Willie L. Talton (51%) and Michelle Callahan (49%). Neither have other broadcast interests. Buyer also owns WPDI(AM) Piedmont, Ala. Filed Nov. 14.

WLIH(AM) Fort Wayne, Ind. (88.3 mhz, 10 w [CP 100 ft.; HAAT: 100 ft.])—Seeks assignment of license from Fort Wayne Lutheran Association for Secondary Education Inc. to The Lutheran Association for Broadcasting for no consideration. Seller is nonprofit organization with no other broadcast interests. Buyer is nonprofit organization headed by Rev. Luther G. Strasen, it has no other broadcast interests. Filed Nov. 14.

WLQP(AM) Pittsburgh, Ky. (1600 kHz, 500 w)—Seeks transfer of control of Q Radio Group Inc. from Lenn Pruitt and wife, Mary Ellen (33% jointly; none after), and estate of J.A. Jones (33% before; none after) to John and Lucretia Begley (33% before; 100% after). Consideration is repayment of $50,000 loan to Pruitts and $20,000 to Jones estate. Buyer is joint venture with Pruitts in Pulaski County Broadcasters, permittee of WKEQ(AM) Burnside, Ky. Filed Nov. 15.

WTOI-FM Hammond, La. (103.3 mhz, 100 kw, HAAT: 300 ft.; FM: 98.7 mhz, 100 kw, HAAT: 770 ft.)—Seeks assignment of license from Baptist Broadcasting Inc. to Great Louisiana Broadcasting for $1,750,000. Seller is headed and majority owned by Joe Strother, who also has no other broadcast interests. Buyer is owned by A. Thomas Joyner (85%) and David Wel (15%). They equally own WISP(AM)-WQWD(FM) Kinston, N.C. George G. Beasley, owner of six AM's, seven FM's and North Carolina State University, has option to buy 42.5% of buyer which current multiple ownership rules prevent. Filed Nov. 9.

KTVQ(AM)-Billings, KXLF-TV Butte, KRTV-Great Falls and KPAX-TV Missoula, all Montana (ch. 2; 100 kw, HAAT: 490 ft.; ch. 10, 100 kw, HAAT: 490 ft.; ch. 8, 257 kw, 49 kw, HAAT: 2150 ft.)—Seeks assignment of license from Garycwen Corp. to S.J.L. Inc. for $18.9 million. Seller is owned by Joseph S. Sample and family. It has no other broadcast interests. Buyer is headed by George D. Lilly, former vice president, television operations, Park Broadcasting, Schafta, N.Y. It has no other broadcast interests. Equity financing will also be provided by limited partnerships and venture capital groups.

WQXZ(AM) Taylorsville, N.C. (850 kHz, 250 w)—Seeks assignment of license from Alexander Broadcasting Co. Inc. to Commumida USA Inc. for $130,000. Seller is equally owned by Clifford J. Bond Jr., F. George Bond and Mary Jane Bond. They have no other broadcast interests. Buyer is owned by Dr. Keith A. Wood of Memphis, Tenn. Filed Oct. 28.

WCHI(AM) Chillicothe, Ohio (1350 kHz, 1 kw)—Seeks assignment of license from National Catholic Conference Inc. to Baer Broadcasting Inc. for $400,000. Seller is owned by William H. Burchett (80%) and wife, Betty C. (20%). They have no other broadcast interests. Buyer is owned by Gary R. Bacz, who is WCHI program director. Filed Nov. 15.

KBDW(AM) Eugene, Ore. (1280 kHz, 5 kw, 1 kw)—Seeks assignment of license from Lay Jurica Communications Inc. to L.P. Broadcasting Inc. for $175,000, including $65,000 noncompete agreement. Seller is also selling co-located KEJW(AM) ("Changing Hands," Nov. 21). Buyer is principally owned by Frederick W. Constant president. He is also majority owner of KDTO(AM) Bozio Idaho; KZNF(AM) New Plymouth, Idaho; permittee for KDKU(FM) Florence, Ore., and applicant for new FM at KDKA(AM) on the same site.

WPBM AM-FM Aiken, S.C. (1300 kHz, 500 w-D; 95.1 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of Air Soud Inc. to Community Broadcast Association for $500,000. Seller is headed by president, Diane Foskett, who is also owner of manysy other broadcast interests. Buyer is headed by David Schomacher, anchor for WJLA-TV Washington, as general partner. He is also general partner in WQMW(AM) Rehobeth Beach, Del., and WPJW(AM) Nashville, Tenn. Buyer is 98.9% of WPBM AM-FM with remainder owned by 10 limited partners in cluding Washington Redskinks quarterback, Joe Theismann of Lawrenceville, N.J. (30%), and R. Jumper, program director, Paul Berry. Filed Nov. 9.

WYLO(AM) [formerly WTN] Kingston, Tenn. (1410 kHz, 500 w)—Seeks assignment of license from Kingstar Radio Ltd. to WYLO Inc. for $70,000. Seller is headed by Robert B. Blow, who also owns 80% of WHAM(AM) Humboldt, Tenn., and 20% of WWSS(AM) Mountain Home, Ark. Seller also has half interest in 12 LPTV app.'s. Buyer bought station earlier this year for $22,000 ("For the Record," April 18) Buyer is headed by J. Bond, president; Alex Allen Carwile for $65,000, who also owns 80% of WWJ(AM) Boise, Idaho; KZ/NFM(AM) New Plymouth, Idaho; permittee for KDKU(FM) Florence, Ore., and applicant for new FM at WPJW(AM) on the same site.

KRIG(AM) Odessa, Tex. (1410 kHz, 1 kw)—Seeks assignment of license from BBC Broadcasting Inc. to Permian Basin Broadcasting Co. for $800,000. Seller is owned by Jim Blackmer, who has no other broadcast interests. They bought station in 1980 for $850,000. Buyer is owned by L.E. Hawkins and son, W.L.; Gene Garrison, Ray Henry and John Northcut. Hawkinses own KURV(AM) Edinburg, Texas, and Northcut is manager of KPBC(AM) Edinburg, Texas, and KCWJ(AM) Odessa, Texas. Filel Nov. 10.

WKJY(FM)(CP) Christiansted, St. Croix, V.I. (95.1 mhz, 50 kw, HAAT: 990 ft.)—Seeks transfer of control of Radio Division Inc. from John F. Himmel (95%), noncompeting interest after) to Jonathan K. Cohen (49% before; 100% after). Consideration $510. Seller is permittee of WFKJ(FM) Plantation Key, Fla., and 46.5% owner and general manager of WWUS(AM) Big Pine Key, Fla. Buyer has no other broadcast interests. Filed Nov. 3.

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Broadcasting Nov 28 1983 70
**Summary of broadcasting as of July 31, 1983**

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<th>Service</th>
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<td>Aural STL &amp; intercity relay</td>
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* Includes off-air licenses.

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**Proposed**


- **Yucaipa, Calif.** — Shepherd Communications proposed assignment of ch. 215A to Yucaipa; community’s first non-commercial educational FM service. Site restriction of 4.6 miles east of Yucaipa. Mexican concurrence must be obtained. Address of counsel: Donald L. Crosby, Florida National Bank Building, 700 Central Ave., P.O. Drawer 1441, St. Petersburg, FL 33732; comments due Jan. 10; reply comments, Jan. 24. Address: P.O. Box 777, Yucaipa, CA 92599. Adopted Nov. 2.

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**Allocations**

- **Television license (10%)**. Buyer is owned by Terry D. Reed (49%); his wife, Laura W. (18%); Jesse D. Newman and his wife, Anna L. (25%). YES Newman also owns WBUCAM (B)uckhannon, W. Va. Action Nov. 9.

- **WFYAM (AM) Geneva, Ill. (1480 kHz, 1 kw-D)** — Granted assignment of license from General Broadcasting Inc. to Gamel Broadcasting Inc. for $35,000 including assumption of $260,000 debt and $56,000 noncompetitive agreement. Seller is licencse of WMFMAM-WYRL (FM) Chicago, Ill. President and 35% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Casers and son J. E. (50%) (joint). GAM will also assign its license to Gamel is farm director at WSDR (AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Will both cease employment upon FCC approval of application. Action Nov. 7.

- **WBPC (AM) Stanton, Ky. (1470 kHz, 1 kw-D)** — Granted assignment of license from killer Wells to Jerry Wilson for $67,000. Seller has no other broadcast interests. Buyer is on-air personality at WBFC. Action Nov. 7.

- **WKZL (AM) Kalamazoo, Mich. (1470 kHz, 500 w-D)** — Granted assignment of license from Circle Corp. to Independent Voice Inc. for $120,000. Seller is owned by Walter Ibert (51%) and Larry Kronenberg (49%). It has no other broadcast interests. Station has been off-air since May 29 because of financial difficulties. Buyer is owned by Edward C. Wiss (52%), Eric J. Elsetro (30%) and Linda L. Gill (18%). Gainer is currently director of news and operations, and is to co-commentate, report on WUSM/AM St. Joseph, Mich. Will both resign. Gill is formerly reporter at WJSJ. Action Nov. 7.

- **WLCA (AM-WYJY) Providence, R.I. (920 kHz, 5 kw-D)** — Granted assignment of license from Associated Christian Enterprises to B.R. and Clayton Math, for $100,000. Seller is owned equally by James R. (Ron) Mitchell and Larry Dunlap. Both are Baptist minister and have no other broadcast interests. Buyers are husband and wife. Mark Bonfils is assistant program director at WXQI/AM New Albany, Miss. B.R. (Robert) Clayton is shift foreman with Teneco Inc. Action Nov. 7.

- **WHJAM (AM-WIUYY) Providence, R.I. (920 kHz, 5 kw-D)** — Granted assignment of license from Frank's Broadcasting Co. Inc. to Federal Communications Corp. for $8,85 million (broadcasting, July 4). Seller is owned by John E. Franks, president, who has no other broadcast interests. Buyer is owned by Robert E. Fish (75%) and Janet R. Korgor (25%). Fish is vice president and general manager of WRKO/AM (Boston). Action Nov. 4.

- **WBOL (AM-WSVT-FM) Bolivar, Tenn. (1550 kHz, 250 w-D, FM: 96.7 mhz, 3 kw, HAAT: 300 ft)** — Granted transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55%) before, after, none to Warren H. Mitchell (45%); owner (no more). Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Granted Oct. 9.

- **WIDD-FM Elizabethton, Tenn. (99.3 mhz, 3 kw, HAAT: minus 79 ft)** — Granted assignment of license from Southern Signal Corp. to Norman A. Thomas Jr. for $500,000. Seller is equally owned by H. Curtis Williams, president, and H.K. Garrett, secretary. Seller has no other broadcast interests. Buyer is owned by Jack T. Coid (90%) and his son, J. Michael Cloyd (10%). They also own WKKW (FM) Clarksville. Action Nov. 4.

- **WPQZ (AM) Clarksburg, W. Va. (1400 kHz, 1 kw-D)** — Granted assignment of license from The Gilbert Corp. of West Virginia to Radio Two for $387,500. Seller is owned by Edward T. Giller. who also owns WBGAF-AM-FM Aliquotta, and WEIR/AM-AM Weinton, W. Va. Buyer is owned by Jack T. Coid (90%) and his son, J. Michael Cloyd (10%). They also own WKKW (FM) Clarksburg. Action Nov. 4.

- **(CP) KLJWTV (TV) Cheyenne, Wyo. (ch. 27; 4727 kw., 427 kw; HAAT: 760 ft)** — Granted assignment of license from The Chryscorn Co. to Heart of Wyoming Television Inc. for $21,500. Seller is headed by Daniel M. (Larry) Thomas Jr., Richard Cady, and Wanda B. L. Jurick. Seller also owns KKWY-TV and KCVY-TV; KCWO-TV. Knder and KWWY-TV Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr. President and 90% owner of station owns 50% of applicant for new TV at Casper. Action Nov. 7.

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**Rulings**


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Broadcasting Nov 28 1983

71


Actions


Adopted Oct. 31.


Call letters

Applications

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<td>WOAC</td>
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<td>WBNB</td>
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Grants

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<td>Michael P. Fontaine, Newport, Wash.</td>
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KSUZ-TV
Helen Oman, Aiken, Va.
International American Broadcasting Co.
Inc., Glendale, Tex.

KJTV
Unity Broadcasting Co. of Washington State
Inc., Everett, Wash.

Existing AM's

WGSA
WIEZ Blackshear, Ga.

WWON
WXDL Cicer, Ill.

WGBR
WHLT Huntington, Ind.

KNNL
KNEX McPherson, Kan.

WKAZ
WGKV St. Albans, W.Va.

KJFU
KJIM Fort Worth

KLHT
KREM Spokane, Wash.

WLKE
WGZS Waupun, Wis.

Existing FM's

KDEA
KAWP Atchison, Kans.

WJJR
WHUZ Huntington, Ind.

KBBB
KXFM McPherson, Kan.

KGAY
KHSL-AM Russell, Kan.

WKLG
WJBL-FM Holland, Mich.

WNJR
WOEA Rogers City, Mich.

KCFX
KIEE Harrisonville, Mo.

KBIT
KOKK-FM Billings, Mont.

WCLN-FM
WBZ-FM Clinton, N.C.

WQQK
WMFK Hendersonville, Tenn.

WWNU
WKBJ-AM Milan, Tenn.

KAMK
KZOM Orange, Tex.

WGMO
WSAM-AM Medford, Wis.

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HELP WANTED MANAGEMENT


Chief engineer: WSM AM/FM. Knowledge and experi- ence essential. Resume to: General Manager, WSM Radio, PO Box 100, Nashville, TN 37202. EOE.

General manager: WTUP/WUSE, Tupelo-Baldwyn, Mississippi. #3 market in state. Healthy economy Call Zane Roden, 601-945-1515. EOE.

West Coast—California growth-oriented broadcast- ing group seeks experienced GM, with strong sales background. If you are profit-minded, people-oriented, and desire to grow with a strong nucleus of like-minded broadcasters, call 209-222-2077.

The right stuff: have you got it to manage AM/FM combo in highly competitive suburban New York City area? Good salary plus significant bonus. Track record a must. Resume to Box 46-G. EOE.

17,500 watt non-commercial FM needs manager/ teacher of broadcasting. Good pay, benefits. Resume and references to Raymond Clarke, Kent County Pub- lic Schools, 301 W Washington, Chesapeake, MD 21620, 301-778-1956. EOE.

General manager. Today one station, tomorrow two, three the next year, and we are looking for a selling general manager for Washington DC gospel AM. Oppo- sition is heavy but the rewards are results-oriented as corp- oration acquires additional broadcast properties. Minimum 5-7 years in radio sales, 3-5 years manage- ment responsibilities. Resume and salary requirements to Jameson McQueen, 3262 Chestnut Street, NW. Washington, DC 20005.

Seeking general manager. Must have proven leader- ship abilities and experience in all areas of AM & FM station management. We offer top challenge, high growth potential, competitive compensation plan and excellent benefits. Southeastern location. Send re- sume to Box G-82. EOE.

Christian radio group owner seeks management pro- fessional with demonstrated successful administrative management experience. Owner is highly motivated, with proven success in sales, administration, and pro- motion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, ad- voiding the pitfalls of too many qualified companies. The company is well-established, over 20 years, and growing fast. We know our market and our mission. We’re looking for an experienced manager/administrator who understand- how to make things happen and get things done. Age is not important—but past experience and performance record is very important. To amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broad- casting Company. 10941 East 28th Street, Independ- ence, MO 64052.

Killer GM needed for contemporary class C, prosper- ous top 100 Sunbelt market. Write Box G-87.

Sales manager. Growing FM seeks goal-oriented leader for highly rated A/C in Lima, Ohio market. Earning potential to $20K first year. Send resume and salary history to Chris Caggiano, President, WKKI, Celina, OH 43522.

Manager for new FM in eastern New Mexico competi- tive market. Strong sales background a must. Equity position available. Box 30523, Midland, TX 79712.

HELP WANTED SALES

Top rated WHBC AM/FM, Canton, Ohio, seeking ac- count executive with major account and direct selling experience. Cover Ohio, including Cleveland and Clevel- umbus. Good compensation and benefit package. EOE. Call Mike Mahone, 216-456-7165.

South Florida. Want successful radio sales profession- al, preferably satisfied in present radio sales position except for insufficient yearly income due to small mar- ket size. Desires move to a top facility. Our market (250,000 & fast growing) could solve your financial problem. Strong AM/FM sales for years (AM contempo- rary mix & FM news-talk). Twenty-five year stay. Demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.

Immediate opening for account executive with agen- cy and College experience. Must have at least 3 years in great radio market. EOE. Send resume and salary history to: Bill Cardias, WCOL, 195 E. Broad St., Columbus, OH 43215.

Suburban top 50 upstate NY contemporary country seeks aggressive salesperson to join expanding, ag- gressive station. Great opportunity with a potential! Resume & references to PO Box 374, Planetarium- Stray, NY 10004.

Ag network radio sales. Fast growing nationwide rep firm seeks salesperson with 2-year minimum in broadcast sales. Growth position, management potential. 40% travel, by air, existing account list, major cities. NW suburban Chicago location. Base + Commission + unique benefits. Send resume and sales background to: Send current resume, income requirements to Box 49. All applicants treated with confidence.

Bums Media’s Management Access Network is look- ing for sales managers: AM & FM facility in growing Rocky Mountain community. FM sales manager for far West Megatrend City. Send resume to Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE, M/F.

Sales manager. Growing group owner is seeking ener- getic, aggressive, promotion-minded individual for new FM acquisition in Joilet, IL. Strong salesperson with ability to motivate. Good compensation, benefits, with room to grow. EOE. Send resume, letter, and salary history to: Bob Channick, CHB Venture, P.O. Box 14697, Chicago, IL 60614-0877.

Career-oriented radio account executive. Minimum 2-years experience with one of Atlanta’s highest rated radio stations. Person must have experience in retail development and advertiser marketing needs. EOE. Send resume: Sales, PO. Box 54577, Atlanta, GA 30375.

Account executive. An opportunity exists for a talent- ed sales professional to join Group Ws KOAX-FM in Dallas, Texas. We will be adding a person to our agen- cy sales unit in early 1984. This position must have skills in the following areas: radio production/voice over. We desire a talent to win. Send a letter telling yourself and why you think you’re ready for this challenge, along with resume, to: Jack Sabella, 6 GSX-KOA-FM, 400 S. Houston St., Dallas, TX 75202.

HELP WANTED ANNOUNCERS

Montana’s Superstation is looking for personality-orien- ted on-air personnel. We are an adult contemporary, 100,000 watt FM station. Please send tape and resume to: Dave Stillit, P.O. Box 3129, Great Falls, MT 59403.

FM drive position open. Great station and benefits. Send tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Top Christian station seeks experienced announcer for fulltime evenings. Creative commercial production desired. Adult contemporary Christian format. Send tapes to: Program Manager, WNDN, 2407 9th Ave., Huntsville, AL 35805-4196.

Self-starter, professional to work for adult-contempo- rary FM in central California. Garry Brill, KIQQ, P.O. Drawer "Q", Atascadero, CA 93423.

HELP WANTED TECHNICAL

Sunbelt 50kw AM directional and class C FM needs experienced chief engineer immediately. Good equip- ment. Room for advancement with group owner. Call Dick Lange, 601-948-1515.

One of America’s finest radio groups is looking for hands-on engineer to assist rebuilding state of the art AM/FM facility. Total professionals who want to be involved in our next successful field project immedi- ately to Bill Elliott, Chief Engineer, WA/ZZ/KIW, 1 Quipliap Avenue, North Haven, CT 06473.

Chief engineer—Sunbelt market. If you’re tired snow and cold and quality, you can earn $25,000 p 6 year in a superior style in the Southwest. All AM FM combo seeks state-of-the-art engineer to assume studio maintenance, repair and quality control. Minu- mum 5 years experience as chief engineer and desire to produce the best S A product possible. New stel- dos on the horizon, so apply now and help build lia- future. Both stations are successful, old line properties with a history of innovative successful operation. V check all references and require complete work histo- ries and references. This is a once in a lifetime oppor- tunity for the right individual. Equal opportunity employer. Write Box G-97.

HELP WANTED NEWS

100,000 watt public radio station (NPR affiliate) seeks news and public affairs director. Supervises all new programming activities, including the development of pub- lic material for local, state, regional, and network broadcast. Supervises professional and student news staff of 4 BA/BS degree preferred. Strong community involve- ment. Attractive hourly rate, plus benefit package. Send resumes to: RNV, 475 Hampshire St., Suite 1009, Cambridge, MA 02138.

Seeking highly motivated, committed Announcer and Host for the next two years. Salary: $17,879, plus ben- fits. Non-returnable tape auditions required. Deadline: December 1, 1983. Send resume to: Chair, Next Search Committee, WUFF-FM, 2104 Weir Hill Gainesville, FL 32611. The University of Florida is an equal opportunity institution and encourages applications from minorities and women.

News/talk position for experienced professional. JC a station dedicated to strong local involvement. See tape/resume to Mike Moran, WALE, Box 208, Fall Riv- er MA 02722. An equal opportunity employer.

Newsperson, Min. 1 yr. exp. Mature. West Coast meri- cum market. Resume to Box G-83.

Newscaster/classical enthusiast, 5 AM rewrite, late music, 5 days. Tampa Bay Concert. WXQR, Box Safety Harbor FL 33752.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Production director. Top easy listening FM in northe- New England seeking creativity—the ability to write and produce, and see and "ear-checking" commercials; p and p. Non-sharers supervise the production of other. Send resume and production samples to: Peter Thin WHO/WHOM Radio, Rt. 26, Poland Spring, ME 04274. EOE.

Radio production coordinator. University radio at- tion. Immediate opening, requires two years minimum college, BA preferred, five years on experience in radio announcing, audio production, supervision announcers, and production technicians, oversee broadcast operations. Extensive experience with technical and production skills. Starting salary $16,000 annu- al with generous benefits. Submit letter of application resume and air check to: Frank Roberts, KSU/KFA FM, Murray Center, University of Kentucky, Lexing- ton, KY 40506-1930, or cal 509-335-6626. Closest date for applications is October 9, 1983. WSU is an EEO/affirmative action employer.

Corporate program/production director needed for Chi- cago Radio group. Bott Broadcasting Company looking for a proven professional with solid experience Must be highly motivated, committed to quality, or very creative. Must have ability to manage others or control projects. Must have both production and sales background. The ideal candidate must be a part of Christie broadcast- ing. send resume and summary to: Dick Bott, President, Bott Broadcasting Company. 10906 East 28th Street, Independence MO 64052.

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General manager: who's been in the winner’s circle for 20 years managing AM/FM. Successful, highly organized professional with all the basic management skills. Aggressively consistent in producing sales and profits. Looking for an owner who wants a winner. Write Box G-39.

GM: former GM, GSM, national rep, looking for an owner who wants a manager that can sell, not just a senior salesman to manage. I’ve turned two around. Presently under-employed, looking for another challenge. Box GI-49.

Former medium market GM with major market experience looking to move up. Seeking challenge and growth. Bottom-line oriented, great credentials. Write Box G-61.

Experienced manager seeking management position in Phoenix and vicinity only. Phone 814—695-2248, or write Mr. L. J. Fintel, P.O. Box 521, Dunclay, PA 18663.


Aggressive radio professional seeks general manager position. Southern New England-Suburban New York. Prefer a broad station management experience, including selling manager and on-air program director. Presently employed. Write Box G-69.

Experienced manager/annoncer (first phone) seeks general manager position. Sales-oriented/community minded. Ability to train own salespeople. Not a free-loader, easy to work with, or drunken—just results! Prefer: NY state, Older, mature adult. Write Box G-95.

Experienced 19 year veteran with VP-GM and GSM experience in small, med, and large markets. Interested in a move in the Rocky Mts. or West. Successful turn-around, strong collections, good knowledge of FCC, ability to train staff. Strong sales background with RAB, Welsh, Jennings, Lotos and International Newspaper Institute. Currently employed. Available for on-site interview. Call 303—244-4477.

SITUATIONS WANTED SALES

Mature, experienced 1st phone combo with radio/TV sales. Prefer West or Southwest location. 701—839-6362.

Started as jock. After 2 years of promotions, I’m operations manager, wabilities in everything from traffic & billing to sales & production. Write Box G-92.

SITUATIONS WANTED ANNOUNCERS

First phone, degree, Radio or TV announcer. Galvin James, 105-52 132nd St., Richmond Hill, NY 11419. 212—659-5264.


Experienced announcer wants full time air shift imme- diately. One year experience, Sports background. Ready to go anywhere now! Jon Thomas, 309—659-2318.


SITUATIONS WANTED TECHNICAL

Looking for a position as a chief engineer in a medium or major market radio station(s). I have 10+ years experience in this chosen field. I believe in and practice professional engineering techniques with techni- cal references. Contact: Robert King, 3450 Procyon Avenue, Las Vegas, NV 89102. 702—876-5153.

SITUATIONS WANTED NEWS

Writer/producer in network radio/newsroom seeks re- porter/anchor position in large NY/Maj-market on-air experience. Write Box G-29.

Ambitious sportscaster with experience can provide PBP in football, baseball, basketball, & hockey including interview work & sportscasting. Interested, call Mike Kelly, 312—852-2452.

Aggressive, award-winning, major market news di- rector seeks new challenge in larger shop. Box G-41.


Talented sportscaster/news reporter seeks challeng- ing news or sports position. 5 years experience. B.A., journalism. Kevin, 913—827-2383.

Sports/news position sought. Classic basketball PBP, color commentator, & objective, & Bob. 201—763-5587 at 4 EST.

Excellent easy listening, soft contemporary announcer seeking long-term commitment with medium/major operation. Mature voiced. Mature minded. Steve, 516—423-6526, or write Box G-104.

San Francisco Bay newsmen with seven years expe- rience; aggressive self-starter committed to quality. Excellent writing, production, ad-lib skills. 415—858-0745.

SITUATIONS WANTED PRODUCING PRODUCTIONS, OTHERS

Professional radio productions—spots, IDs, promos, as low as $2. Write Box G-3.

Trained in small market. The can-do man of the station. Copy, production, sales, promos, even live. Joe, 305—296-6880.

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HELP WANTED SALES

Account executive: number 1 VHF station in coastal market is looking for a career oriented achiever with a successful sales track record. Group ownership, benefits and commission. Bob, 229-1224, c/o WNET-TV, Box 988, Greenwich, CT 06834.

HELP WANTED TECHNICAL

Transmitter/microwave supervisor of studio mainte- nance experience. 3-5 years experience, AM/FM broadcast knowledge, FCC 1st Class operator, & 1st Class op- licence for San Antonio, New Harris VHF transmitter and microwave. Call E. Doren, Director of Engineering, 515-731-4911, or write PO. Box 7126, Austin, TX 78731.


F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel and possess good client relations. The position requires digital and solid state broadcast maintenance background. Fascination with radios, tape recorders, tele- phon equipment and audio. Some weekend and holiday work. Competitive salary, liberal overtime and major company benefits. Call or send resume to Mr. Law- rence Nadler, Director of Engineering, F & F Produc- tions, Inc., 10339 Gandy Blvd., St. Petersburg, FL 33702, 813—576-7676. A division of Hubbard Broadcast- in. F & F Productions is an equal opportunity em- ployer, M/F.

Assistant chief engineer with growth potential and good technical training for south Texas VHF EOE. Box G-84.

VHFCB affiliates seeks assistant chief engineer. Must possess general class FCC license. Resume: Don King, CE, KLKB-TV, Box 1559, Lubbock, TX 79408.

Consulting engineer with extensive national practice seeks one or two experienced, qualified engineers. Must be a self-starter and willing to work. Degree re- quired in EE. Must be willing to pursue registration. Call or write now for opportunity for growth. No clock-watchers or drifters. Reference will be re- quired. Salary based on qualifications and perfor- mance. Resume to Box G-36.

Production minded engineer with sound technical qualifications and ability to train and supervise operat- ing personnel. Send resume Box G-100.

Television technician: Minimum 1 year experience in TV camera, video tape decks, and other video equip- ment repair. Must have diploma from accredited elec- trical school or field related institution. Full-time posi- tion. Send resume to United Cable Company, Box 252, Westlake, OH 44145. Reply to: United Cable of Colorado, Attn: Director of Engi- neering, 6850 South Tucson Way, Englewood, CO 80112. An equal opportunity employer.

HELP WANTED NEWS

News producer. Experienced, innovative producer for dynamic 50 market. This is a position of responsibility. Will be expected to always be 'in the mix' as a small news operation. We’re looking for a top producer and we’re offering a showcase for the right person. Send resume to Box G-50. Equal opportunity employer.

News director - small market, group-owned, ABC affili- ate, Midwest, seeks current assignment editor or assis- tant news director to lead large well-equipped news department. Current openings require a minimum of 3 years experience. Send resume and salary requirements to Box E-44. Equal opportunity employer.
Service, needs ca's.

Profit to commercials, promotion,ing the 6 reasonable. Salary Sunbelt Market & Porricelli, Primo People, Producer, KOCO Please judgement major market. 18,000. want motivated, and can bring exciting resume only importance. Inquiries confidential.


On-line editor wanted for evening staff position at state-of-the-art post production facility in Hollywood. Successful candidate must have at least 2 years experience working on a fully computerized system with digital effects. Much one and/or Quantum experience extremely desirable. Excellent salary and benefits offered. Please call Michael Levy, 521-460-5333.

TV program manager: Responsible for day-to-day operations and long-term planning for TV programs. Must have experience in acquisitions scheduling and production, budgeting and FCC compliance. At least 5 years of experience required. Excellent opportunity for a major market commercial experience preferred. Send resume to: Wendy Wood, WNYC, 1 Centre Street, New York 10007. EOE.

Florida Suncoast. Join our growing team in the sun. We are a 24-hour day, 7 day-a-week, non-commercial facility servicing major corporate clients. Strong local base. Our current expansion has created the following opening for a new position. Must be sales-oriented and familiar with the daily operation of a videotape facility. Should be able to bring new approaches to the marketing of our services to industrial and commercial clients. Creative production experience preferred. EOE: Experienced in computer-assisted editing, type C 1 and digital effects. Good rapport with clients and a solid understanding of the post-production process for film and video. Excellent trouble-shooting and maintenance at the component level. Familiar with digital circuitry and software. If you are a salesperson and want to work in a pleasant environment, apply today! Send resume and salary history in confidence to Box G-102.

Producer/writer: The Chicago Office of a major professional organization is seeking a producer/writer for media programs. Five years hands-on experience in the production of broadcast-quality programs and ability to write creatively for all media required. Experience in live TV production and knowledge of health care management issues is desirable. BA in communications preferred. Responsibilities will include writing and producing media programs for national distribution via satellite and mail order, as well as coordinating all production elements while strictly adhering to budgets and schedules. Position offers a good salary and generous benefits. For prompt, confidential consideration, please submit resume with writing samples and salary considerations to Box G-106. AAVE/MPH/V.

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill Mc Donald. We, his staff, have paid for this ad. He is a great general manager, has been in the entertainment management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does public relations. He is available immediately. Call him: 512-727-7799, 512-727-8886.

Experienced broadcasting manager seeking management position in the Philadelphia area and vicinity. Phone 614-695-2248, or write Mr. L. J. Finletter, P.O. Box 521, Darien, Illinois 60561.

SITUATIONS WANTED SALES

Aggressive recent SU/IL grad seeks entry level position in sales/marketing with advancement potential. Midwest/Southwest Dept. 713-484-3500. 12801 Ron- don #1801, Houston, TX 77034.

SITUATIONS WANTED TECHNICAL

FCC general license with radio endorsement techni- cian. One year administrative (also some technical experience) in radio. Excellent opportunity. Entry level buck, willing to relocate. Phone 212-613-1616, or write Joe Caruso, 1366 72nd St., By, NY 11228.

SITUATIONS WANTED NEWS

Sportscomment in medium market looking for a station with a true sports commitment. Send resume to: 804-266-1716.


Female cable reporter, producer, editor, all in one. New looking to relocate to larger market. Box G-43.

Sports anchor/reporter, young, experienced and professionally enthusiastic. Seeking full time TV position. Solid, award-winning reporting and PB backdrop.人生的阴影，心头的真谛。
Situations

Well your station. 

Forming a challenging situation; seeking general manager position, former owner, with new engineers.

GEOFF

Compensation benefits, plus position of accepting applications.

Major

ply with resume and commensurate performance incentives with base.

Compensation package geared to generous performance incentives with base commensurate with your experience. Reply with resume and cover letter stating your short and long term goals. All replies confidential. EOE. Write Box G-94.

Help Wanted Technical

VICE PRESIDENT-GENERAL MANAGER: 8 STATION GROUP

Four AM/FM pairs in attractive northeast/midwest markets need sales-oriented, financially sophisticated chief operating officer to run and build this 27-year-old group. Proven track record of individual and multiple station management a necessity. Your success will determine the speed of addition of new acquisitions. Compensation package geared to generous performance incentives with base commensurate with your experience. Reply with resume and cover letter stating your short and long term goals. All replies confidential. EOE. Write Box G-94.

Help Wanted Management

34-YEAR-OLD FORMER OWNER

Former owner, with New York rep experience, seeking general manager position, in medium-small markets. I need a stimulating and challenging situation; you need someone to run your station. Let's get together. Reply Box G-105.

Situations Wanted Management

For Fast Action Use BROADCASTING'S Classified Advertising

HELP WANTED MANAGEMENT

California State University, Northridge. Campus radio station, $2103-2135 per month. Under general direction of the director of broadcasting - KCSN, administers, supervises, provides long range planning and development of the University's public radio station. Formulates budget and fund raising activities. Serves as station liaison. Requires 4 year degree (Masters preferred), 3 years professional radio station management experience, and appropriate FCC license. Apply to Office of Personnel & Employee Relations, 18111 Nordhoff Street, Northridge, CA 91330. An equal opportunity/affirmative action. Title IX and Section 504 (handicapped) employer.

Help Wanted Technical

CHIEF ENGINEER

Major group broadcaster is now accepting applications for the position of chief engineer for AM/FM combo. Excellent salary and benefits, plus full technical support. Only experienced chief engineers with strong technical as well as administrative skills should apply. Resume to Box G-93. EOE.

Help Wanted Management

PUBLIC INFORMATION SPECIALIST


TELEVISION

We are a highly visible, major force in the communications industry with a key position for a dynamic professional to direct our sports sales activities.

We are seeking an articulate, self-starting professional with demonstrated success in high-level broadcast sales. You should have the executive presence to represent us at the corporate level, along with the communications skills vital to senior management negotiations. Ideally, you are a sports enthusiast with a track record in organized sports and/or sports communications, and have the ability to execute fresh new concepts.

If you are a qualified professional seeking the kind of innovative, broad challenges this industry leader has to offer, we are interested in hearing from you. This position commands a top compensation package, with outstanding fringe benefits. Inquire by forwarding resume including salary history and requirements, in strict confidence to:

Box MBWB 3325
261 Madison Avenue,
New York, New York 10016
An Equal Opportunity Employer M/F
Help Wanted Management
Continued

EXECUTIVE ASSISTANT
As executive assistant, you will be required to provide diversified staff support to the Director of the Annenberg/CPB Project. Experience with grant-making, including review of applications and oversight of funded projects is required; as well as recent/extensive work experience in education, educational telecommunications or public broadcasting. A college degree is required, Ph. D. preferred. We offer a salary ranging from $33,432 to $48,107, and many other excellent benefits. Interested and qualified applicants should forward their resume before close of business December 15, 1983. We are an EOE.

The Annenberg/CPB Project
1111 Sixteenth Street NW
Washington, D.C. 20036

Attn: Ms. M. M, Collins
Personnel Office

Help Wanted Technical
Continued

ENGINEERING

FIELD SUPERVISOR
WOR-TV, an RKO station in New Jersey seeks skilled supervisor to assist in the management and administration of the engineering department.

Responsible for all ENG operations and facilities including microwave links, ENG vans, remote bureaus, in-house editing functions and remote surveys as necessary.

Qualified applicants should have TV broadcast technical training plus five years in major market commercial TV news operation. Training should include two or more years of electrical or electronic engineering. In addition, candidates should be experienced in ENG microwave operations and be willing to work flexible hours.

Candidates with supervisory or management experience plus FCC general class license strongly preferred.

Salary commensurate with experience. Please send resume including salary history in confidence to:

PERSONNEL DEPARTMENT
WOR-TV
1440 Broadway
New York, NY 10018

Equal opportunity employer. M/F/H/Vets.

HELP WANTED

TELEVISION CAREER OPPORTUNITIES
Get in on the ground floor!
An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

IMMEDIATE OPENINGS
for experienced, qualified professionals in all staff positions, including:
- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

HBI ACQUISITION CORPORATION
18103 SKYPARK SOUTH
SUITE D
IRVINE, CA 92714

NEW INDEPENDENT TV STATION
NEW ORLEANS, LA
Growth opportunity. New station, signing on in February, 1984, now interviewing applicants for positions in all departments. Candidates sought for management, as well as technical and clerical support levels. Prefer background in television and/or related communications fields. Should be able to thrive under stress, adversity fluctuating hours, and a hard-hat construction environment. Send resume and references to:

P.O. Box 50069
New Orleans, LA 70150-0069
EGE,MF

HELP WANTED MANAGEMENT
CONTINUED

The Annenberg/CPB Project
1111 Sixteenth Street NW
Washington, D.C. 20036

Attn: Ms. M. M, Collins
Personnel Office

CLASSIFIED ADVERTISING

BROADCASTING ENGINEER
KLCS-TV, Channel 58 in Los Angeles is conducting a search for Broadcasting Engineers.

To be considered, applicants must have a minimum of three years of experience within the past seven years in a TV broadcasting facility, including responsibility for the operation and maintenance of all technical equipment used in color video production, recording, transmission, and the maintenance of FCC-required logs and reports. Fifteen to twenty-five years of the required experience must have included the supervision and training of telecommunications personnel and technical crews and the maintenance of the required logs and performance reports.

The monthly salary range is $2,495 - 3,109. For more information: call (213) 742-7761. Applications will be accepted until December 9, 1983.

Los Angeles Unified School District
P.O. Box 2298
Los Angeles, CA 90051

Equal Opportunity Employer

For Fast Action Use
BROADCASTING's Classified Advertising

Broadcasting Nov 28 1983

79
Help Wanted Technical
Continued

NEW YORK CITY
PUBLIC BROADCASTER SEeks FOLLOWING POSITIONS
TV technical operations manager, manage broadcast and recording operations, production services and tech-
nical maintenance. Responsibilities include directing supervi-
ses in staffing and on-air performance in broadcast operations directing production manager in all aspects
of studio production. ENG and EFP, directing staff in maintaining TV tech facilities and equipment assist-
ing in staff training. Must be maintenance-orientated and have hands-on experience. Min. 3 years experience
as a TV ops mgmt. BSEE preferred. Salary up to $35K. TV systems engineer, responsible for project con-
cepts and design, providing detailed engineering for sys-
tems. Engineering aide: qualified experience producing
of installations. Must be maintenance-orientated and have hands-on experience. Min. 3 years experience
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Help Wanted Programing, Production, Others

SFC
Santa Fe Communications is now hiring television professionals to produce portions of a national, daily Catholic televi-
sion program. We have immediate need for:

STAFF PRODUCERS
TELEVISION SCRIPTWRITERS
DIRECTOR/CAMERAPERSON
VIDEOTAPE EDITORS
PRODUCTION ASSISTANTS
Salary and benefits compare favorably with industry standards. Send resumes, demo tapes, and/or script samples to: Santa Fe Communications, Personnel Department, P.O. Box 8034, Ann Arbor, MI 48107. Phone inquiries welcome at 313-665-5931. Only after a resume has been received.

Help Wanted News

NEWS ANCHOR & INVESTIGATIVE REPORTER
The Christian Broadcasting Network, Inc., an evangelical
Christian television ministry with headquarters in Virginia Beach, VA, has immediate openings in its news department in the following positions: News an-
chor person with proven on-air television ability to an-
chor eight 90-minute newscasts. The degree candidate must have 3 to 5 years experience, with ability to do investigative research on package stories. Also, investigative reporter to investigate and prepare news related stories for television broadcast. Requires a four-year degree in broadcast journalism, and minimum of 5 years news experience. This position is based in Washington, DC. Send resume, 1/2 inch video cassette of recent work and salary history in confidence to: Personnel Manager. The Christian Broadcasting Network, Inc., CBM Center, Virginia Beach, VA 23456. CBM is an equal opportunity employer.

For Fast Action Use BROADCASTING's Classified Advertising

ECONOMICS REPORTER
The Christian Broadcasting Network, Inc., a christian television ministry, located in Virginia Beach, VA, has immediate openings in its news department for a reporter with economic expertise. The degre candidate must have a minimum of 5 years related experience in analysis of market economic trends and familiarity with the Wall Street environment. On-camera experience required along with a combination back-
ground in economics. This position is based in Virginia Beach, VA for the present. Send resume, 1/4 inch video cassette of recent work and salary history in confidence to: Personnel Manager, The Christian Broad-
casting Network, Inc., CBM Center, Virginia Beach, VA 23456. CBM is an equal opportunity employer.

TV REPORTER/PRODUCER
Salary $15,000. A Pacific NW public television station seeks a professional to assume both producer and on-camera reporter posi-
tions of the station's independent programming segment. A successful candidate will be a self-starter. Salary $15,000.

NETWORK NEWS DIRECTOR
The Christian Broadcasting Network, Inc., a christian television ministry, is seeking a senior news executive to take charge of all worldwide news activities within CBN. A successful candidate will have a degree in journalism or related field, possibly some production journalism ex-
perience, and a minimum of 10 years news experience. Send resume, 1/4 inch video cas-
sette of recent work and salary history in confidence to: Personnel Manager, The Christian Broad-
casting Network, Inc., CBM Center, Virginia Beach, VA 23456. CBM is an equal op-
portunity employer.

ANCHOR/REPORTER
Washington, DC independent seeking co-anchor for 10PM newscast. Minimum 5 years television reporter/anchor experience. Send tape and resume to: Sandy Endicott, News Director, WTTG-TV, 5151 Wisconsin Ave., NW, Washing-
ton DC 20016. Equal opportunity employer.

Situations Wanted Management

HELP WANTED

For Fast Action Use BROADCASTING's Classified Advertising

Broadcasting Nov 28 1983
Help Wanted Instruction

CHAIR
DEPARTMENT OF JOURNALISM
UNIVERSITY OF TEXAS-AUSTIN

The College of Communication at the University of Texas at Austin announces a vacancy in the chair of the department of journalism. Columbia College expects to fill this vacancy no later than August 1, 1984. Applicants for this position should be aware that the college is seeking a departmental chair who will contribute strongly to the college's five-year development plan to bring the college and its four departments of advertising, journalism, radio-television-film, and speech communication into a preeminent position of education and research in communication. Each applicant must have strong academic credentials (earned doctorate preferred) and a substantial professional background, as well as a record of published research and administrative experience. In particular, each applicant must have demonstrated knowledge of new communication technologies and a commitment to pursue the integration of these new technologies into the academic framework. The chair of journalism has responsibility for the administration of a department with four units: undergraduate, graduate programs, and faculty, 23 graduate faculty members, and 6 staff members. The chair should be a role model for faculty through guidance and example in teaching, research, and public service. The chair is expected to work closely with the other college departments to expand the journalism department contacts in the professional community, and to enhance the recruitment of outstanding faculty and students. The chair must also be an articulate representative of the college to the college in general, and of the department of journalism in particular. The chair must be able to interact with working journalists, functioning as an intelligent critic of the journalistic media while working effectively with industry representatives. The salar for this position is negotiable. The college seeks applicants from both the communication industry and the academic community. Applicants should provide a complete resume and at least three references. Deadline for applications is Monday February 5, 1984. Address applications to: Robert C. McFadden, College of Communication, University of Texas at Austin, Austin, TX 78712.

For Sale

CHAPMAN ASSOCIATES*

$25,000

This is a reasonable, and negotiable, asking price for a fine AM in an East/North-Central metro market. Real estate included and attractive terms are available. Contact Keith Horton at Elmire office.

Woodland Park Box 948 Elmiria, N.Y., 14902

607-733-7138

CENTRAL PA AM FOR SALE

1KW AM, single station market. Best equipment, great bottom line & staff! Super opportunity for owner/operator. $675,000, 30% down, plus good terms, or $575,000. cash. You have to see this one to believe it!!! Write Box E-157

For Fast Action Use

BROADCASTING'S Classified Advertising

Available

TWO CABLE FRANCHISES

Adjacent Towns of Webb and Inlet, Herkimer and Hamilton Counties, New York State, accepting until 4PM January 20, 1984, common-ownership cable franchise applications serving renowned Adirondack summer/winter sports/resort communities of Thendara, Old Forge, Hollywood Hills, Eagle Bay, Inlet and other contiguous areas. Approximately 36 road miles, 489 all year, 1419 seasonal dwellings plus numerous motels, etc. Request for Franchise Proposals, Webb-Inlet Cable Committee, Box 157, Old Forge, NY 13420.

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next of first station through your personal experience. Robert B. Martin, President, Deer River Broadcasting Group, 551 Pinion Ave., Suite 800, NYC 10176. 212-561-2820.

Radio Programming

IF YOU'RE A DECEMBER SUBSCRIBER TO NEWSMAKER INTERVIEWS

You can have live phone-in interviews with Tom Bosley, Ernest Borgnine, Donna Mills, Lee Marvin, Leroy Neiman, Gilda Radner, Debbie Reynolds, Vidal Sassoon, Leslie Uggams, Dennis Weaver, & 26 other prestigious leaders in the field of sports, authors, business & social issues. For more information, write or call:

NEWSMAKER INTERVIEWS
439 S. LA CIENEGA BLVD.
L.A. CA 90048
213-859-9130

Employment Service

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, all formats. Many jobs require little or no experience. One week computer list, $S. Special bonus: 6 consecutive weeks, only $3.50—you save $21! AMERICAN RADIO JOB MARKET, 212 Don Gaspar, Las Vegas, NV 89108.

Public Notice

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:30 a.m. on December 7, 1983, at the PBS offices, 475 L'Enfant Plaza, SW, Wash., DC 20024, to receive reports from officers and committees of the Board.

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday December 8, 1983, at 5:00 p.m. in the Board Room of NPR, 2055 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report; Board committee reports on Development, Finance, Governance, Membership, Programming and Technology/Distribution. For further information concerning these meetings, please contact Gayle D. Nelson, Assistant Board Secretary, 202-625-2044.

WANT TO BUY STATIONS

Southern half of California, Nevada, Arizona. Qualified buyer, FULL PRICE - will pay full price for your property if you're willing to sell on flexible terms (little or no money down). Write Box G-99.

For Sale Stations

Profitable AM/FM combo in NW single station mtk, college town. Real estate owned. 514 x cash flow, $650,000 cash. Call Bob Thibour, 404-458-9226.
Wilkins and Associates
Media Brokers

MI FM $310,000 20%
LA AM/FM $250,000 15%
NJ AM $600,000 30%
IL FM $250,000 15%
AL AM $250,000 20%
KY FM $50,000 downpayment
OR AM $35,000 downpayment
CO FM $30,000 downpayment
MS AM $30,000 downpayment
NC AM $7,500 downpayment

MILTON "Specializing
AM MS AM CO OR KY FM AL AM IL FM NJ LA AM/FM MI FM

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

H.B. La Rue, Media Broker
W. B. La Rue, Media Broker

BUY CONTROLLING INTEREST
in an upper Midwest 5000 watt daytime station with a class C CP - making money. Absentee owner pursuing other interests. $70,000 down, balance of $260,000 at reasonable terms to qualified buyer. Write Box G-51.

JAMAR RICE CO.
Media Brokers & Appraisers

WILLIAM R. RICE
WILLIAM W. JAMAR
(512) 327-9570
930 West Lake Hick Dr. Suite #03 Austin, TX 78746

Dan Hayslett
Media Brokers, Inc.

LEASE TV STATION
Immediate profit potential. TV station for lease or lease with option. Large market LPTV station. Favorable terms. Staff & equipment in place. Reply Box G-100.

For Fast Action Use
BROADCASTING’S Classified Advertising

W. John Grandy
BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

Broadcasting Nov 28 1983 82
For Sale Stations Continued

<table>
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<tr>
<th>STATION</th>
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<td>NC Metro FM</td>
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<td>NY Major AM</td>
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<tr>
<td>NC Small AM/FM</td>
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<td>CO Medium AM/FM</td>
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To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226

EXCELLENT OPPORTUNITY
FL, $700,000; WV AM/FM $850,000; KY AM/FM $1.6 million; IN AM/FM $500,000 terms available.
803-585-4638.

SAN FRANCISCO MARKET!
"Giant" AM daytimer serving entire metro area! $2.1 million cash. 815-668-9340 24 hours or write to broker, Box G-89.

CENTRAL OHIO CLASS A
Columbus suburban, small but well equipped & maintained. Priced less $2k, $425k cash. Financials first letter. WWWJ, Box 373, Johnstown, OH 43031.

RETIREMENT FORCES
Immediate sale of very profitable AM/fulltime and class C FM in western Kentucky growth and resort area. Suitable for absentee group or individual. Valuable real estate included. Price $1,750,000, which is about 8 times annual cash flow. Liberal terms to qualified buyer. Send inquiries to Box G-77.

THE HOLT CORPORATION
FM & AM—NORTHEAST
TWO WINNING FORMATS AND A STRONG CASH FLOW IN VERY ATTRACTIVE MARKET. EXCELLENT REAL ESTATE. CALL BERNIE FUHRMANN TO DISCUSS THE DETAILS.

WALKER MEDIA AND MANAGEMENT, INC.
Unusual RCC opportunity. $1.6 million. Generous terms. Please contact:
JOHN F. HURLBUT
PO. BOX 2264
ARLINGTON, VA 22202
703—521-4777

BROADCASTING’S CLASSIFIED RATES
All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday’s issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

 Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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

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Rates: Classified listings (non-display). Per issue: Help Wanted: $50 per word, $15 weekly minimum. Situations Wanted (personal ads): $50 per word, $75 weekly minimum. All other classifications: $50 per word, $15 weekly minimum. Blind Box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as $5mn, CJD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.
ing, Kalamazoo, Mich.-based owner of two AM’s, one FM and three TV’s, elected executive VP.

**Max Andrews**, general manager, KAZ-TV Wichita Falls, Tex., joins KTYY(TV) Austin, Tex., as president and general manager.

**Paul Wachsmith**, general manager, KBFM(FM) Edinburg, Tex., joins WCOL(AM)-WXGT(FM) Columbus, Ohio, in same capacity.

Elected VP's, WRGB(TV) Schenectady, N.Y.: **David Lynch**, station manager; **Charles King**, manager, operations, and **Paul Martin**, manager, business affairs.

**Cephas Bowles**, program manager, KUAF-AM-FM Tuscon, Ariz., named assistant general manager and director of radio programming and production.

**Timothy Dorsey**, station manager, KHTR(FM) St. Louis, named station manager of co-owned KMOX(AM) there. **Robert Fuistone**, general sales manager, KMOX, succeeds Dorsey.


**John E. Harr**, speechwriter and consultant, ABC-TV, New York, named VP, presentations and special projects.

**Joseph Dossena**, manager, financial forecasting, NBC, New York, named director, financial forecasting, NBC Finance there.

**Jeffrey Given**, from TIAA-CREF, New York insurance company, joins NBC there as editor, internal communications, responsible for monthly in-house magazine, *Inside NBC*.

**Michael Plouf**, corporate VP, Gulf & Western, New York, joins LIN Broadcasting there as VP, corporate development and treasurer.

**John Hamm**, senior project accountant, defunct ABC-Westinghouse Satellite News Channel, Stamford, Conn., joins Westinghouse’s KDKA(AM)-WPMT(FM) and KDKA-TV, all Pittsburgh, as assistant controller.

**Robert Block**, director of cable merchandising, American Cable Connection, Denver, joins Daniels & Associates there as national sales manager.

**William Morrisette**, business manager, WNCT-AM-FM Greenville, N.C., joins co-owned WNCT-TV there in same capacity.

### Marketing

**Peter H. Dailey**, U.S. ambassador to Ireland and adviser to President Reagan, has resigned his diplomatic post to join The Interpublic Group of Companies, New York, effective Jan. 16, as vice chairman of its board of directors. Interpublic is parent of McCann-Erickson, Marschall-Campbell-Ewald and SSC&B: Lithas advertising agencies.

**Penelope Queen**, senior VP, research director, and **William Warner**, senior VP, creative director, Dancer Fitzgerald Sample, New York, named to board of directors.

**Craig Middleton**, director of marketing Young & Rubicam, New York, named executive VP, Y&R USA.

**Daniel Visneaskus**, director of audit services Young & Rubicam, New York, named VP.

**Alison Tompkins**, buying supervisor Ogilvy & Mather New York, named di rector of local broad cast.


**Glenn Schueer**, art director, BBDO, New York, joins NBS/Issues and Images there as senior art director.

**Dan Schechner**, from Mil-Mor Advertising Richmond, Va., joins Siddall, Matus & Coughter there as VP, media director. **Liza Caperton**, media buyer, S&McC, named me dia manager-planner.

**Susan Brazell**, from TeleRep, New York joins Katz Independent Television there as VP, national sales manager, swords team **Mike Marshall**, manager, St. Louis office Katz Radio, named divisional VP.

**Appointments**, N W Ayer, New York: **Elaine Charney**, VP, group head, Cunningham & Walsh, as art director-supervisor; **Irv Klein**, art director, Drossman, Yustein, Clowers, New York, to same capacity, and **Jamie Seitzer**, copy supervisor, Altschiller, Reitzfeld, New York, to creative supervisor.

**Doug Crain**, promotion assistant, KTUL-TV Tulsa, Okla., joins Brown, Boyd & Associates there as broadcast producer.

**Vern Hughes**, copywriter, Lawler Ballard Advertising, Cincinnati, joins Fahlgren & Ferriss there as associate creative director.

**Michael Feltz**, research analyst, Petry Televi sion, New York, named group research manager.

**Appointed sales team managers**, Blair Television, New York: **Kristin Long**, assistant manager, CBS/green team; **Ellen Glantz**, assistant manager, independent/red team; **Dennis McGlone**, assistant manager, ABC/blue team; **Steven Schwarz**, member of NBC/blue sales team, and **Armand Grez**, manager, NBC/gold team, to CBS/red team.

**Janis Maria Gevantman**, from WXON(TV) De-
Joel, joins Katz independent Television, New York, as member of lancers sales team.

Wynn, sales assistant, CBS-FM National ales, Detroit, joins CBS-owned WBBM-FM Chicago as director of marketing and research.

gorge Wallace, from University of Arizona, Tucson, joins KAIR(AM)-KJYK(FM) there as general sales manager.

ithy Spinder, regional sales manager, OAC-TV Canton, Ohio, named general sales manager. Bill Stallings, from WTHG(AM) Masion, Ohio, joins WOAC-TV as account executive.

alter Berry Jr., sales manager, WAIP-FM Birmingham, Ala., named general sales manager.

od Bacon, national sales manager, KBTY(FM) Denver, named VP, sales. Craig Dubow, account executive, KBTY, succeeds Bacon.

ennai Cash, national sales manager, Outlet broadcasting's KSAT-TV San Antonio, Tex., joins co-owned WCMI-TV Columbus, Ohio, general sales manager.

erry Cutshaw, account executive, CCR(AM)-KNEY(FM) Pierre, S.D., named sales manager.

oe Randall, from Diablo Direct Mail, Concord, Calif., joins KWUN(AM) there as sales manager.

ohn Ferguson, local sales manager and senior account executive, KOHK-TV Oklahoma City, joins KAUT(FM) there as local sales manager. Hudson Shubert, consultant to KAUT, named senior account executive.

a Rappaport, graphic artist, CBS, New York, joins KWGN-TV Denver as art director.

illiam Conklin, national sales manager, directs Reuters Radio Network, New York, joins Mutual Broadcasting there as account executive.

ec Blumenthal, VP, Petty Advertising, Indianapolis, and Robin Moore, account executive, WNDK-FM-FWBF(AM-FM) Indianapolis, join ISH-TV there as local account executives.

ichael Barg, from WXSA-TV Albany, N.Y., joins WEEH(AM) Boston as account executive.

ancy Tyroll, recent graduate, Eastern Illinois University, Charleston, Ill., joins WPMR(AM)-KRKY(VF) Vandalia, Ill., as account executive.

ana White, continuity director, WPFB-AM-FM Fiddletown, Ohio, named account executive.

David De Jean, director of videotex services, Times Mirror Videotex Services, Costa Mesa, Calif., joins The Games Network, Los Angeles, as chief operating officer.

JJF Beekman, VP, corporate planning, HBO, New York, assumes additional responsibilities as treasurer. Curt Viebranz, director of budgeting and financial planning, HBO, named assistant treasurer.

Jay Schwab, executive VP, director of sales and marketing, United Audio Products, New York, joins CBS/Fox Video there as VP, sales.

onna Devorona, president, Women's Sports Foundation, New York, and former ABC sports commentator, joins ABC Sports, New York, as commentator and assistant to ABC Sports president, Roone Arledge.


 Wendy Phillips, manager, station sales, Lexington Broadcasting Services, New York, and Bobbi Marcus, manager, West sales, LBS, Los Angeles, named VPs.

Mark Blaszkiewicz, senior project director, Nordhaus Research, Detroit, joins Disney Channel, Burbank, Calif., as senior market research analyst.

Appointments, C-SPAN, Washington: Pamela Fleming, programing director, to director of special projects; Barry Katz, field producer, to assistant director of programing, and Alex McGehee, freelance producer, Washington, to associate producer.

William Smith, account executive, KABC-TV Los Angeles, joins MCA TV there as sales executive, Western division.

ike Arnold, chief engineer, Scene Three, Nashville film and television production company, named executive VP.

Chris Carrell, regional manager, sales and marketing, ABC Watermark, Los Angeles, joins Drake-Chenault, Canoga Park, Calif., as director of station relations, radio special features division.

Richard Howell, marketing services manager, Pentax Corp., Denver, joins Sports Time Cable Network, St. Louis, as affiliate marketing manager.


Dave Graichen, program director, KICL(AM) Orange, Tex., joins KBIS(AM-FM) Lake Charles, La., in same capacity.

Don Wells, production manager, KMU-TV Columbia, Mo., joins WERF-TV Pensacola, Fla., in same capacity.

Brian Johnson, production assistant, WOAC(TV) Canton, Ohio, named production manager.

Charles Tomaras, on-air personality and writer, noncommercial WPLU-FM Tacoma, Wash., named jazz director.

Mike McCoy, afternoon personality and music director, KMY(FM) Salt Lake City, joins WNCN(FM) Columbus, Ohio, as afternoon air personality.
changes at comsat. communications satellite corp., washington, has created a new top-level position—executive vice president and chief strategic officer—to improve..." its ability to organize and articulate its strategic business activities." Filling the post will be john l. mcclus, president of comsat world systems division, the unit that includes the lucrative intelsat and inmarsat businesses. mcclus will be succeeded by joel r. alper, executive vice president of the division. in his new capacity, mcclus will be responsible for strategic planning, corporate outreach, marketing and relations with the international telecommunications union. corporate affairs and corporate development departments will report to mcclus.

in a related move, comsat also announced, stephen m.d. day will take over corporate development, replacing george billings, who is leaving to become vice president and general manager of washington/baltimore cellular telephone corp., which has been authorized by the fcc to build and operate a cellular radio system in the washington/baltimore area. its owners include the washington post co. and metromedia.

promotions and pr

marvin sibulkin, retired pentagon technical adviser to television and motion picture industries, joins drake-chenualt, los angeles, as director of public relations and advertising.

stu ginsburg, director, public relations, showtime, new york, named vp, press and public relations, showtime/the movie channel there.

jan duplain, public relations consultant, joins noncommercial wetz-tv washington as manager of local press and community relations.

esty russell, from kcsf-tv san diego, joins kwtx-tv denver as on-air promotion director.

allied fields

larry kaufman, director of market research, warner-amerex satellite entertainment co., new york, joins opinion research corp., princeton, n.j., as vp, research consultant, creating and implementing studies in cable and new video technologies.

janice obuchowski, legal assistant to chairman mark fowler, fcc, washington, named assistant for international communications, coordinating all international activities of commission.
Christensen: a leader who follows the troops

Bruce Leroy Christensen—president, National Association of Public Television Stations, Washington; b. April 26, 1943, Ogden, Utah; BA, journalism, University of Utah, Salt Lake City, 1968; MS, journalism, Northwestern University, Evanston, Ill., 1969; news reporter, KSL-AM-TV Salt Lake City, 1965-68; weekend sports writer, WGN-AM-TV Chicago, 1966-69; statehouse correspondent, KSL-AM-TV Salt Lake City, 1969-70; assistant to director of university relations, Brigham Young University, Provo, Utah, 1970-72; director, broadcast services, Brigham Young University and general manager, KBYU-FM-TV Provo, 1972-79; adjunct associate professor, department of communication, University of Utah, Salt Lake City, 1980-81; general manager, KUER-FM-KUED-TV Salt Lake City, 1979 to January 1982; director of media services, University of Utah, Salt Lake City, August 1981 to January 1982; present position since February 1982; m. Barbara Lucelle Decker, 1965; children—Jennifer, 15; Heather, 14; Holly, 9, and Jesse, 4.

Christensen, “advertising could be one of the important funding sources for public broadcasting if you had a strong commitment from the federal government that advertising was only a portion of the funding base.”

He doesn’t, however, see the advent of advertising on public television as simply a question of time. He says that one thing that may occur first is additional experiments to look for a connection between advertising on public television and loss of state revenue, for example. Aside from a hesitant public station network, Christensen says opposition from the commercial television sector would necessitate a “fight in Congress . . . that would be monumental.”

More needs to be done, he says, before public television “steps off the precipice.”

Despite a potential altercation between PBS and the commercial systems over the advertising issue, Christensen sees both sectors as different but compatible. “If it were not for the information commercial broadcasting can provide to the country . . . the entertainment and release and escapism—a mixture of all that—it would make our job that much more difficult.” Public broadcasting provides “the entertainment or the information or a place to go” if commercial broadcasting is found wanting, he says.

He says he was drawn to public broadcasting because of his journalism background which includes bachelor and master degrees in the craft. “It seemed to be the place where journalistic work—documentaries, long-form public affairs programs, gavel-to-gavel coverage that I was interested in the public seeing—was available. It just seemed to be a good place for journalists to look to find a niche.”

Christensen is 40, clean-cut, and with the calm and easy manner of one comfortable with himself. He lives in a Washington suburb with his wife and four children. He has a passion for photography, and says he misses his home state of Utah, a state “so varied,” with some areas “almost other-worldly looking—very, very distinctive.” However, he and his family have used the time in Washington to “catch up on history,” with visits to Williamsburg, Harper’s Ferry and Gettysburg.

Asked if he had ever considered a career as a foreign correspondent, given his journalism experience and knowledge of Spanish and Portuguese, he says he once had the chance to be a field producer at ABC and “get into the hard news side,” but decided he didn’t want to “spend all that time on the road.” He looked instead for a job that would give him more time with his family, to keep him “a little closer to home.”

At this point he laughs, adding, “Although I can’t frankly say that I haven’t probably spent as much time on the road doing what I’m doing as I would if I had taken that job.”
Independent KTIV-TV Fort Worth last week purchased 141 episodes of 20th Century-Fox Television's *Fall Guy*, now in its second season on ABC-TV and set to begin its syndication run in 1986. Reports of price paid range from $36,000 to $42,000 per title, outstripping $33,750 per title paid month ago by rival independent KTXA-TV Fort Worth for MCA-TV's *Magnum P.I.* (Broadcasting, Nov. 7). In another deal, said to be triggered in part by lack of ratings success, ABC affiliate WFAA-TV Dallas has purchased Victory Television's *Hill Street Blues*, reportedly for $34,000 per title. In that deal, stations bidding were given ceiling price of $34,000 and told that if more than one bid came in at that level, bidding would be opened again. Use of ceiling is said to have been employed as insurance against winning station's being caught with commitment for extraordinarily high price. Sales of *Fall Guy* were also closed last week in Los Angeles—where syndication is said to have paid close to $100,000 for the first episode, outbidding rival independent KSTP-TV—but coming in under syndicator's reported asking price of $110,000. In New York, where asking price is said to have been $100,000 per title, WPXITV closed deal for undisclosed price. Deals for *Magnum P.I.* were closed last week in Cincinnati, Portland, Ore., New Orleans, and Huntsville, Ala., bringing total number of markets closed to date to 30.

Averages of Nielsen Home Video Index show that HBO's ratings and shares have declined for first 10 months of 1983 compared to same period in 1982 for total day, prime time, late night and daytime periods. Within HBO households, average total day (24 hour) ratings from January to October 1983 declined 19% from 4.4 from 6.4 in 1982, while share slipped 3% to 13 from 16. In daytime, average rating declined 17% from 3.5 for first 10 months of 1982 to 2.9 for same period this year; share dropped 3% from 12 to nine. Average prime time rating declined 15% from 11.6 to 9.9, while share also slipped 3% from 18 to 15. Late night average ratings fell 15% from 7.3 to 6.2, and average share inched downward 2% from 19 to 17. Declines occurred despite increased levels of HBO penetration.

FCC's fiscal 1984 authorization (see page 32) included two amendments that should make it easier for broadcasters to do business. First, it makes easier for FCC to reject frivolous petitions to deny aimed at applications for modifications of licenses or construction permits. Under amendment, petitioners must make specific allegations "raising a substantial and material question of fact" to get hearing. Under status quo, FCC had to grant petition hearing upon request. Second, makes clear that owners of station combinations grandfathered when FCC adopted regional concentration rules—which prohibit ownership of more than three stations within 100 miles if contours of any two overlap—can retain that grandfathered status after major modifications involving power increases, transmitter moves or moves in antenna height. Under current rules, broadcaster would lose grandfathered status with those major changes. Even with amendment, broadcaster would lose grandfathered status with change of frequency or station class.

According to senior VP and legal counsel for Public Broadcasting Service, Lawrence A. Horn, PBS "has not had time to study the language" of amendment to FCC authorization measure affecting $125,000 interest-free loan to PBS President Lawrence Grossman (see story, page 32). PBS will consult with board, Horn said.

NBC News has hired executive recruiting firm, Joe Sullivan & Associates, New York, to find additional VP for news division. Duties are as yet undefined, but person would be among those to be considered as successor to news president Reuven Frank when Frank, who is almost 63, decides to retire. Tom Pettit, currently Frank's number-two man, has not been ruled out as successor. Among those in-house who have been mentioned as possible successors are Arthur Watson, president, NBC Sports; Ray Lockhart and Tom Wolvien, New York-based news VP's; Bob McFarland, Washington bureau chief, VP, news, and David Butz, Regional VP, and assistant to president, ABC News, has been approached about joining NBC News. At deadline, Burke could not be reached for comment.

FCC last week ruled that divested Bell operating companies have to offer enhanced services and customer premises equip through structurally separate entities. Regional operating companies also will have to offer cellular radio services through separate subsidiaries.

NBC's Tuesday night (Nov. 22) final episode of *Kennedy* carried highest ratings in mini-series—24.3/37, compared to ABC's 27 and CBS's 12.8/20 for comparable period, according to Nielsen National Television Index. Entire seven-hour mini-series of *Kennedy* on 19.5/28. NBC said estimated 75 million viewers all or part of Thursday program. Monday's (Nov. 21) broadcast gave NBC 22.3/34 to ha Monday prime time win at 19.6/30, compared to ABC Mo Night Football at 18.3/27, and regular lineup on CBS at 16. First part of *Kennedy* fared poorly on Sunday, up against *A Day After* (see pages 26, 54).

National spot radio advertising for October climbed 9.3% to $69,643,000, with year-to-date up 11%, to $580,599,000, accor to Radio Expenditure Reports Inc. (REII) which relies on fina data supplied confidentially by 14 leading rep firms.

Christine Craft has lost another round in her sex-discrimination against Metromedia Inc., which owned KMBC-TV Kansas City, when she left station rather than accept demotion from anchorman in August 1981. U.S. District Judge Joseph E. Stever denied Craft's request for delay in trial of her suit with Metromedia with fraud. He also rejected her request for new trial on two other counts in her suit. Stevens on Oct. 31 threw out award of $500,000 on fraud count, and ordered new trial on issue to begin on Jan. 4, in Joplin Mo., before 12-person jury would be sequestered. He also rejected jury's advisory op that he find Metromedia guilty of sex discrimination, and aff all its ruling that Metromedia was not guilty of violating equal time law (Broadcasting, Nov. 7). Craft's attorney filed motions for trial on all three counts, and for delay in its start.

FCC has affirmed Review Board decision granting Gross Televising Inc. renewals for WIMA-FM Lansing, Mich. It also affi

Sex suit. The FCC is reviewing a sexual harassment complai filed with the commission by Leslie McRae, 38, who has alleg in a $10-million lawsuit that she was denied a job at KDOC- Los Angeles, Calif., because she refused to provide sexual favors to station's general manager, Michael Volpe. The FCC will refuse te the UHF station's license until the commission rules on the co plaint, made in an Oct. 28 letter to the agency. The letter the McRae's attorney, Laurence Ring, protests KDOC-TV's renew the grounds of "moral unfitness." McRae's suit, filed in U.S. District Court in Los Angeles on Oct. 14, seeks $10 million in punitive damages, $18,080 in actual da es and unspecified special damages against Volpe and the sta owner, Golden Orange Broadcasting Co. The suit charges ti station and Volpe with sex discrimination, intentional inflict mental distress, assault and breach of contract. McRae, a form model, worked with the station briefly last May.

KDOC-TV attorney Tom Sheridan told reporters that the station board of directors turned down a job application from McRae b would not give the reason, although he confirmed she worked during May "as an independent contractor." Sheridan said it was und erstanding that Volpe "denies the charges" made by McR-
Golden Orange Broadcasting chairman Pat Boone downplayed tsignificance of the suit, telling the *Los Angeles Times* last week believes McRae is being used by unnamed others "to throw a mo key wrench in our dealings with the FCC." He acknowledged veering offers from groups interested in buying KDOC-TV, but inste it is not up for sale.

KDOC-TV signed on the air Oct. 1, 1982, after a 14-year effort obtain the channel 56 license.
rd's decision granting Gross two-year renewal for WJUM-TV there. Omission to Rivera, record "amply demonstrated" that Gross had "seatedly" clipped network commercials without advising network. He also said record demonstrated that Gross had "failed to explain remedial action until faced with the sudden present that its misconduct would be revealed, and further deliberately misrepresented its clipping practices in response to official inquiry." In press release, Gross said Rivera had ignored previous FCC decisions requiring "meaningful remedial steps" be an weight in considering alleged violations of FCC rules. So also said Rivera's dissent "ignores earlier commission decision holding that sanctions short of nonrenewal are appropriate violations of the commission's clipping rule."

- Court of Appeals in Washington has held that FM station that ely duplicates programming of co-owned AM is still entitled to realexpectancy. Three-judge panel issued opinion, in 2-1 deci-1, in affirming FCC's renewal of license of WBZ(FM) Alburne, I., under common ownership with WWWX(AM), in face of chal-je by competing applicant, Victor Broadcasting Inc. Majority of commission was convinced that independent programming FM did provide—31 minutes daily, or 180 hours year-year was "superior" and constituted acceptable service. Combined with fact that, "as with all proposals, uncertainty exists as to other Victor's promises would be kept, court added, commissi-1 was justified in granting WBZ strong renewal expectancy: commision did not act unreasonably, court added, when it excluded that expectancy outweighed preferences given Victor integrity."

- Telepictures has sold Buffalo Bill, NBC comedy series scheduled to reappear on network in early part of next year, to TF 1 Network in France, Channel 4 Television in United Kingdom and Network 10 in Australia. Telepictures holds worldwide rights to Buffalo Bill, which is produced by Stampede Productions. Twenty-six episodes are now available, Telepictures said, with more coming after show returns to air. Buffalo Bill will begin broadcasting in France mid-early December.

- Nominations of Harry O'Connor and James T. Hackett to board of directors of Corporation for Public Broadcasting, were passed by Senate before it adjourned Nov. 18. However, nomination of William Lee Hanley to same position was held up for opposition of Senator Lowell Weicker (R-Conn.).

- ABC, CBS, NBC, Metromedia and WPX TV New York have asked FCC to reject request by Long Island Coalition for Fair Broadcasting to move VHCF channel from city to Long Island. "Long Island is not a community as that term is used in Section 307(a) of the Communicat-ions Act and Long Island may not be assigned a television channel," Metromedia said.

- CBS Entertainment has appointed Ogilvy & Mather as its agency and will compensate O&M on fee basis, rather than on billings placed. Previously, creative work on account was performed by various agencies, with Doyle Dane Bernbach, Los Angeles, handling media placement. Ogilvy's New York office has been performing part of creative assignment but agency will now operate on full service basis. O&M's Los Angeles branch will handle coordination of account and advertising placement. CBS's expenditures were not disclosed.

- As expected, Harlan Rosenzweig has been named president of Group W Satellite Communications (Broadcasting, Oct. 17). Rosenzweig had been acting president of GWSC since departure of Jonathan Hayes in October, after announced shutdown of SNC and cut back plans for its multiregional cable sports network. Rosenzweig had been executive VP of GWSC since February, and prior to that was VP/chief counsel, Westinghouse Broadcasting & Cable Inc.
Rushing to an exit

Long before election night 1984, broadcasters and the Congress are headed for a confrontation over the projection of election results. Projections particularly trouble Representative Al Swift (D-Wash.), who is convinced that voting is discouraged in his home state if, while polls are still open in his Pacific time zone, outcomes are credibly predicted on the strength of exit polling there and elsewhere and of counted results in earlier time zones.

Swift has introduced a House resolution calling on broadcasters voluntarily to refrain from exit polling and projections (BROADCASTING, Nov. 21). If voluntary compliance fails, he says, harsher measures will be instituted.

From Swift's point of view, those harsher measures might just as well be considered now. It is unrealistic to expect broadcasters to lock up their computers and their cameras until the last vote in Bellingham is in. But what harsher measures may Swift have in mind?

Well, back home the state of Washington has passed a law prohibiting interventions within 300 feet of polling places, a practical deterrent to exit polling. So far the law has come under no legal test (see “Closed Circuit,” page 7). Could a law be passed to prohibit projections? Swift himself sees First Amendment complications there.

One solution advanced over the years by chief executives of all three major television network organizations is the establishment of common closing hours for voting precincts across the nation. Swift objects to that; he says it would cause upheavals and additional expense in the election process and, anyway, projections based on exit polls would defeat its purpose.

It’s just possible that this dispute is getting out of proportion. Broadcasters have been projecting election results for more than 20 years. If there had been discernible effects on voter turnout, surely they would have been tracked by now, but Swift can point to only one study, made in 1980, that tends to support his assumptions. As Swift notes when he introduced his resolution, the projection of election returns has become an emotional issue. Hardly grounds on which to write a law.

No, not another rerun

The general news media paid little attention last week to a petition urging the Federal Trade Commission to ban, among other practices, all broadcast advertising for alcoholic beverages. Broadcasters may hope the story fades even farther from the national screen, but they shouldn’t count on it. To anyone who remembers the Washington of the 1960’s, the parallel between the petition filed with the FTC last week and the onset of the campaign that led to the outlawing of cigarette advertising on radio and television is immediately apparent.

Last week’s petition to the FTC came from 28 organizations ranging from Action for Children’s Television, Peggy Charren’s stage name, to Women for Sobriety, a group unknown to this page. Also petitioning as an individual was Nicholas Johnson, the former flower child of the FCC who may, for all that is known here, be in a guru rest home somewhere.

It is tempting to dismiss the FTC petitioners as just another band of earnest losers, but then the name, John Banzhaf III, flashes across the old Trans-Lux. Nobody had ever heard of him or paid him any mind when he first filed the complaint that led the FCC in 1967 to decree that broadcasters who carried cigarette commercials must also carry messages telling people not to smoke. That, of course, was not enough. Within three years, the cigarette manufacturers had devised the ploy of a legislative ban on the broadcast advertising of cigarettes in exchange for the freedom—then threatened in the Congress—to continue their other advertising and the unrestricted sale of cigarettes.

There is more. Counsel to the Senate Commerce Committee in 1970 when the anticigarette members cut their deal with the cigarette companies and proclaimed the imminent end of lung cancer once cigarette commercials went off the air was, write it down, Michael Pertschuk.

It was Pertschuk, Jimmy Carter’s choice for chairman of the FTC, who presided over the FTC’s attempt, aborted by the Congress, to remove or neutralize the advertising in children’s television programing. He has been deposed as chairman but remains a member of the FTC. It is denied that he had anything to do with the petition on alcohol advertising, but the record shows that he was aware of its preparation. In a dissent to an FTC decision closing an investigation into the promotional activities of Anheuser-Busch and Somerset Importers, Pertschuk wrote way back on July 30, 1982: “I understand that the Center for Science in the Public Interest is preparing a petition… that will add to the evidence that the advertising practices in question are prevalent in the industry.” He was prescient. It was the center that recruited the petitioners and prepared the document that was filed last week.

Nowhere in the petition is there a shred of evidence that broadcast advertising for beer and wine causes anyone to drink, but that fundamental defect gives the petitioners no pause. The prohibition against broadcast advertising for cigarettes, the petition notes, was adopted “even though a proven cause-and-effect relationship between broadcast advertising and cigarette consumption and various health hazards was not demonstrated.” The crazy logic of this petition holds: “When there is a close association between advertising and the use of a product that ravages the public health, legislative and regulatory bodies may justifiably take actions that advance the public health, even absent a showing of cause and effect.”

As in the cigarette experience, reason cannot be counted on to prevail when the issue is alcoholic beverage advertising. Surely broadcasters will know how to head this off before the parade forms.
Twenty-two unemployed men and women in the Sioux City area recently got a very special opportunity to present their job qualifications. Through its "Hire One Now" program, developed in conjunction with Job Service of Iowa, KMEG-TV provided free studio time so each person could tape his or her own 30-second announcement. The station then aired each one several times. As a result, 42 interviews were granted and 7 people found work. In addition, Job Service noted that KMEG-TV's efforts stimulated calls from a number of employers looking for candidates to fill positions other than just those sought on the air.

Giving people the exposure they need to reach employers who need them is all part of the Fetzer tradition of total community involvement.
Announcing the only world class BROADCAST OPERATIONS CONSOLE ... the ABX. The famous quality of the BMX air console is now available in this unique air/production masterpiece. ABX features modular design implemented with aerospace technology. Mainframes of 18, 26 and 34 inputs provide microphone and stereo line inputs, 4 or 8 tracks and 2-mix, slate and talkback, multiple telephone inputs with mix-minus, stereo cue, solo-in-place and complete A/B logic for remote machine control. All inputs may have stereo equalization or mono equalization and filtering. Four sends and returns add echo and processing to the recording chain as desired.

The ABX is truly a new world class console designed to be equally at home with all music formats, talk radio and broadcast production needs. And the best news is its sound. No compromise in performance, features or construction were allowed. Write or phone toll-free for your brochure.