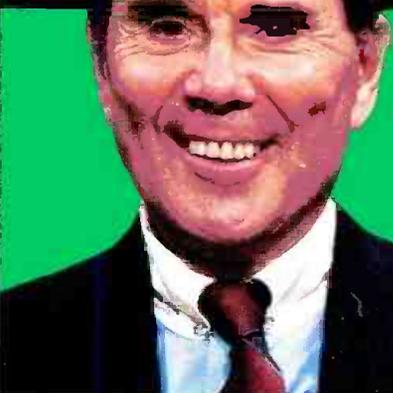
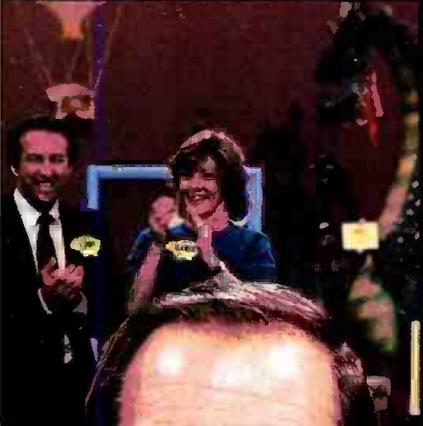
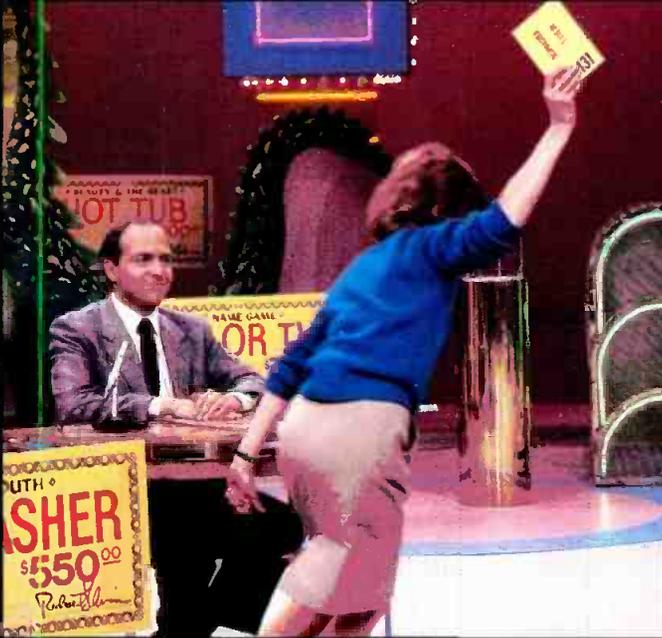
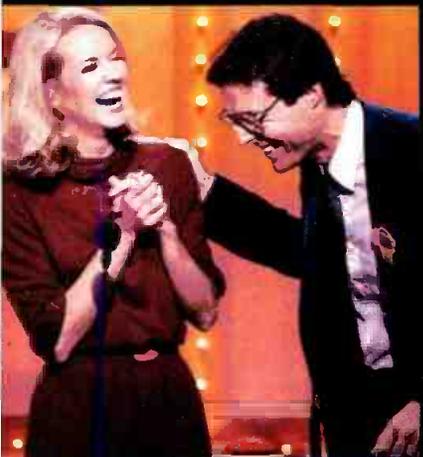




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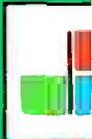


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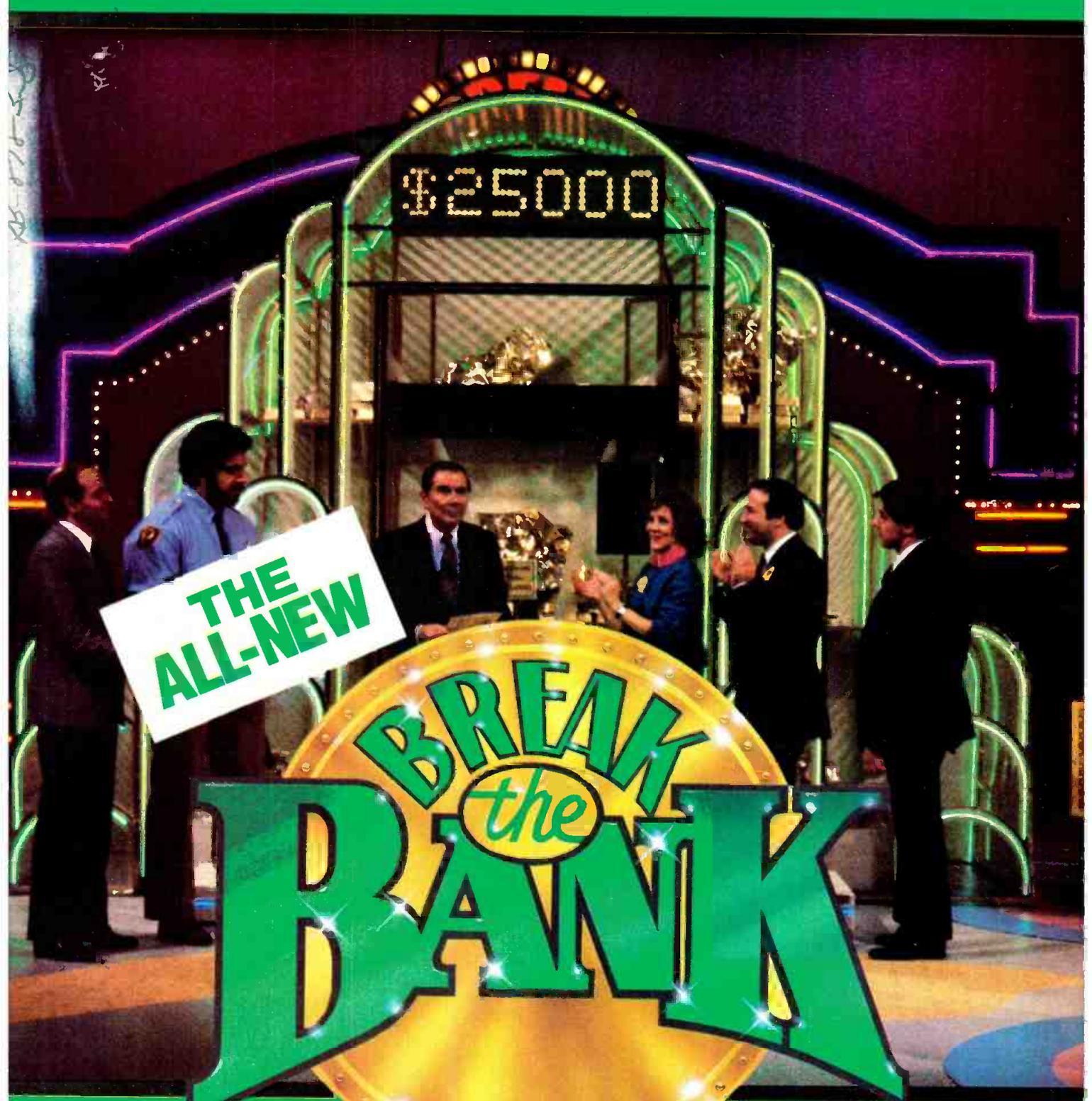
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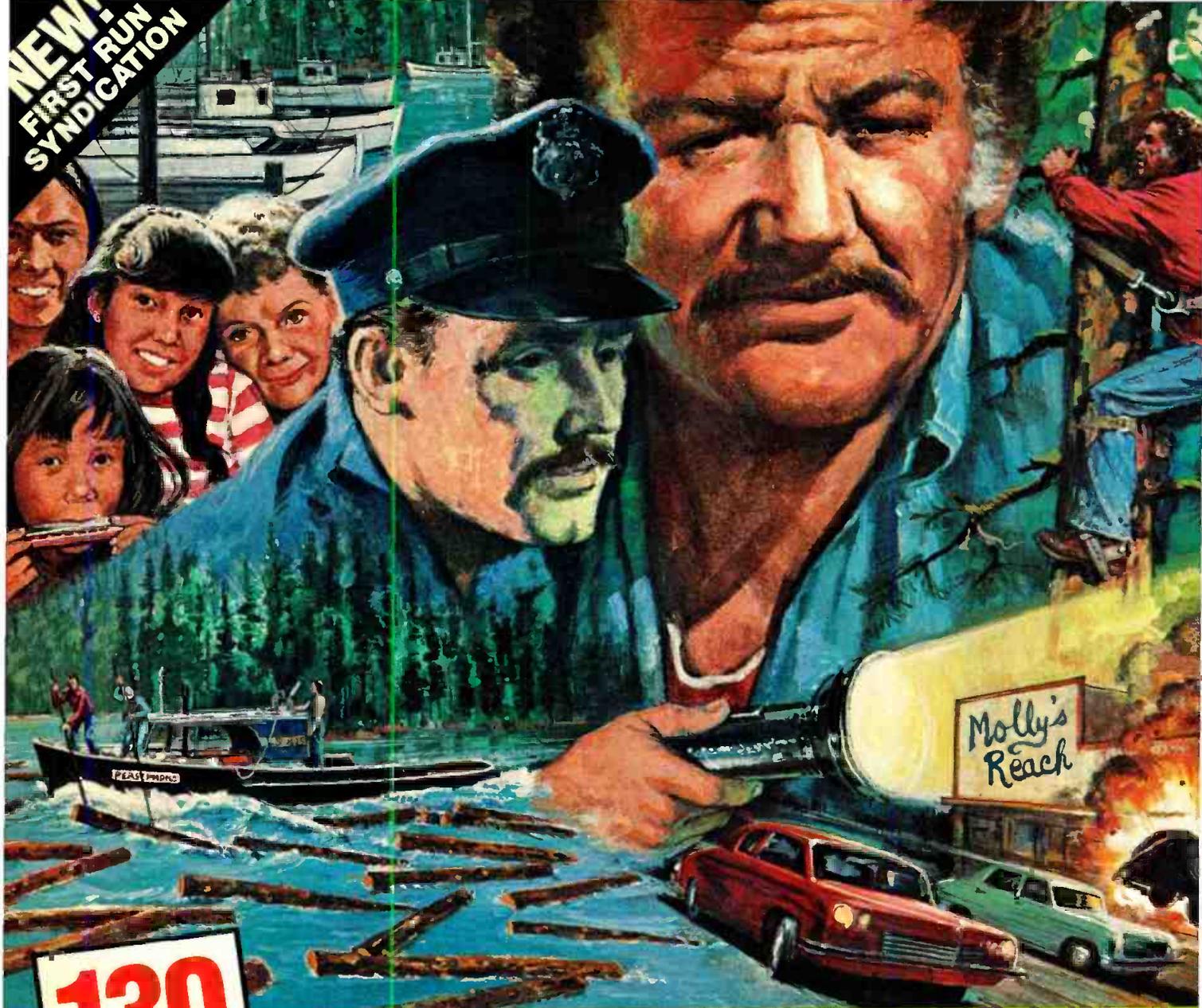
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# Broadcasting Feb 4

## Beer and wine advertising study proposed Coverage from RAB's Managing Sales Conference A look at the top 50 advertising agencies

**ON THE BAN** □ Bill is introduced that would call for study to examine if there is link between drunk driving and beer and wine broadcast advertisements. **PAGE 31.**

**READY FOR ACTION** □ House Telecommunications Subcommittee lineup is set. **PAGE 32.**

**WATCHING AND WAITING** □ Radio Marti's inability to get on air draws critical fire from Florida Senator Hawkins. **PAGE 33.**

**BILLINGS BONANZA** □ BROADCASTING's annual roundup of the top 50 advertising agencies in Fifth Estate billings finds Young & Rubicam and J. Walter Thompson again finishing one and two, with billings over \$1 billion. Overall, broadcast and cable billings by the top 50 climbed to \$14.4 billion, an increase of 15%. **PAGE 40.**

**RADIO SALES TALK** □ RAB's fifth Managing Sales Conference aims to improve local sales. Attendees are updated on beer and wine advertising ban. **PAGE 51.** Suggestions for mastering co-op sales. **PAGE 51.** Dealing with the retail problem. **PAGE 52.** Reps predict course of future activity. **PAGE 53.** Advertising agency executives take opposing positions in laying blame for problems between agencies and radio industry. **PAGE 59.**

**TECHNICAL TALK** □ Television stereo and component video top agenda for SMPTE gathering in San Francisco. **PAGE 60.**

**REACHING OUT** □ Disney chief Michael Eisner says

company must join Hollywood's creative community. **PAGE 62.**

**ON TOP** □ WTBS and MTV lead list of top ratings winners in cable universe. **PAGE 62.**

**ENCORE** □ George Watson returns to ABC News bureau chief post in Washington. Fouhy leaves to produce NBC's weekly hour-long, prime time news program. **PAGE 65.**

**COURT TALK** □ Supreme Court justice, John Paul Stevens, ponders question of allowing television cameras into high court. **PAGE 68.**

**RATE COMMENT** □ Cable industry, in comments to FCC, asks commission to minimize number of systems that would be required to have their basic rates regulated. **PAGE 69.**

**INTERNATIONAL STUDY** □ Orion Satellite releases study refuting Intelsat report on subsidy question. **PAGE 82.**

**CONGREGATING** □ National Religious Broadcasters set to open Washington convention. **PAGE 84.**

**TELETEXT PARTNERSHIP** □ Taft Broadcasting and Satellite Syndicated Systems offer Electra teletext service free to broadcasters and cable operators. **PAGE 85.**

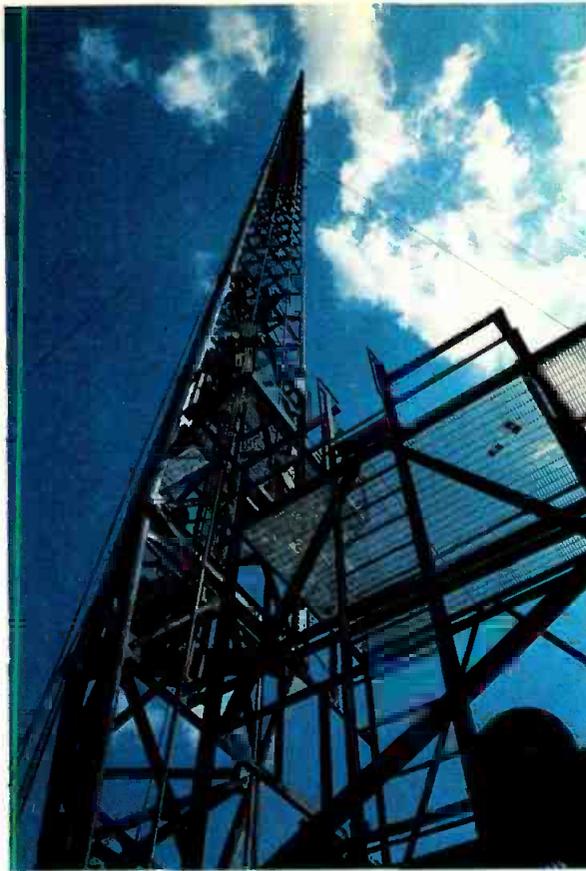
**HANDS-ON** □ David Horowitz, president and chief executive officer of MTV Networks Inc., was chief architect of that successful programing venture. **PAGE 107.**

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## End piece

FCC Chairman Mark Fowler late last week was reportedly attempting to persuade colleagues to consider termination of TV stereo must-carry proceeding. Fowler wanted commission to indicate that proceeding was premature and resolve to "monitor" marketplace to see what develops. Speculation was that Fowler wanted to close out docket to prevent future commission from bringing item up for vote. If docket were closed, future commission would have to start all over with fresh notice of proposed rulemaking. Speculation was that others on FCC wanted to leave docket open.

## Signs of times

It hasn't received much attention, but Nielsen's first measurement of VCR playback use appears to confirm what network researchers suspected all along: Drop in Saturday prime time network viewing levels is in part attributable to growing VCR use. Although it has been known that movies on HBO and independent stations have affected networks' Saturday night viewing levels—movies were formerly staple on CBS's and NBC's Saturday night schedule—until recently VCR playback use has not been measured. But Nielsen report based on November sweeps shows VCR playback levels on Saturday night are more than double average of other days of week.

According to Nielsen measurement, Saturday prime time VCR playback levels averaged 9.3 rating within VCR households, or 15% of total VCR use. Excluding Saturday, average VCR playback rating during week was 4.6 within VCR households, or 7%. Also, except on Saturday and Thursday nights, HUT levels in VCR households were higher than national HUT levels, which suggests, analysts say, that VCR households watch more television.

## For sale

Biggest impact to date in FCC's increase of station ownership limitations has been in trading of rumors—no day goes by when some heavy hitter isn't mentioned as buyer, seller or merger candidate. But one group that has quietly retained investment banker Lehman Bros. to seek out potential buyers is Virginia Beach, Va.-based TVX Corp., owner of five TV's. Group has already agreed to shed its first outlet, WRLH-TV Richmond, Va., to A. S.

Abell for \$14.4 million ("In Brief," page 108). Price tag for rest of group is said to be about \$12 million per station, for total ballpark figure of \$40 million to \$50 million. Other TVX stations are WMKW-TV Memphis; WCAY-TV Nashville; WTVZ(TV) Norfolk, Va., and WJTM-TV Winston-Salem, N.C.

## First things first

Don't expect FCC to act on its long-pending proposal to drop crossownership rule prohibiting television networks from owning cable systems (BROADCASTING, July 19, 1982) until after 12-12-12 multiple ownership rule goes into effect April 2. Source said commission decided to put off action on network-cable proceeding to lessen prospects of Congress raising additional concerns about 12-12-12 rule. Jim McKinney, FCC Mass Media Bureau chief, said network-cable proceeding isn't scheduled for action until some time during April-June time frame, but not for reason source suggested. "We have more on our plate than we can handle now, and it [network-cable proceeding] is an item that can easily be handled in the next quarter," McKinney said.

## Near and far

Two sites under serious consideration for Public Broadcasting Service's new technical facilities and operational headquarters are Center for Naval Analyses in Alexandria, Va., three miles from network's main satellite uplink, and Group W Satellite Communications' vacant Satellite News Channel building in Stamford, Conn.

## Where Aylward's going

David Aylward, chief counsel and staff director for House Telecommunications Subcommittee, who announced last year he was leaving post after start of new Congress, is planning to form Washington law partnership and consulting firm with former Mondale presidential campaign manager, Bob Beckel.

## Left out

Council for Cable Information had wanted to reach kinds of viewers that watch NBC's *Hill Street Blues* and *St. Elsewhere*. But when advertising schedule for \$6-million, seven-week flight came out last week, no NBC shows were on it ("Cablecastings," page 10). According to

CCI President Kathryn Creech, NBC made several proposals, but they never got any better. "We kept getting inferior programming at very high prices," she said. "We can do without *Punky Brewster*." Flight starts Feb. 17.

## NAB politics

Contests for seats on National Association of Broadcasters executive committee are shaping up. On radio side, Clyde Price, WACTAM-FM Tuscaloosa, Ala., is running for chairmanship and may be challenged by John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind. Bev Brown, KGAS(AM) Carthage, Tex., says he is running for vice chairmanship and re-election to board. Raymond Saadi, KTIB(AM) Thibodaux and KHOM(FM) Houma, both Louisiana, is eyeing seat. On TV side, only one contest appears to have surfaced. Race for vice chairmanship has attracted both Peter Kizer, Evening News Association, Detroit, and Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.

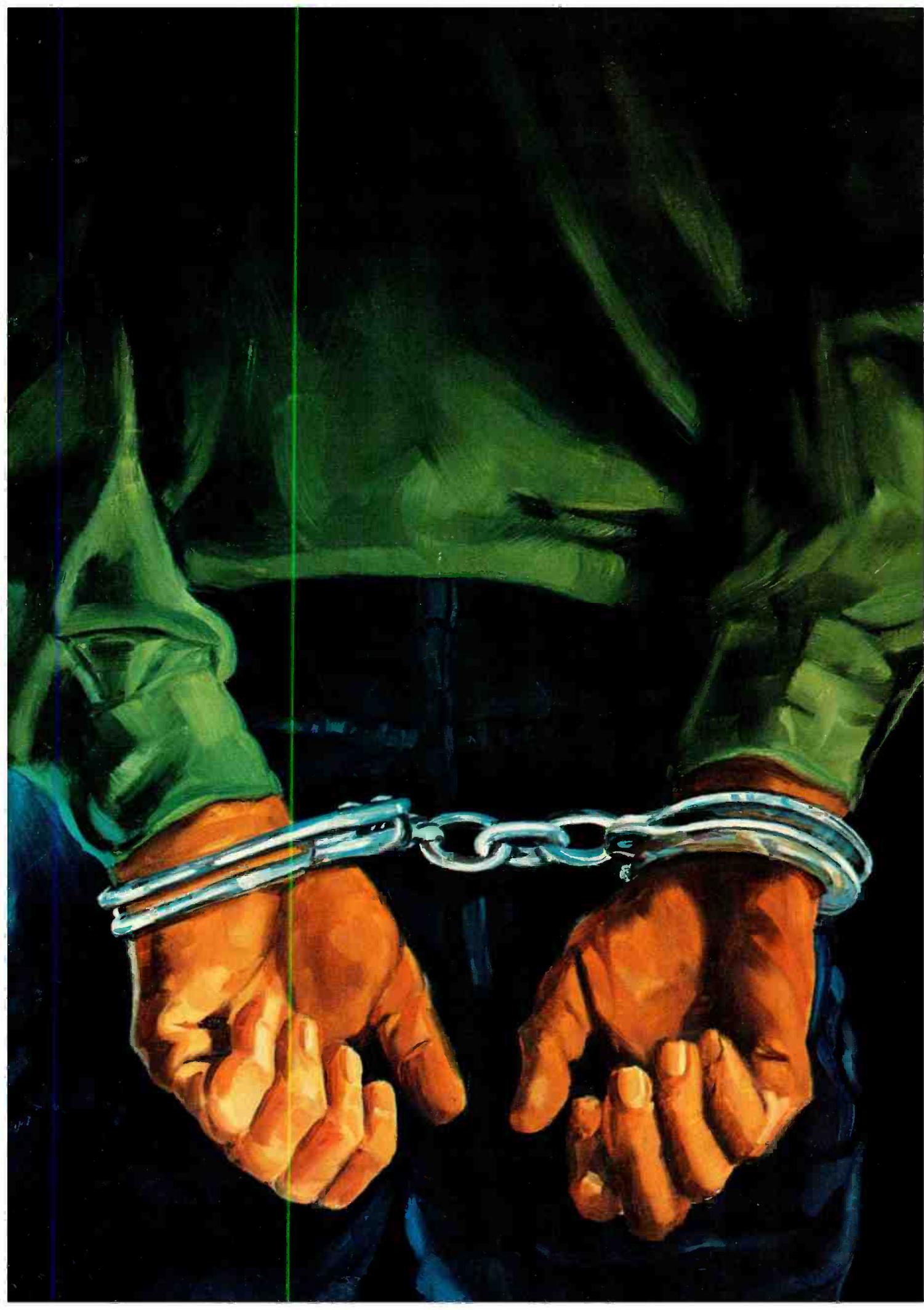
## Try again

Time Inc., which lost more than \$30 million when it shut down teletext operation in 1983, is apparently still interested in electronic publishing. It is reportedly talking to Chemical Bank and others about becoming part of their planned national videotex venture. Time spokesman and Chemical executives would neither confirm nor deny report.

Using transaction banking services as springboard, Chemical, through Pronto Link subsidiary, has made splash in videotex business. In addition to banking and bill-paying service, said Chemical's Bob Reffelt, Pronto offers subscribers financial information. Service is currently being marketed nationally through other banks.

## Too late

It may be spring of 1986 before CBS shareholders hear from Fairness In Media, group with announced purpose of trying to change network's policies. Deadline for inserting issues in CBS proxy statement for company's spring annual meeting was Nov. 15, and although Fairness In Media made its decision to press campaign "on or about Nov. 13," indications are that it submitted no proposals before deadline. After deadline proposals can be raised at discretion of CBS management.



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## MTV explains fourth quarter

In a five-page analysis and report, MTV: Music Television is telling advertisers and agencies that, yes, MTV's 1984 fourth-quarter ratings were down from those a year earlier, but that the fourth quarter was "abnormal," influenced by "external factors beyond MTV's control," and that "viewing should return to past levels in the near future."

During the 1984 fourth quarter, MTV's average 24-hour household Nielsen rating was 0.9, as compared with 1.2 in the 1983 fourth quarter. What happened, the study says, is that in the 12-34 age category, there was a decline in persons using television in pay TV homes in the fourth quarter of 1984, amounting in November 1984 to a 10% drop below November 1983 levels. This was especially bad news for MTV because it's going for the 12-34 demographic and "81% of MTV viewers typically are in pay homes."

More than that, the analysis continues, there was also a pronounced (about 8%) decline in viewing by persons 12-34 in households with incomes of \$30,000 or more—another of MTV's key demographic targets. Thus the "demographics most affected [by the age 12-34 viewing decline] prove to be those most critical to the MTV audience: persons 12-34 in pay and \$30,000+ households."

"A 10% PUT [persons using television] decline of the key demographic of highly targeted programming," the analysis emphasizes, "can easily translate into a 12-34 rating decline in MTV households and, therefore, into a 25% MTV household rating decline. . . . MTV could not avoid being hurt by the November-to-November PUT decline. No other cable-originated or broadcast network was as vulnerable as MTV to the 12-34 PUT declines because no other channel exclusively targets 12-34's."

MTV said it wasn't the only music-oriented programming service to experience a ratings decline in the fourth quarter. According to MTV, other music-oriented services to suffer a November 1983-to-November 1984 decline in the 12-34 group include *Friday Night Videos* (down 14%), *American Bandstand* (down 57%) and *Solid Gold* (down 29/50).

And why was viewing off in the 12-34 age group? The weather, according to MTV.

Compared to the fourth quarter of 1983, the report says, the weather in fourth-quarter 1984 was entirely too good: "When there is abnormally good weather, young adults and teens leave the television sets. Younger skewing programs find it impossible to deliver their target demographic that is unavailable. Even programs with a normally broader demographic appeal will exhibit an older composition than usual, again due to the unavailability of the younger demographic."

In 1983, MTV continues, the country had experienced "an early winter by November," along with above-normal precipitation, and in December "the U.S. Weather Bureau reg-

istered the coldest December temperatures ever," whereas the fourth quarter of 1984 brought "quite warm, mild weather" to the eastern half of the country, representing two out of three U.S. households.

And that's not all. "Just as ABC had *Roots* during a blistery week of January 1977 that created historically high ratings to help ABC's entire first quarter, MTV had Michael Jackson's ground-breaking *Thriller* during cold, damp fourth-quarter '83. ABC had trouble matching its *Roots* first quarter, and MTV had trouble matching fourth-quarter '83. The entertainment world has not produced anything close to the Michael Jackson phenomenon since last fourth-quarter '83."

Along with confidence that there will be no recurrence of these external influences that softened MTV's 1984 fourth quarter, and that past viewing levels will soon be regained, the report finds some pluses to talk about. Despite the fourth-quarter slippage, it says, MTV retained its 3 share for the quarter and also remained "the top-rated cable-originated 24-hour channel throughout 1984, with an annual average of a 1.0 rating."

## Cable's final frontier

The cable industry must wire the big cities, said John Malone, president of Tele-Communications Inc., the nation's largest MSO, at a Washington Metropolitan Cable Club Luncheon last week. It cannot afford to allow 15% of the nation's homes to remain outside the cable universe, he said.

And, he said, "time is of the essence." Alternative distribution technology, presumably SMATV and MMDS, are advancing and siphoning off customers that would have signed up for cable.

But wiring the big cities will be difficult, he said. The "uncertainty of tax laws," stemming from the Treasury Department's flat tax proposal, has made investors wary about funding big-city cable construction. In addition, "some of the big cities that got built didn't work," he said. The cable operators, he said, "promise too much. They didn't know what they were doing."

Another problem with big-city cable is STV. To a certain extent, he said, the single-channel, over-the-air pay service "poisoned the well" for cable. Consumers who were disappointed by their single-channel STV service are reluctant to sign up for cable, which they see as more of the same, he said.

Cities officials can also discourage cable by making too many demands on cable operators, he said. If the officials are reasonable, he said, it "goes a long way toward putting a deal together."

Despite the problems, he said, big-city cable systems are "economically viable" and, indeed, can represent "outstanding investments." He said he was optimistic that the remaining big cities would be built over the next two or three years.

Malone also noted that the cable industry

is full of paradoxes. While stocks for publicly traded cable companies and prices of cable systems are at all-time highs, he said, Com-unicom in Los Angeles has filed for bankruptcy (see "In Brief") and the backlog of equipment orders at cable equipment manufacturers is at an all-time low. And while "some banks are scared to death" because of their investment in cable, others "that used to be scared to death are feeling pretty good now."

The financial community has yet to fully recognize the beneficial impact the 1984 cable law will have on the industry. It will bring "long-term viability . . . protection, stability and peace." In putting an end to rate regulation, he said, the law "will eliminate the principal source of irritation between the industry and its regulators."

Malone also said TCI hopes to launch its X-press electronic information service this summer. The service, which has been developed in conjunction with such "heavy hitters" as IBM, he said, will offer cable subscribers with personal computers news and financial information through a satellite-cable network. The service is designed primarily for businesses, he said. Eleven percent of the entities passed by cable systems are businesses, he said, but the businesses subscribing to cable are "nil."

Malone is chairman of the copyright committee of the National Cable Television Association. On the upcoming copyright battles on Capitol Hill and at the Copyright Royalty Tribunal, he said: "I think we will be able to improve our historical performance, which is to get the shit kicked out of us."

## Baseball's back

Baseball returns to cable Feb. 10 with the start of *ESPN's Sunday Night College Baseball* series of 15 live, prime time, regular-season college games. The opener, at 8 p.m. NYT, will be Cal State-Fullerton at Arizona State.

ESPN's schedule will present seven of the eight teams that participated in the 1984 College World Series and will culminate with coverage—for the sixth straight year—from the 1985 series in Omaha beginning May 31. Play-by-play for the weekly games will be handled by Pittsburgh Pirates TV broadcaster John Sanders and ESPN's Sam Rosen and Sam Smith, with former player and manager Joe Torre and former Detroit Tigers catcher Jim Price providing analysis. Will Bealke will be the coordinating producer.

## CCI campaign launch

ABC-TV, CBS-TV and eight major radio networks will carry the cable television industry's unprecedented, \$6-million image- and awareness-building campaign, set to run from Feb. 17 to April 8.

Kathryn Creech, president of the Council for Cable Information, which is spearhead-

ing the campaign, said the radio and TV networks were picked for their ability to deliver CCI's target audience of cable subscribers and nonsubscribers—male and female, aged 25-54, with incomes of \$20,000 or more and light television viewing habits.

CCI estimated that during the seven-week flight, more than 86 million adults, 25-54, will be reached by the network TV and radio campaign. The radio networks being used in the campaign are ABC Entertainment, ABC Information, ABC Direction, CBS Radio, NBC Radio, Satellite Music Network, Westwood One and Sheridan Broadcasting Network.

In addition, the commercials will reach cable subscribers through their placement on basic cable networks that are CCI members, including CBN, CNN, CNN Headline News, ESPN, MTV, Nashville Network, SIN, the Weather Channel and superstation WTBS(TV) Atlanta.

In television, three 30-second spots will be rotated on CBS and ABC for a total of 59 prime time announcements, starting with the Feb. 17 premiere of ABC's *Hollywood Wives* mini-series. The spots will be scheduled in such highly rated series as CBS's *60 Minutes*, *Dallas* and *Magnum P.I.*; ABC's *20/20*, *Hardcastle* and *McCormick and Dynasty*; the movie nights of both networks (Sunday, Wednesday and Thursday) and specials expected to be highly rated.

CCI officials said network television was chosen over spot for reasons of cost effectiveness and cable's national distribution, and that prime time was selected for superior ability to deliver the target audience.

In radio, three 60-second announcements

will be rotated on the eight networks with 861 announcements running in the seven weeks. The spots will run in morning and afternoon drive time, early morning, midday and evening. CCI said the networks selected for the campaign included four of the top five in delivering CCI's target demo of adults, 25-54. Sheridan Broadcasting, a black-oriented network, was chosen to supplement the schedule and specifically reach that minority audience.

During the seven-week national flight, individual cable systems are to tie in to the campaign with customized local TV spots, radio spots, newspaper ads, direct mail and additional marketing programs.

### Net gain

HBO Sports announced it has signed a new five-year contract for coverage of Wimbledon tennis, starting with the presentation of *Wimbledon '85* next June, when HBO will enter its second decade of tennis coverage on the grass courts of the All England Club.

"We are extremely proud to continue our association with the club and to offer our viewers its crown jewel of tennis," said Seth G. Abraham, HBO senior vice president, programing operations. "This five-year contract represents one of our largest sports packages to date and reflects HBO Sports' continuing commitment to our big-event programing philosophy."

Since it started its Wimbledon presentations in 1975, HBO has provided comprehensive coverage of the annual tournament's midweek match play. Last year, it presented 27 hours of same-day play.

This year, as in the past, HBO Sports and BBC cameras will cover five courts of Wimbledon action for transmission via satellite to the U.S. HBO will cover from the beginning ceremonies through the women's semifinals, with NBC-TV offering first weekend play and the men's semifinals and the finals. *Wimbledon '85* will be produced for HBO Sports by Tim Braine.

### Banking on babies

Grasping, reaching, rolling over, sitting, crawling, standing and walking are highlights of a sold-out, prime time special about babies, *A Journey Through the First Year of Life*. The special will premiere at 8-9 p.m., Sunday, March 24 on CBN Cable Network. Produced by American Baby Cable TV Programs Inc., it is a video interpretation of the company's *The First Year of Life* publication, and will be cohosted by the magazine's editor, Judith Nolte, and by Dr. Burton L. White, director of the Center for Parent Education in Newton, Mass., and author of "The First Three Years of Life."

Promotion for the special includes print advertisements in *TV Guide*, *American Baby*, *The First Year of Life*, *Childbirth Educator* and *Childbirth '85*; a mailing to 20,000 childbirth educators; spots on CBN, and a \$20,000 educational fund to be awarded to the winner of a sweepstakes. There will be four showings of the special—in March, June, September and December. All available advertising for the programs has been sold to manufacturers of baby products: Johnson & Johnson, Fisher-Price, Gerber, Evenflo, Scott Paper, Procter & Gamble, Beech-nut and Glenbrook Labs.

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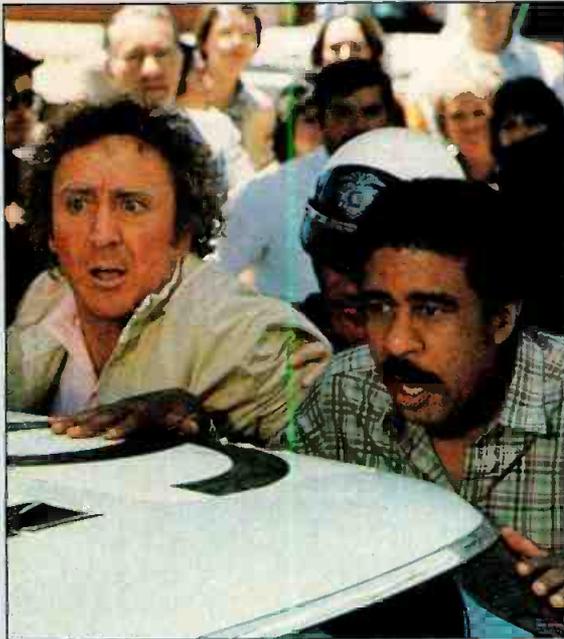
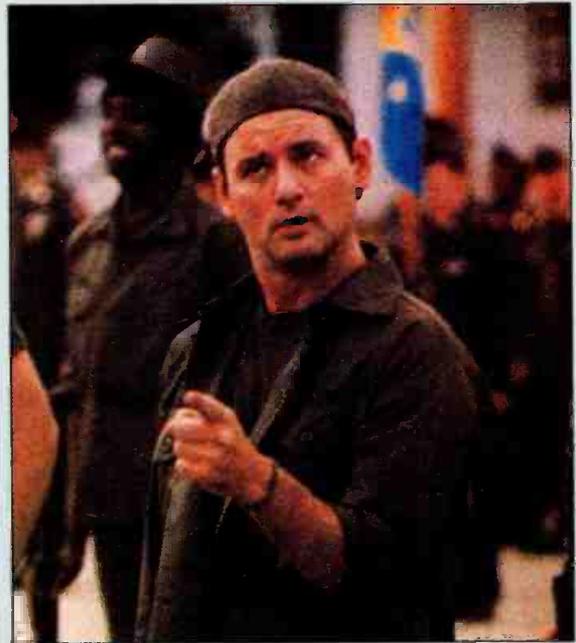
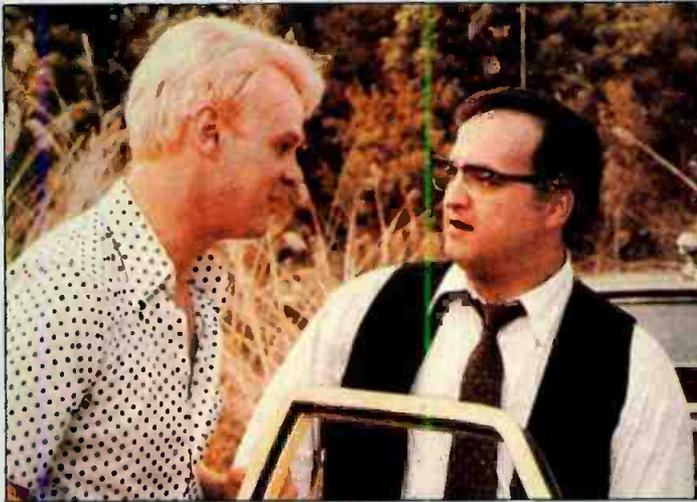
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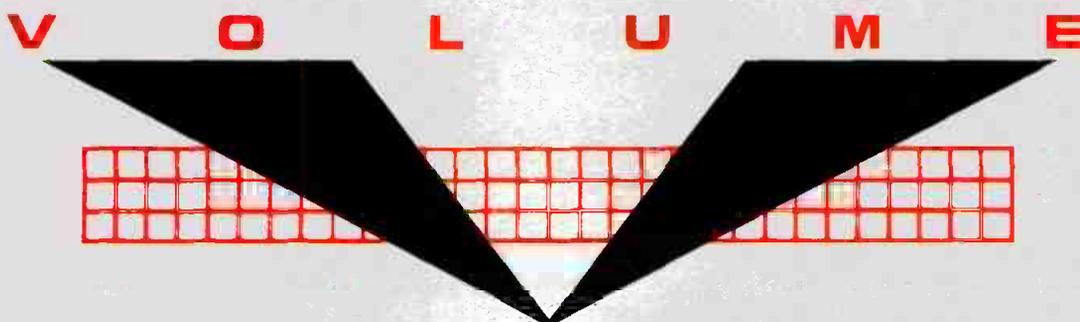
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THE COMPETITION  
THE DEEP  
EDUCATING RITA  
THE FIFTH MUSKETEER  
GLORIA  
HANKY PANKY**

**HANOVER STREET  
LOST AND FOUND  
MODERN ROMANCE  
NEIGHBORS  
SILENT RAGE  
SPACEHUNTER: ADVENTURES  
IN THE FORBIDDEN ZONE  
STIR CRAZY  
STRIPES  
THE SURVIVORS  
USED CARS  
WARLORDS OF ATLANTIS  
WHOLLY MOSES  
YOR, THE HUNTER  
FROM THE FUTURE**



# Business Briefly

## TV ONLY

**Georgia Pacific** □ Various paper products will be advertised in 26 to 52 markets, depending on product. Four-week flight is scheduled to start next week in daytime and fringe periods. Target: women, 25-54. Agency: Altschiller Reitzfeld Solon, New York.

**Jim Dandy** □ Dog food products will be spotlighted in flight of four to six weeks in 18 markets, starting this week. Commercials will be scheduled in daytime, fringe and prime periods. Target: adults, 25-49. Agency: Cole Henderson Drake, Atlanta.

**Estech Inc.** □ Vigoro lawn fertilizer will be highlighted in seven-week flight to start in late February in about 20 markets. Commercials will be presented in fringe slots. Target: adults, 25-54. Agency: Cunningham & Walsh, Chicago.

## RADIO ONLY

**Sundor Foods** □ Various products will

be highlighted in four-week flight to start in mid-February in 14 markets. Commercials will be carried in daytime slots. Target: women, 25-54. Agency: Gumpertz/Bentley/Fried, Los Angeles.

**Volvo of America** □ Flight will begin in mid-February for four weeks in Philadelphia and Baltimore, with another flight planned for March. Commercials will be broadcast in all dayparts. Target: adults, 25-54. Agency: Scali, McCabe & Sloves, New York.

**Morrell Meats** □ Campaign for Weight Watchers' meats and Morrell bacon will begin in Houston this week, complementing buy that started last week in seven markets. Flights will continue for three to four weeks. Commercials will be carried in all dayparts during weekdays. Target: women, 25-54. Agency: Dawson Johns & Black, Chicago.

## RADIO AND TV

**Winston Tires** □ Four-week flight is set



**Apple turnover.** Apple Computer is reported to be "highly pleased" with the showing of its controversial (and costly) "Lemmings" television commercial during ABC-TV's coverage of the Super Bowl. However, it was blood, sweat and tears until a few days before the game when the computer company, despite reservations, decided to bite the apple and run the commercial for the Macintosh line.

A spokesperson for Apple in Cupertino, Calif., told BROADCASTING that the company's agency, Chiat/Day, Los Angeles, had arranged for a survey to be conducted examining viewers' reactions to the commercial. She said the results were "very positive." Although a complete analysis had not been made, she continued, preliminary findings are that the "Lemmings" commercial created considerable interest and also "communicated the correct message."

The "Lemmings" commercial has had a tumultuous life over the past few months. Some of the top management at Apple were not pleased with the original version, saying it compared unfavorably with Apple's "1984" commercial shown on the Super Bowl last year. In fact, the powers-that-be were so disenchanted that they canceled Apple's participation in the Super Bowl about a month before the event.

Chiat/Day was convinced the commercial had merit and mounted a campaign to convince Apple officials that the commercial belonged on the Super Bowl. Management finally relented after Chiat/Day revised the original version.

Apple was given an unexpected bonus when the ABC-TV price for 60 seconds of commercial time fell to \$900,000 instead of \$1 million in the period between Apple's cancellation and its return to the schedule. The production cost of the commercial was in the vicinity of \$500,000. The commercial shows a long line of company managers being led over a cliff by traditional computer companies, said to be criticism of IBM. The spot projects Macintosh as an alternative in the business computer field.

# AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**LOVE AMERICAN STYLE—FEBRUARY 11**—Has the romance gone out of the American relationship? AP's five-part Valentine's Day series looks at love through the eyes of single people living in the 80's. Scripts run midday, one per day, the week of February 11.

**MUSIC TO YOUR EARS—FEBRUARY 23**—AP tunes up for the Grammy Awards on February 26. A list of nominees moves February 23. AP will report the winners in a series of updates during the ceremony, and give you a final musical score on winners in all major categories.

**PEOPLE IN THE NEWS**—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

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

**THIS MORNING**—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move before morning drive.

For more information call (800) 821-4747.

**AP Associated Press Broadcast Services.**

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John Lippman, *assistant editor*.  
Geoff Folsie, *staff writer*.

Marie Leonard, *Jane Chauhan,*  
*advertising assistants*.

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

Richard Mahler, *correspondent*.

Tim Thometz, *Western sales manager*.  
Sandra Klausner, *editorial-advertising assistant*.



# ABP

American  
Business  
Press Inc

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

to begin this week in eight to 10 markets in far West. Commercials on radio will be in all dayparts and in fringe periods on television. Target: men, 25-54. Agency: Western Media International, Los Angeles.

**White Castle Systems Inc.** □ Hamburger chain will begin 12-week flight in about 10 markets in mid-February. Commercials will be placed in all dayparts. Target:

adults, 18-49. Agency: Simpson Communications, Columbus, Ohio.

**Dunkin' Donuts** □ Restaurant chain will launch flight in early March for four weeks in about 25 markets. Commercials will run on radio in weekday morning periods and on television in daytime and fringe. Target: adults, 25-54. Agency: Ally & Gargano, New York.

## Advantage

**Winners all.** Six auto dealers won top awards in ninth annual Television Bureau of Advertising/National Automobile Dealers Association Commercial Competition. Three prizes were given to individual dealers and three to dealer associations, based on market size. Winning dealers were Patrick, Schaumburg, Ill., markets 1 to 50; O'Daniel-Ranes Oldsmobile-Datsun, Evansville, Ind., markets 51 to 100, and Tom Parsell Chevrolet, Charleston, S.C., markets 101+. Dealer association winners were Metro Buick Dealers, Wayne-Oakland-Macomb counties, Mich., markets 1 to 50; Nebraska Southwest Iowa Chevy Dealers Association, markets 51 to 100, and Central Coast Chevrolet Dealers Association (California), markets 101+.

**Image-building.** American Association of Advertising Agencies has distributed, to print media, advertisements in association's campaign to improve public's image of advertising. Advertisements show people reacting to advertising and point up value of advertising when it is informative as well as entertaining. Ads are being sent to newspapers and magazines to be carried on public service basis. Broadcast advertising is being developed and will be released later this year. Volunteer agency is Fallon McElligott Rice, Minneapolis.

**Horn of plenty.** Mike Horn, formerly senior vice president of Blair Radio, has formed Mike Horn & Associates, with offices at 535 Boylston Street, Boston 02116. Phone is: (617) 536-8392. Firm will specialize as consultant in broadcast sales for radio stations, groups and cable systems, and also will make available professionals in other areas of broadcasting, including programming, research, administration, business and media.

# IN TV SALES TODAY, BEING SMART AND AGGRESSIVE IS NOT ENOUGH.

Companies all over the country are realizing a third ingredient is necessary.

Professional training. To raise performance to the higher levels demanded in today's competitive world. That's why companies all over the country are turning to Martin Antonelli. He knows how to train TV salespeople who produce.

People trained at the Antonelli Media Training Center know how to sell specials and sports and how to increase share.

They know how to research the competition, develop selling strategies and make persuasive presentations. They produce because they know the business from local sales to the rating book to closing the sale.

Many of the industry's smartest, most bottom-line oriented companies are making this

investment in their staff's productivity.

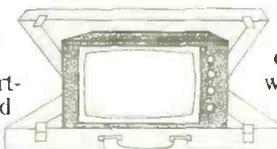
Antonelli graduates now successfully sell time for Katz, Blair, Petry, MMT, TeleRep, Seltel, Taft, Cox, Metromedia, WPIX, WSB, WNEV, and KTTV.

There are two ways to get salespeople with this kind of intensive training working for you. You can hire our graduates (just call with your job opening).

Or you can hire us. We will train all levels of your staff from salesperson to sales manager. Training can be at our facility or yours. Either way, we believe you'll see the dramatic improvements

many others have seen.

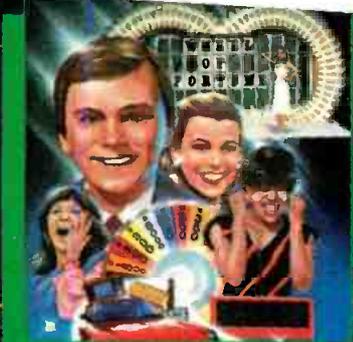
For more information, call today. After all, if you want to travel at full-speed, you can't have an engine going at half-speed.



# ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER INC. LICENSED BY THE NY STATE DEPT. OF EDUCATION



# NOVEMBER'S

- WHEEL OF FORTUNE... #1 Across The Board!**
- #1 Rated Syndicated Strip In TV History!
  - #1 Rated Syndicated Show In November '84!
  - #1 In 7 Out Of 10 Markets!
  - TV's Most Glamorous Big Money Prize Show!
  - #1 Rated Access Show In America!
  - #1 In Major Demos!
  - Beats Or Ties The Station's Prime Time Average In 72 Of The Top 100 Markets!

**TIME PERIOD LEADER IN :**

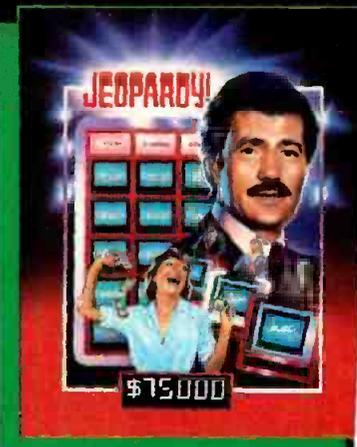
- |                                    |                                    |                                   |
|------------------------------------|------------------------------------|-----------------------------------|
| #1 In Albany, NY 7:30 P WNYT       | #1 In Green Bay 6:30 P WFRV†       | #1 In Pittsburgh 5:30 P KDKA      |
| #1 In Alexandria, LA 6:30 P KALB   | #1 In Greensboro-W.S. 7:30 P WXII  | #1 In Portland, OR 7:00 P KOIN    |
| #1 In Amarillo 6:30 P KVII†        | #1 In Greenville-SP-AS 7:30 P WYFF | #1 In Presque Isle 7:00 P WAGM    |
| #1 In Atlanta 7:30 P WXIA          | #1 In Hagerstown 7:00 P WHAG       | #1 In Providence 7:30 P WPRI      |
| #1 In Augusta 7:30 P WAGT          | #1 In Harrisonburg 7:30 P WHSV     | #1 In Quincy 6:30 P WGEM          |
| #1 In Bakersfield 7:00 P KGET†     | #1 In Hattiesburg-L 6:30 P WDAM    | #1 In Raleigh 7:30 P WTVD         |
| #1 In Baton Rouge 6:30 P WAFB      | #1 In Honolulu 6:30 P KHON         | #1 In Rapid City 6:00 P KOTA      |
| #1 In Birmingham 6:30 P WVTM       | #1 In Houston 4:30 P KPRC          | #1 In Reno 7:00 P KOLO            |
| #1 In Boise 6:30 P KBCI            | #1 In Indianapolis 7:30 P WTHR     | #1 In Richmond 7:30 P WTVR        |
| #1 In Boston 5:30 P WNEV           | #1 In Jackson, MS 6:30 P WJTV      | #1 In Roanoke 7:00 P WSLS         |
| #1 In Bowling Green 6:30 P WBKO    | #1 In Jacksonville 7:30 P WJXT     | #1 In Rochester 7:00 P WHEC       |
| #1 In Buffalo 7:00 P WKBW          | #1 In Johnstown 7:30 P WJAC        | #1 In Rockford 6:30 P WTVO        |
| #1 In Butte 6:30 P KXLF            | #1 In Jonesboro 5:00 P KAIT        | #1 In Sacramento 7:00 P KXTV      |
| #1 In Cedar Rapids 4:00 P KWWL     | #1 In Kansas City 6:30 P KMBC      | #1 In San Angelo 6:30 P KLST      |
| #1 In Champaign-Spr. 6:30 P WICS†  | #1 In Knoxville 5:30 P WBIR        | #1 In San Antonio 6:30 P KENS     |
| #1 In Charleston-Hunt. 7:00 P WCHS | #1 In Lafayette, IN 7:30 P WLFI    | #1 In San Francisco 7:00 P KRON   |
| #1 In Charlotte 5:30 P WBTV        | #1 In Lansing 7:00 P WILX          | #1 In Santa Barbara 7:30 P KSBY   |
| #1 In Chattanooga 7:30 P WRCB      | #1 In Las Vegas 7:00 P KVBC        | #1 In Savannah 7:00 P WSAV        |
| #1 In Chicago 6:30 P WLS           | #1 In Lima 7:00 P WLIO             | #1 In Seattle 7:00 P KOMO         |
| #1 In Chico-Redding 7:30 P KHSL    | #1 In Lincoln 6:30 P KOLN†         | #1 In Shreveport 6:30 P KTBS      |
| #1 In Cincinnati 7:00 P WCPO       | #1 In Little Rock 6:30 P KATV      | #1 In Spokane 6:30 P KHO          |
| #1 In Clarksburg 7:00 P WDTV       | #1 In Louisville 7:30 P WLKY       | #1 In Springfield, MA 7:00 P WXLN |
| #1 In Cleveland 7:00 P WEWS        | #1 In Macon 5:30 P WMAZ            | #1 In Springfield, MO 6:30 P KYTV |
| #1 In Colorado Springs 6:30 P KKTU | #1 In Madison 6:30 P WKOW          | #1 In St. Louis 6:30 P KSDK       |
| #1 In Columbia, SC 5:30 P WIS      | #1 In Mason City 6:30 P KTTC       | #1 In Syracuse 7:00 P WIXT        |
| #1 In Columbus-Tupelo 6:30 P WTVA  | #1 In Memphis 6:30 P WMC           | #1 In Tallahassee 7:00 P WCTU     |
| #1 In Columbus, GA 7:30 P WRBL     | #1 In Miami 7:30 P WTVJ            | #1 In Terre Haute 6:30 P WTHO     |
| #1 In Columbus, OH 7:30 P WBNS     | #1 In Milwaukee 6:30 P WTMJ        | #1 In Toledo 7:00 P WTOL          |
| #1 In Dallas 6:30 P KXAS           | #1 In Minneapolis 6:30 P WCCO      | #1 In Topeka 6:30 P KSNT          |
| #1 In Davenport 6:30 P WOC         | #1 In Minot 6:30 P KFYT†           | #1 In Tri-Cities 7:00 P WCYB      |
| #1 In Denver 6:30 P KUSA           | #1 In Mobile 6:30 P WKRQ           | #1 In Tulsa 6:30 P KTUL           |
| #1 In Des Moines 6:30 P KCCI       | #1 In Monterey-Sal 5:30 P KSBW     | #1 In Watertown 5:30 P WWNH       |
| #1 In Detroit 7:30 P WDIV          | #1 In Nashville 5:00 P WSMV        | #1 In West Palm Beach 7:00 P WPEC |
| #1 In Eureka 7:30 P KIEM           | #1 In New Orleans 6:30 P WNL       | #1 In Wheeling 7:30 P WTRF        |
| #1 In Evansville 6:30 P WFIE       | #1 In New York 7:30 P WCBS         | #1 In Wichita Falls 6:30 P KFDX   |
| #1 In Fargo 6:30 P KXJB            | #1 In Norfolk 7:00 P WVEC          | #1 In Wilkes-Barre 7:30 P WNEP    |
| #1 In Flint 7:30 P WJRT            | #1 In Oklahoma City 6:30 P KWTV    | #1 In Youngstown 7:00 P WYTV      |
| #1 In Florence 7:00 P WBTW         | #1 In Orlando 7:30 P WCPX          | #1 In Yuma-El Centro 6:30 P KYEL  |
| #1 In Fresno 7:00 P KFSN           | #1 In Paducah 6:30 P KFVS          |                                   |
| #1 In Fort Myers 7:00 P WBBH       | #1 In Panama City 6:30 P WJHG      |                                   |
| #1 In Ft. Smith 6:30 P KFSM        | #1 In Parkersburg 7:00 P WTAP      |                                   |
| #1 In Ft. Wayne 7:00 P WANE        | #1 In Peoria 6:30 P WRAU           |                                   |
| #1 In Grand Rapids 7:00 P WOTV     | #1 In Philadelphia 7:30 P WPVI     |                                   |
| #1 In Great Falls 6:30 P KRTV      | #1 In Phoenix 6:30 P KTSP          |                                   |



# 1-2 PUNCH!

**JEOPARDY!...The WINNING TRADITION Continues!**

- #1 In 46 Markets And Building!
- #2 Show In Access Nationally, Just Behind "Wheel of Fortune"!
- Already In The TOP 10 Of All Syndicated Strips This Fall, And In Just Three Months!
- Garnered A Higher Rating In Access In Its Premiere Than When "Wheel" Premiered In The Fall Of '83!



## TIME PERIOD LEADER IN:

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| #1 In Atlanta 10:30 A WAGA      | #1 In Macon 10:30 A WMAZ            |
| #1 In Baton Rouge 9:30 A WAFB   | #1 In Mason City 4:30 P KTTC        |
| #1 In Birmingham 12:30 P WBRC   | #1 In Miami 10:00 A WPLG            |
| #1 In Buffalo 5:30 P WKBW       | #1 In Nashville 4:30 P WSMV         |
| #1 In Cedar Rapids 3:30 P KWWL  | #1 In New Orleans 4:00 P WWL        |
| #1 In Charlotte 5:00 P WBTV     | #1 In Norfolk 7:30 P WVEC           |
| #1 In Chattanooga 7:00 P WRCB   | #1 In Paducah 3:30 P KFVS           |
| #1 In Chico-Redding 5:00 P KHSL | #1 In Parkersburgh 7:30 P WTAP      |
| #1 In Cincinnati 7:30 P WCPO    | #1 In Portland, OR 7:30 P KOIN      |
| #1 In Cleveland 7:30 P WEWS     | #1 In Providence 10:00 A WPRI       |
| #1 In Davenport 11:30 A WOC     | #1 In Raleigh-Durham 7:00 P WTVD    |
| #1 In Denver 10:00 A KCNC       | #1 In Rapid City 12:30 P KOTA       |
| #1 In Des Moines 3:30 P KCCI    | #1 In Reno 9:00 A KOLO              |
| #1 In Detroit 7:00 P WDIV       | #1 In Roanoke-Lynchburg 7:30 P WSLS |
| #1 In Florence 4:30 P WBTW      | #1 In Rochester, NY 7:30 P WROC     |
| #1 In Fresno 4:00 P KFSN        | #1 In Rockford 3:00 P WIFR          |
| #1 In Ft. Myers 7:30 P WBBH     | #1 In Sacramento 9:30 A KXTV        |
| #1 In Green Bay 3:00 P WFRV†    | #1 In San Francisco 7:30 P KRON     |
| #1 In Houston 3:30 P KPRC       | #1 In St. Louis 4:30 P KSDK         |
| #1 In Knoxville 5:00 P WBIR     | #1 In Tri Cities 7:30 P WCYB        |
| #1 In Lansing 7:30 P WILX       | #1 In Tucson 2:30 P KGUN            |
| #1 In Las Vegas 7:30 P KVBC     | #1 In Wilkes-Barre 5:00 P WDAU      |
| #1 In Lima 7:30 P WLIO          |                                     |
| #1 In Little Rock 3:00 P KATU   |                                     |



# JEOPARDY!

Source:

NSI, November 1984 Pure Program Rating Ranking; Cassandra Report November 1984. Qualifications available upon request. Copyright 1985 King World, Inc.

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## This week

**Feb. 3-5**—*Louisiana Association of Broadcasters* annual convention. Speakers: Congressman John Breaux (D-La.), National Association of Broadcasters President Eddie Fritts and National Radio Broadcasters Association President Bernie Mann. Holiday Inn Central (Holidome), Lafayette, La.

**Feb. 3-6**—*National Religious Broadcasters Association* 42d annual convention. Sheraton Washington, Washington.

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

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

■ **Feb. 5-8**—4th International Forum on New Images (synthetic image development), organized by *International Television Festival of Monte Carlo*, in conjunction with *Institute Nationale de la Communication Audiovisuelle*. Monte Carlo. Information: Midem Organization, 505-14-03.

**Feb. 6**—*Society of Satellite Professionals*, southern California chapter. Featured speaker: Ed Horowitz, senior vice president, technology and operations, Home Box Office. Sheraton Miramar hotel, Santa Monica, Calif. Information: 213-474-3500.

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

**Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

**Feb. 7**—*International Radio and Television Society*

■ Indicates new or revised listing

newsmaker luncheon, "Radio: America's Ear-Resistable Medium." Speakers: John Gambling, WOR(AM) New York; William B. Williams, WNEW-AM-FM New York; Charles Osgood, CBS; Gary Stevens, Doubleday Broadcasting, and Rick Sklar, consultant. Waldorf Astoria, New York.

**Feb. 7-9**—*American Association of Advertising Agencies*, Southern region, winter annual meeting. Boca Raton hotel and club, Boca Raton, Fla.

**Feb. 8**—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

**Feb. 8**—"Cable Communications Policy Act of 1984: A New Law—A New Era," seminar sponsored by *Legal Times and Law & Business Inc./Harcourt Brace Jovanovich Publishers*. Madison hotel, Washington. Information: (201) 472-7400.

**Feb. 8**—"The New Technologies: Changes and Challenges in Public Relations," seminar hosted by *Media Institute*. Sheraton Grande hotel, Los Angeles.

**Feb. 8-10**—*National Radio Broadcasters Association's* second radio sales university. Tampa Airport Hilton, Tampa, Fla.

**Feb. 9**—"The Made-for-TV Movie: An Intensive Workshop," 12-week course offered by *Global Village Video Study Center*. Global Village headquarters, New York. Information: (212) 966-7526.

## Also in February

**Feb. 10-13**—*Arbitron Television Advisory Council* meeting. Marriott's Rancho Las Palmas, Rancho Mirage, Calif.

**Feb. 11**—Reunion of DuMont Television Network, which disbanded in 1955. Museum of Broadcasting (reception), New York.

**Feb. 11-12**—*Western Educational Society for Telecommunications* 14th annual conference, focusing on

public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

**Feb. 12**—*Illinois Broadcasters Association* sales caravan. Southern Illinois University, Carbondale, Ill.

**Feb. 12**—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, MetroMedia. Waldorf Astoria, New York.

**Feb. 12**—*West Virginia Broadcasters Association* sales seminar. Marriott hotel, Charleston, W. Va.

**Feb. 12-13**—*Wisconsin Broadcasters Association* annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

■ **Feb. 12-13**—*Arkansas Broadcasters Association* business meeting/legislative reception. Capital hotel, Little Rock, Ark.

**Feb. 13**—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Luncheon speaker: Representative John Dingell (D-Mich.). Mayflower hotel, Washington. Information: (202) 955-4687.

**Feb. 13**—*Illinois Broadcasters Association* sales caravan. Sangamon State University, Springfield, Ill.

**Feb. 13**—"Women at the Top," series sponsored by *American Women in Radio and Television*, Washington chapter. Topic: lobbying. National Association of Broadcasters, Washington.

**Feb. 13**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

**Feb. 13**—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

**Feb. 13-May 8**—"The Video Marketplace: A Comprehensive Examination," program offered by *New York*

**Feb. 3-6**—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

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

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

**March 14-17**—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

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

**April 14-17**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

**May 5-8**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

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

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

**May 12-15**—*NBC-TV* annual affiliates meeting.

## Major Meetings

Century Plaza. Los Angeles.

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

**May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

**May 19-22**—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

**May 19-23**—*National Public Radio* annual convention. Marriott City Center, Denver.

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

**June 6-9**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

**June 6-12**—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

**Aug. 4-7**—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

**Aug. 8-Sept. 14**—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to

attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

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

**Sept. 11-14**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

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

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

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

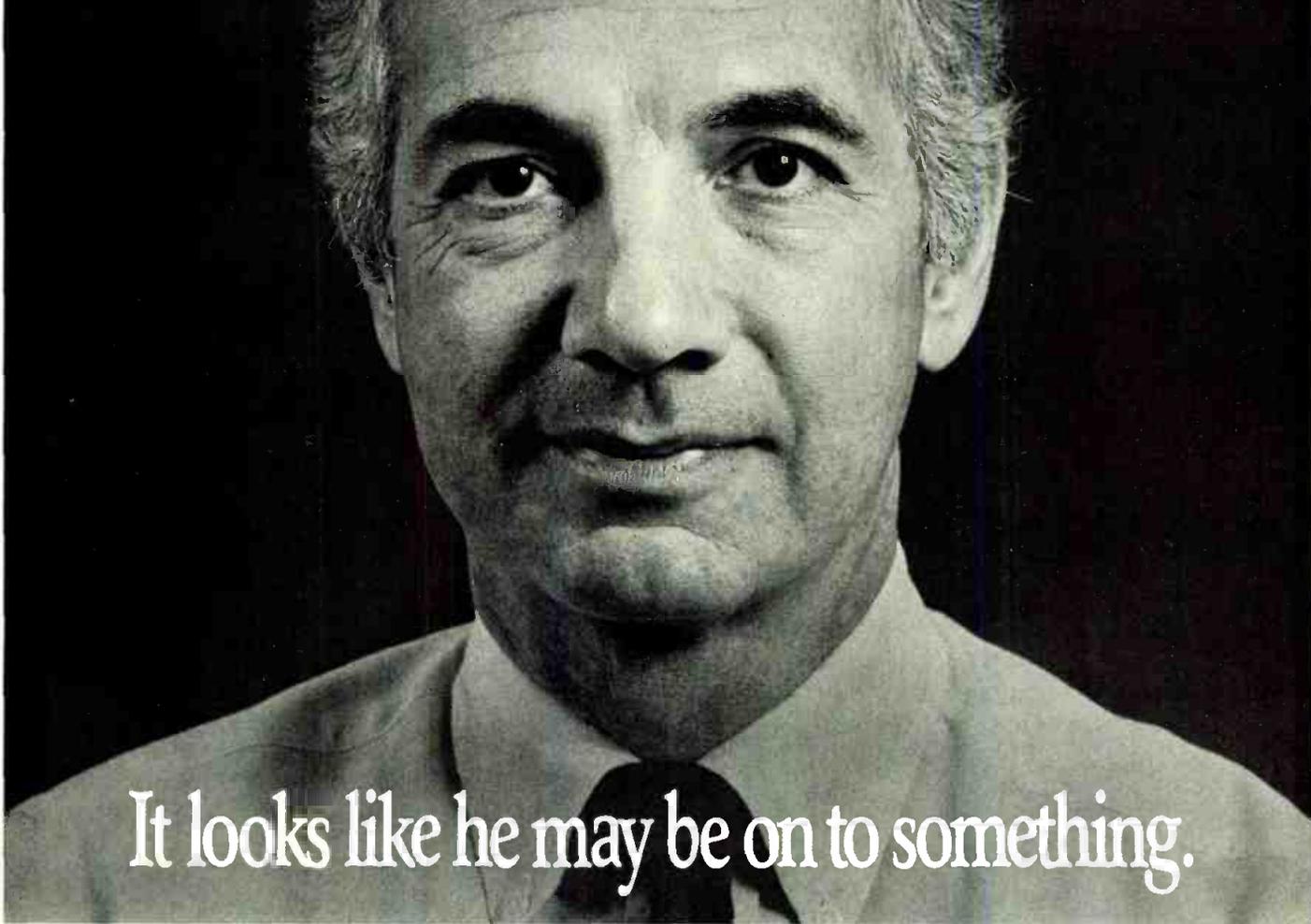
**Nov. 20-22**—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Dec. 4-6**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 4-8, 1986**—*Association of Independent Television Stations* 13th annual convention (tentative).

**Jan. 17-22, 1986**—*NATPE International* annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.



It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

**THERE'S NO SUBSTITUTE FOR SOLID REPORTING.**

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach *Grenada* after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the *operating room* after the assassination attempt.

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The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

**OR FLEXIBILITY.**

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

**HOW ABOUT A FREE SATELLITE DISH?**

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**

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Fall 1985!**

**What's  
Happening Now!!**



in association with LBS Communications, Inc.

University, School of Continuing Education. NYU campus, New York.

**Feb. 14**—*Illinois Broadcasters Association* sales caravan. Bradley University, Peoria, Ill.

**Feb. 14-17**—*Howard University's* 14th annual communications conference, "Communications and Development." Howard University campus, Washington.

**Feb. 15**—*Illinois Broadcasters Association* sales caravan. Brandywine Inn, Dixon, Ill.

**Feb. 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

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

**Feb. 16**—"A Field Guide to the Electronic Media," course offered by *New York University, School of Continuing Education*. NYU campus, New York.

**Feb. 18**—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

**Feb. 19**—*Ohio Association of Broadcasters* general sales workshop. Hilton Inn East, Columbus, Ohio.

**Feb. 20**—Deadline for entries in *International Reading Association's* Broadcast Media Awards for "outstanding television and radio programming related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

■ **Feb. 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Joseph M. Cohen, president, Madison Square Garden Network. Copacabana, New York.

■ **Feb. 20**—*Society of Cable Television Engineers, Chattahoochee (Ga.) chapter*, meeting. Holiday Inn South, Atlanta.

**Feb. 21**—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Will Rogers Memorial Center, Fort Worth. Information: (817) 737-4011.

**Feb. 21**—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

**Feb. 21-22**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Century Plaza, Los Angeles.

**Feb. 21-22**—"Plugging into cable television," seminar designed to help nonprofit organizations utilize local cable channels, sponsored by *National Federation of Local Cable Programers*. National Education Association building, Washington. Information: (202) 544-7272.

**Feb. 22-24**—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

■ **Feb. 23**—11th annual Media Law Conference, sponsored by *Florida Bar, Miami Herald, Miami News, WPLG-TV, WSVN-TV, WTVJ-TV, all Miami, and group of Miami law firms*. Miami Airport Hilton and Marina, Miami.

**Feb. 25-26**—*National Cable Television Association* board meeting. Key Biscayne hotel, Key Biscayne, Fla.

**Feb. 25-27**—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Sahara, Las Vegas.

**Feb. 25-27**—"Forging a Global Telecommunications Strategy," national policy conference sponsored by *Georgetown University, Center for Strategic and International Studies*. International Club, Washington. Information: (202) 293-9151.

**Feb. 26**—*Pennsylvania Association of Broadcasters* winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

■ **Feb. 26**—*American Advertising Federation* second annual West Coast advertising public policy seminar, "The Rules of the Game." Beverly Hilton hotel, Los Angeles. Information: (202) 898-0089 or (415) 421-6867.

■ **Feb. 26-27**—"The Revitalization of AM Radio," regional seminar sponsored by *National Association of Broadcasters*. Sheraton Orlando International Airport Inn, Orlando, Fla. Information: (202) 429-5415.

**Feb. 27**—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

**Feb. 27**—*Television Bureau of Advertising* regional sales training conference. Americana Dutch Resort, Orlando, Fla.

**Feb. 27-28**—*American Women in Radio and Television* biannual public affairs seminar. Speakers include Representatives Nancy Johnson (R-Conn.), Pat Schroeder (D-Colo.), Mickey Leland (D-Tex.) and former FCC Commissioner Anne Jones. Hyatt Regency Capitol Hill, Washington. Information: (202) 296-0008.

■ **Feb. 28-March 1**—"Revitalization of AM Radio," seminar sponsored by *National Association of Broadcasters*. Adam's Mark hotel, Charlotte, N.C. Information: (202) 429-5415.

## March

**March 5-6**—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency Capitol Hill, Washington.

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

**March 8**—*International Radio and Television Society* 45th anniversary/Gold Medal banquet, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

■ **March 11-13**—*PRIMA* (Public Radio in Mid-America) winter meeting. Montelone hotel, New Orleans. Information: (319) 353-5665.

**March 13**—*American Women in Radio and Television* 10th annual Commendation Awards luncheon. Awards to be presented by actress Loretta Swit. Waldorf-Astoria, New York.

**March 14-15**—*Oklahoma AP Broadcasters* annual convention. Marriott, Tulsa, Okla.

**March 14-17**—First *NATPE International* Production Conference. New Orleans Hilton. Information: (212) 949-9890.

**March 15**—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

**March 15**—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

**March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

**March 15-16**—International satellite and cable television communications law symposium sponsored by *UCLA Communications Law Program and International Bar Association*. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

**March 15-17**—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

**March 19**—*Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

**March 20**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

**March 21**—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlicht, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

**March 21**—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

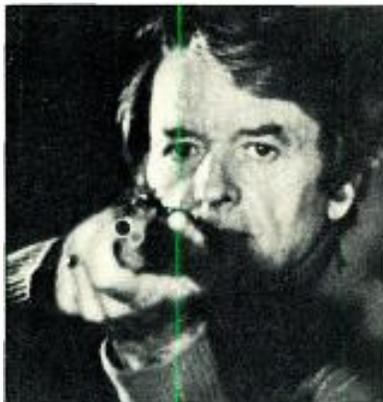
**March 21-23**—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

■ **March 24-31**—*Prix Futura Berlin*, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

**March 26**—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

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

# Eighteen Ways To Get The Viewer's Attention



## Thriller

Hal Holbrook is just one of the stars featured in "Thriller", a package of eighteen major action and adventure films.

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## Deja vu

EDITOR: Broadcasters received the final blow on cigarettes by the Marlboro Man; now it looks like we are going to get it again by John Madden. When will our industry ever wake up?

There is no question the broadcast industry is doing too satisfactory a job selling beer and wine. The beer and wine industry has to cool down its sometimes harsh and hard sell of its products, or it could go the way of cigarettes in the past.

I am hearing almost nothing from the beer and wine industry on all of this, and without their leadership, we are bound to lose in Congress.

I would think it would not be too far out of line for the beer and wine people to consider a small public service saying not to drink while driving. All the public service spots by broadcasters are not going to ever change the minds of Congress. If Congress does put us out of business, as they did on cigarettes, I hope this time we have enough smarts to demand that all beer and wine advertising be barred from all media.—*H. Scott Killgore, KMPG(AM) Hollister, Calif.*

## Errata

Correct figure for **total number of radio stations sold in 1984** should be **1,008**, not 782, as reported in chart in Jan. 28 issue. □

**Gary Collins is host of Group W's syndicated Hour Magazine**, not **PM Magazine**, as incorrectly reported in Jan. 21 issue. □

The **four half-hours in LBS Communications' two-hour advertiser-supported block of daytime programming** are **All About Us, The Great Life, What's Hot, What's Not** and **Inday News**. It was incorrectly reported in the Jan. 21 issue that the fourth show in the lineup was **M.A.S.K.** In addition, **Inday** is targeted to women 25-54, not 18-49 as reported, and has a commercial inventory of 7,000 30-second spots, not 3,500, as also reported. □

**Lori Pinkerton, from United Stations, New York, is joining MJ1 Broadcasting there as director of production**, not Joshua Feigenbaum, president of MJ1, as incorrectly reported in "Fates & Fortunes," Jan. 28. □

"Closed Circuit" of Jan. 28 should have read "**Gordon Hastings** is understood to be resigning as president of **Katz Television Group**..." and not Blair Television Group.

## AM stereo dialogue

EDITOR: Stereo is not the elixir that will save AM broadcasting. It is interesting to read valid comments and observations by engineers like Doc Masoomian who try to enlighten management. Management, on the other hand, hears that AM has no bandwidth limitation, and now with stereo, we can compete with FM. Management fails to hear the complete report from engineering that says that AM receivers do not, and never will, have adequate bandwidth to detect "high fidelity." Listeners would never tolerate the 10 khz heterodynes from U.S. and Canadian stations. They certainly would not tolerate the 5 khz heterodynes from most Latin American countries at night. In order to prevent such interference it is necessary for receivers to have a narrow bandwidth, and

there goes your high fidelity.

Engineers, make sure your administration understands the total system including the receiver limitations.

Management, please listen to your engineering consultants. Try to spend as much time with the engineers as you spend with your accountant.—*Arthur Thompson, manager, WFME(FM) Newark, N.J.*

## More helping hands

EDITOR: I read with interest your Jan. 7 article regarding the drive by KSDK(TV) to raise \$1,850 for needy St. Louis children. The vice president of WIS(AM) Columbia, S.C., noted in the Jan. 21 issue that his station raised \$7,300 and some toys for the needy in his area.

Last December, KMEX-TV Los Angeles delivered 10,000 checks totaling \$235,000 to the Red Cross for aid to the explosion victims in Mexico. One week later we raised over \$250,000 in cash, food and toys for the needy children of southern California. Our Navidad en el Barrio mini-thon, paid for entirely by KMEX-TV, has now raised over \$1 million for needy children in our area. Now,

## Stay Tuned

A professional's guide to the intermedia week (Feb. 4-10)

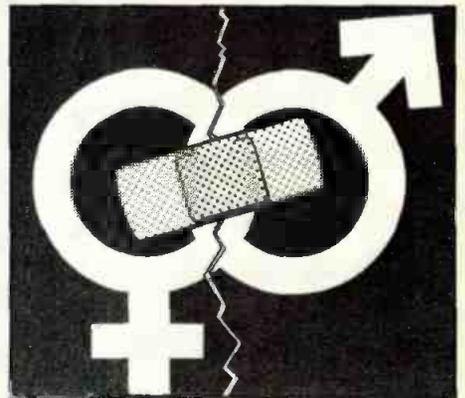
**Network television** □ **ABC:** *Consenting Adult* (drama), Monday 9-11 p.m.; *The Bad Seed* (horror), Thursday 8-10 p.m.; *Surviving* (drama), Sunday 8-10 p.m. **CBS:** *The Corsican Brothers* (classic adaptation), Tuesday 9-11 p.m.; *Kojak: The Belarus File* (drama), Saturday 9-11 p.m.; *The Atlanta Child Murders* (mini-series), Sunday 8-10 p.m. **NBC:** *The Dirty Dozen: Next Mission* (drama), Monday 9-11 p.m. **PBS** (check local times): *Overdrawn at the Memory Bank* (romantic comedy-adventure), Monday 9-10:30 p.m.; *Born of Water* (drama), Monday 10:30-11 p.m.; *Discover: The World of Science\** (four-part series), Wednesday 8-9 p.m.; *Gold Lust* (documentary), Wednesday 9-10 p.m.; *Arctic Window* (nature), Wednesday 10-11 p.m.; *Inside the White House* (discussion/critique), Thursday 10-10:30 p.m.; *Hands That Picked Cotton* (documentary), Friday 10-11 p.m.; *Men and Women: After the Revolution* (documentary), Sunday 10-11 p.m.

**Network radio** □ **PBS** (check local times): *Unsung, Unheard—Black Concert Artists in America\** (profile series), Monday 10-11 p.m.

**Cable** □ **Arts & Entertainment:** "Jane Eyre" (five-part adaptation), Friday 8-9 p.m.; *Sounds Magnificent\** (profile series), Friday 9-10:40 p.m.; *St. Martin's Lane* (romance), Saturday 8-9:30 p.m.; *Les Grandes Manoeuvres* (romantic comedy), Saturday 10-11:50 p.m.; *The Baltimore Lampoon\** (comedy series), Sunday 11-11:30 p.m. **ESPN:** *ESPN's Sunday Night College Baseball\** (weekly series), Sunday from 8 p.m. **HBO:** *So You Wanna Be A Star?* (documentary), Tuesday 2:30-3:30 p.m.; *Day to Day Affairs* (comedy sketches), Monday 10-11 p.m.; *Sexual Abuse of Children—Beyond the Secret* (documentary), Wednesday 10-11 p.m. **Lifetime:** *ABC Notebook: Teen Suicide* (prevention special), Friday 12:30-1 a.m. **The Nashville Network:** *Yesteryear in Nashville* (profile), Monday and Tuesday 11:30 p.m.-midnight.

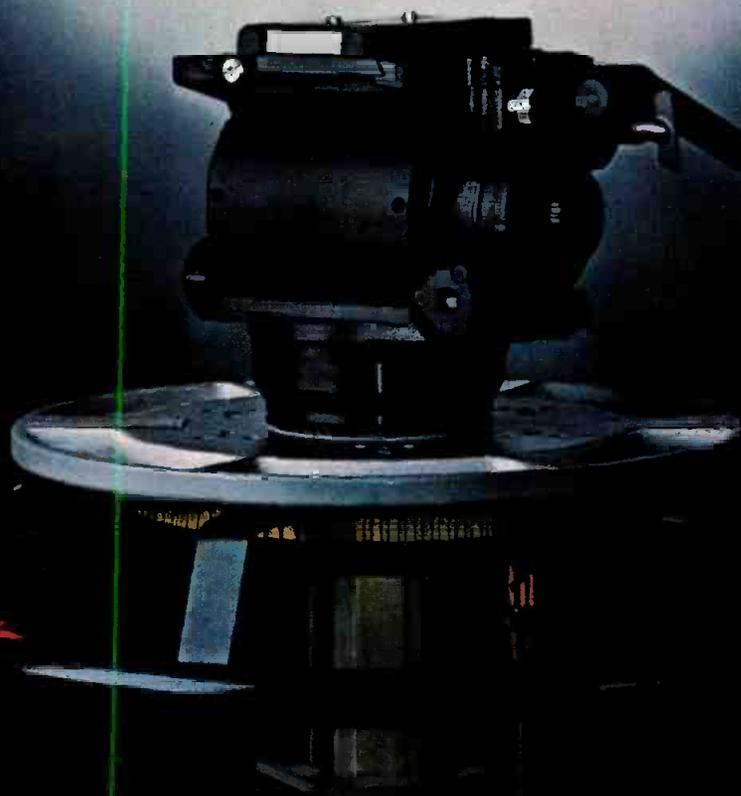
**Museum of Broadcasting** □ Sports production seminar with Roone Arledge, president, ABC News and Sports, Thursday 12:30-2 p.m. **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, now through March 15. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

\*indicates premiere episode



"Men and Women: After the Revolution" on PBS

**SONY PRESENTS THE MOST ADVANCED  
FIELD/STUDIO CAMERA UNAVAILABLE TODAY.**



**INTRODUCING THE  
SONY BVP-360. ON MAY 1, 1985,  
THE REMARKABLE  
BECOMES AVAILABLE.**

When we previewed this camera at NAB, the response was tremendous. Which, considering Sony's considerable reputation for high performance broadcast portables, wouldn't normally seem so surprising. Except for one detail.

The BVP-360 isn't a broadcast portable. (Although at 50 pounds it's certainly the most portable camera in its class.)

What the BVP-360 represents, however, is the culmination of Sony's work in tube technology, in innovative mechanical design and in High Definition Video Systems. A highly sophisticated, automated camera that promises to usher in a new era in price/performance for cameras in the Field/Studio category.



Sony-developed 2/3-inch Mixed Field Saticon.\* (Plumbicon™ tubes also available.)

**THE 2/3-INCH IMAGE  
FORMAT COMES OF AGE.**

For those of you unable to get through the crowds for a close look at the BVP-360, there are two explanations for the exceptional image quality you saw on the monitors overhead.

First, the BVP-360 employs the remarkable, Sony-developed 2/3" Mixed Field\* tubes. The first real challenge to big tube performance. Because they deliver twice the registration and geometric accuracy of conventional 2/3" tubes. Plus greater depth of modulation. And thanks to the special Sony-developed FET that is built into the tube and yoke, an extraordinary signal-to-noise ratio. (MF Plumbicon™ or MF Saticon™ tubes are available.)

Secondly, the Sony BVP-360 is equipped with a breakthrough F1.2 prism design that single-handedly results in sensitivity and depth-of-field comparable with

25mm image formats. And vastly superior to any current 2/3" Field/Studio camera at any price.

And, naturally, when you combine these factors with the extensive signal processing technology Sony has engineered into the BVP-360, you get specs which could only be described as spectacular.

**A SUPERHUMAN FEAT  
OF HUMAN ENGINEERING.**

Many of the experts who were able to get their hands on the camera at NAB were even more impressed by how it performs from a human standpoint.

Some were moved to comment by how easy the BVP-360 is to move around. Its smoothly integrated handles. Low weight. The highly maneuverable viewfinder. And the shortest lens-front-to-viewfinder distance in the industry.

Others cited the uniquely pragmatic approach to automation. An approach that concentrates the camera's considerable microprocessor-based intelligence on the most difficult setup operations; functions such as digital registration, B/W balance, flare and gamma.

And still others referred to the BVP-360's extensive camera head memory, which can store up to sixty-four scene files, eight setup files, sixteen lens files and three reference files.

Plus the advantages of being able to choose from three remote operational panels.

**NOT JUST A CAMERA.  
A CAMERA SYSTEM.**

But perhaps the most striking aspect of the BVP-360 is its "building block" design concept. An arrangement that makes it particularly easy to customize the camera for various production situations.

It starts with a



BVP-360 Remote Control Panels: (left to right) a flexible Field unit, a highly sophisticated Creative Production panel and a simple Studio unit.

camera head able to transmit component signals via Triax or Multicore. Or function as a stand-alone camera.

Then, on the technical front, alignments are handled at the Camera Control Unit. With each camera able to be tweaked individually. Or addressed as part of up to an eight-camera chain linked to one Master Setup Unit.

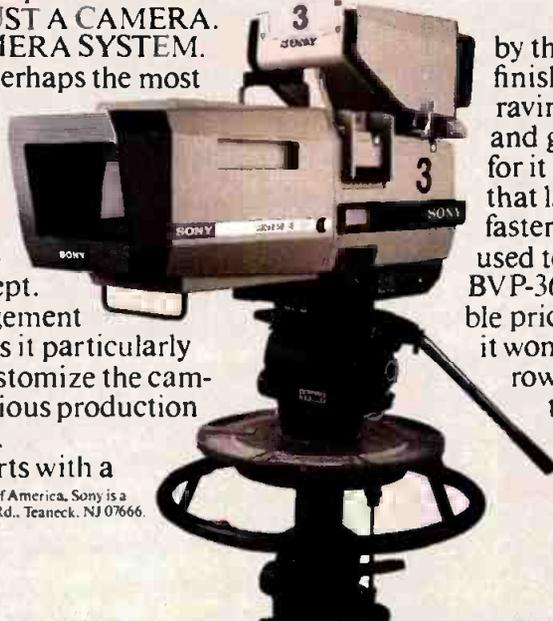
And finally, on the operational front, all control during production may be directed from one of three types of Remote Control Panels—a simple Studio model, a flexible Field unit, or a highly evolved Creative panel with extensive memory and scene-painting facilities.

**ADOPT A  
WAIT-AND-SEE ATTITUDE.**

Of course, as we said at the outset, the BVP-360 isn't ready for delivery tomorrow. But that doesn't mean you have to wait until May to see it. There are units here right now for demonstrations and evaluations.

And of course, by the time you're finished testing it, raving about it and getting a budget for it (although that last part may go faster than you're used to thanks to the BVP-360's incredible price/performance), it won't be tomorrow. It'll be closer to May 1.

**SONY**  
Broadcast



\*Sony Mixed Field tubes use electrostatic deflection and magnetic focus. ©1984 Sony Corp. of America. Sony is a registered trademark of Sony Corp. Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666.

that's a contribution.—*Daniel D. Villanueva, president-general manager, KMEX-TV Los Angeles.*

EDITOR: I read in your Jan. 21 issue where WIS(AM) Columbia, S.C., raised \$7,300, as well as other items, for needy children.

WMTZ(FM) has been on the air for only a year and a half, and during our first fund-

raising efforts, Jan. 11, 12 and 13, we raised \$37,000 in 36 hours.

The Martinez-Evans Jaycees and WMTZ(FM) broke a fund-raising record by receiving \$37,000 in pledges for St. Jude Children's research hospital in Memphis. This amount was nearly twice the amount raised in previous radio fund-raising broadcasts in Georgia, according to George Peterson, St.

Jude regional representative for the hospital. St. Jude Hospital, founded in 1962 by entertainer Danny Thomas, is dedicated to the treatment and research of children's cancer.

I agree with WIS's Charles T. Jones Jr. that it would be interesting for other stations to report their efforts in this important area.—*R.E. Watkins Jr., president, WMTZ(FM) Martinez (Augusta), Ga.*

## Monday Memo

A religious TV commentary from William Moreland, senior VP, management representative, BBDO/West, Los Angeles

### Time for a fresh look at religious programming

In the eyes of most television broadcast executives, "paid" religion broadcasting ranks either slightly ahead of, or is a close second to, insurance salesmen as a "must see." Yet paid religious communication in the mass media is now heavily oriented toward television. Media other than television are not extensively used today by any of the more than 90 organizations syndicating religious programs.

We have handled the account of the Worldwide Church of God at BBDO for the past four years, during which time our principal involvement has been clearing television time in the U.S. for the church's television program, *The World Tomorrow*. In moving *The World Tomorrow* from 53 ADI's in 1981 to 171 ADI's in 1984, we have learned much about religious broadcasting. I'd like to share some of what we've learned with television people.

The attitude we have found to be most prevalent among station executives is one of lumping all religious broadcasters into one category without any attempt to distinguish one from another. If they accept paid religion, it's usually only for the revenue these programs generate for their stations.

The reason most station executives have this opinion—which is an attitude of positive distaste for religious programming—is quite basic: Religious programming sometimes creates controversy, and it frequently creates problems not found with most other types of programming. Many religious programs employ tactlessness and follow methods of operation which the majority of God-fearing Americans would find objectionable.

For example, religious programming is used too often to support a cause or to promote one candidate over another—sometimes even to build a political base. Too many programs seem to spend more time soliciting contributions than delivering a thoughtful, religious message. Some sell religious items or items of contrived religious significance to their specific ministries, and all too often we hear stories of slow pay in the category. These are all inappropriate activities for legitimate religious programs.

Most program directors and station managers would probably describe the ideal religious program as one that offers acceptable



William Moreland is senior vice president, management representative, for BBDO/West. He is responsible for a group of new accounts, agency new business and promotion, and is liaison between BBDO/West and the 70 other BBDO companies worldwide. Since 1980 Moreland has had international management responsibility for the Worldwide Church of God account. Moreland's previous agency experience includes senior account management positions at Dailey & Associates in Los Angeles, Tracy-Locke/BBDO in Dallas and Doyle Dane Bernbach in New York, where he began his career.

production values and decent tape quality, is provided on time in the proper format and supplies a back-up if the slotted show doesn't arrive on time. Finally, it should be one that pays its bills promptly.

While religious programs are diverse, many not only meet but far exceed the ideal program described above. And these programs aren't "invisible"; many attract significant audiences and challenge their viewers with provocative ideas.

Consistent with their primary mission, these programmers are also honestly intent on serving a need—which is to deliver a religious message that will comfort and help the audience.

If the station executives were to use a statistical evaluation for religious programming, they might be surprised to find the following:

- Regular viewers of religious programming constitute a minimum weekly audience

of over 13 million.

- Viewers of religious programming have been found to be more church-going than others in the community.

- Viewers of religious programming tend to watch more than one religious program, if available in their market.

- Viewers of religious programming want to see the particular type of programming they select because it supports their fundamental beliefs.

According to a study conducted by a research team at the Annenberg School of Communications at the University of Pennsylvania and the Gallup Organization, the audience profile for religious programming is coherent and well-defined. "For them, watching religious television is an expression of belief and an experience that is not inconsistent with, and may even complement, local church attendance and contributions," the study found.

If station executives were to analyze the variety of religious programs available to them, they could avoid the problems outlined above. Ideally, they should select religious programs that:

- Do not ask for contributions, or do so only in a minimal way.

- Provide high quality product with proved production control.

- Deliver the program in the format stations desire on a systematic and dependable basis.

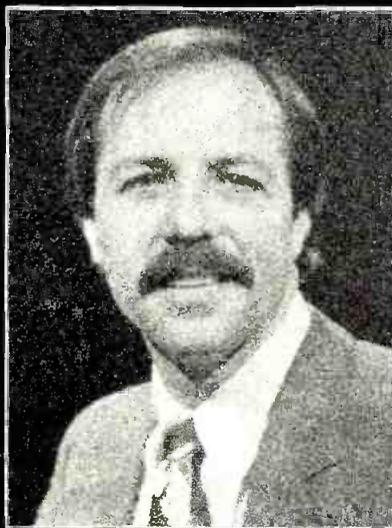
- Pay their bills on time. (*The World of Tomorrow* may be the only program that is represented by a major advertising agency, but there are others similar to it that pay on time.)

Religious programming can provide significant benefits to broadcasters. It permits the local station to serve the needs of the community while at the same time adding to station income by selling time that is not in commercial demand.

My hope is that television broadcasting executives will, in the future, weigh the merits of each religious program separately against established criteria rather than judging religious programming as an undefined mass. Once they do, they may be as surprised as the station executive who met with a church representative and a BBDO account person and finally asked, "All right, who's from the church and who's the agency representative?"

# SUNNY 101.5 FM "Through The Roof" With Transtar

In May "Sunny 101.5" FM, South Bend joined over 225 other stations across America carrying Transtar. What happened when they got tired of almost no ratings and disappointing sales and switched from SMN to Transtar's Adult Contemporary format 24 hours a day?



"We went through the roof. Our first Birch\* with Transtar was a 6.8 (12+) and now we're up to a 10.1. All the numbers are in the 25-54 area so sales, too, are going through the roof. We have an 18.3 share of women 25 to 54 and now our major FM "A.C." competition gave up and switched format, so it's going to get even better!"

Terry Knust  
General Sales Manager  
Sunny 101.5 FM

Can we help your station to go through the roof?

**TRANSTAR**  
The Quality Satellite Network

For more information and market availability, call us at  
**1-800-654-3904**

\*Birch Radio Inc. July 1984, Sept-Oct 1984 Monday-Sunday 6 a.m. to Midnight AQH share trends.  
All estimates are subject to the limitations of the survey.

**THRILL YOUR  
VIEWERS.**



# TERRIFY YOUR COMPETITION!

The Fox Mystery Theatre is thirteen 90-minute features that bring together Hollywood's top writers, directors and performers to create the kind of heart-in-the-throat entertainments that audiences scream for!

*Peter Graves  
is your host  
for a foray  
into fear,  
a detour into  
danger and  
a trek into  
terror!*



A tattoo that covers the body of a killer with the face of his victim! A video-taped Last Will and Testament that records a murder! A mysterious necklace that glows with the guilt of its wearer! A medieval church whose destruction unleashes its "residents" on the 20th century!

The Fox Mystery Theatre! It's so good that it's scary!

**FOX MYSTERY THEATRE**

First Time On Television!



# Back to the Spirit of Summer

Loaded with the top summer hits of the season—past and present—flashbacks and great memories.

A spectacular 15-week summer program franchise. One-hour weekly. Expanded editions on Memorial Day, Fourth of July and Labor Day Weekend.

Get all the facts on 1985's hottest new sales and audience attraction, Call David West in New York (212) 975-2097 or Steve Epstein in Los Angeles (213) 460-3547.



THE SPIRIT OF SUMMER  
produced by Kris Stevens Enterprises.

The Programming Service  
with the CBS Difference

# Broadcasting Feb 4

Vol. 108 No. 5

TOP OF THE WEEK

## Nielson offers tempered approach on alcohol ads

**First bill responding to movement to ban beer-wine advertising on radio, television and cable calls for year-long study to determine if causal link can be found; NAB and others reluctant to embrace**

The ongoing controversy surrounding the movement to ban beer and wine advertisements on electronic media (radio, television and cable) generated more congressional attention last week. A bill, H.R. 824, was introduced in the House by Representative Howard Nielson (R-Utah), calling for a one-year study by the Bureau of Alcohol, Tobacco & Firearms to determine if there is any relationship between alcohol abuse and the promotion and advertising of beer and wine. (The study would take a broad look at the issue and include advertising in all media, not just broadcasting and cable.)

Some of the concerned parties were reserving judgment. However, the Center for Science in the Public Interest, which is heading Project SMART (Stop Marketing Alcohol on Radio and Television), the coalition of citizen groups—including the National PTA—that have banded together to call for an end to the ads or to obtain equal time for counteradvertising, does not favor the measure.

"We would not support it," said Michael Jacobson, executive director for the center. Jacobson felt Nielson's interest in the issue is a "well intentioned" but "misguided approach . . . A year would have been wasted and the study would not serve any useful purpose. You can do research until you're blue in the face and never come up with a conclusive answer. The industry will object to any study. And judging from the history of the bureau, it is totally incapable of conducting the study the bill has in mind," Jacobson said.

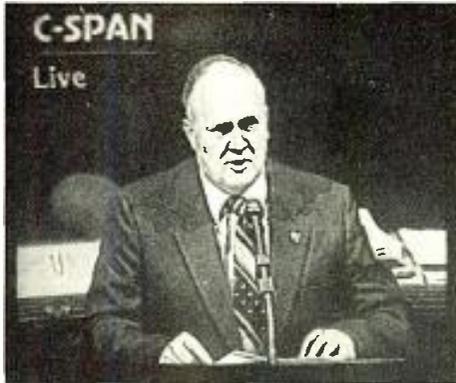
The National Association of Broadcasters was reluctant to embrace the bill. President Eddie Fritts said: "It is a duplicative request and unnecessary at this time. There are current scientific studies that indicate there is no relationship between the ads and alcohol abuse." And furthermore, he added: "The BATF does not need legislation to set up a study. We would prefer the BATF to proceed on its own volition," Fritts said.

A spokeswoman for the United States Brewers Association said the organization has not taken a position on the bill and will study it further. Dan Jaffe, senior vice president for government relations at the Ameri-

can Advertising Federation, was reluctant to comment on the legislation until examining it further. Nonetheless, he said: "We feel that any examination that is scientific and neutral has to find advertising is not the cause of the problems." There's a key question, however, that Jaffe said must be asked. "Is there enough evidence already available?" He felt there is, and that it proves advertising is not the cause of alcohol abuse.

National Cable Television Association President James Mooney said it was "too early to tell" what kind of impact the Nielson measure might have or whether it is the best solution to the problem. "We're keeping our powder dry," Mooney said.

Even if the bill itself did not go over well,



Nielson introducing H.R. 824

the idea of a study seemed to generate some interest. Bob Hynes, Washington vice president for NBC, said: "It will be helpful if . . . alcohol abuse and its causes are examined, whether by government or private studies. It's hopeful the studies are conducted before any decisions are made in this area."

Nielson's bill seemed to strike a positive chord with the House Telecommunications Subcommittee to which the measure is likely to be referred. David Aylward, chief counsel and staff director for the subcommittee, thought the legislation was "indicative of the level of interest in the issue." The members, he said, are talking a lot about it. While he did not comment specifically on the bill, Aylward emphasized that the subcommittee favored studying the issue. But whether the BATF or some other agency examines it is "much too early to judge," he added.

Nielson, a Mormon, told BROADCASTING: "I have long felt advertising of beer and wine

is damaging in creating role models for our young people." With that in mind, he began to look into the issue. He heard from the PTA and others who were calling for a ban and from broadcasters and others opposed to one. Nielson said he was "reluctant to take that drastic a step." The best solution, he continued, is to study the problem—"to find out first of all if there is a relationship between alcohol abuse and advertising. And if there is, what's the best approach to the problem."

Nielson said he didn't know if there was a relationship between the two. However, his own feeling is "that there is" a connection. Still, he believes a study is essential.

If BATF finds there is a link, Nielson indicated the matter might be handled like this: "First have them change the tone of the ads and finally eliminate the ads entirely. That's the approach I am going to use." He said the industry "is very understanding" and that years ago it decided not to show people actually drinking beer. "That's commendable in my view. But whether that's enough or not I don't know," he said.

The congressman revealed that in his discussions with broadcasters, most of them are opposed to any bill. "Others say this would certainly be much better than any kind of ban or requiring any public service counter advertising," he said. Nielson also emphasized the importance of studying the "entire problem" and not singling out the electronic media.

When Nielson introduced the measure last week he cited a 1980 Health and Human Resources study that showed: "One-third to one-half of all highway fatalities are related to alcohol abuse; one-half of all homicides in this country and one-third of all suicides are directly related to the misuse of alcohol; 50% of rape offenders and 31% of rape victims were under the influence of alcohol at the time of the attack, as were 72% of assault offenders and 79% of assault victims (this latter statistic varies according to different studies on the subject)."

One aspect of the legislation that was viewed positively was that it takes an "unemotional" approach to the issue rather than an "emotional" one that occurs when discussing a ban, said John Summers, executive vice president of the NAB, which has made the ad ban issue its number-one legislative priority. Summers said NAB plans to meet its goal of visiting every office on the Hill to discuss the issue. It is a matter that has occupied all of NAB's lobbyists full-

time and has resulted in a full-fledged grassroots push by its members to contact their congressmen and express the industry's concern about a ban.

Those efforts may be paying off. Project SMART has been unsuccessful thus far in finding someone to introduce its legislation. Only one House member has expressed an interest in the idea, Representative Earl Hutto (D-Fla.). Hutto, a deacon in the Baptist church, however, has not made up his mind whether he will introduce legislation calling for a ban. A spokeswoman for Hutto said the congressman wanted to talk with Nielson about the latter's bill.

Furthermore, Hutto was asked to make a statement at a press conference tentatively scheduled last Monday (Jan. 28) by Project SMART. That briefing was delayed, however, because of the Senate hearing scheduled for this Thursday (Feb. 7) by Paula Hawkins (R-Fla.).

Florida broadcasters contacted Hutto almost immediately after he announced on a local Washington public affairs television program that he was considering legislation. They also made their views known to Hawkins, chairman of the Subcommittee on Alcohol and Drug Abuse. The Florida Association of Broadcasters mailed 455 postcards to that state's radio and TV operators asking them to contact their representatives. "I feel we've generated a lot of activity," said Bob Foss, FAB executive director. "The letters have been flowing for months. I am certain she [Hawkins] knows how we feel," he added. Hawkins has not indicated that she is interested in pursuing a ban.

Foss also noted that the Florida chapter of the PTA is not endorsing the National PTA's position on a ban. Personally, Foss said, when asked about Nielson's bill, "I think it makes good sense to take a look at the situation. If broadcasters are given a year or two to do PSA's I know we can make a difference."

According to the Nielson bill, the study would:

- Examine the extent to which advertising encourages the consumption of alcohol, particularly by the youth and problem drinkers.
- Look at promotional practices that may encourage consumption of alcohol (whether or not conducted in connection with such advertising).
- Examine the extent to which such advertising and other promotional practices are subject to private industry self-regulation, and if so, the effectiveness of such regulation.
- Explore the extent to which other forms of public information may neutralize or reduce any adverse effects of such advertising and promotion.

BATF would report back to Congress within a year and include the "findings and determinations made by the Surgeon General of the Public Health Service, as well as those federal agencies, regarding the harmful effects that consumption of alcoholic beverages may have on health." The BATF study would also provide an opportunity for public comment. □

## Telcomsubcom one of largest in House

**It grows from 16 to 24 members (15 Democrats, 9 Republicans) to accommodate growing interest; Democrats make their assignments; Republicans to do theirs this week**

The House Telecommunications Subcommittee took on new dimensions last week as the size of that body increased from 16 to 24 members, making it the biggest subcommittee in that chamber. In the Senate, the makeup of key committees with jurisdiction over communications issues remains virtually unchanged.

The Democrats' decision to increase the size of the subcommittee stemmed from the need to satisfy those who wished to return and those who wanted to join the subcommittee with jurisdiction over communications and consumer protection and finance. "Eight years ago telecommunications was a backwater subcommittee. This time it was the first to fill up," said David Aylward, subcommittee staff director and chief counsel.

But some Capitol Hill observers contended the growth of the subcommittee was the result of a lot of "heavy politics within the subcommittee." Sources say it was a calculated decision to wrest control away from its chairman, Tim Wirth (D-Colo.). "Wirth won't have as much control as he did in the



Wirth



Swift

last Congress," said one observer.

In the 98th Congress, Wirth, along with other Energy and Commerce subcommittee chairmen, reportedly "stacked" the subcommittees in their favor. It was an act that angered many of their colleagues and was believed to be the basis of much of the resentment that surfaced among members during the session. This time with the backing of Commerce Chairman John Dingell (D-Mich.), the subcommittee assignments were handled differently. "There has been a very strong movement afoot to demo-



Dingell



Markey



Collins



Leland



Bryant



Bates



Scheuer



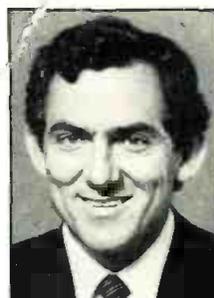
Waxman



Luken



Tauzin



Dowdy



Synar



Slattery

cratize the subcommittees which were dominated too much by the subcommittee chairman," said one observer. As a result, the new composition of the Telecommunications Subcommittee appears to be less liberal than in the past and more representative of the full committee. Sources predict there will be fewer issues left unsettled by the subcommittee with the real battles taking place in the parent committee.

In the last Congress, the ratio of Democrats to Republicans was 11 to 5 (that figure includes Energy and Commerce Committee Chairman John Dingell [D-Mich.] and James Broyhill [R-N.C.], ranking minority member, who are both ex officio members); it will now be 15 to 9. Both Democrats and Republicans picked up four seats. (There was one vacancy created on the subcommittee by the election of Al Gore [D-Tenn.] to the Senate.) The Democrats as the majority party have control over determining the size of the subcommittee and completed their assignments choices last week; the Republicans will make theirs this week.

The new members are: Representatives Thomas Luken of Ohio, Billy Tauzin of Louisiana, Wayne Dowdy of Mississippi, Mike Synar of Oklahoma and Jim Slattery of Kansas. And returning are: Chairman Tim Wirth of Colorado, Edward Markey of Massachusetts, Al Swift of Washington, Cardiss Collins of Illinois, Mickey Leland of Texas, John Bryant of Texas, Jim Bates of California, James Scheuer of New York and Henry Waxman of California. Among the new members, Tauzin and Luken served on the subcommittee in the 97th Congress and were not pleased when they failed to win reassignment to the subcommittee in the 98th.

The subcommittee's new makeup could also mean good news for broadcasters who tried unsuccessfully in the last Congress to move a broadcasting deregulation bill through the subcommittee. "It looks like a better shake for broadcasters," said one Hill source. Among the new members to the subcommittee, Tauzin and Luken were key players in the drive to achieve deregulatory legislation. Slattery and Dowdy were co-sponsors of the dereg bill. Dowdy is part owner of six radio stations: WAKK(AM)-WAKH(FM) McComb, Miss.; WKKY(FM) Pascagoula, Miss.; WMLT(AM)-WQZY(FM) Dublin, Ga., and KCWD(FM) Harrison, Ark.

On the Republican side, all of last session's subcommittee members sponsored broadcast deregulation legislation and are expected to return. They are: ranking member Matthew Rinaldo of New Jersey, Carlos Moorhead of California, Tom Tauke of Iowa and Michael Oxley of Ohio. Among those Commerce Committee members mentioned as most likely to join the subcommittee are Bliley of Virginia, Don Ritter of Pennsylvania and Howard Nielson of Utah. They also favored deregulating the broadcasting industry.

There are some, however, who think the new size will become an "administrative nightmare." And the Republicans are not happy with the new ratio; they wanted more seats and plan to protest the decision. It's unlikely the Democrats will change their

minds.

Broyhill called the decision "completely unfair to the American people." He criticized the new ratio because it failed to recognize the 16 seats the Republicans gained in last November's general election. "The ratio on these subcommittees is less than what it should have been last Congress. Unless these numbers are changed, the value of the subcommittees in the legislative process will be significantly weakened." He plans to talk with Dingell about revising the ratio.

Tauke was also not pleased. "The ratio is most unacceptable. You might as well take legislation to the full committee," he said. The purpose of the subcommittee, Tauke maintained, is to have smaller groups. "Opening statements alone could take two hours," he added. "It's not even smart for the Democrats, because it's one thing to move legislation out of the subcommittee with such a ratio, but they tend to move out packages that don't have acceptance in the full committee or on the floor," he argued.

In the Senate, the Communications Subcommittee will continue to be chaired by Barry Goldwater (R-Ariz.). There was some question whether Goldwater would retain that chairmanship. Goldwater, who has been elected chairman of Armed Services, wanted to return to the chairmanship of that committee's Tactical Warfare Subcommittee as well as to his post on the communications panel. Unless the Senate rules were changed—and the Senate was considering changes—he could not hold all those titles

without a waiver. However, he reportedly took care of that problem by folding the jurisdiction of the Tactical Warfare Subcommittee into its parent committee and therefore was able to hold on to the Communications chairmanship.

Senator Bob Packwood (R-Ore.), former Commerce Committee chairman, had expressed an interest in the Communications position if Goldwater didn't take it. However, he will now chair the Surface Transportation Subcommittee.

The makeup on the Communications Subcommittee is expected to remain the same: Larry Pressler (R-S.D.), Ted Stevens (R-Alaska), Slade Gorton (R-Wash.), ranking minority member Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii) and Wendell Ford (D-Ky.). The ratio of the parent Commerce Committee and its makeup is not likely to change with the exception of John Danforth (R-Mo.), who succeeds Packwood as chairman.

In other internal reorganization of the House, the composition of the House Copyright Subcommittee remains virtually unchanged. Representative Robert Kastenmeier (D-Wis.) will continue to chair the subcommittee, which comprises Jack Brooks (D-Tex.), Rick Boucher (D-Va.), Mike Synar (D-Okla.), Patricia Schroeder (D-Colo.), Dan Glickman (D-Kan.), Barney Frank (D-Mass.), Bruce Morrison (D-Conn.) and Howard Berman (D-Calif.). Boucher is new to the subcommittee. The Republicans will be named later. □

## Radio Marti misses hoped-for start date

**Administration hopeful for 'midyear' launch of Cuban service; Hawkins critical**

The 132d anniversary of the birth of Cuban patriot Jose Marti came and went on Jan. 28 without the inauguration of Radio Marti service, as had been hoped by the Reagan administration. But it did not pass without another blast by Senator Paula Hawkins (R-Fla.) at the "bureaucratic bungling" she said was the problem. There was, however, a vague estimate, from the White House, of a starting date: "hopefully by midyear."

There was also another development in the Radio Marti story: a denial by the former head of Radio Marti, Paul Drew, of the report that he had been asked to resign. He said he left because he felt he could not meet the deadlines imposed, in part at least, by the congressional critics. And he indicated the bureaucratic burdens of the job were compounding the problem.

Hawkins, who sponsored the bill in the Senate that led to authorization of the Radio Marti program service, has complained in the past of the delay in putting the station on the air. So have other congressional backers of the service for which authorizing legislation was enacted 16 months ago—Senator Lawton Chiles (D-Fla.) and Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee.

Acting director of Radio Marti, Kenneth

Giddens, said earlier this month that Jan. 28 was still the target, although he did not appear confident of hitting it (BROADCASTING, Jan. 21). VOA officials—under whom the new service will operate—say the intention is to hold off on initiation of the service until Radio Marti is fully staffed and prepared to broadcast 14½ hours daily. At present, VOA spokesperson Rogene Waite says, only some 100 of the authorized 188 staffers and employees have been hired.

The service is to share a Voice of America frequency, 1180 khz, and broadcasting transmitters on Marathon Key, in Florida. Its function will be to broadcast news of Cuba to that country, and thus break what the Reagan administration says is the Castro government's monopoly on news there.

Hawkins, in expressing her annoyance at the failure of the station to begin broadcasting on the birthday of the man she said was "the 'father' of Cuban independence and often called the 'George Washington of Cuba,'" said, "It only takes two people to run a radio station—one to flip the switch and the other to talk. I cannot understand the reasoning that they have to be up to their full employment level of 180 people before they start broadcasting. They've had some subtle foot-dragging going on, or it's just plain old-fashioned bureaucratic blundering."

VOA officials say the difficulty has been in obtaining the necessary security clearances for those to be hired. The job is made

particularly difficult since many job candidates were born in Cuba.

President Reagan, in a statement commemorating Marti's birthday on Monday, did not set a date for inaugurating the service, other than to say the station would go on the air "in the near future." The next day, under questioning by reporters, White House deputy press secretary Larry Speakes said "no major obstacles" remain in establishing the service and that it would be on the air "within a time frame that compares favorably with the time it takes to put a new language service on the air on the VOA." Pressed on the matter, he said word out of Radio Marti is that it will be on the air "hopefully by midyear."

The comments by former Radio Marti director Drew—who has returned to his media/broadcasting consulting business in Los Angeles—were expressed in a letter to BROADCASTING in response to the story in the Jan. 21 issue quoting "a source within the Radio Marti program service" as saying

that U.S. Information Agency Director Charles Wick, to whom the Radio Marti chief reports, "had asked Drew to resign." Drew, who had been on the job about three months when he abruptly resigned, said he "thoroughly enjoyed the radio part of Marti and working for Charlie Wick." But, he indicated, he did not think he could perform as required, and, as a result, resigned. Drew joined Radio Marti as a consultant and was later named director but he was never sworn in.

"When it came time for a personal tally of the first 100 days," he wrote, "I came to the realization it wasn't possible for me to fulfill my commitment to Charlie Wick, the President, our country. I didn't have sufficient confidence in my ability to provide a quality Radio Marti program, to VOA standards, with the best alternate transmissions in response to expected Cuban jamming, within the time frames given by the various interests." (As for the "jamming," item, Drew said later he did not have a "pipeline" into

Havana. Developing alternatives, he said, was simply prudent.)

Drew added that, "after serious consideration," he decided to tell Wick then "what he would eventually discover." The letter, he said, was written in Los Angeles on Jan. 6.

In a subsequent interview, he said he was referring to the insistence of the congressional critics on a Jan. 28 starting date. He was also concerned about a legislatively mandated deadline for a progress report due at USIA on April 4. And he complained that he had not been allowed to focus solely on the job at hand. He said much of his time and that of his key associates was spent "drafting and redrafting" letters for Wick who was responding to the congressional critics. "During one four-and-a-half day period," Drew said, "some key people were drafting a briefing book for another branch of government."

"With a limited number of people," he said, "you go one step forward and three steps backward." □

## Kohlberg Kravis Roberts & Co.: Betting higher stakes in a familiar game

**Company's buyouts of KTLA(TV) Los Angeles and Wometco have made them leading practitioner of leveraged purchase; operating credo consists of decentralized authority and keen eye to bottom line results**

Wometco Broadcasting, the product of two leveraged buyouts, both of which were put together by the same firm, may be proof that an LBO may not be just another way of buying a station. Both the authority given by the new owners to management and the seeming willingness to sell off properties at the right price perhaps make the marriage of leveraged buyouts and broadcasting a new chapter in the business. The distinct possibility exists that by the end of this year, the group may sell its UHF independent stations in the New York area and VHF affiliates in several other markets.

The voting ownership of Wometco now resides with an investment banking firm, KKR & Co., comprising four partners and six professional employees. Except for the past few years, none of them appear to have had experience with broadcasting. Even now, only one partner in the firm keeps regularly in touch with the broadcasting operation, and some of the stations' general managers have yet to meet any of the partners, whom they refer to only as "the owners."

KKR's aloofness is a consequence of having to oversee more than two dozen companies with a collective value of over \$7 billion. Wometco Broadcasting, the corporate name for the seven KKR TV stations, was preceded by at least 15 KKR leveraged buyouts.

Although they make an effort to avoid publicity, KKR is well known as the premier practitioner of a form of merger very much in vogue. In the past year, the only interview granted by any partner consisted of a three-sentence comment. The company's public

relations firm has no pictures of the partners on file, and some of the biographies are not up to date.

Business associates provided some background on two of the firm's partners: Henry Kravis, the firm's "point man" on the broadcasting operation, and Jerome S. Kohlberg, the firm's senior partner. Kohlberg previously ran the investment banking division of Bear Stearns, where Henry Kravis and his first cousin, George Roberts, also worked. The three of them left the firm to start KKR & Co. in May 1976. The fourth partner, Robert MacDonnell, joined the firm in January of 1982.

Despite the demands of business on his time, Kohlberg, 60, also sits on the board of Swarthmore College, where he recently chaired a search committee to find a new president. That project, according to one college official, may have taken half of Kohlberg's time for almost a year. Also receiving his attention is his son, Andy, who was an all-American tennis player at the University of Tennessee and now is on the professional tour.

The 41-year-old Kravis was born in Oklahoma and, after earning an MBA from Columbia, worked for two years at the venture capital firm of Faherty & Swartwood before joining Bear Stearns. Formerly married, he, too, has family concerns (he has three children) and is active in the support of the New York City Ballet. Those who know him through business dealings describe him as both "caring" and "no-nonsense," a person of "integrity."

The firm had been involved with mostly industrial enterprises until June 1982, when partner George Roberts was approached by the president of KTLA(TV) Los Angeles, Tony Cassara, who was looking for a source of capital to become a broadcast entrepreneur. Cassara said: "I happened to go to them first,

and there was no second stop." Later that year, KTLA was purchased for \$245 million by KKR, with Cassara and some other station management participating.

While that deal was being completed, KKR was also looking closely at other broadcasting operations. Outlet Communications received some attention, but reportedly not to the point of bidding. Wometco Enterprises, the Miami-based conglomerate whose interests included vending, bottling, broadcasting, cable operations and motion picture theaters, also attracted the attention of KKR. The firm broached the possibility of a leveraged buyout to Wometco's owners in spring 1982. But it was not until the death of Wometco's founder, Mitchell Wolfson, in January 1983 that the company actively began inviting offers.

While Wolfson's descendants were originally hoping for an offer of \$50 per share, they settled with KKR in September 1983 at \$46.50. In addition, Wometco Cable TV, then a separate company, was purchased at \$29.50 per share. Both deals were completed in April of last year.

A leveraged buyout is usually defined as a purchase in which most of the purchase price is paid through loans, which are guaranteed by the acquired company's cash flow, rather than by its assets. If that sounds familiar, it is because a good many broadcasters would say that describes most station transactions, and up to a point the comparison is apt. But KKR, through its transactions, gave the term its current meaning.

KKR set its sights on larger companies than had been previously bought through an LBO. According to a spokesman for the firm, it was the first to make a leveraged buyout of a large New York Stock Exchange company, when it purchased Houdaille Industries in 1979 for \$355 million.

Another KKR trademark is the unusual

**Multimedia going leveraged.** Multimedia Inc. announced Friday afternoon (Feb. 1) a proposal to take the company private in what appears to be a leveraged buyout. The Greenville, S.C.-based diversified media company's statement said investors include Chairman Wilson C. Wearn, President and CEO Walter E. Bartlett and Treasurer Donald J. Barhyte.

Multimedia's shareholders (there are approximately 16.7 million shares outstanding) would receive \$37 per share and a subordinated debenture with \$25 face value. Debentures would have term of 20 years, bear no interest for first five years and bear 15% per year thereafter.

degree of participation by institutional investors, such as pension funds and insurance companies, as partners in the leveraged buyouts. This became especially true after word spread of some of the high return on investment in some of the KKR deals. Those investing in KTLA included such diverse institutions as Bankers Trust New York Corp., John Hancock Mutual Life Insurance Co., Hughes Aircraft Retirement Plan and Yale University.

According to some observers, the wide degree of investor confidence in the firm allowed it to complete, at the beginning of last year, a \$1-billion fund, the largest ever, to pursue additional leveraged buyouts. The firm's spokesman said this was the fourth such "kitty" and that the firm was the first to have such "war chests" which they could invest with total authority.

Companies that are suitable KKR targets have characteristics in common. They generate strong cash flow—roughly defined as money available after reasonable expenses with which to pay off interest expense. They have a service or products with defined and relatively stable markets. And they have a competent management willing to remain with the company after it has been purchased. In fact, management is reportedly encouraged by KKR to buy as much stock in the new company as it can afford.

But the desire for continuity of management only goes so far. Of the four Wometco broadcast stations (WVHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y., had been transmitting pay TV), three general managers were replaced when KKR bought the group. According to Cassara, the changeover was not typical: "We either felt the managers were not capable of running the stations the way they should be run, or they felt they could not do things the way we wanted."

A highly leveraged purchase could conceivably place a strain on the acquired operations because of the heavy interest payments. But Cassara said the differences between the new and the old Wometco would be present even if the purchase had not been a leveraged buyout. The differences between the two regimes, he noted, were that the stations are now both more aggressive and more decentralized: "I think the difference is taking control of our own destiny rather than depending on inflation in adver-

tising revenues to take care of us... All authority had flowed to Miami; I don't believe they should have to check with me."

Some management doesn't believe that the leveraged buyout has led to a tightening of the belt, but at certain stations, that appears undeniably to be the case. Wometco's Miami station, WTVJ(TV), has reduced its staff by about 15%, according to the station's general manager, Alan Ferris. The company's KVOS-TV Bellingham, Wash., went from 90 employees to 65. The station in Asheville, N.C., WLOS-TV, used to have three receptionists; it now has one.

Whether it is described as the making of a more efficient operation or as tightening of the belt, it has not all been one way. WLOS-TV is in the Greenville-Spartanburg, S.C.-Asheville, N.C., market and the station's general manager, Gary Birdwell, has decided to expand its presence outside Asheville, both in sales and news. To expand the staff, he has cut back on building and general and administrative expenses: "We pulled back in those areas that don't contribute to the business."

The station has also become more aggressive in programming, said Birdwell, and has bought *Wheel of Fortune* and *Jeopardy!* for the fall. (*Wheel* was also bought for Wometco's WZZM-TV Grand Rapids, Mich.) Making changes has not hurt the station so far. Birdwell noted that excluding prime time, where its ABC affiliation has not helped this year, the station reversed a "downward trend" in every daypart except late news.

Events at KVOS-TV show equal activity. The station, located near the Canadian border, has most of its audience in Canada, and is carried on the cable system in Vancouver. It still receives 80% of its advertising revenue from Canada, down from 90% before

the Canadian government's legislation taxing Canadian advertising placed on U.S. stations.

General Manager Mike Gearing said he wants to increase U.S. advertising and thinks the station will soon avail itself of the opportunity to establish a new Bellingham ADI. Currently, the station is included in the Seattle ratings book and the topography limits the reach of its signal ("Closed Circuit," Jan. 28). Wometco's previous management had turned down several offers by Arbitron to establish the ADI.

KVOS-TV also previously had a half-hour newscast at 10:30 p.m., initiated after a license challenger claimed the station was too oriented toward Canada. While costing the station close to \$1.5 million, the show was watched by only 10,000 homes, Gearing said. The Monday-through-Friday newscast has been replaced by the new management with 60-second news breaks, which cost less, according to Gearing, and now reach over 300,000 homes. "Changing a newscast is almost sacrilegious," he noted, "and we took a lot of abuse from print and broadcast media."

Those and other changes, such as tripling the station's promotion budget and putting in a limited intermission format between 8 p.m. and 10 p.m., have increased ratings in the Canadian book 20%-to-25% in almost every half hour, according to Gearing.

Managers at all the Wometco stations spoke of the decentralization of authority that has allowed them to make day-to-day operating decisions without calling Cassara first for approval. That same decentralization apparently applies at the higher level where Cassara and other top management make the operating decisions.

The role of KKR, through Kravis, is over-

## O'Neil retiring from RKO

Thomas F. O'Neil, 69, chairman and chief executive officer of RKO General, will retire on March 28, at the next stockholders meeting of RKO's parent company, GenCorp (formerly General Tire & Rubber Co.). However, O'Neil will remain on the GenCorp board after that date. A successor will be named at that time, an RKO General spokesperson said, but declined to comment on speculation that O'Neil's son, Shane, would succeed him. But a GenCorp spokesperson pointed out that "any number of possible scenarios" could develop, including, for example, Shane O'Neil assuming the chief executive officer title but not the chairmanship.

The RKO General spokesperson said O'Neil's retirement was "completely voluntary," refuting reports that the board had asked for his early retirement (BROADCASTING, Oct. 22, 1984).

O'Neil, who joined General Tire at the company's Akron, Ohio, warehouse, when he was a high school student in 1931, is credited with developing RKO General's broadcasting and entertainment interests, which today include 12 radio stations, a radio network, three television stations, a motion picture production and home video distribution company, soft drink bottling and airlines.

His first full-time position with General Tire was as West Coast sales representative, and in 1940 he was promoted to head the company's government sales office in Washington. O'Neil became head of company's radio and TV interests in 1945, and joined the parent company's board in 1948 and then became chairman after his father, the company's founder, William O'Neil, died in 1960. Thomas O'Neil stepped down as General Tire chairman in 1981.

"The retirement of any company's founder marks the end of an era in that company's history," Shane O'Neil said in a prepared statement, "but RKO was singularly the creation of Tom O'Neil." GenCorp Chairman M.G. O'Neil added that his brother had "displayed tremendous entrepreneurial abilities."

seeing the results and keeping abreast of events, rather than getting involved in day-to-day decisions. Cassara said he reports to Kravis and Paul Raether, a member of KKR's staff, at monthly meetings "about major capital expenditures, policy matters and any material changes in the way we have traditionally operated, such as if we were going to switch affiliations." Responsibility for overseeing the other KKR-controlled companies is divided among partners, and Kravis spends a large amount of time shuttling to and from board meetings of various corporations.

Initially those monthly meetings have been less than perfect for Cassara, who said that because of weak spot sales, "all we could report to the board was why we were not making budget every month," this despite stable or improved ratings at most stations, with Grand Rapids, Mich., an exception.

Staying within the budget has affected other Wometco operations. The company began a pay television service in 1979 in the New York area through WWHT(TV) (ch. 68) Newark, N.J., and later extended the service

through a satellite station, WSNL-TV (ch. 67) Smithtown, N.Y., and a translator. For the first four years, the STV division lost money, and Cassara's own experience with the business at Golden West convinced him that the business should be sold, which it was, last November.

The deal left Wometco with the use of its two stations, and Cassara said the upcoming weeks will tell whether WWHT will become the newest independent in the market or whether it will be sold. The outcome could depend on whether Milton Grant completes the purchase of WJNU-TV Newark. Although negotiations for sale of the station have been denied by its president, Carlos Barba, knowledgeable sources insist that owners Norman Lear, Jerry Perenchio and Bud Yorkin have been close to making a deal with Grant.

WWHT's contract to continue transmitting the pay TV signal expires April 1 and the station's transmitters will be moved from New Jersey to the Empire State Building by the end of March. Wometco still has not purchased programming for the station and Cassara admits the final decision is up in the

air: "It's late in the game. There is no question about it. . . . With the Perenchio thing happening, everyone is waiting to see whether that deal gets done or not," he said. He added that it is not a foregone conclusion WWHT would be sold, to Grant or one of the other companies that have made inquiries.

"We think WWHT has a tremendous amount of potential," said Cassara, "and we have been looking for a programming niche for the station. We don't feel it's necessarily the best way to go to make another WNEW-TV [New York] out of it overnight. Part of our game plan is to sell some of our smaller-market stations so that we can have the money and the time to develop New York."

Nineteen-eighty-four was not the best year for Golden West Syndication. While it started out the year with hopes for a second season of the daytime series, *Woman to Woman*, the show did not obtain enough clearances to support the barter advertising, and it was canceled in May. A proposed replacement, *The Intimacy Files*, had a short life, as did a proposed game show, *Deception*. The division's salespeople were reportedly put on straight commission and there were some defections.

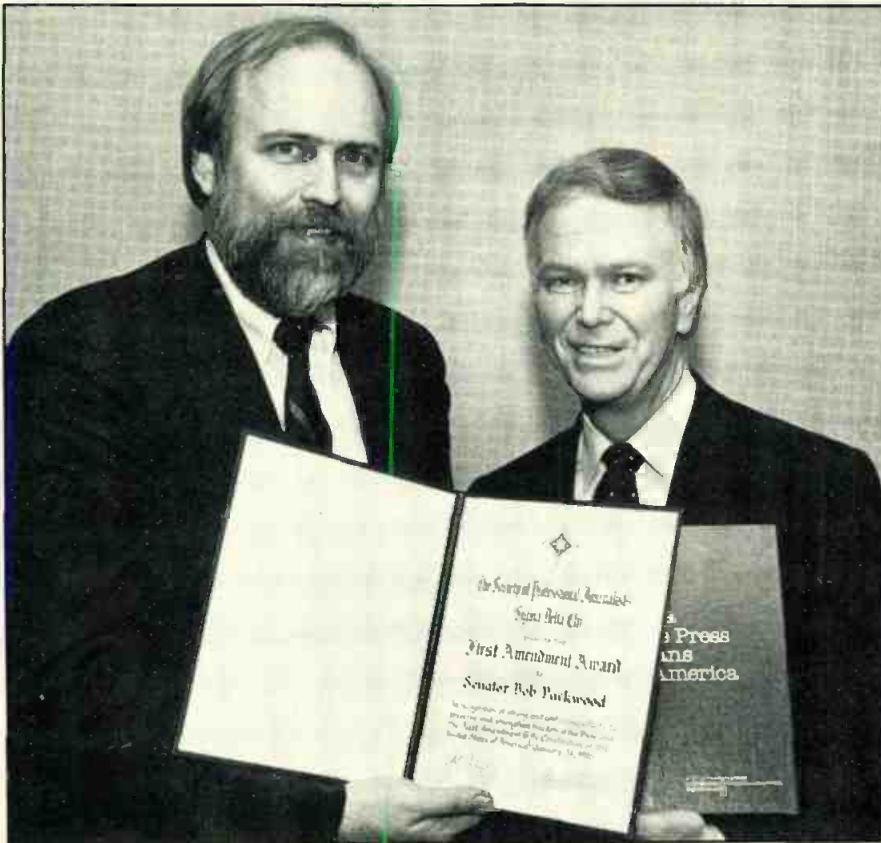
The summer saw some success with a package of three limited series, *Summer Gold*, and the production of one of those series, *It's A Living*, has been revived and is now being distributed by Golden West on a barter basis.

Cassara said the company's flirtation with developing its own shows for distribution has ended: "I think we have totally changed the thrust of our syndication efforts. Our involvement now is strictly as a sales function." The leveraged buyout did "make us more conscious of what we do with our cash" in the syndication area, he said, and the "failure rate in that business is just too high" for a company the size of Golden West to be taking chances at this time.

John (Milt) Lewis, president of Wometco Cable, said "business is as usual," and he notes little change under the new ownership. The 300,000-subscriber MSO is now able to finance its capital budget needs, about \$18 million to \$20 million a year, internally. Over the past year, it has bought a few 1,000- or 2,000-subscriber systems adjacent to existing properties and is about to sell its 9,000-sub system in Plattsburgh, N.Y. However, it does not appear to be making any major moves to expand.

There were indications in the LBO prospectus that the cable operation would not take on additional debt, but Lewis said the reason the MSO is holding steady is because "there is nothing that has come down the road."

Paying off the debt incurred by a leveraged buyout is often accomplished by selling off pieces of the acquired company; KKR has already sold the bottling operation for several hundred million dollars. Lewis said there are no active plans to divest the cable operation. However, he said, "I think that anyone can see that Wometco Cable has wonderful franchises in great operating areas and it would be irresponsible for us to not consider offers from time to time." □



**Journalists fete Packwood.** Senator Bob Packwood (R-Ore.) was honored by the Society of Professional Journalists, Sigma Delta Chi in Washington last week. SDX national President Frank Sutherland, managing editor of the Hattiesburg, Miss., *American* (l), presented Packwood with the society's First Amendment Award for his efforts to repeal broadcasting content regulations. Packwood was also cited for introducing a resolution that would designate March 16, 1985, as "Freedom of Information Day."

The senator, upon receiving the award, said he would continue to push for repeal of the "unfairness doctrine." He said not only will the country be better off when these restrictions are lifted, but so will members of Congress. "Whatever the arguments of scarcity, they are no longer valid now. The public is not suffering from a lack of information," Packwood said.

## Tanner pleads guilty to mail fraud and income tax felonies

**Former head of barter company plea bargains with U.S. attorney; could face four years in prison and fine of up to \$16,000**

William B. Tanner, the former head of a Memphis-based barter company that once bore his name, last week pleaded guilty to one count of mail fraud and three counts of filing false individual tax returns.

As part of a plea bargain accepted by U.S. District Court Judge Robert McRae in Memphis, Tanner could face up to four years in prison and a maximum fine of \$16,000 for the felonies. Also under the bargain, the U.S. attorney's office in Memphis has agreed not to prosecute Tanner under other criminal charges. No date has been set for sentencing.

Memphis U.S. Attorney W. Hickman Ewing Jr. said the government "could have proved a lot of other charges" against Tanner, but agreed to the bargain to avoid uncertainty and a perhaps-lengthy proceeding. "This is a sure thing," Ewing said. "He [Tanner] is a convicted felon as of yesterday" (Jan. 30).

Tanner, the founder and former president of William B. Tanner Co. (now Media General Broadcast Services Inc.), has been the subject of a federal investigation for a year and a half. In 1983, FBI agents raided the Tanner Co.'s Memphis headquarters, amid allegations that the company had been handing out kickbacks to clients and that Tanner had been diverting millions in company funds into his own pockets (BROADCASTING, Aug. 22, 1983).

A grand jury began looking into the matter early last year, and Ewing said the investigation is continuing. Ewing also said more than 20 other persons would be charged in connection with the investigation.

According to Ewing, Tanner pleaded guilty to an allegation that he had mailed an \$18,000 check to an employee of Majik Markets, a convenience store chain, as a "kickback" for steering business Tanner's way.

Dan Clancey, Memphis assistant U.S. attorney, alleged in court that Tanner had understated his taxable income by at least \$300,000 over a three-year period.

In a statement, Tanner said he had been "a battler and I've won many battles when I thought I was right. In this matter, I recognized that I'm wrong, and I've prayed to the courts for mercy, but I stand ready to face the consequences.

"I do not want to propose that the government would carry out the heavy burden and expense of prosecution, and I want to also avoid for my family and myself the ordeal of a long and traumatic trial," Tanner said.

Under the plea bargain, the federal government can still take civil actions against Tanner, who is currently contesting, in U.S.

Tax Court in Washington, a charge by the Internal Revenue Service that he owes about \$500,000 in additional taxes for 1980.

Also pending against Tanner are lawsuits by Media General Inc. and Thomas J. Lipton Inc.

Media General, the Richmond, Va.-based communications conglomerate that bought Tanner's company in 1982, is seeking more than \$230 million in damages from Tanner, alleging, among other things, that Tanner and other company officers had made a variety of fraudulent claims to persuade Media General to buy the company (BROADCASTING, March 26, 1984). Media General is also alleging that Tanner diverted company funds to pay bribes and kickbacks to various parties and disguised, or caused others to disguise, those payments as legitimate business expenses.

Thomas J. Lipton Inc. filed suit against

Tanner, Media General Broadcast Services and two former Lipton employees, alleging that the employees had taken bribes and kickbacks in exchange for conspiring to have Tanner act as Lipton's sole agent for spot radio and TV advertising.

The plea bargain on the criminal charges might have worked to Tanner's advantage in the civil cases. According to Peter Lockwood, a Tanner attorney, if Tanner had gone to trial on a variety of additional criminal charges and lost, Media General and Lipton would not have had to prove again any case proved against Tanner there. "Any cases they [Media General or Lipton] have got, they're going to have to go to trial and prove," Lockwood said. "It's a difference between having to do the work and getting a free ride."

Tom Prewitt Sr., an attorney for Media General, declined comment. □

## Colleges rethinking football packages

**Conferences look again at their plans for syndication for fear of harming gate receipts through TV overexposure**

Still smarting from last season's less-than-satisfactory results in the syndication market, major college football conferences are seriously reevaluating the place that syndication deals should have in their mix of televised games. The primary concern among the big powerhouses is that an over abundance of televised games will hurt game attendance and income. At the least, sources at the conferences say, they will limit the games in their syndication packages to exposures totaling considerably less than those in last season's deals. And there is the possibility some conferences may reject syndication deals altogether.

Representatives of the schools within the Pac 10 football conference are meeting in Los Angeles this week (Feb. 6 and 7) to discuss, among other things, how they will supplement, if at all, their network package with CBS, a joint-conference deal that also includes the Big 10 (BROADCASTING, Jan. 21). At that meeting, said Tom Hansen, Pac 10 commissioner, "there's going to be a close look at the very idea of syndication," and whether or not there is a proper place for it in connection with Pac 10 football. He said there appeared to be a consensus among the member schools that such a package should not be "just television for the sake of exposure."

Despite those concerns, conference and school officials will look at presentations from a number of potential supplementary rights holders—syndicators and cable programmers alike—during the two-day meeting in Los Angeles. Among those who will make presentations are syndicators Katz Sports and Lorimar, which entered the sports syndication market last year, and local bidder Kelly Broadcasting, based in Sacramento, Calif., which owns KCRA-TV there and KCPQ(TV) Tacoma, Wash. ESPN and super-

station WTBS(TV) Atlanta will also propose deals. Last season Metrosports, which has since been acquired by Total Communications Services, New Kensington, Pa., completed a 12-game syndication package with the Pac 10 for \$2.5 million. But the Pac 10 was "not pleased" with the way that deal turned out financially, said Hansen, and will not do business with the company again this season.

Meanwhile, CBS Sports rounded out its college football package for the 1985 season last week. It signed a two-year deal with the University of Miami worth more than \$2 million that guarantees the school two appearances in the 1985 season and at least one (and maybe a second) appearance during the 1986 season. Miami, along with the five to seven Atlantic Coast Conference games that CBS will broadcast this season, will give the network a Southern presence that its college football lineup lacked in 1984. This season the network will offer 21 or 22 games over 15 broadcasts, compared to 17 games over 14 broadcasts last season.

The CFA is expected to commence negotiations with ABC this week and with ESPN next week. TBS has indicated that it is also interested in carrying a CFA package. ABC and ESPN both have exclusive 30-day periods in which to negotiate a rights deal with the CFA. Most of the syndicated deals that do fall into place this season will do so after the CFA packages have been sealed. Although Charlotte, N.C.-based Raycom will enter the second year of a three-year minimum-eight-game Southwest Conference package that it acquired last year. Whether or not TBS gets any CFA action, it appears as though the rights to a Southeastern Conference syndicated/superstation package is there for the asking, according to conference commissioner Boyd McWhorter. He said the conference was "very satisfied" with the package TBS did last year, adding, "I would assume it will have roughly the same number of games" this year as last—one game a week. □

## Intelsat wrestles with alternative systems question

### U.S. attempts to soften wording some in organization had wanted concerning competing systems

The International Telecommunications Satellite Organization's Assembly of Parties, the organization's top policy-making body, concluded its extraordinary meeting in Washington last week showing the strains created by the U.S. movement toward authorization of separate satellite systems. A resolution indicating the organization's concern was adopted unanimously—but not until conflicts within the Assembly of Parties were revealed by the hours spent by a 13-member drafting committee in a futile effort to resolve differences between what is being referred to as "hard-liners" and the U.S., as well as by the remarks of members in the preceding debate. What's more, a number of representatives of the member governments were said to have left the three-day meeting convinced the organization's secretariat had attempted, as one party put it, to "orchestrate" its actions. The claim produced a number of denials, including one from the chairman of the meeting.

The meeting was not entirely rancorous. The Assembly of Parties adopted a resolution calling on member countries to consider the role of Intelsat and other so-called common user organizations in preparing the national positions they will advance at the World Administrative Radio Conference in August on developing a plan for satellite services' use of the spectrum. In that connection, the resolution says common users' spectrum needs should be considered at the WARC. And the Assembly of Parties encountered no difficulty in concluding the process of coordinating with the Intelsat system a number of regional and transborder satellite systems, the project for which the extraordinary meeting was originally called. But it was the separate systems issue that consumed most of the members' time.

The U.S. did not even want the issue taken up; its representatives contended that, even though President Reagan had made a determination that separate systems were required in the national interest, the U.S. policy would not be established until the FCC had completed its task of considering the five applications now awaiting its approval. And the U.S. would have preferred the meeting to adjourn without a resolution on the issue. Once it was clear that the Assembly of Parties was certain to adopt one, U.S. delegation members' effort was to excise language considered unacceptable. It was largely successful—but not to the extent where the Intelsat secretariat could not express satisfaction with the outcome.

The final product was the work of Intelsat's Director General Richard Colino and Diana Lady Dougan, the State Department's coordinator of international communication and information policy.

The resolution does not include a provision, as did an earlier draft, offered by 13 countries requesting the U.S. to reconsider its determination that separate systems are in

the national interest. But it does take note of the determination, and calls on member countries to express "any concerns on this matter" to the government of the U.S. Dougan said that while the U.S. did not oppose the resolution, it thought the "singling out of any one party was an unfortunate precedent." She said: "It detracts from the evenhanded examination of international satellite issues that have been the hallmark of Intelsat success."

The U.S. was also successful in rejecting a request for a call to all parties and signatories to avoid, at least until the signatories and parties had considered the underlying issues, any agreements that would lead to the establishment of separate systems carrying traffic to or from their respective countries. However, the resolution as adopted urges all parties and signatories to take into account an earlier resolution by the signatories calling for such a boycott. It also reaffirms a resolution adopted by a previous meeting of the Assembly of Parties, in October 1984, calling on members to avoid actions that would "imperil" the global system.

What's more, the resolution urges all parties to undertake at the next meeting "an overall review of the functioning of the organization, particularly in the light of the external challenges now facing the organization." That could be used as the basis for a discussion of changing the provisions of the Intelsat agreement regarding pricing. Colino maintains that if the organization is forced to compete, it should be given the pricing flexibility he says it now lacks. And it requests the board of governors to give priority to the development of guidelines and procedures for coordinating applications for separate systems under Article XIV(d) of the Agreement. The U.S. has vigorously opposed a draft document advanced by the secretariat for modifying existing procedures.

"We got what we wanted," said one Intelsat staffer.

The resolution on the Space WARC represented an endorsement of the position Co-

lino had taken in a speech last month to a conference of the Pacific Telecommunications Council, in which he said that Intelsat, as the world's largest common-user telecommunications system, could go "a long way to guaranteeing access to the geosynchronous orbit" (BROADCASTING, Jan. 28). The resolution said the WARC's goal of equitable access "can be achieved to a significant degree through common user organizations, such as Intelsat." Accordingly, it called on all parties, in participating in the WARC, to give consideration—"in any planning method adopted"—to the requirements of Intelsat and other common-user organizations.

In the matter for which the extraordinary meeting was originally called, the Assembly of Parties quickly and without controversy made positive findings regarding the coordination with the global system of 46 transborder satellite systems, most of them American. Acting on the recommendations of the director general and the board of governors, the assembly concluded that three criteria for coordination specified in the Intelsat agreement for such systems were satisfied: They were found to be technically compatible with Intelsat, would not cause it "significant economic harm" and will not "prejudice the establishment of direct telecommunications links through the Intelsat space segment among all the participants."

Most of the systems—20 U.S. and six Canadian—were coordinated for service between those countries. Eighteen U.S. systems were coordinated for service to Latin America and the Caribbean. One other U.S. system—Galaxy I—was coordinated for service between Mexico and the U.S. The remaining coordination involved an expansion of service that the regional Eutelsat system provides a number of European countries. The coordination is applicable to 15 countries that also are members of Intelsat and that concurred in the consultation for coordination. Participation by Intelsat countries that are not members of Eutelsat will require further coordination. □

### Taft buys Gulf

The board of Gulf Broadcasting late last week approved the sale of all of Gulf's assets to Taft Broadcasting for \$755 million. Gulf said that in the sale, Taft will assume only certain contractual responsibilities arising after the closing. It will not assume Gulf's bank and other debts, which will be paid out of the proceeds of the sale. Gulf will keep the net working capital of the stations.

Industry sources said Gulf's Florida station, WTSP-TV St. Petersburg, even with a higher cash flow than its Phoenix station, KTSP-TV, probably fetched a lower price, due to the pending trade of Hubbard Broadcasting's UHF WTOG Tampa for noncommercial VHF WEDU there ("In Brief," Dec. 3, 1984), increasing the advertising competition in the market. The Phoenix station was valued at \$225 million-\$250 million and the Tampa station at \$200 million-\$225 million.

Gulf had hired Goldman, Sachs & Co. to handle the auction bidding for its broadcast properties ("In Brief," Dec. 31, 1984), but industry insiders had felt that Taft and Outlet were the only bidders left in serious contention for the company.

Gulf owns WNDE(AM)-WFBQ(FM) Indianapolis; WKLS-AM-FM Atlanta; WLTT(FM) Bethesda, Md.; KTXQ(FM) Fort Worth; KRLY(FM) Houston; WQAL(FM) Cleveland (which has been sold pending FCC approval); KTSP-TV Phoenix; WTSP-TV St. Petersburg, Fla.; WGHP-TV High Point, N.C.; KTXA(TV) Fort Worth; KTXH(TV) Houston, and KESQ(TV) Palm Springs, Calif.

Admarketing

Advanswers  
Media/  
Programing

Ally & Gargano

N W Ayer

Backer &  
Spielvogel

Ted Bates

BBDO

Benton &  
Bowles

Bloom Cos.

Bozell & Jacobs

Leo Burnett

Campbell-  
Ewald

Campbell-  
Mithun

Chiat/Day

**Special Report**

Cunningham  
& Walsh

Dailey &  
Associates

Dancer  
Fitzgerald  
Sample

D'Arcy  
MacManus  
Masius

**BROADCASTING'S**

Della  
Femina,  
Travisano &  
Partners

W.B. Doner

**TOP**

Doyle Dane  
Bernbach

William Esty

Foote, Cone  
& Belding

Geers Gross

**50**

Grey

HBM/Creamer

Jordan, Case  
& McGrath

Kenyon &  
Eckhardt

**AGENCIES**

Ketchum

Kornhauser  
& Calene

Laurence,  
Charles  
& Free

Marschalk

MCA

McCaffrey  
& McCall

McCann-  
Erickson

Needham,  
Harper &  
Steers

Ogilvy & Mather

Ohlmeyer

Rosenfeld,  
Sirowitz  
& Lawson

Ross Roy

Saatchi  
& Saatchi  
Compton

Scali,  
McCabe  
& Sloves

SSC&B

Tatham-Laird  
& Kudner

J. Walter  
Thompson

Tracy-Locke/  
BBDO

Waring  
& LaRosa

Warwick

Wells, Rich,  
Greene

Young &  
Rubicam

# Top 50 Fifth Estate agencies post 15% billings rise in '84

Topping list of biggest spenders last year was Young & Rubicam with its \$1.4 billion of radio, TV and cable advertising; total spending by all 50 was \$14.4 billion

Broadcast-cable spending in 1984 by the top 50 radio-television-cable advertising agencies climbed to more than \$14.4 billion, topping the 1983 figure by 15.2%.

In BROADCASTING's 33d annual survey, the top 50 Fifth Estate agencies allotted slightly more than \$13 billion in domestic billings to television, a gain of 17% over 1983. Radio expenditures among the 50 leading agencies reached almost \$1.5 billion, an increase of 15% over 1983. And cable investments rose from \$163 million in 1983 to more than \$281 million last year, a 73% rise.

Young & Rubicam captured first place in

the agency sweepstakes for the seventh consecutive year, registering a total of \$1,354,200,000, up from a total of \$1,090,000,000 in 1983. Y&R exceeded its 1983 combined broadcast-cable total by more than \$263 million.

In the runner-up position was J. Walter Thompson, which amassed a total of \$1,093,000,000, surpassing its 1983 figure by \$97.8 million. BBDO retained its grip on

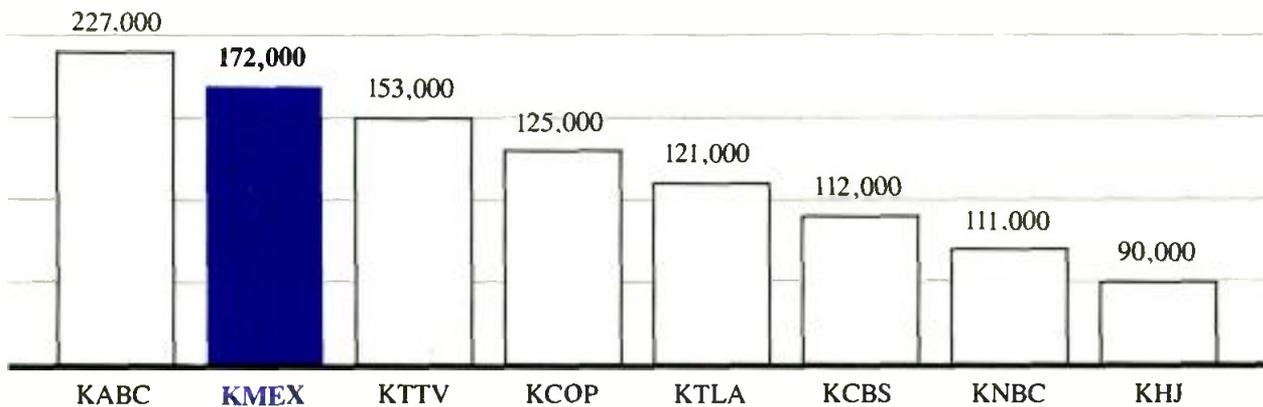
## BROADCASTING's top 50 advertising agencies

Agency	In millions									Broadcast percent of agency's total billings	Broadcast billings % change from 1983	Last year's rank
	Combined broadcast-cable billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV				
1. Young & Rubicam	1,354.2	1,240.6	917.4	323.2	75.4	21.3	54.1	38.2	64	+ 24.2	1	
2. J. Walter Thompson	1,093.0	1,006.3	675.6	330.7	67.5	19.2	48.3	19.2	72	+ 10.3	2	
3. BBDO	844.0	733.0	430.0	303.0	95.0	30.0	65.0	16.0	60	+ 9.3	3	
4. Leo Burnett	742.0	716.0	544.0	172.0	16.0	3.0	13.0	10.0	67	+ 17.4	4	
5. Ogilvy & Mather	712.9	675.5	529.9	145.6	37.4	11.5	25.9	—	65	+ 28.1	5	
6. Dancer Fitzgerald Sample	605.8	547.8	271.3	276.5	40.3	11.9	28.4	17.7	81	+ 15.3	6	
7. Foote, Cone & Belding	575.0	491.0	282.0	209.0	67.0	11.0	56.0	17.0	78	+ 24.8	8	
8. D'Arcy MacManus Masius	574.6	486.0	295.0	191.0	73.0	20.0	53.0	15.6	65	+ 27.6	10	
9. Grey Advertising	549.5	498.7	349.3	149.4	30.5	2.6	27.9	20.3	59	+ 13.8	7	
10. McCann-Erickson	509.1	440.0	247.4	192.6	60.1	1.6	58.5	9.0	68	+ 16.2	9	
11. Doyle Dane Bernbach	427.5	387.5	244.8	142.7	26.0	1.3	24.7	14.0	49	+ 6.3	11	
12. N W Ayer	396.0	348.0	258.0	90.0	46.0	26.0	20.0	2.0	61	+ 67.4	20	
13. SSC&B	349.3	319.9	223.2	96.7	28.4	3.9	24.5	1.0	78	+ 19.0	15	
14. Benton & Bowles	339.0	301.0	170.0	131.0	26.0	8.0	18.0	12.0	70	+ 15.3	14	
15. Saatchi & Saatchi Compton	334.0	309.0	250.0	59.0	9.0	9.0	—	16.0	82	+ 5.0	12	
16. Ted Bates	322.7	296.4	211.4	85.0	19.3	11.2	8.1	7.0	70	+ 17.0	17	
17. William Esty	318.0	303.0	224.0	79.0	11.0	5.0	6.0	4.0	61	+ 3.2	13	
18. Backer & Spielvogel	317.8	273.7	214.8	58.9	36.0	6.3	29.7	8.0	80	+ 18.3	18	
19. Needham, Harper & Steers	312.7	280.2	213.0	67.2	31.5	15.4	16.1	1.0	49	+ 7.3	16	
20. Wells, Rich, Greene	248.6	218.4	145.0	73.5	23.2	2.2	21.0	7.0	55	+ 25.3	21	
21. Campbell-Ewald	217.5	183.2	145.5	37.7	28.7	12.9	15.8	5.5	57	- 9.4	19	
22. Advanswers/Media Programing	207.0	189.0	138.0	51.0	15.0	1.0	14.0	3.0	77	+ 21.6	23	
23. Bozell & Jacobs	204.3	135.7	51.5	84.2	65.8	8.8	57.0	2.8	31	+ 29.0	27	
24. Campbell-Mithun	180.2	156.2	54.9	101.3	24.0	2.5	21.5	—	60	+ 19.9	29	
25. Tracy-Locke/BBDO	177.6	139.2	29.2	110.0	37.3	7.3	30.0	1.1	85	+ 9.9	26	
26. Della Femina, Travisano & Partners	177.4	146.5	49.8	96.7	30.2	2.4	27.8	0.7	79	+ 14.0	28	
27. HBM/Creamer	171.4	153.6	83.3	70.3	16.8	0.5	16.3	1.0	57	+ 0.2	22	
28. Cunningham & Walsh	163.0	151.1	75.6	75.5	7.6	1.9	5.7	4.3	47	- 1.1	24	
29. Marschalk	162.0	153.0	104.8	48.2	9.0	—	8.5	—	59	+ 61.6	33	
30. Admarketing	146.0	139.0	—	139.0	6.9	—	6.9	0.1	83	+ 10.3	30	
31. Chiat/Day	135.0	125.0	80.0	45.0	9.0	—	9.0	1.0	85	+ 69.0	40	
32. Kenyon & Eckhardt	133.0	110.0	63.0	47.0	20.0	3.0	17.0	3.0	62	- 18.2	25	
33. Ohlmeyer Advertising	126.0	125.0	120.0	5.0	1.0	—	1.0	—	95	+ 43.0	37	
34. Scali, McCabe & Sloves	123.2	108.0	60.0	48.0	14.0	—	14.0	1.2	54	+ 43.5	38	
35. Jordan, Case & McGrath	121.0	102.0	58.0	44.0	12.0	6.0	6.0	7.0	73	+ 21.0	34	
36. Ketchum Communications	116.2	95.0	37.1	57.9	21.2	2.7	18.5	0.1	42	+ 22.2	35	
37. W.B. Doner	108.9	83.0	7.7	75.3	25.9	1.9	24.0	0.4	67	+ 3.2	32	
38. Rosenfeld, Sirowitz & Lawson	101.0	90.0	20.0	70.0	11.0	1.2	9.8	—	77	+ 9.4	36	
39. Ally & Gargano	100.0	95.3	35.7	59.6	3.7	—	3.7	1.0	64	- 12.0	31	
40. Dailey & Associates	100.0	87.0	67.0	21.0	12.0	0.5	11.5	1.0	65	+ 26.5	41	
41. Tatham-Laird & Kudner	94.5	80.0	44.0	36.0	10.0	—	—	4.5	40	+ 32.0	44	
42. Ross Roy	89.0	72.0	43.0	29.0	16.0	1.0	15.0	1.0	40	+ 71.8	49	
43. Kornhauser & Calene	85.8	72.5	59.5	13.0	12.0	3.0	9.0	1.2	70	+ 4.6	39	
44. MCA Advertising	80.0	75.0	40.0	35.0	2.0	—	2.0	3.0	53	+ 2.5	42	
45. McCaffrey & McCall	71.1	62.3	56.1	6.2	7.2	1.4	5.8	1.6	40	- 2.8	43	
46. Laurence, Charles & Free	65.0	60.0	33.0	27.0	4.0	1.0	3.0	1.0	30	+ 8.3	45	
47. Warwick Advertising	55.8	50.2	42.6	7.6	5.3	3.2	2.1	0.3	41	+ 5.4	48	
48. Waring & LaRosa	55.4	47.9	37.9	10.0	6.5	4.8	1.7	1.0	68	+ 2.0	47	
49. Geers Gross	51.5	48.0	15.0	33.0	2.5	0.3	2.2	1.0	48	—	—	
50. Bloom Cos.	50.9	31.5	4.5	27.0	19.4	3.4	16.0	—	53	—	—	

# WHAT'S SO GREAT ABOUT BEING SECOND?

... a lot, when it means you've outperformed six other television stations in Los Angeles, 9 a.m. to 8 p.m., adults 18-49!\*

... it's great when you're KMEX, Spanish Language television for Los Angeles, and you're reaching the fastest growing population segment in the country.



Think how great going with the Number 2 station can be for your clients... think youth, buying power and unequalled penetration into a growing market.

Now you know what's so great about being second, and why KMEX-TV is part of every *complete* media plan.

For more information, including details on where we're first, contact Danny Villanueva, Jr. at 213/469-KMEX.

\*Arbitron. November 1984  
Total survey area.  
Adults 18-49, 9 a.m.-8 p.m., Mon.-Fri.  
(Audience estimates are subject to the qualifications given in the Arbitron Report.)

**KMEX** 

Over 4 million reasons to speak Spanish  
in Los Angeles.

Represented nationally by



New York: 460 West 42nd Street, N.Y. 10036 (212) 502-1300 — Chicago: 230 N. Michigan Ave., IL 60601 (312) 782-1129  
Los Angeles: 5358 Melrose Ave., CA 90038 (213) 463-2152 — Miami: 2600 SW Third Ave., FL 33129 (305) 285-6000  
Dallas: 5501 LBJ Freeway, TX 75240 (214) 980-7636 — Detroit: 30700 Telegraph Road, Birmingham, MI 48010 (313) 540-5705  
San Francisco: 244 California St., CA 94111 (415) 392-2006 — DC: 444 N. Capitol St., NW, Washington DC 20001 (202) 783-9292

third place with \$844 million in broadcast-cable expenditures, up \$72 million from 1983. Leo Burnett followed in the fourth spot with \$742 million, dwarfing the previous year's total by \$118 million.

Y&R's broadcast advance of more than \$263 million was the largest gain of the year, followed by Foote, Cone & Belding, which added \$131 million in broadcast-cable spending. Other striking increases were registered by D'Arcy MacManus Masius, up \$121 million; Leo Burnett, up \$118 million; J. Walter Thompson, up \$97.8 million, and Dancer Fitzgerald Sample, up \$80 million.

A total of 45 agencies showed billing increases while three reported declines from 1983 levels. New to the top 50 are Geers, Gross, Bloom Advertising and Saatchi & Saatchi Compton (although Compton made the list last year its merger).

Understandably the front-ranking Young & Rubicam with its enormous spending leverage was the leader in four broadcast categories: total broadcast billings, \$1.35 billion; total TV billings, \$1.24 billion; network TV billings, \$917.4 million, and biggest broadcast gain, \$263.4 million. BBDO captured the top spot in three classifications: total radio, \$95 million; network radio billings, \$30 million, and spot radio billings, \$65 million. J. Walter Thompson captured honors in spot TV billings with \$330.7 million.

Young & Rubicam was also the leader in cable TV advertising with an investment of \$38 million, up from its \$29.4 million in 1983. Second on the cable list was Grey Advertising with \$20.3 million and J. Walter Thompson came in third with \$19.2 million. And the number of agencies reporting cable expenditures was up—44 of the 50 compared to 35 the year before.

The following is an alphabetical listing of the top 50 billing broadcast-cable agencies based on their domestic figures. The figures were obtained from the agencies themselves for the most part; for others estimates were obtained from various sources.

## 30

**Admarketing** □ Broadcast-cable billings at Admarketing rose 10.3% last year (a gain of about \$13.5 million) to \$146 million. Television billings totaled \$139 million and radio billings accounted for \$6.9 million. The agency also reported cable billings of \$100,000. New accounts included C&R Clothiers, Select TV, The Disney Channel, Georgia-Pacific Household Products Division, Los Angeles Raiders, Dakota Farms Cheese and Preview, the subscription television service.

## 22

**Advanswers/Media Programing** □ This Gardner subsidiary increased its broadcast-cable billings by almost 22% (\$37 million) last year for a total of \$207 million. Total TV billings came to \$189 million, while radio billings amounted to \$15 million. The agency also billed \$3 million in cable advertising. New accounts last year in-

cluded Firestone Tire & Rubber Co., Ralston Purina (new product assignments), Airwick Industries (new product assignments), Southwestern Bell, Johnson & Johnson (new products), Hollywood Brands (new product) and Pet Inc., (dairy division).

## 39

**Ally & Gargano** □ Broadcast-cable billings at Ally & Gargano declined 12% from last year to \$100 million, mostly due to its network TV accounts which dropped from \$54.8 million to \$35.7 million. It billed \$3.7 million in radio and \$1 million in cable TV. Ally & Gargano last year added accounts with Polaroid, RCA Communications, Bryan Foods Inc. and Ciba-Geigy. It left Franklin Computer.

## 12

**NW Ayer** □ The agency came off an outstanding year in broadcast-cable billings, which soared 67.4% to \$396 million. Network television expenditures showed the biggest gain, increasing by \$90.4 million to \$258 million. Spot television rose by more than \$52 million to \$90 million and network and spot radio billings gained a combined \$15.1 million to total \$46 million. Major accounts that joined the agency in 1984 were: J.C. Penney, U.S. Department of Commerce (U.S. Travel and Tourism Administration division) and Anthony Industries Inc. (Anthony Pools division). Accounts that left last year included Braniff International, Compushop Inc., Glenbrook Laboratories (a division of Sterling Drug), Sears, Roebuck & Co., NuVision Inc., Chef America (a division of Intermark Enterprises), CommuniCom Inc. and Southern California Rapid Transit.

## 18

**Backer & Spielvogel** □ B&S increased its broadcast-cable spending by more than 18% during 1984 to \$317.8 million, up more than \$48 million. Of the total billings, television accounted for \$273.7 million, radio \$36 million and cable TV \$8 million. Major new accounts on the agency roster were James Catto & Son (Steidl's wine cooler), Miller Brewing Co. (Milwaukee's Best) and the Quaker Oats Co. (Celeste Frozen Pizza). B&S left the Sony's Betamax VCR account. Among the active radio-TV accounts during 1984 were Campbell Soup, Helene Curtis Industries, NCR Corp., Quaker Oats and Red Lobster Inns.

## 16

**Ted Bates Advertising** □ After a slightly off year in 1983 when total broadcast billings slipped 2.6% to \$275.7 million, Ted Bates bounced back in 1984, climbing 20.7% in combined broadcast-cable expenditures to \$322.7 million. Breaking it down, the agency spent \$211.4 million in network television; \$85 million in spot television; \$11.2 million in network radio; \$8.1 million in national spot radio, and \$7 million in cable. Two major accounts added in 1984 were

Anheuser-Busch and Uncle Ben's. Accounts resigned included Mobil, Beiersdorf, Duffy Mott and Rose Holland House.

## 3

**BBDO** □ Broadcast-cable billings climbed by \$72 million to \$844 million as TV spending grew by \$67 million and radio by \$5 million. BBDO took top honors in spot, network and total radio billings. The agency upped its cable investment slightly—from \$15 million in 1983 to \$16 million in 1984. During the year BBDO acquired Wisk Powder from Lever and DuPont Carpet Fibers, Cut Rite Wax Paper and Wash a Bye Baby from Scott Paper. Lost during the year were Tupperware and Firestone Tire & Rubber Co. Clients active in network and spot TV and radio were General Electric, Stroh Brewery, Gillette, Campbell Soup, Pepsi-Cola, Dodge cars and trucks, Wrigley and Black & Decker. Program sponsorships were made during 1984 by Campbell Soup Co. for *Young People's Special*; Pepsi-Cola for the *Miss America Pageant*; General Electric for the *Academy Awards*, and duPont for the *Lucille Ball Special*.

## 14

**Benton & Bowles** □ Combined broadcast-cable billings for Benton & Bowles last year rose 15.3% to \$339 million, with the bulk of that figure concentrated on television. The agency spent \$170 million in network television and \$131 million in national spot time. On the radio side, \$8 million was channeled to network and \$18 million to spot. There was also \$12 million invested in cable television—up from virtually no expenditures in the medium in 1983. A list of major accounts added during the year included Tropicana, Entenmanns, Oroweat Foods, Avco Inc. and First National Bank, Chicago. Accounts that left were Emery Worldwide, Digital Equipment and Campbell-Taggart

## 50

**The Bloom Cos.** □ This is the first year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total TV-radio billings of \$50.9 million in 1984, 53% of its overall billings. Total TV billings came to \$31.5 million, with \$27 million earmarked to spot. Radio totaled \$19.4 million, with \$16 million in spot and the balance in network radio. It did not report any cable TV business. Bloom did not add or lose any major accounts in 1984, but it did report that Dallas-based Zales Jewelers was its principal network TV client. Other clients in spot television and spot radio included Owens Country Sausage, Fox & Jacobs (housing developer), Del Taco Restaurants, Earth Grains Breads and Amalie Refining Co.

## 23

**Bozell & Jacobs Inc.** □ Television and radio billings at Bozell were up 29% in 1984, to \$204.3 million, a gain of \$46 million. Television billings

# THERE'S MORE TO TELEVISION THAN RATINGS

And KMEX-TV is more than Spanish Television. For the past 22 years, we've been an active member of the Hispanic community in Southern California. And, although our ratings are the highest in our history, we're just as proud of these numbers...

**12,000** needy families in Greater Los Angeles and Orange Counties received food, and more than 29,000 children Christmas gifts through KMEX-TV's "Navidad en el Barrio" Telethon. The food and gifts were shipped through 39 distribution centers in the region. Over \$250,000 were raised during the annual six-and-one-half-hour program, which originally began in 1977 and is funded totally by KMEX-TV.



**\$240,000** in donations were raised to provide survivors of a fatal gas facility explosion in Mexico City with the medical aid, food and clothing they desperately required. As a result of an eight-day public service campaign, coordinated by KMEX-TV and broadcast over the Spanish International Network (SIN), more than 15,000 individual donations were received from around the country and forwarded to the Red Cross in Mexico.

**1** woman's eyesight was saved after she called KMEX-TV for help. After arriving from Honduras, this woman was robbed of the money she had collected from family and friends for a badly-needed eye operation. At the request of KMEX-TV, White Memorial Medical Center doctors donated their time and skills and, using new and highly-sophisticated medical techniques, prevented the loss of her sight.



We believe in reaching out, helping and caring. Not only during the Holiday Season, when these three events occurred, but year-around. That's a commitment which goes beyond quality television programming because we know the needs of the community we serve. And the community knows who we are. We're KMEX, Spanish language television for Los Angeles.

Represented nationally by



**KMEX** 

Over 4 million reasons to speak Spanish  
in Los Angeles.

totalled \$135.7, while radio billings totalled \$65.8 million. The agency also did \$2.8 million in cable business. Accounts added included American Stores, Beatrice Foods, Bell Helicopter, Control Data Corp., Dominion Resources Corp., Eastman Chemical Products, Firstel and Valvoline Oil Co. Accounts that left included First Bank System, Illinois Department of Commerce-Tourism and Satellite Television Corp.

## 4

**Leo Burnett Co.** □ The agency reported a hefty gain of \$118 million in billings, for a combined radio-TV-cable total of \$742 million, resulting from the acquisition of Hewlett-Packard and Kraft, plus increases in spending by a long list of established clients. No account losses were reported during the year. The agency expanded its investment in cable television to \$10 million from \$7 million in 1983. Traditionally a heavy spender in radio-TV, BBDO claimed an extensive lineup of broadcast clients in 1984 including American Bankers Association, Allstate Insurance, Beatrice Foods, Samsonite, Commonwealth-Edison, Heinz, Keebler Kellogg, Maytag, Miller Brewing, McDonald's, Nestle, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Starkist, United Airlines, Union Carbide and Union Oil.

## 21

**Campbell-Ewald** □ Estimated broadcast-cable billings at Campbell-Ewald dropped 9.4% from 1983 to \$217.5 million. Television billings were down by 7.5% to \$183.2 million (\$145.5 million in network and \$37.7 million in spot) while radio billings declined by 10.3% to \$28.7 million (\$12.9 million in network and \$15.8 million in spot). Investment in cable was cut nearly in half—from \$10 million in 1983 to \$5.5 million last year.

## 24

**Campbell-Mithun Inc.** □ Broadcast billings for Campbell-Mithun Inc. were up almost 20% (\$30 million) in 1984, to \$180.2 million. Most of that came from the agency's television billings which added up to \$156.2 million, with the remainder from the radio side—\$24 million. The agency did no cable business last year. Major accounts added included Control Data Corp., SHARE Development Corp., Midway Airlines and Montgomery Ward. The agency resigned from its Republic Airlines account.

## 31

**Chiat/Day Inc.** □ The agency registered a 69% increase in broadcast-cable billings in 1984, for a total of \$135 million, with gains showing up in almost all media. TV expenditures totaled \$125

million, radio \$9 million and cable \$1 million. A long list of clients were added in 1984, including Pizza Hut, Porsche, Miller Brewing, Drexel Burnham, Integrated Resources, NYNEX, Topp's, Barneys New York, California Coolers and 3M. Accounts that left were Clairol, TDK and Holland America.

## 28

**Cunningham & Walsh** □ Combined broadcast and cable billings were off a little more than 1% at C&W in 1984, to \$163 million. Television billings for the agency totaled \$151.1 million last year, with radio advertising accounting for \$7.6 million. C&W also did \$4.3 million in cable business. Accounts added included Moet Hennessey U.S. Corp. and Sounder Sports Inc. Accounts that left included Brown & Williamson Tobacco Co., LaChoy Food Products, Fireman's Fund Insurance Co. and Wrather Port Properties.

## 40

**Dailey & Associates** □ Dailey & Associates experienced a 27% increase in broadcast-cable billings in 1984 to \$100 million, with television accounting for 87%. Total television billings increased 45% to \$87 million, with network TV more than doubling to \$67 million, but spot TV was down 27% to \$21 million. Radio accounted for \$12 million in billings, with all but \$500,000 of that in spot. Cable TV accounted for \$1 million. Major new accounts added included Christian Brothers, Teleflora, Mattel, Godfather's Pizza, Peter Pan Peanut Butter, Carnation Co. and California Avocado Commission. It left Mexicana Airlines.

## 6

**Dancer Fitzgerald Sample** □ DFS added \$80 million in TV-radio billings in 1984, for a total of \$605.8 million, a jump of 15%. This increase was achieved even though DFS's broadcast share for the second straight year declined, falling to 80.8% in 1984 from 83.8% in 1983. Television billings jumped by more than \$58 million while radio expenditures increased by a comfortable \$15 million to more than \$40 million. DFS expanded its investment in cable TV by more than 50% in 1984 to \$17.4 million. New accounts and assignments obtained by the agency during the year included Popsicle Industries, Martlet Importing (Molson Golden Ale), Republic Airlines, Western Union EasyLink, Entre Computer Centers, Mazola Corn Oil, various products from the Best Foods Division of CPC International, Compris Hotel Corp. and Macmillan Book Club. Resigned during the year were Hellmann's Mayonnaise, Bridgestone Tire, Grid Systems and California Prune Board. Big broadcast spenders at DFS were Toyota, Peter Paul Cadbury, Nabisco, American Cyanamid, General Mills, Procter &

Gamble, Hanes/L'eggs, Wendy's Restaurants, Blue Bell (Wrangler), Western Union and Kenner. Active in TV program sponsorships were Toyota, Beneficial Finance, Peter Paul Cadbury, Nabisco, American Cyanamid, Florida Department of Citrus, General Mills, Hanes, Procter & Gamble and Best Foods.

## 8

**D'Arcy MacManus Masius** □ For the second straight year DMM added substantially to its broadcast-cable billings, swelling its total in 1984 by \$121 million to \$574.6 million. Radio dropped by \$2 million but this was more than offset by television's increase of \$123 million (including cable television's contribution of \$15.6 million.) New advertisers to the DMM roster in 1984 included LA Beer from Anheuser-Busch, Campbell-Taggart, National Dairy Federation, Beatrice Foods and Verbatim (computer disks). Leaving D'Arcy last year were Michelob and Michelob Light. Major broadcast accounts during 1984 were Anheuser-Busch, Pontiac, Cadillac, General Motors Parts, Mars, Whirlpool, National Dairy Federation, AT&T, Florists' Transworld Delivery (FTD) and Equitable Life.

## 26

**Della Femina, Travisano & Partners** □ Combined broadcast-cable billings at Della Femina were up a respectable 14% (about \$22 million) in 1984, to \$177.4 million. Television billings totaled \$146.5 million. Radio billings totaled 30.2 million. Although not a big factor in the agency's television business, it reported cable billings of \$700,000. Accounts added included Schering-Plough, Health America Corp., Metromedia Telecommunications, National Medical Enterprises, Westinghouse Broadcasting and Cable Co., Eastman Radio, Book-of-the-Month Club and Isuzu Dealers Association. Accounts resigned included Sharp Electronics, Kapro Portable Business Computers, Continental Tire Co., and KDKA-TV Pittsburgh.

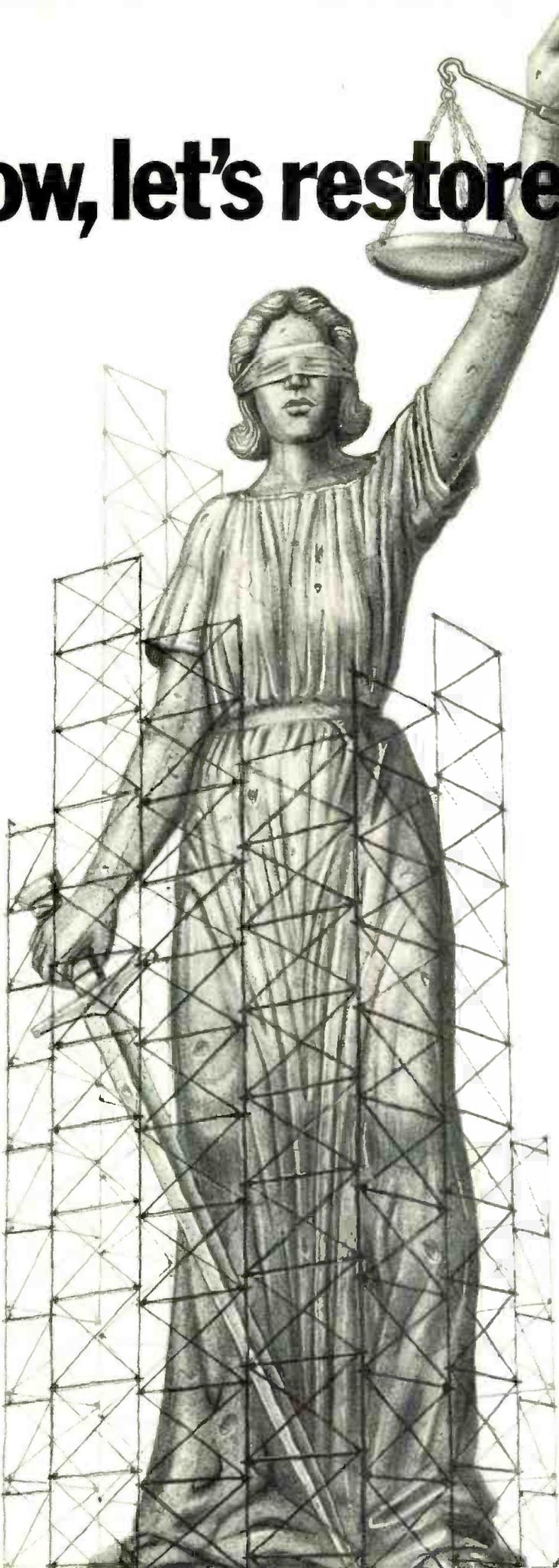
## 37

**W.B. Doner** □ This agency increased its combined broadcast-cable billings to \$109 million in 1984. Television accounted for \$83 million, while radio contributed \$25.9 million and cable \$400,000. Among the accounts it added were Little Caesar International, Vie de France, Hawaiian Host, Pick Systems, Thrifty Corp., and several regional auto dealer associations. It left the Art Van Furniture account and a regional Pizza Hut account.

## 11

**Doyle Dane Bernbach** □ Total broadcast-cable billings for the agency came to \$427.5 million—

# Now, let's restore Civil Justice.



Year after year, our civil justice system has become slower. More costly. Less fair to the very people it was meant to help.

We all pay the price. Some of us pay in the frustration of waiting for a case to end, or by seeing a settlement eaten away by legal costs. All of us pay in the form of higher taxes and insurance premiums.

Experts agree on the urgent need for civil justice repair. Chief Justice Burger has criticized "the high cost of legal services and the slow pace of justice." Derek Bok, president of Harvard and former dean of Harvard Law, has called our legal system "the most expensive in the world."

A 1984 Rand Corporation study of thousands of asbestos-related lawsuits shows how serious the crisis has become. Cases closed took an average two years and eight months, with 11 percent taking six years. How much money went to asbestos victims? Only 37 percent of the expenses and compensation paid by defendants and insurers. The other 63 percent went to pay litigation costs.

Can anything be done? We think it can.

We're the Insurance Information Institute. Our members, property and casualty insurance companies, are vitally involved in this issue. They've joined with others—doctors, lawyers, government officials, business leaders—in coalitions of concerned citizens. Together, they're developing new solutions. In many states, their ideas are being translated into action.

Our latest report, *The Civil Justice Crisis*, examines the reforms now being proposed. It tells how you can get involved. We'd like you to have a copy, free of charge.



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110 William Street  
New York, New York 10038  
Please send me a free copy of  
*The Civil Justice Crisis*.

4G

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A nonprofit action and information center

up 6.3% over 1983. Television billings reached \$387.5 million (\$244.8 million in network and \$142.7 million in spot) while radio billings totaled \$26 million (\$1.3 million in network and \$24.7 million in spot). Doyle Dane Bernbach also spent \$14 million last year in cable. New accounts added to the agency's portfolio in 1984 were Brown & Williamson, Popeye's, Excedrin, Comshare, North American Philips (Magnavox) and CBS Fox Video. Accounts that left: Atari, Polaroid Consumer Products, El Al Airlines and Parliament cigarettes.

## 17

**William Esty Co.** □ Broadcast and cable billings for the William Esty Co. increased by 3.2% over 1983 to \$318 million, with a large portion of that figure directed to television—\$224 million in network and \$79 million in spot. Total radio billings dropped from \$26 million to \$11 million. The agency's investment in cable television last year reached \$4 million. A major account added during the year was American Home Products (Boyle Midway division). Accounts that left in 1984 were Colgate-Palmolive, Warner-Lambert and Ecko Housewares Co.

## 7

**Foote, Cone & Belding** □ FCB enjoyed a banner year in 1984, swelling its broadcast-cable total by \$131 million to reach \$592 million. The upsurge was achieved through an increase in the broadcast percentage to 78% from 71% in 1983, the acquisition of new accounts, and additional assignments from old clients. During 1984, FCB added new accounts or assignments from Long John Silver Restaurants, Celestial Seasonings, First Interstate Bank of Arizona, Colgate-Palmolive, Block Drug, National Dairy Board and Carnation. Resigned during the year were Pizza Hut and Gatorade. FCB's sharp increase in billings resulted from a \$96-million addition in television, a gain of \$18 million in radio and a \$17-million investment in cable television. The agency's principal broadcast accounts during the year included Block Drug, Colgate, Corning Glass Works, Frito-Lay, Thomas J. Lipton, Adolph Coors Co., Kimberly-Clark, Kraft, Long John Silver, Pearle Vision Center, Sears, Roebuck & Co., Stokely Van Camp, Armour-Dial Inc., Clorox Co., Levi Strauss & Co., Carnation Co. and the California Milk Advisory Board.

## 49

**Geers Gross Advertising** □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of \$51.5 million in 1984, enough to push it onto BROADCASTING's annual top 50 agency list. Total TV billings came to \$48 million, with 69% of that in spot and 31% in network. Total radio billings added up to \$2.5 million, with nearly all of

that in spot. It also billed \$1 million in cable TV. Among the new broadcast clients Geers Gross added in 1984 were G.H. Bass, Hebrew National, Lea & Perrins, Ultrasuede/Spring Industries and L'Oreal. Accounts it left included Gold Seal (Snowy Bleach), W&J Sloane and Fortunoff. Although the vast majority of Geers Gross' clients bought spot television, those who found their way onto network television in 1984 included Warner Cosmetics, Buxton Inc. consumer products and Lehn & Fink Cosmetics.

## Biggest spenders

### Total broadcast-cable billings

Young & Rubicam—\$1.35 billion



### Total TV billings

Young & Rubicam—\$1.24 billion



### Network TV billings

Young & Rubicam—\$917.4 million



### Spot TV billings

J. Walter Thompson—\$330.7 million



### Total radio billings

BBDO—\$95 million



### Spot radio billings

BBDO—\$65 million



### Cable TV billings

Young & Rubicam—\$38.2 million



### Network radio billings

BBDO—\$30 million

## 9

**Grey Advertising** □ The agency's broadcast-cable spending swelled by about 14% to \$549.5 million as Grey added more than \$66 million in billings to its 1983 total. Television contributed an additional \$58.5 million and radio almost \$8 million. Cable billings vaulted by 40% to \$20.3 million. During 1984 Grey added General Mills Restaurant Group, Toys 'R' Us, Wallace, Osco Drugs/Jewel Companies and Grand Central Department Stores. Grey's extensive list of broadcast advertisers included AMC Renault, Arby's, Block Drug, General Foods, Jeno's, RCA, Panasonic, Revlon, Timex, Union Underwear, Kayser Roth, Kenner, Procter & Gamble and Mennen. Among program sponsors were Block Drug, Borden, Canada Dry, General Foods, Kenner and Revlon.

## 27

**HBM Creamer** □ Broadcast-cable billings at this agency were flat last year, totaling \$171.4 million, technically a gain of 0.2% from last year's total of \$171.0 million. Total TV billings at the agency were \$153.6 million, while radio billings amounted to \$16.8 million. HBM did \$1 million in cable business. The agency reported that it neither gained nor lost any major accounts in 1984. Major clients include Stouffers, Sheraton Corp., Parker Bros., A&W Beverages, Alcoa Building Products, Northeast Oldsmobile Dealers and Stanley Works.

## 35

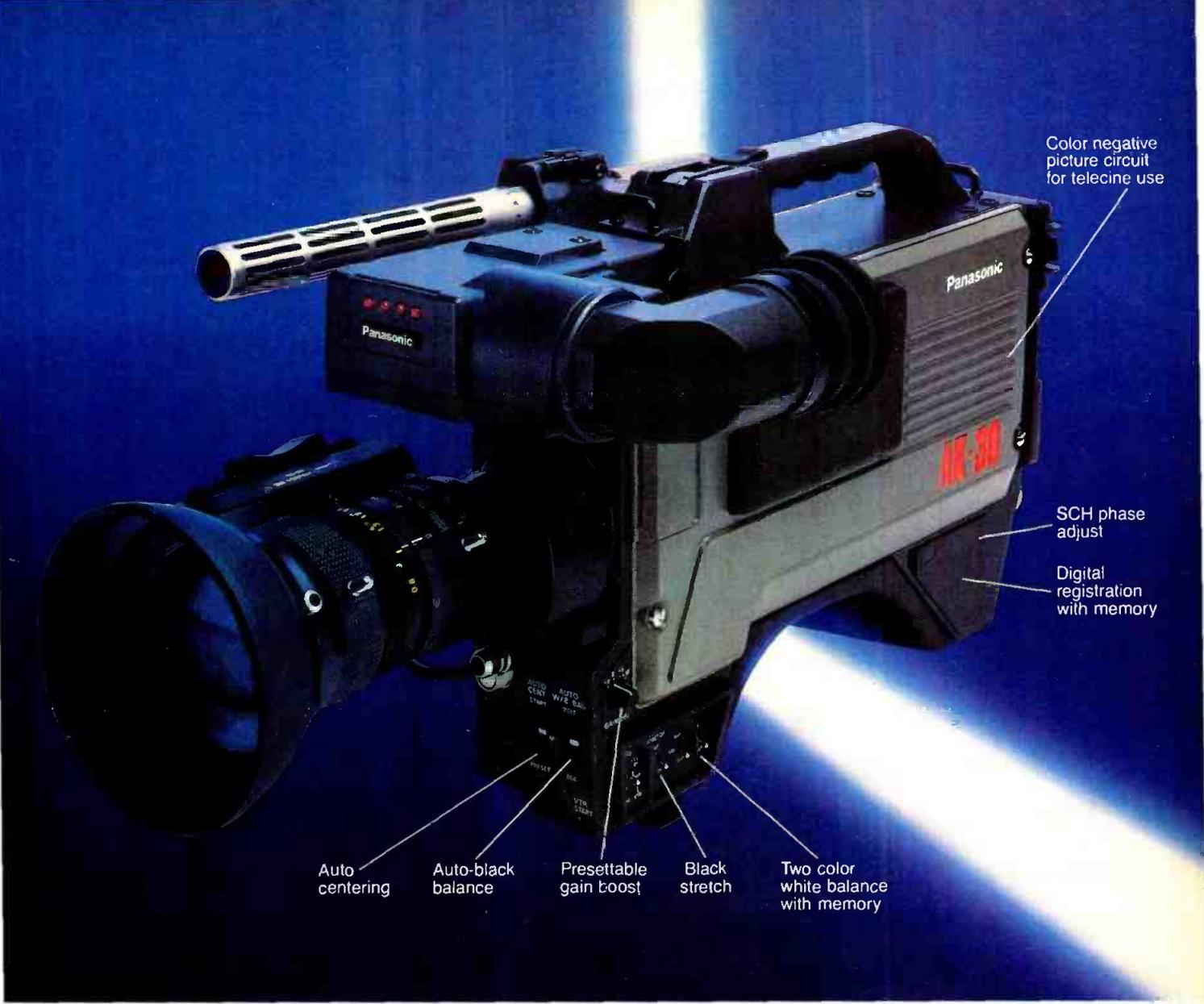
**Jordan, Case & McGrath** □ JC&M increased its combined broadcast-cable billings 21% over 1983 to \$121 million, with both spot TV and cable television showing big percentage gains. Total TV billings contributed \$102 million while radio accounted for \$12 million and cable TV \$7 million. Accounts added by the agency came from Revlon Health Care, A.H. Robins, Nestle U.S.A., Selchow & Richter, Tonka, Wheat Industry Council, Welch Foods and Norcliff Thayer. Richardson-Vicks and Long John Silvers were the two accounts that left.

## 32

**Kenyon & Eckhardt** □ Broadcast and cable billings at K&E were down 18.2% last year, dropping to \$133 million, compared to \$162.6 million in 1983. The agency's television billings last year totaled \$110 million while radio billings totaled \$20 million. K&E's cable business amounted to \$3 million. Accounts added last year included New York Telephone, Kawasaki, J.H. Filbert Inc. and Lorimar. Accounts that left included Colgate-Palmolive and Pet Inc.

## 36

**Ketchum Communications Inc.** □ Ketchum posted a 22% increase in combined broadcast-cable billings over 1983, with the biggest increase coming in network television. Total television investments were \$95 million, radio billings hit \$21.2 million and cable TV billings were \$100,000. Among the accounts resigned this year were Rockwell, Season-All, Calgon, Air Jamaica, Laventhol & Horwath, Northstar Computers and Valu-Rite Pharmaceuticals. Accounts added included Hansen Foods Inc., Pacific Bell, Homelite/Jacobson, Coleco Industries, Hanes (legwear), Certainteed and Katrin Systems.



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**43**

**Kornhauser & Calene** □ K&C posted \$85.8 million in broadcast-cable billings last year, up 4.6% from 1983. Of that total, \$72.5 million came from television, \$12 million from radio and \$1.2 million from cable. White Hall Labs's Anacin III was one account added during the year. Other major K&C clients included Boyle Midway, American Home Foods, Church & Dwight, Purdue Frederick, National Westminster Bank and J.P. Stevens.

**46**

**Laurence, Charles & Free** □ New York-based Laurence, Charles & Free's total broadcast-cable billings rose 8.3% in 1984 to \$65 million. Total TV billings rose 7% to \$60 million, with network up 6% to \$33 million and spot up 8% to \$27 million. Cable TV contributed \$1 million. New accounts included S.C. Johnson (Rydelle Laboratories—Fiberall, Zact), Hearst Corp. (corporate), Uniden Corp. of America (communications equipment) and Drackett Co. (household cleaning products). It left Bristol-Myers (Ban).

**29**

**The Marschalk Co.** □ The agency almost doubled its network TV billings over 1983 to \$104.7 million, and increased its total broadcast billings 61.6% to \$162 million. Among major accounts added were North American Philips Home Interactive Systems, Sony Betamax, Comerica Bank, DEP Corp., San Francisco Marriott and Fudruckers Restaurants. The agency also received additional assignments from Del Monte, Gillette, Economics Laboratory and Bob Evans Farms Inc. Marschalk left the Smirnoff and Igloo Corp. accounts.

**44**

**MCA Advertising** □ Last year saw MCA Advertising increase its broadcast-cable billings 2.5% to \$80 million with television representing 93% of the total. Television billings advanced 4% to \$75 million, with network up 33% to \$40 million but spot down 17% to \$35 million. It billed \$3 million in cable TV. Major broadcast accounts added during the year included H.J. Heinz (Weight Watchers bread and ice cream), Chico-San Rice Cakes, Hanes Knitwear (Comfitables men's underwear), Monsanto (Wear-Dated Carpet Fibers), Meca (home computer software). MCA lost the Tropicana Orange Juice account (spot TV) in 1984.

**45**

**McCaffrey & McCall** □ M&M experienced a 2.8% drop in its total broadcast-cable billings in 1984 to \$69.5 million. Total television dropped 11% to \$69.5 while network TV dropped 6.5% to \$56.1 million and spot TV slipped 19% to \$6.1 million. Cable TV expenditures rose, however, from \$1 million in 1983 to \$1.6 million in 1984. New clients included the National Coffee Association, a \$15-million television account. It left European American Bank.

**10**

**McCann-Erickson** □ The agency's broadcast-cable billings increased by \$71 million over 1983, including a gain of \$40 million in television, \$26 million in radio and \$5 million in cable for total broadcast-cable billings of \$509.1 million. McCann's growth was sparked by the addition of such accounts as Sony Audio Products (\$13 million), Heublein (\$15 million), Murjani (\$5 million), Renfield Importers (\$5 million) and Haagen-Dazs (\$1 million). Resigned during the year were U.S. Borax (\$6 million) and Brown-Forman (\$7 million). McCann's principal broadcast clients included Coca-Cola, AT&T, L'Oreal, Alka-Seltzer, Sony, Nescafe, Nabisco, Eastman Kodak, Buick, Heublein and Johnson & Johnson.

**19**

**Needham, Harper & Steers Worldwide** □ Combined broadcast-cable billings for Needham, Harper & Steers registered \$312.7 million—up 7.3% from 1983. Several of the agency's accounts use both television and radio heavily in their media mix. Television billings totaled \$280.2 million (\$213.0 million for network and \$67.2 million for spot) while radio ad expenditures reached \$31.5 million (\$15.4 million for network and \$16.1 million for spot). The agency also invested \$1 million in cable. Among the accounts picked up by Needham, Harper & Steers last year were: Carter-Wallace Inc.; Dorsey Laboratories; Sandoz Nutrition Corp.; Embassy Pictures; *Fortune* magazine; The Nashville Network; RCA; Shasta; Michelob Light; Manor Care, and Mrs. Paul's Kitchens. Accounts that left during the year were: Sav-on Drugs and Crocker National Bank.

**5**

**Ogilvy & Mather** □ Ogilvy grew by a hefty \$143.4 million in TV-radio-cable billings from 1983 levels to \$712.9 million. Radio increased by almost \$10 million and television the remain-

der. Ogilvy did not disclose its cable TV billings for last year, but reported in 1983 that cable expenditures amounted to \$6.5 million. Ogilvy said there were no major account acquisitions or account losses during the year. Contributing to Ogilvy's banner year were such broadcast accounts as General Foods, Mattel, American Express, Hershey, Sears, Roebuck & Co., Kimberly-Clark, Lever Bros., Avon Products, Campbell Soup, Menley & James, Polaroid and Trans World Airlines.

**33**

**Ohlmeyer Advertising** □ Ohlmeyer increased its radio-TV billings 30% last year for a total of \$126 million. TV accounted for the vast majority—\$125 million—with the rest contributed by radio. Three accounts were added in 1984: The Stroh Brewery Co., Times Mirror Magazines and the Nabisco corporate account.

**38**

**Rosenfeld, Sirowitz & Lawson** □ Estimated broadcast billings at RS&L grew by almost \$9 million during 1984. The agency allocates about 85% of its broadcast budget to spot television, 15% to network TV and 5% to radio. TV-radio spenders at RS&L during 1984 included Block Drug, Colibri (cigarette lighters, pens), Charles of the Ritz, Delta Faucet Co., 4C Foods, International Playtex, Luzianne Foods, McDonald's and Smith-Corona typewriters.

**42**

**Ross Roy Inc.** □ Detroit-based Ross Roy Inc. saw its total broadcast-cable billings in 1984 surge 70% to \$89 million, with its 1984 TV billings alone (\$72 million) higher than its total broadcast billings for the year before. Radio billings totaled \$16 million, up 25%, while cable billings hit \$1 million. On top of Ross Roy's existing clients (Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart, Michigan State Department of Commerce and Michigan Blue Cross/Blue Shield), the agency added nearly \$10 million in broadcast billings from Ameritech Publishing Inc., the five-state midwest edition of the Yellow Pages spun-off from the AT&T divestiture. Ross Roy also added Chrysler's marine, parts, Learning Institute and fleet and lease divisions. A major account it left was Coamerica Bank (former Detroit Bank & Trust).

**15**

**Saatchi & Saatchi Compton** □ The agency's broadcast-cable billings for 1984 climbed 5% to \$334 million, with most spent in television—\$250 million in network and \$59 million in spot. The remainder was spent in cable (\$16 million)

and network radio (\$9 million). Major accounts Compton added during the year included: The Krystal Co., Almay Cosmetics and Boehringer Ingelheim. Two accounts left: Austin Nichols and Coco Lopez, primarily print advertisers.

## 34

**Scali, McCabe & Sloves** □ SM&S more than doubled its network television billings over 1983 and registered a 44% in combined broadcast-cable billings for a total of \$123.2 million. Television contributed \$108 million, radio \$14 million and cable \$1.2 million. Among the accounts added during 1984 were Sharp Electronics, Marriott Corp., Izod Ltd., Ralston Purina and Duffy Mott. The agency left two accounts: Heublein and Mrs. Paul's.

## 13

**SSC&B** □ In an upward mode is SSC&B, which increased its 1984 broadcast-cable billings by 19% to \$349.3 million. Total television billings accounted for \$319.9 million—\$223.2 in network and \$96.7 in spot. The remaining \$29.4 million was spent on national spot radio (\$24.5 million), network radio (\$3.9 million) and cable television (\$1 million). New accounts obtained in 1984 included U.S. JVC Corp., Grizzly Canadian Lager and Tab. According to the agency, Amstel Light, a primary user of radio in 1983, extended its ad budget to television last year. SSC&B reported no account losses.

## 41

**Tatham-Laird & Kudner** □ Chicago-based TL&K saw its combined broadcast-cable billings jump 32% in 1984 to \$94.5 million. Television billings totaled \$80 million, with \$44 million in network and \$36 million in spot. Radio billings totaled \$10 million, up over six times what they were the year before. Cable billings accounted for \$4.5 million. Major broadcast accounts added during the year were Ragold Inc. (Velamints and Velamint gum products), Brown Group Inc. (footwear) and Universal Foods (Red Star Yeast, Stella Cheeses). Major broadcast accounts TL&K left in 1984 included the Louis Rich division of Oscar Mayer (turkey cold cuts).

## 2

**J. Walter Thompson** □ JWT broke the billion-dollar broadcast-cable advertising mark in 1984, joining front-running Young & Rubicam at that elevation. JWT retained a firm grip on second place in BROADCASTING's top 50 agency competition, registering \$1,093,000,000 in domestic TV-radio-cable billings. During 1984 the agency increased its broadcast-cable spending by \$97 million over 1983. New accounts gained during the year were Miller High Life, Showtime, Emery International, Baskin-Robbins, Kuppenheimer Factory Stores, The Weather Channel, Mexicana

Airlines and BellSouth Mobility Inc. Resigned in 1984 were Toys 'R' Us, Activision and Coors's Herman Joseph brand. JWT, a heavy spot TV user, romped away once again as the top agency in that category with more than \$330 million in expenditures. Thompson has a wide assortment of TV-radio spenders and active during 1984 were Eastman Kodak, Burger King, R.T. French, Quaker Oats, Sears, Roebuck & Co., Oscar Mayer & Co., Lever Bros., Miles Laboratories, Nabisco Brands, Scott Paper, Warner-Lambert, Ford Motor, Dart & Kraft and Jovan Inc. (floor cleaners).

## 25

**Tracy-Locke/BBDO** □ Broadcast-cable billings at this agency were up about 10% (\$16 million) to \$177.6 million. T-L/BBDO had television billings totaling \$139.2 million and radio billings of a little more than \$37 million. The agency billed \$1.1 million in cable advertising. Accounts added included United Banks of Colorado, La Quinta Motor Inns, Republic Health and Holsten Import Corp. No major accounts left, the agency reported.

## 48

**Waring & LaRosa** □ This New York agency increased its broadcast-cable billings 2.2% in 1984 to \$54.4 million. Total television billings came to \$47.8 million, with 78% of that in network and the balance in spot. Network television billings rose 5% to \$37.9 million, but spot fell 22% to \$10 million. Major broadcast clients added during the year included Cutex (Perfect Color lipstick), Fisher-Price Juvenile Products (playwear), Prince Manufacturing (tennis wear) and Prince Matchabelli (Azaza polishing pen) on top of existing clients like Chesebrough-Ponds (Ragu Foods) and Great Waters of France Inc. (Perrier—network and spot radio only).

## 47

**Warwick Advertising Inc.** □ New York-based Warwick Advertising experienced a 5% increase in its 1984 broadcast-cable billings to \$55.8 million, with 90% of that in television. Total

television billings increased 28% to \$50.2 million, with network up 87% to \$42.6 million, but spot down 53% from \$15.9 million in 1983 to \$7.6 million in 1984. On top of such existing network and spot television advertisers as Benjamin Moore & Co., Burlington Industries and Pfizer, Warwick added Sterling Drug (Resolve and Exact) for network, and U.S. Tobacco Co. (Skoal Long Cuts) for national and regional network. It left the Economics Laboratory Inc. (home cleaning products) account.

## 20

**Wells, Rich, Greene** □ Combined broadcast-cable billings for this agency were up 25% in 1984, to \$248.6 million, for a gain of about \$50 million. WRG's television billings totaled \$218.4 million and its radio billings amounted to \$23.2 million while cable billings totaled \$7 million. Among accounts added by the agency last year were MGM/UA, Liberty Mutual and Mobile Chemical. The agency did not report losing any major accounts in 1984.

## 1

**Young & Rubicam** □ For the seventh straight year, Y&R was the kingpin broadcast-cable advertising agency in the U.S. with billings of \$1,354,200,000, a gain of a whopping \$263.4 million over its 1983 figure. The growth was entirely in television and cable television, with the latter increasing from \$29.4 million to \$38.2 million in 1984. Radio dipped slightly from \$75.5 million in 1983 to \$75.4 million in 1984. Y&R's long list of broadcast advertising clients embraces American Home Products, Colgate-Palmolive, CIT Financial Services, Eastman Kodak, Frito-Lay, General Foods, Gillette Co., Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Kraft, Lincoln-Mercury division of Ford Motors, Thomas J. Lipton, Richardson-Vicks, Time Inc., Union Carbide, Uniroyal, Warner-Lambert, Del Monte, Pabst Brewing, Tupperware, Clorox and Peter Paul Cadbury Inc. New accounts obtained in 1984 included AT&T International, Colgate (Ajax Dishwashing Liquid), Advil, Breyers Ice Cream, NYNEX Business Information Systems, Tupperware, International Harvester, Pabst Light, Gallo Salame Division. Accounts lost were *USA Today* and Hallmark.

## NATIONAL PSYCHOLOGY AWARDS FOR EXCELLENCE IN THE MEDIA

Entries are now being sought for the radio, television/news-documentary, and television/entertainment categories of the 29th annual National Psychology Awards for Excellence in the Media, sponsored by the American Psychological Association and American Psychological Foundation.

**\$1,000 CASH AWARD AND TRIP TO APA CONVENTION IN LOS ANGELES IN EACH CATEGORY**

Programs must have been aired between April 1, 1984 and the same date 1985. Deadline for receipt of entries is April 15, 1985.

For rules and entry form, contact: Public Information Office, American Psychological Association, 1200 Seventeenth St., NW, Washington, D.C. 20036, Telephone: 202-955-7710.

## RAB Managing Sales Conference: working toward a better bottom line

**Improving local sales is theme of annual gathering in Dallas-Fort Worth; featured is first exhibit hall and new RAB computer co-op network**

Seeking new and more efficient ways to maintain profitable operations in the highly competitive world of radio broadcasting, 1,075 industry executives gathered at the Amfac hotel adjacent to the Dallas-Fort Worth airport last week to exchange ideas at the Radio Advertising Bureau's fifth consecutive Managing Sales Conference (Jan. 26-29). "Our objective was for each participant to take home money-making ideas and new strategies for managing staff, mounting promotions and making their budgets," said Dick Rakovan, former senior vice president, radio station group, Outlet Communications, who was this year's conference committee chairman.

The conference's accent was on improving local sales, to which many broadcasters and group operators such as Westinghouse Broadcasting and Katz Broadcasting have channeled a good deal of their resources over the past year.

With the exception of a handful of workshops, most sessions were well attended. There were 16 separate workshops and four forums, many of which were repeated. RAB also assembled more classroom-oriented sessions featuring one speaker, which attracted the majority of the attendees. "The academic sessions seem to be the hit of the conference," said Fred Walker, president of Broad Street Communications. Receiving

the most positive response was Dr. John Kennedy, professor of business administration at Notre Dame, who talked about the psychology of selling. Wayne Comils, executive vice president of the RAB who also serves as conference coordinator, said he likes the classroom approach for the conference and will consider expanding it at next year's meeting.

However, on the mind of nearly every attendee at this year's gathering is the current movement among certain citizen groups to ban beer and wine advertising from radio and television. That topic was addressed at the Sunday luncheon by Don Shea, president of the U.S. Brewers Association, as well as by Eddie Fritts, president of the National Association of Broadcasters and Bernie Mann, president of the National Radio Broadcasters Association (see story, page 51).

And before Monday's rep panel got underway, Jerry Feniger, president of the Station Representatives Association (SRA), expressed his concern over the beer and wine advertising controversy on behalf of the association. He talked about the relationship of beer and wine advertising to play-by-play sports. "It is my considered judgment that if beer and wine advertising on radio were eliminated, there would be no play-by-play sports broadcasts underwritten profitably by sponsors," he said.

RAB President Bill Stakelin opened the conference by congratulating the assembled sales executives for pushing radio to a record revenue-breaking \$5.8 billion year. Stake-

lin, however, lamented that, in spite of strong revenue growth, radio's share of strong advertising expenditures remains at approximately 7%. "We cannot let our excitement over today's success blur our vision and determination for tomorrow," he noted. "Our hedge against competition," said Stakelin, is for more broadcasters to develop in-house sales training programs. "This would send a signal that we are worthy competitors for the almighty ad dollar," he said. Stakelin projected that total radio billings (local, national and network) will grow 13.6% in 1985, reaching \$6.5 billion.

Keynoting the three-and-a-half-day event was Larry Wilson, president of the Wilson Learning Center, South Eden Prairie, Minn., who advised attendees that the purpose of any business is to help someone else solve a problem. He highlighted three characteristics of a leader: to visualize future trends, guide support staff to achieve that vision and help staffers grow as leaders.

Besides Shea and Wilson, other principal speakers at the conference included: John Murphy, vice president of sales promotion/marketing for the National Retail Merchants Association; Kathleen Black, publisher of *USA Today*; Steve Garvey, first baseman for the San Diego Padres, who is also president of his own firm, the Garvey Marketing Group of La Jolla, Calif.; and F.G. (Buck) Rogers, formerly IBM's vice president, marketing, worldwide, who spoke at the closing general assembly Tuesday morning.

New to RAB's annual conference was an exhibit hall, called by the RAB the Radio Marketing Center. The final tally showed 23 exhibitors, including RAB, NAB, NRBA and the Broadcast Promotion and Marketing Executives Association. Although traffic ranged from light to moderate, virtually all exhibitors were pleased with the business conducted. In the words of one exhibitor, there were "quality" buyers coming through.

Cornils noted that the establishment of an exhibit hall this year was done "experimentally" under controlled conditions with limited hours. He noted that based on the positive feedback from exhibitors, there will likely be an exhibit hall next year, "perhaps on an even larger scale."

The conference also marked the official unveiling of RAB's new on-line, co-op computer network that contains 8,000 different co-op plans that are updated on a daily basis. "Aside from co-op information, there are separate menus for promotion and copy ideas," said Cornils. The new system is called RAB Co-op. Arbitron Ratings also took the occasion to officially unveil its new four-week come slide ruler to the industry



NAB's Fritts, RAB's Stakelin, NRBA's Mann

("Closed Circuit," Dec. 3, 1984).

Cornils said that the conference will likely switch to Loew's Anatole hotel in Dallas next year, but added that he is still negotiating the deal. It is expected that the 1986 MSC committee chairman will be Gary Stevens, president of Doubleday Broadcasting, with Steve Berger, vice president, Nationwide Communications radio group, as vice chairman.

The RAB meeting was sold out in mid-January due to the association's imposed attendance cap of 1,000 to 1,100. Whether RAB will establish a similar attendance limit for the 1986 conference will be decided at the upcoming RAB board meetings. "A ceiling on attendance was instituted at the 1985 conference in order to efficiently use hotel space and to encourage maximum individual involvement in the sessions," said RAB. □

## Beer and wine battle strategy

**Brewers, broadcast associations examine new threat to ad revenues**

"The Beer and Wine Advertising Controversy" was discussed on Sunday by the luncheon's keynote speaker, Don Shea, president of the U.S. Brewers Association.

He was followed at the podium by Eddie Fritts, president of the National Association of Broadcasters, and Bernie Mann, president of the National Radio Broadcasters Association. Radio Advertising Bureau President, Bill Stakelin, moderated the event.

Shea referred his audience to a remark of H.L. Mencken that for every complex societal problem there is a simple solution that is wrong.

"I believe that our industries are being caught up in a prohibitionist movement, not to be confused with the health movement," said Shea, "People did not begin jogging or eating less because of any laws that were passed. In fact, advertising has informed people of new products such as light beer or low alcohol beer that give people options to reduce alcohol consumption," said Shea.

He noted that Mothers Against Drunk Driving (MADD), whose president, Candy Lightner, was seated next to Shea on the podium, is not part of prohibitionist movement. "Project SMART [Stop Marketing Alcohol on Radio and Television], in my view, is one of the great misnomers of the year."

Shea then briefly reviewed the status of the issue in Washington ("Top of the Week," Jan. 28), and in the process revealed that Senator Paula Hawkins (R-Fla.) is considering holding more than one day of hearings on the subject.

"The U.S. Brewers Association will fight Project SMART's campaign to have us forcibly removed from radio and television," Shea said to great applause.

At the same time, he continued, beer and wine advertising should be responsive to reasonable concerns. Some of the efforts taken by his association in recognition of that concern include setting up a new panel to review ad complaints and making a

change in the association's advertising code that "recognizes concerns with drunk driving as legitimate. To my knowledge, each and every brewer in the country has revised guidelines to reflect concern with advertising on college campuses," he said, adding that chug-a-lug contests and the like will no longer be promoted. He also noted that brewers are helping to fund alcohol research at Johns Hopkins University.

"Brewers and broadcasters have obligations to support positive measures. Our respective industries are on trial," he said.

Shea criticized the co-signing of the SMART petition by the National PTA, saying that education was not compatible with censorship. Both Shea and Fritts urged broadcasters to meet with local PTA chapters, which, they said, might be unaware of what the stations were doing with public service announcements.

Following Shea's speech, NRBA President Mann announced the results of a just-completed study of over 4,000 radio stations. The study found, according to Mann, that 98% of the stations responding ran public service announcements in the last 12 months against alcohol abuse and/or drunken driving. The average frequency of those spots was 24 times per week.

Close to 19% of all PSA's run on commercial radio have been on this subject, said Mann, "the total value of which has been \$129 million, or close to the amount of money spent by beer and wine advertising.

"There is more than just altruism at work here," said the NRBA president. "Stations that are concerned with their communities do better in ratings." Mann went on to cite figures that showed that beer and wine advertising on sports events reached a predominantly adult audience. He concluded by saying: "We are not going to be punished for something that we didn't do."

NAB's Fritts outlined some of the steps the association has taken to combat the SMART campaign, including the establishment of a task force last year; getting other advertising associations involved, including the outdoor advertisers association, and the mailing of kits to stations with recommendations on lobbying, editorials and establishing programs against alcohol abuse and drunken driving. In addition, Fritts said NAB staff members have visited more than 400 congressional offices, and based on their experience he offered some suggestions to his audience.

The NAB president said this should not be referred to as an alcohol issue, but a beer and wine issue, since hard liquor advertisements are already voluntarily kept off the air. He also told the broadcasters to join the nationwide campaign against drunk driving: "You and your colleagues can stop glamorizing happy hours and all-you-can-drink." Finally, he urged them to write their congressmen and senators, "saying you are against a ban." It might even be advisable, he said, to get congressmen and senators involved in making PSA's, something that might be done from recording studios at the Capitol.

He noted that NAB efforts would require vigilance because legislative action might not go through committee but instead be tacked onto other legislation, such as a con-



MADD's Lightner and Brewer's Shea

tinuing resolution on the budget.

One question from the audience asked if the public service announcements will really help influence Congress. Fritts answered by noting that Senator James Exon (D-Neb.) said he had gotten a tape of such announcements and played them to his wife, asking if she had ever heard them. She replied affirmatively.

But Fritts also quoted Speaker of the House Tip O'Neill (D-Mass.) as saying, "I don't know if that is enough. People are not acting on reason at this time, they are acting on emotion." Throughout the luncheon others sought to emphasize the issue's emotionalism.

When asked why this attack is taking place against radio and television, but not other media, Mann replied, "Everyone knows the reason for that; we are more important."

Mann said the attitude shown by the Brewer's Association was encouraging: "I'm from North Carolina, and I remember that it was the cigarette manufacturers that sold us out. And I am glad that Don Shea and the brewers are standing with us shoulder to shoulder," he said. □

## Mastering co-op intricacies

**Session explores way to increase co-op advertising dollar pool**

Sales managers who needed convincing that co-op dollars are sizable and worth pursuing heard testimonials and some how-to advice at a Sunday morning session, "Making \$\$\$ With Co-op." The session was moderated by Joyce Reed, vice president, retail/co-op, Radio Advertising Bureau.

The session began with Rita Hughes, sales manager of WSPA-FM Spartanburg, S.C., who brought along the easel she uses in meetings with representatives of manu-



Hughes, Maizel, Denning

facturers to make a pitch for co-op money.

"If there is one way to get someone's attention, it is to remind them of all the problems they have had with co-op," said Hughes. "We tell them we are going to take all these negatives and turn them into positives: marketing strategies, less paperwork, accurate accruals and fewer reimbursements." She tells the reps that she will do all the paperwork and submit the claims directly to the manufacturer.

Sanford Maizel, vice president and general manager of Crimmins Co-op Marketing, said that despite the barriers station sales personnel run into, both competition and the law encourage manufacturers and retailers to participate in co-op plans. "There is little or no problem in setting up co-op for big retailers like K-mart, but the law requires that that same offer be made to all retail outlets," said Maizel. Manufacturers have learned how to "cover their tracks" and ignore the law, he said, "but in the first place it costs \$500,000 or more to defend a complaint raised by the FTC and, secondly, treble damages can be assessed."

Maizel added that the law obligates manufacturers only to publicize their co-op program to retailers: "They don't have to publicize it to you. Not all manufacturers want to see that money spent."

He spoke of a situation in Washington where "the largest camera dealer in the world, Ritz Camera," declined to take part in a co-op campaign with the Canon Ae-1. "We bought minutes in drive time and broke them up into 30's, so that everyone could afford them," he said "When Mr. Ritz, the owner, heard the spots on the air for another store while driving to work, he called up Canon to ask: 'How come they are on the air and I'm not.' We pointed out to him that he had turned the offer down. So he bought 48 spots."

Diane Denning, who manages the co-op efforts of WBAL(AM)-WIYY(FM) Baltimore, feels that at least \$5,000 should be in a co-op campaign to make a group effort worthwhile: "An average group will give us over \$10,000 in revenue and air over a four-week period. Michelin and Lawnboy were two of the manufacturers involved in successful co-op campaigns. A cash reimbursement from the manufacturer is better than a credit," she said, because it helps with the cash flow of

small retailers. "And if you are contacting the manufacturer, be sure to contact the sales department, not the advertising department," she said. "It is a sales function."

Working with a manufacturer's representative is not a problem, she added: "Most of these guys work out of their homes and so they are always glad to have somebody take them out to lunch or invite them to the station for a little razzle dazzle. . . . If you are lucky, the manufacturer's rep will help sell the campaign to the dealers."

Denning advised placing spots bought by retailers in news, sports or something else special: "It gives them something they can identify." If the size of a co-op campaign is not large enough to give a retailer sufficient frequency, she suggested putting several retailers who are not geographically competitive in the same spot.

There was some disagreement whether it was good to get retailers together. Denning was against the idea, while Hughes and one audience member said it had positive benefits. "It was always discouraged by manufacturers' representatives who felt they could stir up to much trouble and raise objections," said Denning.

One audience member asked Denning how much money it cost her to get retailers interested in co-op advertising. She answered that in one recent \$12,000 order, she

gave each participant a copy of the Paul Harvey biography, "The Rest of the Story." The total cost was \$12, she noted. □

## Detailing the retail problem

**Marketing aide discusses ways to boost retail advertising on radio**

Norm Goldsmith, president of Radio Marketing Concepts, used the heading, "Overcoming the Myth and Misconception about Retail," to present some provocative comments not only about retail sales but also about compensation for sales personnel.

"For many salespeople, retail can be perceived as a temporary chore, until they get an agency list," said Goldsmith.

Instead of getting new dollars for the station, he said, most sales people relate to available dollars or big potential agency dollars. "If you allow that thinking to prevail, then you have your best senior people reacting to big agency business, the ones over which they have almost no control, whereas the salespeople that have almost no experience at all, then handle the retail."

The issue, according to Goldsmith, is who should determine how much retail business should be the responsibility of each individual salesperson: "You shouldn't let sales people circle the wagon around biggest accounts." He wondered aloud how many salespeople have a responsibility to meet corporate billing goals.

"If you want to change the scenery, you have to take charge," he said in a presentation obviously directed at sales managers. He noted they would experience resistance from some salespeople on the question of new sales development. One reason for the resistance is related to sales people's self-image.

Goldsmith said he often asks an audience of salespeople whether they have a positive self-image: "Half the hands will shoot up and the other half will slowly follow." But when he rephrases the question and asks about the positive self-image of one's col-

**Getting co-op going.** Setting up a co-op department at a radio station requires the right person at the helm. That person should be a self-starter with a sales background, highly organized and promotion-minded, said Steve Strauss, co-owner of the Tempe, Ariz.-based co-op advertising consulting firm of Howe, Strauss & Associates. Strauss and his partners conducted a session on the subject last Monday.

Caroline Howe, the firm's other owner, said stations need to commit to a co-op department for at least six months to a year to generate substantial revenue. She highlighted some of the functions a station co-op manager should perform, including participating in the development of promotional materials; making direct sales calls on manufacturers, distributors and dealer groups for co-op information; representing the company at trade shows; researching the co-op plans for the retailer; monitoring co-op advertising in other local media (such as newspapers) and coordinating the preparation and distribution of co-op claim forms.

What about salary? Laurie Waters, who just joined the firm as vice president, suggested that radio station co-op managers' compensation be 80% salary and 20% bonus—the latter paid quarterly. Traditionally, co-op managers fall in the middle of the pay scale for the sales staff, added Strauss.

"Co-op advertising will lead to many new advertisers on your stations, which will be loyal accounts," said Howe. The consultants said that the co-op sales goal for large-market stations should be about 7% of total local sales and, in smaller markets, 10% to 12% of the local sales volume. Over time, that figure could increase to 15%, said Howe.



**Pep talk.** Reviewing the performance of RAB was its board chairman, Group W Radio President Dick Harris, who told attendees at the Sunday luncheon that the association's role as radio's marketing advocate "might be the most important thing we do." He added, "I can't overemphasize the importance of RAB standing up to the television bureau, the newspaper bureau, the cable bureau and to direct marketing people in making radio's case at major meetings of key client industries."

leagues, only half the hands go up. And when he asks about clients' image of radio salespeople, there is no show of hands and "derisive laughter."

"This leads to reluctance to make new calls," so as to avoid rejection, he concluded. "If they don't like rejection, let them go to television where they never get rejected and don't have to sell anything," he remarked to an appreciative audience.

The other cause of resistance to retail or new business—the two terms are almost interchangeable, he said—is salespeople's perception of radio. This second problem is not too surprising, said Goldsmith, considering many salespeople have little or no basic training and are selling something intangible. "A lot of salespeople aren't really sure that radio works, and it shows in their selling," he added.

What to do? Goldsmith said the sales manager should make everybody responsible for new business that mostly will be retail. "You have to get them to act to create business, instead of reacting to cover business. That also means breaking away from agencies brainwashing that says: 'Sale is simply a function of ratings and price,'" he said.

The Warrenton, Va.-based consultant said that even a station's "top biller" must have significant responsibility for new business development, which should be as important as meeting overall goals: "Their commission shouldn't depend just on whether their agencies all of a sudden got hot that month."

Arranging sales compensation to achieve

the desired result is difficult, he admitted, noting that even when stations pay 50% more commission for direct business than for agency business, only about 15% of sales come from direct. Another remedy, the sales competition, also has limitations because "a lot of people won't compete," a remark that brought nods of agreement from many in the audience. "Trying to pay somebody who already makes a lot of money a little more to do something they don't think they should be doing in the first place won't work."

The problem with straight commissions, he said, is that "some salespeople will work as hard as they can to make as much as they can, but many will work as hard as they want to make as much as they want; and that isn't necessarily what you want."

As an example of what he meant by using the commission structure as a tool to help boost new business, Goldsmith suggested this: Instead of a traditional 10% commission, a sales manager might institute an 8% commission, putting the other 2% in a pool to be divided among those who brought in the most new business.

**Top five.** In a session titled, "People to People Selling that Wins," Dave Oakley, president of Satisfaction Guaranteed, Quincy, Ill., listed five criteria for making local sales: Make the client feel special, establish the client's needs by asking questions, "tie down" those needs by asking the client if he or she would like to have the problem solved, sell the benefits of buying time and, finally, go for the order. "If the sale doesn't go through, simply ask them why," advised Oakley. Salespeople need to find out what the client's objection is and then put other benefits "on the plate," he said.

"Some of you may be uncomfortable with the reward or penalty way," he concluded, but he added that sales managers had to take charge because the sales staff wouldn't volunteer to go after new business otherwise: "You have to decide: Is compensation a management tool or a salesperson's birthright?" □

## State of the rep business

### Predictions for 1985 and suggestions for improving business offered

Efforts in developing new business, which most radio executives agree is necessary for maintaining sales growth, were discussed by Jerry Cregan, vice president, stations, central division, Katz Radio, and Erica Farber, vice president, radio marketing, Interep, at a rep panel last Monday morning. Cregan and Farber updated the attendees on the National Radio Marketing Group, a committee of the Station Representatives Association comprising one executive from each rep member of SRA, whose primary objective is to stop advertiser attrition—estimated to be about 50% annually—and develop new business. "We are accomplishing our objectives by working closely with the Radio Advertising Bureau," said Farber. "In the past 18 months, RAB has developed presentations for specific industries that are tailor-made to present their marketing problems and opportunities. We [the group and RAB] take the consultant-sell approach which identifies the advertisers' needs and then positions radio as a marketing tool to help them maximize their potential share of the market," she said.

Presentations, said Farber, were designed for the computer industry, financial institutions, automotive manufacturers, gasoline companies and the motion picture industry. "During 1984, NRMG has given 121 'new business' presentations to advertisers," she said.

In 1985, the group, in conjunction with RAB, plans to tackle the packaged goods industry—targeting Procter & Gamble as the top priority—and the retail industry, said Cregan, who also serves as chairman of the NRRMG.

Based on available Radio Expenditure Reports data, Lou Faust, newly appointed chairman of Selcom Inc., said that national spot business is up 13.7% in the top 25 markets; 15.4% in markets 26-50, and 16.3% in markets 51 and below.

He noted it's increasingly harder for rep executives to forecast yearly spot business because of several factors: the proliferation of new media; agency regionalization of buying; a greater attrition rate among advertisers each year, and the demise of long-term accounts. The "best calculated guess" among rep presidents is that 1985 will experience an increase in spot billings ranging



Reps rap, l-r: Swetz, Schubert, Masla, Kiernan, Guild, Faust, Boden

anywhere from 8% to 12% over 1984, for a total of about \$890 million.

Citing a strong economy and a low inflation rate, Ed Kiernan, vice president and general manager, CBS Radio Representatives, which comprises an AM rep division (CBS Radio Spot Sales) and an FM rep group (CBS Radio National Sales), said he is very optimistic that 1985 will be a good year for national spot. He is projecting a 9%-11% gain in billings for the AM station group and a 12%-14% increase for the FM stations represented.

However, John Boden, president of Blair Radio, said the issue that continues to plague the national spot radio arena is "direct buying"—business that is conducted directly between the station and agency. After deducting the approximately \$800 million placed through rep offices in 1984 from the RAB-estimated \$1 billion total for spot billings, Boden said \$200 million will "bypass" the rep.

The problem with direct buying, said Boden, is that it "destroys" the radio rate integrity of the station and "erases" the rep's credibility. "We [the reps] have to do a better job in communicating with stations and servicing the agencies. . . Then direct business, to some degree, will go away," he said.

(Station Representatives Association President Jerry Feniger, who served as panel moderator, said the association has formed a committee to look at the direct buying problem.)

"Treat the rep company as an extension of your sales force," added Jack Masla, president of Masla Radio. "You are going to get as much out of national spot business as you put into it," he said. Masla advised the station managers to send written market updates to each salesperson in their rep companies. "There are two or three rep offices that probably account for 70% of all your national business, but don't ignore the other regional offices," he said.

Looking at the effects of dual representation—two or more noncommonly owned stations in the same market represented by the same firm—was Jerry Schubert, president of Eastman Radio. The most important consideration in any dual representation, said Schubert, is the compatibility of the stations involved. Stations have to ask themselves if the other station to be represented by the same firm is a "logical extension" of their target demographics and not a direct competitor. However, Schubert said dual representation should involve stations in more buys, which will lead to higher sales volume.

The subject of nonwired networks was touched upon by Ken Swetz, president of Katz Radio Group, which comprises Christal Radio, Republic Radio and Katz Radio. Swetz highlighted some differences he sees in the way nonwired network business was conducted several years ago versus the way it's handled today. Among the differences, according to Swetz, is that at one time a minimum number of markets, such as 50 or 75, was required for a nonwired buy, while no minimum is required today.

Ralph Guild, president of Interep, holding company for four rep firms—McGavren Guild, Hillier, Newmark, Wechsler & How-



**First up.** Steve Kenagy, partner in Custom Business Systems, Reedsport, Ore. (left), and Wayne Cornils, executive vice president, Radio Advertising Bureau, display the conference's first radio marketing center (exhibit area). Kenagy was the first exhibitor to sign up for this year's Managing Sales Conference.

ard; Major Market Radio, and Weiss & Powell—gave some observations on the future of the business. He said that the consolidation of rep companies under large corporate umbrellas will continue. "And there will be an expansion of small rep companies out

of the larger ones," he said. Guild also said that some sort of merging between rep companies and lined networks is inevitable. "A one-stop shopping center for radio advertising would then be a distinct possibility," he said. □

## Shifting ad target to newspapers

Bob Galen, RAB senior vice president, research, said about newspapers, "They are bigger than local TV, bigger than outdoor and bigger than all other radio and TV stations in your market." Yet he said that too many radio stations go after other radio stations: "cannibalism at worst." Those remarks highlighted the Managing Sales Conference session, "Using Research to Slay

Newspapers and Other Dragons."

Bob Lobdell, vice president of sales, Republic Radio Sales, advised against competing against newspapers by knocking them. Instead, he said, radio strengths should be sold: "If you tell him not to buy it [newspaper], he's going to get his back up and turn you off." Galen and Lobdell said advertisers would respond to a "statistical hook" which



Galen and Lobdell

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A WORLD LEADER  
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**PANASONIC® BROADCAST SYSTEMS.**

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NTSC. YIQ. Now you can make the most out of both. Because now Panasonic lets you do what you couldn't do before: Enhance your existing NTSC equipment with the higher performance and lower operating costs of the Panasonic YIQ M-Format. The result: 1-inch performance from 1/2-inch equipment.

## Recam.™ We've got your configuration.

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The Recam B-100B camcorder. It gives a single operator total control of both video and audio. With video playback and two-channel audio monitoring in the viewfinder. In the field, Recam gives you up to two hours from its on-board battery compared to just 20 minutes from some other camcorders.

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\*Plumbicon is a registered trademark of N.V. Philips  
†Saticon is a registered trademark of Hitachi, Ltd.



ENG Camcorder



Studio Configuration



EFP Configuration



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VTR  
or  
System

## The AK-30 stands head-to-head with the bestselling broadcast camera in the world.

Digital registration. Image-enhancing circuitry. Dual white balance with memory. Three high-focus-field Plumbicon tubes. It's the Panasonic AK-30. And it will challenge even the bestselling broadcast camera in the world. With the industry's highest S/N ratio: 62dB. And a razor-sharp 650 lines horizontal resolution. ENG, EFP and Studio



Triax  
Adapter

configurations. It works with triax and has a negative film switch for telecine use.



## Only Panasonic gives you 1-inch color playback quality in the field from a 1/2-inch portable.

Up to now, if you wanted the quality of 1-inch color playback in the field, you had the hassle and expense of 1-inch equipment. Now all you need is the Panasonic AU-220 portable VCR.

It's YIQ compatible. So you get 1-inch color performance from 1/2-inch equipment. The AU-220 also records and plays standard NTSC.

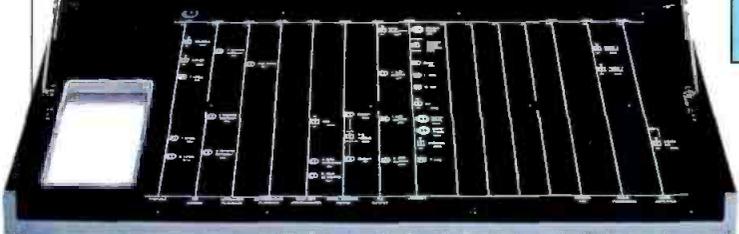
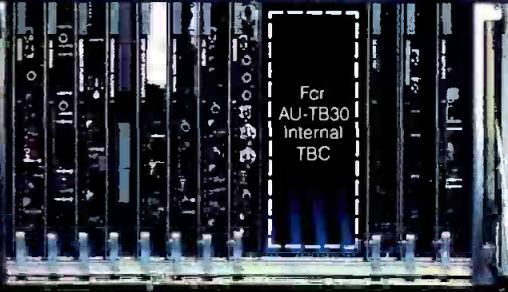
In the studio or van, the AU-220 doubles as an ideal source VCR when you add the AU-S220 adapter. It provides power, a drop-out compensator, and a fully corrected broadcast signal when you add a TBC, vectorscope and WFM.

For field playback on a budget, choose the AU-100KB and get black and white video confidence in the viewfinder.

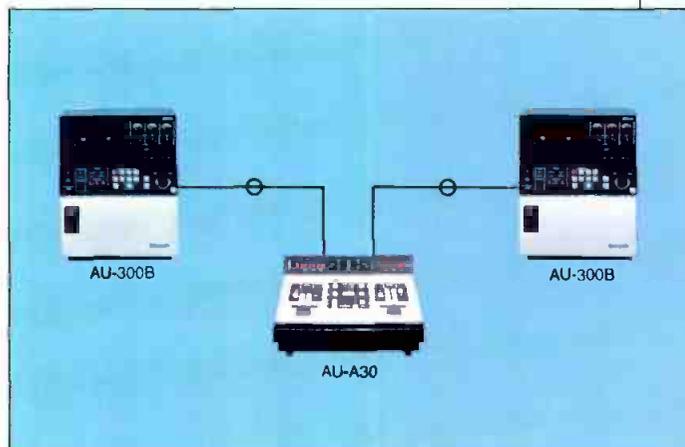
# behind component compatibility.

When it comes to post-production, Panasonic speaks the language.

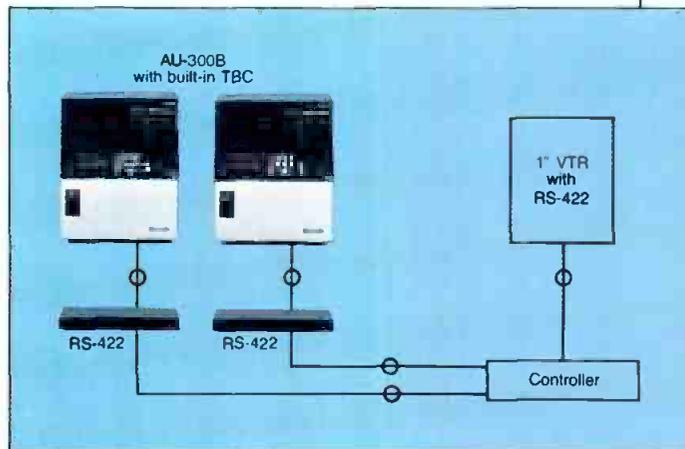
The Panasonic RS-422 Serial Interface can improve VCR systems control. Because it lets you control high performance YIQ M-Format VTRs from your existing VTRs and editing systems. The Panasonic AU-300B editing recorder, the AU-TB30 internal TBC, the AU-A30 full-function editing controller and AT-Series color monitors. Complete compatibility for total control.



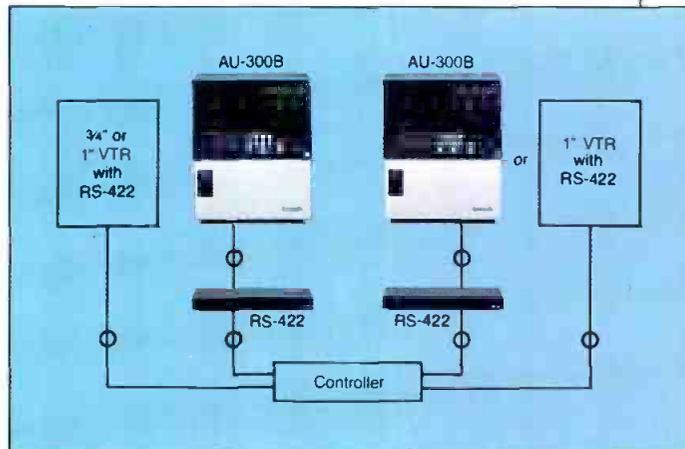
SIMPLE EDITING

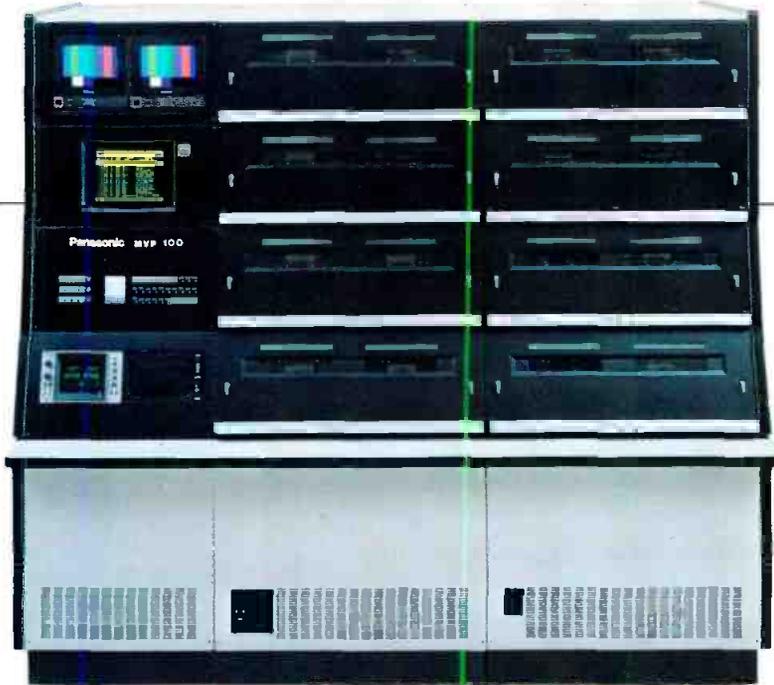


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Only from Panasonic. Automatic, continuous, reliable broadcasting.

It's the MVP-100 and it will revolutionize your station. Because it lets you program in advance, and automatically air, everything from news spots to commercials to station IDs. Even complete program-length material. All with YIQ quality, time-code accuracy and computer-controlled reliability. At a lower operating cost than conventional cart machines. Its recorders, spot players, and up to 24 modular transports operate independently. So the MVP-100 can even be programmed to override a breakdown the moment broadcast continuity has been interrupted to virtually eliminate dead air.



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Panasonic broadcast components can enhance any broadcast system. Not only will we make your images look better with advanced M-Format technology, we'll make it easier for you to originate, produce and broadcast them.

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Industrial Company

the two then provided.

According to a Bruskin study commissioned for the RAB, the average adult reader spends 46 minutes per day with a newspaper but spends 2 hours and 54 minutes with radio. There are some demographic categories, including women and men, 18-34, that spend 30 or 35 minutes a day with the newspaper and 3 hours and 31 minutes with radio.

Suggesting that an advertiser reduce the size of his newspaper ad (with the money saved going to radio) is a possible approach, noted Lobdell, because research shows that ad size, in many cases, has little impact on whether a reader notices a newspaper ad.

In making a direct comparison between radio and newspapers, salespeople should use cumulative ratings: "That is your circu-

lation," said Galen.

Using that number, a newspaper might, at first, seem to have an advantage, but the advantage is reduced by factoring in the percentage of the readers of a newspaper that actually notice the ad, he said. "The easiest thing for the advertiser to do is the same thing he has done before. We have to lead the way," Lobdell concluded. □

## The tales of two agency executives

### Turbia and Fitzpatrick take opposing sides in fixing blame for troubles between radio and advertising agencies

The title was deceptive, but the message was appreciated. "Radio: Full Service is a Must" was a Sunday morning showcase of the misunderstanding between advertising and radio. Charlie Trubia, senior vice president, associate director, radio/TV negotiations, Ted Bates, drew loud applause when he said that radio should be a choice medium these days but is still having a hard time because, "I and the advertising agencies at large are not doing our job."

To counter declining television viewership of sports, while commercial zapping and costs increase, agencies talk about cable, superstations, syndication and other alternatives, but they never talk about radio, he said.

There are some things radio wasn't designed to do, of course, said Trubia. An example, he said, was when J.C. Penney wanted to upgrade its image. It needed television, he said, rather than radio because it needed to show products, like designer shoes, to the audience.

But many of radio's problems are created by the agencies. One, he said, is that radio is not bought correctly. "Efficiency is important," he said. "But use of GRP's [gross ratings points] doesn't work."

He added that advertisers need to concentrate more on "audience selectivity." Mistakes made by the advertiser are mistakes that will hurt radio, he said. An advertiser whose campaign fails will conclude radio was at fault.

Trubia discussed with zeal the inappropriateness of some radio commercials: "It's not just that they aren't imaginative. And it's not necessarily that they are trying to cut corners. It's just that the agency doesn't understand the medium."

Among Trubia's examples of how not to use radio was a spot for a furniture store in the New York market, featuring an announcer with a Southern accent. The audience would have a hard time understanding the message, Trubia said.

Another ad that he criticized for being inappropriate was for Navy recruiting. Its audio portion was lifted from a TV ad about training for a gunnery battalion. Trubia said it talked down to the listener, and also said its emphasis on firepower gave the disk jockeys a "license to walk all over you." To prove his point, the Bates senior vice president ran a tape made from a broadcast of the spot. After the commercial, the disk jockey screamed into the mike, "Let's blow their butts off." "And you can't blame the disk jockey," Trubia said, "he just felt it."

A typical problem, according to Trubia, is that "you can have great copy but it has to be compatible with the format." His own agency used to be insensitive to this and there was a time when one out of four Bates commercials was returned by the stations or networks, he said.

One such returned ad involved the audio of an award-winning animated TV commercial about a couple that survives a car crash because of their insurance. The station manager of a beautiful music station called Trubia and told him that he didn't know anything about radio. The station manager explained that about 500 doctor's and dentist's offices subscribed to the station and that patients about to have their teeth worked on didn't want to hear the screech of an auto crash. "The station manager told me," Trubia said, "that those dentists' offices always tune in to the same radio station but that once they change the dial it could be 15 years before they turn it back again."

"When you go home and watch TV, you open up a book to see what's on. With radio you don't: you expect a sound. So isn't it smart to make the commercial sound like whatever sound they expect." It's not expensive to make commercials compatible, he added.

Trubia commended the work RAB was doing with almost all the top 25 agencies to educate them about the medium: "I think RAB is doing a beautiful job."

In direct opposition to the sentiments expressed by Ted Bates senior vice president, Charlie Trubia, the day before, Sean Fitzpatrick, executive vice president, creative director, Campbell-Ewald, on Monday blamed radio salespeople for the poor rapport between their industry and advertising agencies.

Fitzpatrick began his presentation, "Sounds of Chevrolet," saying, "I want to make a complaint about some words that I hear. They go, 'Creative people would rather write TV than radio,' or, 'Nobody knows how to write for radio.'"

(Campbell-Ewald, he noted, will place about \$30 million in radio advertising this year, \$5 million in network and \$25 million in spot—up about 10% from last year, he said. "It allows one-to-one talk with a customer and also allows the advertiser to be associated with a specific program, the way they used to be with television.")

The problem, he said, lies not with creative agency people but with the poor selling job by radio salespeople to the media directors, account executives and creative staffs at agencies.

"It's impossible for us to know all the kinds of programming the ads will appear on," said Fitzpatrick. "Do you send us cassettes to help us out? In my 22 years, I have never received a cassette unless I have asked. Nor do my clients." They are instead offered lunches and football tickets: "The American Express slip substitute for salesmanship."

While acknowledging that media buyers for the agencies would continue to justify their buys on the basis of gross rating points, Fitzpatrick said the conceptual and emotional sell was also very important. The reason, he said, is "that when a great idea occurs, it can cause a shift from one medium to another."

The Campbell-Ewald executive vice president said such a shift occurred recently at his agency. "We wanted to communicate that the 1984 Corvette was the most advanced car in the world," Fitzpatrick said. The car was introduced in California, and the "point of the wedge" was radio; in particular, a 90-second spot. Unlike most advertising campaigns where radio is a derivative of the television spot, Fitzpatrick said in this case it was the reverse, with the television images being developed later and the TV air time significantly less.

The recording of the spot revealed an orchestral arrangement imparting anticipation (similar to the theme of the movie, "2001"), accompanied by a recitation of the car's unique technological features.

The introduction of the car was a big success. Fitzpatrick said that three times the usual number of foreign-car owners traded in their import models and that, for a while, a freeze had to be put on orders for the new Corvette.

Chevrolet also used radio to change its image as a manufacturer of cars of the 1950's: "We needed to capture a lost generation of Americans who believed that foreign cars were it." Why was radio chosen for the "Today's Chevy" campaign? "As a creative director, I see radio as the artillery that softens the beaches before you invade them."

Fitzpatrick played for the audience different versions of that campaign's theme song, each created to appeal to a different audience: Hispanic, country, urban contemporary, etc. While all versions of the theme were fast and upbeat, Fitzpatrick said that the spot was also played on beautiful music stations and had not been regarded as inappropriate.

"If it sounds like we are trying to write a commercial to each and every person in the United States, then that is about right. The message is: 'This product is right for you.' And isn't that what radio is all about? When I use a television commercial, I immediately limit myself," he said.

How could radio improve its image with the advertising creative community?

The Campbell-Ewald executive vice president noted that both television and movies have an academy that promotes the achievements of their respective medium, and radio apparently does not: "If you do have an academy, I guess it isn't doing its job."

## SMPTE: technical arena in San Francisco

### Annual TV meeting to showcase TV stereo, component video and HDTV

The Society of Motion Picture and Television Engineers' annual winter Television Conference has often provided a window on technologies changing the medium's landscape, and this year's program, to be held at San Francisco's Westin St. Francis hotel Feb. 15-16, promises more of the same.

Fast-approaching developments like TV stereo audio and component video dominate the more than 30 presentations scheduled for four half-day sessions. Other topics to be covered include high-definition television, solid-state cameras and slow-motion systems.

Related hardware advances are also scheduled for showings, both at an equipment exhibit featuring two-dozen companies, and at technology demonstrations of component video and HDTV. Among the companies expected at the exhibit, held concurrently with the conference, are Sony, Panasonic, Ikegami, Philips and Thomson-CSF.

Component video (which, unlike current composite techniques, separately records color and monochrome channels) takes up both sessions on Friday (Feb. 16). Digital component video will be the focus in the morning and analog component in the afternoon. Basic tutorials will open both sessions, a technique increasingly used by SMPTE conference planners to prepare attendees for the more technical paper presentations.

Ampex's Stan Busby will begin the morning session by covering the basics of digital television, followed by discussions of an all-digital studio in France and a digital wide-band frame store developed in Canada.

Reports on standards activity from several of the SMPTE digital working group chairmen will also be given, including talks from University of Michigan's Fred Remley on digital TV tape recording, Thomson-CSF's Stan Baron on digital video studio standards, and Dynair's Tom Meyer on the joint SMPTE-European Broadcast Union's digital equipment control networks.

The afternoon session on component analog video (CAV) gets under way with a tutorial from ex-KPIX(TV) Engineering Manager Merrill Weiss. Now president of his own company, Imagex, Weiss heads the SMPTE standards group on component analog, and will include a progress report on its work in his talk.

Following Weiss will be presentations on various multiplexed analog component (MAC) systems, such as Scientific-Atlanta's B-MAC system, and also covered will be CAV switcher and time base corrector design and measurement techniques.

Friday's program ends with a joint panel discussion on the use of component technol-

ogy, both digital and analog, with Weiss joined by Birney Dayton of Grass Valley Group, Baron of Thomson-CSF, Larry Thorpe of Sony and others.

Further demonstrations of the capabilities of component video in analog and digital forms will be given throughout the conference in a public demonstration of a complete CAV system prepared by Weiss's standards group. The demonstration system will pass different versions of the component signal through cameras and a simulated television studio, processing them in a variety of operations to show the advantages of component video and its compatibility with existing plants.

Saturday (Feb. 16) morning's session will revolve around high-definition television and other advanced technologies such as RCA's CCD broadcast camera and Sony's Super Motion Systems. HDTV systems to be examined include the NHK HDTV 1125-line signal, and another developed by RCA, which uses 750 lines and a different picture

scanning method.

These two HDTV approaches are to be the subject of a SMPTE standards group meeting on Sunday, Feb. 17, following the conference, where hardware demonstrations of RCA's system are expected side-by-side with that of the NHK.

The Saturday session continues with a pair of reports from Japan on HDTV recording methods, with Hitachi discussing developments of a digital HDTV videotape recorder, and NHK representatives reviewing an HDTV disk recorder.

TV stereo audio, expected to draw the greatest interest from attendees, will top off the Saturday program, beginning with a tutorial by National Association of Broadcasters' Tom Keller and including a review of multichannel sound by Carl Eilers of Zenith. The company's transmission scheme for the service was protected, along with dbx noise reduction, by the FCC last March.

Registration for the conference is \$130 for SMPTE members; \$160 for nonmembers. □

## Teleport group holds maiden meeting

### Six-month-old association, ATA, representing facilities that provide satellite transmission/reception services, holds first gathering, in Washington; group pleased with turnout of communications executives

With one eye on the multibillion-dollar telecommunications market and the other on Bell operating companies anxious to hold off new "bypass" video, audio and data services, the youthful teleport industry held the first meeting of its six-month-old American Teleport Association (ATA) last Monday.

Buoyed by the presence of industry luminaries, including, among others, FCC Commissioner Mimi Dawson, former FCC Chairman Richard Wiley, House Subcommittee on Telecommunications' Chief Counsel David Aylward and Intelsat Director of Strategic Policy Joseph Pelton, 80-plus at-

policy, technology and user needs which could help or hinder the competitiveness of their service.

According to the ATA, there are currently just over one dozen active teleports in nine states and at least four more in the planning stages. Teleports, which are satellite transmission/reception facilities providing multiple services (i.e., video, voice, data, etc.) and having satellite network carrier access and interconnections to terrestrial networks, are generally seen as springing from two basic concepts. The first has the teleport as a real estate-based facility, fully dependent and integrated with a commercial property such as an industrial park. The other, by far the more common, sees the facility as a stand-alone operation, not integrated with real estate, which provides services mainly to the communications industry.

On the potential growth of teleports, association President Robert L. Schmidt of CTM Teleport/Washington, noted that the key is whether "bypass technologies will allow video, audio and data services to find their way to the user" without phone company interference.

Aylward agreed and explained that "these battles will be fought in the states, but not now at the FCC, or in the Congress unless the BOC's launch a legislative battle against you."

However, new teleport operators may find numerous allies, according to several speakers. Potential partnerships may be developed with local cable operators seeking to bring in revenues by providing "last mile" facilities, local governments with large telecommuni-



Schmidt

cations needs and television users, such as broadcasters, who are looking for the increasingly flexible services teleports can offer.

Other speakers at the day-long meeting included NTIA Administrator David Markey, former NCTA President Tom Wheeler, FCC veteran Walter Hinchman, ABC's Wil-

liam Hynes II, communications lawyer Brian R. Moir, former FCC Chief Economist Alan Pearce and FCC Satellite Radio Branch Chief Ronald Lepkowski.

ATA also selected, in a closed meeting, four new board members to join the five-member board selected last June when the organization was officially formed. □

## In Sync

### Generator gap closing

Delivery of Orban TV stereo generators began two weeks ago and the company already has close to 50 back orders for the unit, a key link in the transmission chain of TV stations planning to offer multichannel sound. The only other company currently making the generators available is New York-based Modulation Sciences, which put its first production model in operation at KIRO-TV Seattle in October and now has a dozen in the field.

One Orban unit is now in use at KTNV-TV Las Vegas, but the company would not reveal other stations where the 8182A/SG, as it is designated, is in place. Several other stations, however, had previously tested the generator, according to Orban.

The San Francisco firm, which said it was about three weeks ahead of schedule with the stereo generators, also plans to manufacture units for the second audio program (SAP) and professional channels of the multichannel service, with availability expected in four months.

Orban makes a variety of other audio processing equipment, including a stereo synthesizer now used by at least one TV station to create pseudo-stereo sound from a network feed.

The stereo generator, when added to the chassis of the company's 8182A Optimod TV audio processor, is priced at \$4,995; the SAP unit will sell for approximately \$5,000, and the pro-channel circuit card will cost \$1,000.

Modulation Sciences is currently delivering between three and five a week of its own TSG stereo generators, according to the company. Its next shipments will go (for testing purposes) to RCA's Broadcast Division and the CBS Technical Center, and for broadcasting to stations WVIZ-TV Cleveland, WNET(TV) New York, WMHT(TV) Schenectady, N.Y., KPHO-TV Phoenix and WCET(TV) Cincinnati.

The company, the only one licensed by dbx to manufacture its own noise reduction circuits, sells the TSG for \$13,000. An SAP generator, priced at \$3,750, and a pro-channel generator, at \$2,450, are also being developed.

### Subcarriers in your future?

By 1987, FM subcarrier use will increase 75% over operating capacity in use today nationwide, according to forecasts developed by Waters Information Services and reported in a National Association of Broadcasters report made available in January.

In the top 30 markets, subcarriers in use are expected to double, the report noted, averaging about one subcarrier for each class B or C FM station. In those markets, data communications will expand to become the leading application, with 51% of subcarrier capacity being used to deliver stock quotes, commodities market information and other data services.

Background music delivery will remain the dominant application nationally for the FM subchannels, which were deregulated by the FCC in April 1983. Demand for data communications over the next three years, however, will lead to a doubling of the present share of FM subcarriers used for data applications, the report noted.

Paging applications, which now represent 5% of subcarrier use in the top 30 markets and 7% of use in all markets, are predicted to expand by 1987 to 8% in the top 30 and 18% nationally.

The increase in data applications, according to the report, will come about partly as a result of relatively new digital techniques for directly modulating the subcarrier. The techniques eliminating the need and cost of an ordinary telephone modem, used by stations prior to the deregulation, when subcarrier transmission was allowed on a case-by-case basis. Data transmission speeds can also be increased from 1,200 or 2,400 bits-per-second to 9,600.

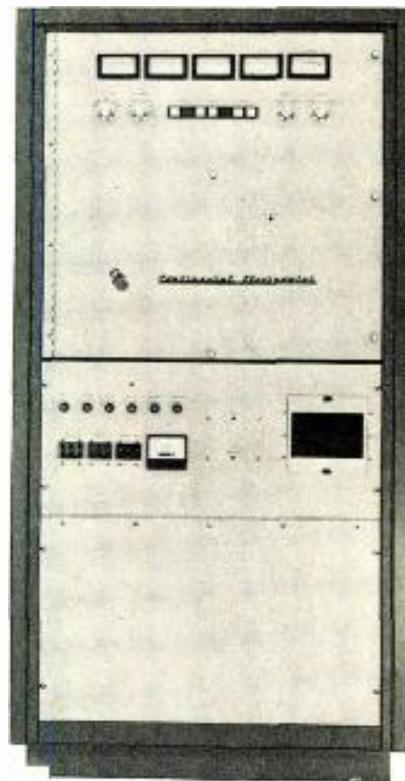
Making data transmission even more efficient are new methods of dividing the subcarrier, making better use of the subchannel's baseband. Two techniques, one developed by McMartin Industries and the other by Johnson Electronics and Electronics Publishing Systems, have been undergoing field tests for the past year, the report notes.

The 11-page document also discusses economic concerns for broadcasting data via subcarrier and outlines the various market segments for the service.

### A green Christmas

It was a record month for videocassette recorder and color TV sales to retailers last December, according to figures compiled by the Electronic Industries Association. VCR sales hit nearly 1.3 million units, beating the previous December by 115%, while color sets sold 18% more, with 1.8 million.

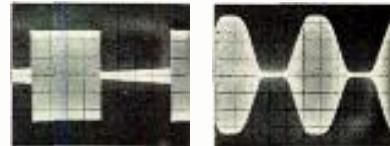
The total 1984 VCR sales of 7.6 million show an 86% gain over 1983, and the year's color set sales, up 15% from last year, exceeded 16 million. Also up were consumer color video cameras, increasing 18% with almost a half-million units sold, and projec-



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tion TV's, hosted 36% with 195,000 sold. Black-and-white TV set sales continued their decline, down 14% for the year to about 5 million units.

## King claims Orange Coast

Northwest Mobile Television, a King Broadcasting subsidiary headquartered in Kent, Wash., has doubled its inventory with the \$2.2-million purchase of the entire mobile fleet of Orange Coast Video, based in Corona del Mar, Calif.

The 16-year-old NMT bought Orange Coast's 40-foot production unit, 45-foot videotape unit, and a 32-foot production unit, as well as more than a dozen video cameras,

eight videotape recorders, graphics generators and an electronic still store.

The new units are currently fulfilling an Orange Coast contract for coverage of several sporting events in Hawaii but on their return will undergo \$500,000-\$750,000 in modifications, leaving NMT with five production trucks ranging in size from 32 feet to 45 feet long, a 35-foot videotape truck, a 22-foot utility truck and two small vans. Two of the larger trucks will be outfitted with new Grass Valley Group 1680 video switchers and Quantel digital video effects units.

Most of the modifications will be completed by mid-April, according to Assistant Operations Manager Thom Kroon, with the 45-foot truck ready by next fall.

"The new additions will give us a broader

range," he explained, "allowing us to spread out from the network market, and do more at once. We'll also be able to sell more packages over the whole West Coast, for example covering this year's baseball games."

NMT does between 400 and 600 jobs a year, added Kroon, and with the new facilities, expects to increase that number by 25%-30%.

The company maintains free-lance crews in San Francisco, Oakland, Los Angeles and San Diego, as well as Phoenix and Denver, and draws operational personnel from King's TV stations in Seattle and Spokane, Wash., Portland, Ore., and Boise, Idaho. Three or four more maintenance technicians will also be added to NMT's full-time staff.

# Programming 4

## Disney to go Hollywood

Chairman and CEO Michael Eisner says studio must join "creative community"

"Walt Disney Productions can no longer be content alone in Burbank, caged by its previous success. We must climb over the Santa Monica Mountains to Century City to join the [creative] community."

So proclaimed Michael D. Eisner, chairman and chief executive officer of Walt Disney Productions, in a luncheon speech last Tuesday (Jan. 29) to members of the Academy of Television Arts and Sciences in Los Angeles. Eisner, who joined Disney last September after serving as president and chief operating officer of Paramount Pictures, disclosed no details about how the studio plans to enter Hollywood's mainstream, but it is known that the studio has approached the television networks with new program ideas. NBC and ABC have already announced acquisition of prime time programming from the studio.

"[Disney representatives] must go to lunch with Lew Ehrlich, breakfast with Brandon Tartikoff, and dinner with Bud Grant. [They] must align [themselves] with Lew Wasserman, Sid Sheinberg, Barry Diller, Bob Daly and the others...frankly, [Disney] must go Hollywood," said Eisner, referring to key entertainment industry executives, most of whom were present on the crowded dais.

Speaking before about 750 members of the creative community at the Century Plaza hotel, Eisner described Disney as a company that has been "well-fed, comfortable, secure, but isolated." After the death of founder Walt Disney in the late 1960's, he said, "the company moved forward, but always in the prison of the past, locked in its success. It was brilliantly run but still tied to history. As more and more change happened in the world, less and less change happened at Disney."

The company has historically been guided



Eisner

by the vision of its legendary founder: "[The studio] tried to replace a man who could not be replaced. Instead of changing the system, the company tried to replace the man—impossible. What Walt did singlehandedly was save the company over and over again with his creative genius. The company was always at risk," he declared, noting Walt Disney's introduction of the first full-length animated film, the first stereo film soundtrack, and the first mix of live action with animation.

In the future, Eisner emphasized, the studio needs to "find the new, the original, the unique—the product that will keep the company moving forward...With luck, and help, the new Disney will again be a fairy tale. That is the essence of what I'm trying to say: join, but be unique; collaborate, but have conviction; be a community of individuals; be artistic, maybe not as the artist, but at least as the patron of the arts. For Disney that means the time has come for us to join the creative community and to imprint in America our share of the arts."

Henceforth, Eisner concluded, the company will need support from the creative community at large to accomplish what Walt Disney did singlehandedly.

Before beginning his speech, Eisner noted that no senior executives from Paramount were in attendance, but he thanked the studio "for eight great years." □

## WTBS, MTV lead list of top-rated cable services

Nielsen's Home Video Index numbers for 1984 show those two ahead of ESPN, USA Cable

Superstation WTBS(TV) Atlanta and MTV: Music Television were the top rated, advertiser-supported cable services in 1984, according to figures supplied by the services and advertising agencies based on Nielsen's Home Video Index ("In Brief," Jan. 28).

But the most highly rated does not necessarily translate into the largest audience. ESPN, despite a lower average rating in 1984, delivered more households than MTV because its universe (cable households in which the service is available) is larger.

Also, which service is the most highly rated depends on how a cable network is defined. MTV, which claims it is the "highest rated basic cable channel" as measured by Nielsen's Home Video Index, holds the highest ranking under the "cable originated" category. But WTBS, which is not classified as "cable originated," draws most of its audience outside Atlanta where it's licensed and actually pulls a higher cable rating.

Superstation WTBS averaged a 2.1 rating on a 24-hour basis within homes in its universe for 1984, delivering an average of 664,000 households per average minute. At the end of the year, WTBS was available in 33.1 million homes representing 39% coverage.

MTV: Music Television averaged a 1 rating and 3 share on a 24-hour basis for the year within its universe and was the top rated cable-originated, advertiser-supported service, according to MTV researchers. MTV officials declined to elaborate, but advertising agency sources noted MTV did even better on a 7 a.m.-1 a.m. basis, averaging a 1.3 rating for the first three quarters of 1984. MTV delivered an average of 226,000 households per average minute. At the end

of the year, MTV was available in 25.4 million homes.

CNN averaged a 7 rating and 2 share within its universe and delivered an average of 195,000 households per average minute on a 24-hour basis. And CNN's Headline News, available in 15.3 million households at the end of the year (representing 18% coverage of U.S. homes), averaged a 0.4 rating and 1 share to deliver 54,000 households per average minute. (However, Headline News did not begin to be metered until February 1984).

USA Cable Network, which grew from availability in 21.8 million households at the beginning of 1984 to 28.9 million households at the end of the year, averaged a 0.9 rating on a 24-hour basis and delivered 219,000 households per average minute.

ESPN, on a 24-hour basis, drew an average 0.7 rating within its universe, representing 230,000 households per average minute. But in prime time (8-11 p.m., Monday-Saturday, and 7-11 p.m., Sunday) ESPN jumped a whole rating point, averaging a 1.7 rating and delivering 555,000 households per average minute. At the end of the year, ESPN was available in 34.8 million households, up from 30.2 million at the beginning of the year.

CBN averaged a 0.9 rating on a 24-hour basis and delivered 218,000 households per average minute. In prime time, CBN averaged a 1.2 rating and pulled 285,000 households per average minute. At the end of the year, CBN was available in 27.1 million cable households.

Nickelodeon averaged a 0.7 rating for its 13-hour cablecast day (7 a.m.-8 p.m.) within its universe and delivered an average 149,000 households per average minute. At the end of the year, Nickelodian was available in 24.2 million households, according to Nielsen's Home Video Index.

The Nashville Network averaged a 0.5 rating and delivered 85,000 homes per average minute within its universe from 9 a.m. to 3 a.m. During prime time, however, its rating doubled, increasing to an average of a 1 rating for the year, representing 164,000 homes per average minute. At the end of the year, TNN was available in 20.4 million cable households, compared to 13.4 million at the beginning of the year.

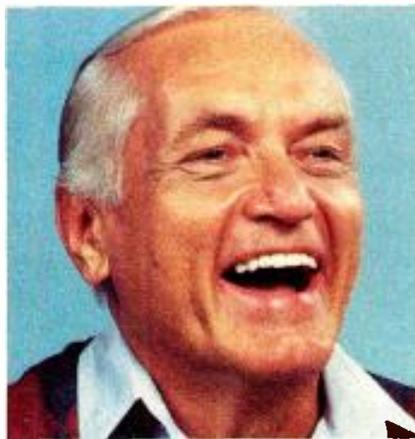
Lifetime averaged a 0.3 rating on a 24-hour basis and drew 55,000-60,000 households per average minute, the service reported. At the end of the year, Lifetime was available in over 22 million households.

Advertiser-supported cable services stress, however, that simple household delivery is not an accurate measurement of their success since many of their formats are designed for specific demographic categories and not broad audiences.

Robert A. Roganti, senior vice president and general manager, advertising sales, MTV Networks Inc., noted that Nickelodeon, which is targeted to children, advanced two-tenths of a rating point between the third quarter and fourth quarter of last year. Nickelodian, he said, last summer moved away from the "checkerboard concept" of programming and instead began focusing on regular strip programming, and the change resulted in 30,000 additional households per average

**TV called bad example.** Television has established contemporary standards for social behavior, according to George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. Speaking at "A Conference on the Media: Shaper and Reflector of Values," sponsored by the Interfaith Coalition on Values and the Family, Gerbner reported the results of an Annenberg-developed "sexism index." Used to determine TV's effect on the perception of women, the study showed "a strong link between the portrayal of women on television and their status in the minds of viewers." Said Gerbner: "Television has become more sexy but not less sexist. Most nudity and other forms of explicit vulnerability involve women, while men are shown as powerful aggressors." Additionally, said Gerbner: "We found in most groups that the degree of sexism increased with the amount of time spent watching television. Even viewers who described themselves as liberals were prone to sexist beliefs as their [TV] viewing increased." Concluded Gerbner: "We need an effective mobilization of religious leaders, along with parents, educators and public officials—not to censor the media—but to recognize television's symbolic violence and exploitive sex as instruments of inequity and injustice in our lives."

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minute in the fourth quarter.

And at Lifetime, a spokesman said, the prime time format changes introduced Jan. 14 have already showed a "doubling" of ratings in that time period, according to overnight Nielsen meter results, and further new programming was introduced Jan. 28. □

## Pediatrics group analyzes children's TV viewing habits

### Task force sees adverse effects of TV on children's learning, behavior

Television can promote violence, obesity and indirectly encourage the use of drugs, alcohol and tobacco, according to a task force of the American Academy of Pediatrics. The five-member task force's 16-month review of literature and opinions from producers, directors and activist groups on children and television said that children in

the U.S., 2 to 12 years old, watch approximately 25 hours of television per week. "On an annual basis," the report said, "children spend more time in front of their television sets than they spend in school."

Television "can promote learning, create aspirations and induce prosocial behavior." However, the report said, "television advertising and programming can adversely affect learning and behavior of children and adolescents in a number of significant areas." Among the group's findings:

- Learning from television is passive rather than active and detracts from time spent reading or using active learning skills.

- Repeated exposure to television violence can promote a tendency toward violence and evoke a passive response to violence.

- TV indirectly can encourage the use of drugs, alcohol and tobacco by conveying unrealistic messages, sometimes glamorizing or showing excessive use of them.

- The "unrealistic and misleading" portrayal of sex roles and sexuality on television (where sexual relationships develop rapidly; the risk of pregnancy is rarely considered,

and adolescence is portrayed as a constant state of sexual crisis), may contribute to the risk of adolescent pregnancy, the study said. "Pornography on cable television is a particularly important concern," it said.

- TV promotes ethnic and racial stereotypes and does little to promote "a sympathetic understanding" of the handicapped.

- TV promotes an "unrealistic view" of problem solving or conflict resolution. Said task force member, S. Norman Sherry: "Life isn't made up of 30-minute segments."

- TV viewing increases the prevalence of obesity by promoting the consumption of high-caloric, often sugary snack foods, as well as reducing the time a child spends playing active physical games, explained Sherry, a Boston physician.

He said the task force recommended that parents "know where their children are," and watch television programs with them, especially with small children. Additionally, the report encouraged interaction with network affiliates, independent television stations, and cable companies "to improve local programming and advertising directed at children." □

## CBS wins a close one

Four-tenths of a rating point separated the three networks in a week where all three networks had equal shares of the audience and CBS squeaked past ABC by one-tenth of a rating point.

According to A.C. Nielsen's prime time national ratings for the week ended Jan. 27 (week 18 of the season), CBS achieved an 17.2 rating and 26 share, compared to a 17.1/26 for ABC and a 16.8/26 for NBC. It was the third consecutive week in which NBC came in third place in the standings.

ABC won Monday and Wednesday and tied for first with CBS on Saturday. CBS won Thursday, Friday, and Sunday; NBC won Tuesday. CBS had four of the top 10 shows, including top-ranked *Dallas*. ABC and NBC had three.

During the week there were premieres of two midseason replacements: *Otherworld* on CBS, Saturday, 8-9 (NYT), and *Sara* on NBC, Wednesday, 9:30-10. *Otherworld* pulled a 14.4/23, ranking 46th out of 64 programs, and *Sara* drew a 16.4/25, coming in 31st.

The combined network rating/share totaled 51.1/78, which was six-tenths of a rating point above, but one share point below the comparable week a year ago. HUT levels climbed to 65.4, up 2% from 63.9 for the comparable week last year. Continuing the reversal of a season-

long trend, HUT levels for the third consecutive week were above their levels of a year ago.

Despite a strong lead-in provided by *60 Minutes*, the first part of CBS's mini-series, *Robert Kennedy and His Times*, did not run away with the Sunday 8-11 period. *Kennedy* earned a 19.8/29, while a repeat of "For Your Eyes Only" pulled a 19.4/28 on ABC and the movie/pilot of NBC's *Code Name: Foxfire* drew a 20.4/29.

Other midseason replacements performed from moderately to poorly. The second episode of ABC's *MacGruder & Loud* fell 20% from its post-Super Bowl premiere the week earlier and averaged an 18.3/27 during its regular Tuesday, 9-10 slot, and tied for 23d place. (But that was still considerably better than the below-20 shares averaged by *Glitter* and *Paper Dolls* in much of that time period this season).

ABC's *Streethawk*, on its fourth outing, averaged a 14.1/21 and ranked 48th, its lowest rating and rank yet. NBC's *Berenger's*, which was broadcast twice because of a special Sunday night episode, in addition to its regular Saturday showing, averaged a 12.8/21 and 9.5/17, ranking 48th and last, respectively.

CBS's midseason replacement, *Crazy Like A Fox*, was pre-empted for the *Kennedy* mini-series.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.1/39	23.	Remington Steele	NBC	18.4/21	46.	Miami Vice	NBC	14.6/23
2.	60 Minutes	CBS	26.0/38	24.	MacGruder & Loud	ABC	18.3/27	47.	Otherworld	CBS	14.4/23
3.	Dynasty	ABC	25.0/37	25.	TV Bloopers & Practical Jokes	NBC	18.3/26	48.	Street Hawk	ABC	14.1/21
4.	A Team	NBC	24.9/36	26.	Facts of Life	NBC	18.2/27	49.	Matt Houston	ABC	14.0/22
5.	Bill Cosby Show	NBC	24.3/36	27.	Hill Street Blues	NBC	18.1/29	50.	Charles in Charge	CBS	13.9/21
6.	Simon & Simon	CBS	22.7/34	28.	Fall Guy	ABC	17.5/26	51.	Dukes of Hazzard	CBS	13.9/21
7.	Webster	ABC	22.4/34	29.	Night Court	NBC	17.2/26	52.	Punky Brewster	NBC	13.2/19
8.	Family Ties	NBC	22.2/32	30.	Diff'rent Strokes	NBC	16.8/26	53.	E/R	CBS	13.0/19
9.	Hardcastle & McCormick	ABC	21.5/31	31.	Love Boat	ABC	16.5/26	54.	20/20	ABC	12.9/21
10.	Knots Landing	CBS	21.3/34	32.	Sara	NBC	16.4/25	55.	Berenger's	NBC	12.8/21
11.	Benson	ABC	20.6/32	33.	Airwolf	CBS	16.3/26	56.	It's Your Move	NBC	12.6/20
12.	Scandal Sheet	ABC	20.5/32	34.	Three's A Crowd	ABC	16.1/23	57.	Ripley's Believe It or Not	ABC	12.6/18
13.	Magnum, P.I.	CBS	20.5/30	35.	St. Elsewhere	NBC	16.0/27	58.	Call to Glory	ABC	12.3/20
14.	Code Name: Foxfire	NBC	20.4/29	36.	Miss Teen U.S.A.	CBS	15.8/25	59.	V	NBC	11.8/18
15.	Hotel	ABC	20.2/34	37.	Cover-Up	CBS	15.7/27	60.	Silver Spoons	NBC	11.6/17
16.	Falcon Crest	CBS	20.0/32	38.	Who's the Boss?	ABC	15.7/22	61.	Saturday Night Fever	ABC	11.4/17
17.	Robert Kennedy & His Times, Part 1	CBS	19.8/29	39.	T.J. Hooker	ABC	15.5/24	62.	Jeffersons	CBS	11.2/16
18.	Highway to Heaven	NBC	19.5/29	40.	Wicked, Wicked Ways	CBS	15.5/23	63.	Alice	CBS	10.5/15
19.	For Your Eyes Only	ABC	19.4/28	41.	Bronco Billy	NBC	15.4/25	64.	First Affair	CBS	10.2/16
20.	Riptide	NBC	19.2/28	42.	Gimme A Break	NBC	15.4/24	65.	Berenger's	NBC	9.5/17
21.	Pro Bowl—Sunday 7-7:30 p.m.	ABC	18.7/29	43.	Double Trouble	NBC	15.4/24				
22.	Cheers	NBC	18.7/28	44.	Foulups Bleeps & Blunders	ABC	14.9/26				
				45.	Finder of Lost Loves	ABC	14.6/25				

\*Indicates premiere episode

## Full circle for Watson at ABC Washington

After four years in New York, with ABC, George Watson named bureau chief in Washington, post he held until 1980; he replaces Ed Fouhy, who joins NBC News as producer of hour-long newscast to debut in fall

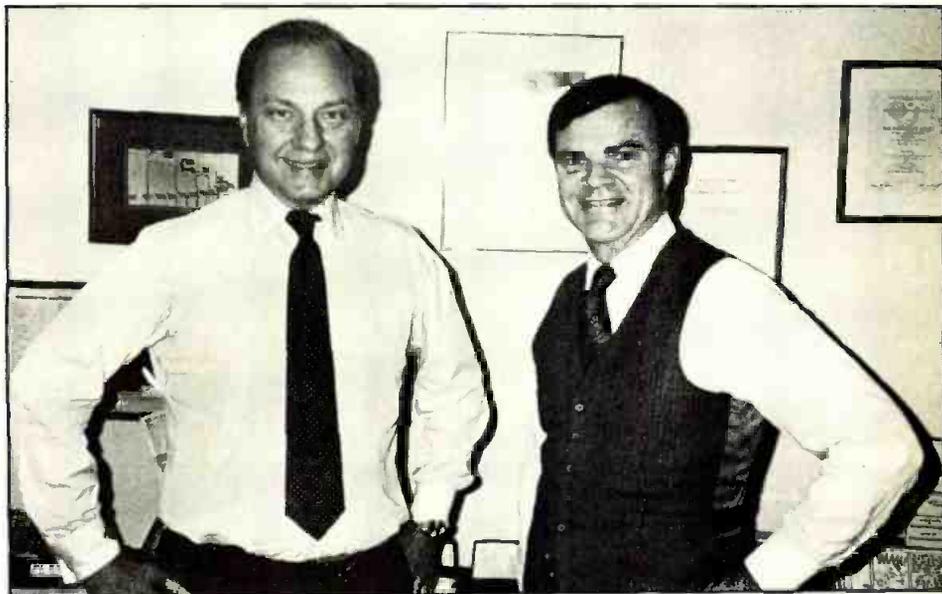
George Watson had come home again last week. He was starting what he called his "second administration" as vice president and chief of the ABC Washington news bureau, a post he had last held from 1977 until 1980. At that time, by a one-vote margin, his administration was ended and replaced by that of Carl Bernstein of *Washington Post*-Watergate fame. His second administration was also instated by one vote. In both cases, Roone Arledge, president of ABC Sports and News, cast the vote. Watson, who spent most of the past four years in New York as vice president of news, with responsibilities in overseeing standards and practices of all ABC News programs, said on Wednesday, when the appointment was effective, "I'm delighted. It's not often you get a second administration in Washington."

The opportunity for it was created when Edward Fouhy decided to leave the post he has held since June 1982 (BROADCASTING, June 14, 1982). Fouhy, who has served CBS News as bureau chief in Washington and as vice president-director of news, in New York, will join NBC News as executive producer of a weekly hour-long news program in prime time to begin airing in the fall, with Roger Mudd as anchor. He had served NBC before, as producer for the *Nightly News* and then a Washington director of news, from 1974-1977. Fouhy is to remain at the ABC News bureau for about a week to aid in the transition.

For Watson, the second administration is particularly sweet since, he said, he will be able to enjoy "the fruits" of his labors in helping to plan the massive facilities ABC News occupies on DeSales Street, in Washington. During his first tour, beginning in 1976, when the bureau occupied increasingly tight quarters on Connecticut Avenue, he had spent much of his time on the DeSales Street project. "By the time we moved in, in 1980, I was in New York."

He had taken a job with the fledgling Cable News Network as vice president and managing editor, in Washington, in January 1980 rather than remain with ABC. For the post made available for him, when Arledge decided Bernstein was the man for the Washington bureau, was vice president for news administration and operations in New York, a post he said at the time took him off "the firing line." The chance of helping establish a 24-hour news operation, he said, appealed to him.

But not for long. He resigned his CNN post after seven months. He rejoined ABC



Watson and Fouhy

News the following April, this time in a job that has been described as ABC's ombudsman. "I wanted to come back, and my rela-

tions with Roone were in good repair." In his new job, his assignment was to "get a better handle on policies and practices," he said, to



## A DES MOINES AFFILIATE POSTED THE LARGEST AM AUDIENCE INCREASE IN THE U.S.

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strengthen the news operation in response to criticism. "Roone felt strongly that broadcast news had to be responsive." In that connection, Watson serves as executive producer of *Viewpoint*, the only regularly scheduled network program with a focus for criticism of broadcast journalism. The program received the George Foster Peabody award and the duPont-Columbia Award for Excellence in Broadcast Journalism. He also prepared a policy book that detailed for the staff what ABC considered the principles of good journalism.

Those principles were called into question last fall when the Central Intelligence Agency filed a fairness doctrine complaint with the FCC against a *World News Tonight* broadcast of an allegation by Scott Barnes that the CIA had attempted to recruit him for an assassination attempt. "We felt we handled the matter in a responsible way," Watson said. He noted that ABC had reported the CIA's denial at the time of the original broadcast and that it pursued the matter after a more detailed denial and reported Barnes's refusal to take a polygraph test and said it had no reason to doubt the CIA's denial. The

commission rejected the complaint (BROADCASTING, Jan. 14).

Watson, a former *Washington Post* reporter, broke in with ABC as a radio news writer in 1962. Over the years, he rose through the ranks, serving as bureau chief in Moscow, from 1965 to 1968, as correspondent in Vietnam and Cambodia during heavy fighting in those countries in the late 1960s, and as bureau chief in London, from 1970 until 1975, during which time he covered events in Britain and around the world. He won the Overseas Press Club Award for the best foreign affairs documentary in 1971 for his reporting on the fighting in Northern Ireland. Watson returned to the U.S. in 1975 to become White House correspondent. A year later he was Washington bureau chief.

The Watson appointment did not set off any other personnel changes. John Armstrong, assistant bureau chief under Fouhy, remains in that post.

Taking over the Washington bureau may take Watson a little time, even though he has been there, as he says, in a prior administration. The bureau now has a staff of some 700, about double what it was in 1980. □

missing journalism may visit us as rarely as Haley's comet."

But Elliot was not totally despairing. He concluded by saying he still had a "nugget of faith" that the best news broadcast has yet to happen.

In what he described as a "personal statement" about broadcast journalism, Peter Jennings, anchor of ABC's evening news, said he wanted to raise a "flag of warning." The ABC anchor said that he has become "increasingly aware for the past year and a half in my present assignment that we are placing unusual demands on reporters and producers." Part of the problem, Jennings suggested, is that the technology that has led to the "global village" is also "leading to an unhealthy degree of second-source journalism. It is now taken for granted that a reporter can work in Belfast one day, in Beirut the next and quite possibly Boston the next. You can recognize the type: the slightly glazed look climbing on to yet another airplane with a mountain of files from which the next day he or she may be forced to write the bulk of their background story. In the name of productivity and cost-effectiveness, we are moving away from specialists and are often just moving on."

But Jennings added he is not wholly discouraged, and that "I have become convinced" that "the public has become hungry for much more [foreign news]; that the famine in Ethiopia—when we finally decide it is a story—can be a stepping stone to wider coverage and greater understanding of all of Africa; that the assassination of Indira Gandhi and the disaster of Bhopal are tragic opportunities for us to go further in peeling away the layers of an entire subcontinent."

Judy Woodruff, featured in the PBS *MacNeil-Lehrer NewsHour*, said: "We are better technologically, but sometimes we are captives of our advances, letting style triumph over substance." She was pleased that there are "more minorities in our ranks," but added, "we don't see many older women advancing. When Peter [Jennings] or Robin MacNeil or Jim Lehrer age—as they eventually will—it's distinguished. When women do the same, we get old."

John Chancellor, NBC News senior analyst, hosted the ceremonies, which were produced by noncommercial WNET(TV) Newark, N.J. (New York), and broadcast over PBS. The awards were presented by Woodruff; Jennings; Bryant Gumbel, anchor of

## Self-critiques at duPont ceremonies

State of electronic reporting, both good and bad, is topic of remarks by Elliot, Jennings and Woodruff; 13 programs win awards

Osborn Elliot, dean of Columbia's Graduate School of Journalism, took the occasion during the presentation of the duPont-Columbia broadcast journalism awards (BROADCASTING, Jan. 28) to reflect, soberly, on the state of newsgathering. Elliot noted that in the past year the content and method of reporting the news has become a news story in its own right. "Ironically," he said, "the rash of news attention on one aspect of broadcast journalism does not seem to have strengthened its popular support or the public's understanding of its role."

In the face of the public's growing skepticism about news broadcasters, Elliot rhetorically asked, "doesn't plain, ordinary common sense say, 'Hey, take it easy,' or, at least, 'Hey, take it easier.' Make sure you're pleasant to watch. . . Try making people happy for a change, and maybe next year you won't be all over page one."



Chancellor and Leonard

Elliot then expressed his fear: "I would be less than frank if I did not tell you that as the future unfolds, the odds are distressingly high that American broadcast journalism will 'take it easier.' Probably not a lot easier. Just a little easier. I am very much afraid that as television graphics approach the miraculous, as satellites become as common as stars in the Milky Way, so tough, uncompro-



Woodruff, Elliot and WNBC-TV's Pressman



Jennings

NBC's *Today* show; Charles Osgood, CBS News correspondent, and Ted Turner, chairman, Turner Broadcasting System.

In addition to the awards ("In Brief," Jan. 28), citations were given to KFGO(AM) Fargo, N.D.; WCBS(AM) New York; KDFW-TV Dallas; WBBM-TV Chicago; WBZ-TV Boston; WCAX-TV Burlington, Vt.; Gabe Pressman of WNBC-TV New York, and NBC News for its *First Camera* episode, "Leader La-Rouche." □

## SDX marks anniversary with essays on free press

**Noted broadcast and print journalists describe meaning of First Amendment**

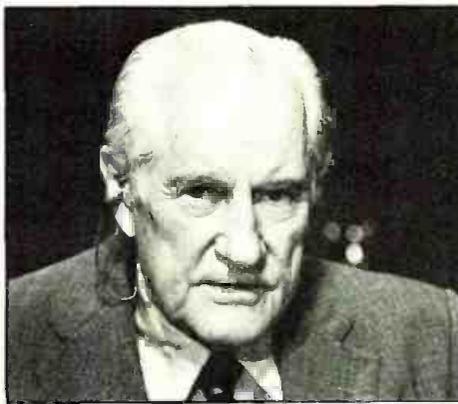
To NBC anchor Tom Brokaw, it is "a right that cannot be overstated and it is a responsibility that cannot be taken lightly." To former CBS anchor Walter Cronkite, it is "not just important to democracy, it *is* democracy." And to Ted Turner, chairman of Turner Broadcasting System, it "not only reports what is going on in the world, but what in the world is going on, at home as well as abroad." All are describing the free press. They are among the 213 print and electronic media journalists who have contributed their thoughts in a collection of essays entitled *What a Free Press Means to America*, which were gathered to mark the 75th anniversary of the founding of the Society of Professional Journalists, Sigma Delta Chi (SDX) at DePauw University in Greencastle, Ind.

SDX President Phil Record said of the collection, "If there is a logic connecting these [writings] . . . it is that freedom of the press, from the humblest leaflet to the network evening news, is the cornerstone of the American system of pluralistic democracy. Without it, America would be but another dumb and dangerous beast in the jungle of nations; with it, and with all our faults, America is the light of the world."

Some thoughts on what the free press means to America follow:

■ Peter Arnett, national correspondent for Cable News Network: "In the quarter century that I've covered wars, revolutions and other international conflicts, I've always been impressed by the willingness of young Americans to risk life and limb in the pursuit of news . . . Why do they do it? I've heard many a foreign correspondent stumble out an answer, trying not to appear too macho—or too suicidal. I believe the 'Why' is embodied in the ideal of the free press in America . . . For the American reading and viewing audience a free press means there is a vast variety of accurate information available to them from around the world."

■ Pauline Frederick, former ABC and NBC correspondent: "A free press is as life-supporting for democracy as air for the human organism. It can be sustained best through *restraint* in competitive overkill, invasion of privacy, news embellishment and partisan image building. A free press, like a free so-



Sevareid



Schorr

ciety, must keep itself free."

■ Daniel Schorr, CNN anchor: "These are tough times for defenders of a free press . . . We defend 'the public's right to know' at a time of indifference or even resentment at knowing anything that challenges what people think they already know . . . But, with the wall of secrecy rising again and image-makers selling their own self-serving messages, never was a free press more important. It is the *need* to know more than the *right* to know that should be stressed."

■ Eric Sevareid, former CBS commentator: ". . . It is the free civil liberties, including liberty of the press, enjoyed by Americans, that keep the world free of another vast war. My reason is this: Were *both* superpowers closed, suspicious, hostile, paranoid regimes, then world tensions would become

explosively unbearable."

■ Mike Wallace of CBS News: "If sometimes we reporters err, if sometimes our editorialists bluster wrongheadedly, that's a small price to pay for the vitality, the variety, the yeasty and never-ending debate from which we grow and think and flourish, without big brother peering over our shoulder. We would shrivel if we were to lose even a little of it."

■ George Watson, ABC News vice president: "Facing us today is the challenge whether the new electronic technologies will grow up in the climate of freedom that has been achieved in this country and few others through centuries of struggle. Or whether those new technologies will be subject to restrictive controls and regulations that will insidiously erode our fundamental liberty . . . The forms that tyranny may take are



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changing. But the struggle to guarantee freedom of speech and the press is continuing and will be unending."

■ Allen H. Neuharth, chairman and chief executive officer, Gannett Co.: "Most of us in this country get about what we demand or deserve in products and services—including the quality of our information services. Among the precious freedoms guaranteed in the First Amendment is the one which says anyone in the USA can create and distribute any news or information he or she wishes—and do so successfully if the public will buy it. It is important to all Americans that we preserve that press freedom—and it is equally important that those who practice that freedom deserve it as well."

■ Alan S. Donnahoe, vice chairman and chief executive officer of Media General: "... But we should never forget that our free press is based on our system of private enterprise. For the press to be free, it must always generate enough public demand to be economically sound, and must not be crippled through taxation or government regulation. Thus the most certain way to destroy

freedom of the press is to destroy its economic foundation, and thus make it dependent on some form of subsidy from the government or otherwise. Those who believe in a free press must always be alert to these dangers."

■ Av Westin, vice president and executive producer of ABC News: "Being an executive producer for TV news programs of any length ipso facto makes one a 'gatekeeper....' The gatekeepers, however, are American citizens just like their viewers. They share the same concerns, face the same cost-of-living index, worry about the same rise in street crime.... and winter storms. They root in the same World Series and Super Bowls. They are not bureaucrats, answerable to political authorities or an authorized party dogma.... They are, in fact, the strong adversaries of any attempts to limit or stifle the flow of information, opinions, facts and news. In that sense, they are in the vanguard of the defense of freedom of the press and, therefore, of democracy itself."

The collection of essays will be presented to DePauw university. □

**Fairness lineup.** The FCC has firmed up the roster of panelists for its en banc hearing on the fairness doctrine.

The hearings are scheduled to begin at 9 a.m. on Thursday (Feb. 7). They will continue at the same time the next day.

Scheduled to participate in Thursday's first panel are Charles Ferris, former FCC chairman; Eric Sevareid, former CBS News commentator; Floyd Abrams, partner in the law firm of Cahill, Gordon & Reindel; Harriet (Sis) Kaplan, president of WAYS(AM)-WROQ(FM) Charlotte, N.C., and member of National Radio Broadcasters Association's executive committee; Bob Johnson, president of *Newsday* and vice chairman of the American Newspaper Publishers Association's telecommunications committee; Joe Waz, senior associate with the Washington lobbying firm Wexler, Reynolds Harrison & Schule.

Panel two: Charles Firestone, director of communications law program at University of California at Los Angeles; Bruce Fein, former FCC general counsel and currently senior vice president and director of telecommunications and information group, Washington public relations firm of Gray & Co.; Andrew Schwartzman, executive director, Media Access Project; Lou Adler, vice president and news director for WOR(AM) New York and president of the Radio-Television News Directors Association; Bev Brown, owner of KGAS(AM) Carthage, Tex., and chairman of the National Association of Broadcasters' First Amendment committee; Ralph Goldberg, vice president and assistant to the president of CBS News; J. Clay Smith Jr., professor, Howard University School of Law.

Panel three: William Van Alstyne, professor at Duke University law school; Jerome Barron, dean and professor at George Washington University Law School; Sam Simon, executive director, Telecommunications Research and Action Center; Timothy Dyk, attorney, law firm of Wilmer, Cutler & Pickering; Jay Parker, director, Lincoln Institute for Research and Education; Phyllis Schlafly, president, Eagle Forum; Terry Dolan, chairman, National Conservative Political Action Committee.

Friday's first panel: Scott Powe, professor, University of Texas Law School; Richard Wald, senior vice president, ABC News; Bill Monroe, correspondent, NBC News; John Martin, assistant director, American Legal Foundation; David Rubin, chairman, department of journalism, New York University, and head of American Civil Liberties Union communications media committee; Steve Simmons, president and chief executive officer, Simmons Communications Inc.

Panel two: Tom Krattenmaker, professor, Georgetown University Law Center; Lee Bollinger, professor, University of Michigan Law School; Peter Prichard, associate editorial director, *USA Today*, and chairman of the freedom of information committee of the Society of Professional Journalists, Sigma Delta Chi; Craig Smith, president, Freedom of Expression Foundation; Reed Irvine, chairman, Accuracy in Media; Andrew Buchsbaum, staff attorney, Citizens Communications Center.

Panel three: Doug Ginsburg, administrator of the office of information and regulatory affairs at the Office of Management and Budget; Mike Schooler, deputy general counsel, National Cable Television Association; Harry M. (Chip) Shooshan, of the consulting firm of Shooshan & Jackson; Michael Botein, professor and director of the communications media center at New York Law School; Wallace Dunlap, senior vice president of Westinghouse Broadcasting and Cable; Henry (Jeff) Baumann, NAB senior vice president and general counsel; David Raim, chairman of the civil rights committee of the New York regional board of Anti-Defamation League of B'nai B'rith.

## Justice Stevens speculates in speech about cameras in the Supreme Court

The question of whether television should be allowed to cover sessions of the Supreme Court appears to tantalize one member of the court. Judge John Paul Stevens discussed it in a speech at the dedication of Florida State University's new law library, in Tallahassee, but did not answer it. Rather, he suggested several possible answers. At the same time, he said, the decision regarding coverage



Stevens

would be made by a majority of the court—not, presumably, by Chief Justice Warren E. Burger alone.

Burger has made clear his opposition to television coverage of sessions of the high court. In comments to a television correspondent in November, in Tampa, he called television "the most destructive thing in the world."

Stevens pointed out reasons for keeping the doors closed to cameras. "Practicing lawyers must be concerned about the possible impact of the introduction of television cameras on our existing procedures," which, he said, serve a useful purpose. The introduction of cameras, he said, "might have a distracting and adverse impact on that process that cannot be entirely foreseen." Still, he said, the question of coverage could be answered in different ways:

"Conceivably, the reasons for rejecting live coverage on a regular basis might be outweighed by the public interest in witnessing the argument in the rare case of exceptional importance. There may be no valid reason for refusing to allow coverage of a ceremonial occasion such as the swearing-in of a new justice or a memorial service for a deceased justice."

But, he said, however the question is best answered, he has no doubt as to where the responsibility for the answer lies. He said it lies not with the media or the students or members of the legal profession. It rests with the court, "for the court has the ultimate responsibility for ordering its procedures in the way that will best enable it to discharge its constitutional responsibilities."

Then he added, "The practice of denying television cameras access to our courtroom may be changed when a majority of the court decides to do so, but not before." □

## Cable comments show strong support for minimizing systems affected by basic rate regulations

**Cities argue for higher threshold in determining competition in market, criteria upon which rate regulation would be based**

The cable television industry is going for it.

In comments at the FCC, the industry made it clear it thinks very few cable systems should have their basic cable rates subjected to rate regulation. The National Telecommunications and Information Administration generally supported that view.

Whether cable will make it quite as far as the industry might prefer is unclear, however. Representatives of local governments asked the FCC to adopt far more stringent standards. And the Department of Justice appeared to come down closer to the cities than to the cable industry.

The comments come in response to a rule-making aimed at implementing much of the Cable Communications Policy Act of 1984 (BROADCASTING, Dec. 10, 1984).

Among other things, the act provides, after two years, for the deregulation of rates for basic cable services in markets where a cable system is deemed subject to sufficient competition. It was left to the commission to define "effective competition."

In its rulemaking, the commission said it was seeking broad comment on the subject. But it added that one definition might be the presence of four unduplicated broadcast signals, including those of the three major networks, in a market.

Cable operators, however, said the FCC's suggested four-signal complement would be more onerous than it need be.

The National Cable Television Association and the Community Antenna Television Association, brandishing an econometric study they claim supports their view, said the availability of two over-the-air broadcast signals in a market would be sufficient for a finding that effective competition exists. In addition, the two associations said the standard should be based solely on the number of signals, not their content. "Specifically, there is no evidentiary basis for determining that effective competition requires the availability of network signals," they said.

"Finally, if the standard is to be based on the number of available broadcast signals, all available signals should be counted," they added. "In particular, the standard should include not only signals whose Grade B contours reach the franchise area, but also signals, including translator signals, that are demonstrated to be 'significantly viewed,' as that term has been defined by the commission."

NTIA said three TV signals were the key. "The presence of any three television signals

receivable within the cable system's community will provide sufficient marketplace competition to obviate the need for rate regulation," NTIA said. "The use of a four-signal standard which requires carriage of the three networks, as proposed by the commission, would not meet the congressional objective of substantially deregulating the cable industry."

Tele-Communications Inc. said it would be enough if two unduplicated signals placed a predicted Grade B contour over a portion of the cable system, or if those signals were entitled to carriage under the commission's must-carry rules.

A group of 104 cable operators, including Allen's TV Cable Service Inc., Sjoberg's Cable TV and United Artists Cablesystems Corp., said the test should be when two TV signals, with one from a national network, are available. "'Available' television signals should include all Grade B contours, all commission must-carry signals and all translators actually serving the particular community," they said.

Eighteen other cable companies, including Comcast Corp., Sammons Communications Inc. and Simmons Communications

Inc., said three local TV signals were the logical criterion. "The identity of a station (i.e., network-affiliated, independent or noncommercial) and its county of origin should not be considered in administering the standard; nor should the standard include a penetration component, as doing so would penalize competitive success," they said. "Finally, systems whose rates have been deregulated pursuant to state rate deregulation programs should also be considered subject to effective competition."

Cox Cable Communications Inc. said three local TV signals "in any or all of the communities" served, would do the trick. "The commission should emphasize that the cable act does not create rate regulation authority where it does not first exist in a franchise, and that the decision to exercise that authority is entirely optional," Cox said.

The North Carolina CATV Association was bolder: it said the availability of one local broadcast signal should constitute effective competition. The association further said that a system's penetration should be taken into account: "A cable system which has not achieved at least 70% subscriber penetration does not have sufficient market power to justify rate regulation, and the commission's proposal should be modified accordingly," it said.

The Mid-America Cable Television Association, the Kansas CATV Association, the Nebraska Cable Communications Association and the Missouri Cable Television Association said the existence of three video signals—whether from local TV stations, translators, low-power television, multi-point distribution service, direct broadcast satellite, Ku- and C-band satellite services, satellite master antenna television service, backyard earth stations, videocassettes and disks—should be the watchword.

Coming to cable's support, CBS contended that the availability of broadcast TV signals served to "discipline" basic cable rates. But it also said other "established and developing in-home video services"—such as MDS, SMATV, videocassettes, LPTV, DBS, multichannel multipoint distribution service and television receive-only satellite dishes—may have that same effect. "A standard which fails to take account of the full range of products and services which now compete, or which may in the future compete with basic cable, would subject basic cable systems to the severe competitive handicap of unwarranted rate regulation," CBS said.

The Department of Justice, however, said the FCC's proposal was "too limited and inflexible." Justice suggested that effective competition be presumed to exist only when at least two of three conditions are met. Its



**Comments on comments.** The National Cable Television Association has asked the FCC to define the "effective competition" prerequisite to rate-deregulation of basic services as the availability of two broadcast signals (see story). And at a press conference last week, Jim Mooney, NCTA president, highlighted an association "econometric study" he claimed backs the association's proposal.

Mooney refused to release NCTA figures on how many cable systems would be affected should the association's two-signal standard be adopted, but the speculation was that very few of country's some 6,500 cable systems would still face regulation.

Mooney also said the National League of Cities knew the FCC would not adopt the more stringent standards NLC is endorsing. "I think their [NLC] position is somewhere between cute and disingenuous," Mooney said.

first condition: "At least five unduplicated broadcast stations, including affiliates of the three networks, can be received adequately by consumers in the cable system's franchise area." The second: "The total number of channels on the basic tier, excluding local access, teletext, and similar channels, is less than three times the number of broadcast stations that can be received adequately in the cable system's franchise area." The third: "No more than 20% of the cable system's subscribers subscribe only to the basic tier as of the date of the Act." The last criteria, according to Justice, "roughly measures the degree to which consumers in a given market value basic service independently of their demand for pay cable service. If a substantial proportion of consumers subscribe to basic cable services alone, it is fair to

conclude that the demand for basic in the market is not derived in large part from the demand for pay cable, and that broadcast and other alternatives are an inadequate substitute for basic cable."

The National League of Cities said franchising authorities should be prohibited from regulating basic cable rates only when all sections of the franchising authority's jurisdiction are located within 35 miles of the transmitters of five or more full-power television broadcast signals, including affiliates of each of the three major TV networks, a commercial independent station, and an educational or PBS station, and 20% of the households in the franchising authority's jurisdiction subscribe to an MDS and/or DBS system with five or more channels of service; and the cable system has a penetration

rate of less than 70%.

The Office of Communication of the United Church of Christ said cable companies, to qualify for rate deregulation, should first be required to demonstrate that they had carried out 60% of the wiring required by the franchisee, including 75% of the low-income communities. They also would be required to show that they have fulfilled "significant portions" of the locally oriented provisions of their franchises.

Then, the church said, the total number of commercial, noncommercial, independent and other video outlets should equal at least 60% of the channels on the basic tier. And the volume of public TV, local and public affairs programming and educational programs available through noncable outlets should equal at least 70% of the public, educational and governmental programming, local origination, public TV and news services on the basic tier.

The National Association of State Cable Agencies said no cable system should be deemed to face effective competition unless "alternative technologies" have made "reasonable" inroads into its service area, and a "reasonable" percentage (it suggests 15%-20%) of the dwelling units located within that service area is served by alternative video delivery technologies. "Should such technologies not survive, effective competition would not be deemed to exist," the association said.

The U.S. Conference of Mayors had yet another plan. Cable systems registered with the FCC on or after Oct. 18, 1979, should be presumed subject to effective competition. A franchising authority, however, would be able to "rebut this presumption" and regulate basic service rates by showing that residential units within the entire franchised territory cannot receive an acceptable quality signal from at least five broadcast stations (three of which must supply unduplicated commercial national network programming and one of which must supply national non-commercial network programming), or that neither MMDS nor DBS is available to all residential units in the franchise area.

Cable systems registered with the FCC before Oct. 18, 1979, would be presumed not to be subject to effective competition. But a cable operator could rebut that presumption by showing the franchising authority that residential units within the entire franchised territory can receive an acceptable quality signal from at least five broadcast stations, and that either MMDS or DBS is offered to residential units in such franchise territory.

The Satellite Television Industry Association (SPACE) said the FCC could foster "effective competition" by enabling cable rate regulation when the cable company, or a related entity, is the exclusive agent for the authorized distribution of encrypted satellite-delivered programming to home earth stations or devices to decode encrypted satellite cable programming, within its franchised area; or the cable company, or related entity, has engaged in "refusals to deal" or other anti-competitive actions, which have the effect of restricting competition in the distribution of satellite cable programming in the community. "The definition of a cable system should not

**Breathing room.** Acting on its own motion, the FCC Common Carrier Bureau has extended the comments deadline in its proceeding looking toward authorization of private international satellite systems that would provide alternatives to the Intelsat system. The Feb. 14 deadline has been postponed until April 1, with reply comments due June 5. The FCC originally insisted that no extensions would be granted in the proceeding. But FCC Common Carrier Bureau Chief Albert Halprin said last week that a "number of neutral nonparties" at the commission had determined that more time was warranted. For one thing, Halprin noted that the executive branch's report on the subject has not yet been released, and it was believed that parties should have an opportunity to comment on the report. (Halprin said he understood that the report will be released by Feb. 14.) It was also revealed last week that Willard L. Demory, assistant Common Carrier Bureau chief/international—one of the FCC's key staffers in the proceeding—is leaving the commission to become a vice president with the Washington public relations firm of Gray & Co. Intelsat is a client of Gray & Co. Both Halprin and Demory said Demory had nothing to do with the decision to postpone the comments deadline on the proceeding. "He [Demory] was not even consulted," Halprin said.

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include those systems which operate otherwise on private property merely because a public right of way is used as an incidental part of that service," SPACE said.

On other matters raised in the rulemaking, NTIA said the definition of basic cable service proposed by the commission was too narrow. "The definition based upon the commission's must-carry rules would exclude from rate regulation cable systems located in communities outside of all television markets," NTIA said. "Congress, however, intended to permit regulation of basic cable service rates in the absence of effective competition, as is often found in these communities. In order to recognize this concern, the commission should adopt a basic cable service definition based upon the retransmission of any broadcast television signals."

NTIA also said that cable systems that only retransmit local broadcast signals should be subject to Part 76 of the commission's rules. "The cable act is open to interpretation on this matter, but it is our view that the CATV systems should be included so that they too can benefit from the deregulatory purposes of Congress."

For markets that aren't deemed effectively competitive, the FCC proposed that franchise authorities prescribe rates that fall within 10% of the average rate of similar unregulated cable systems. NTIA said the franchising authority and the cable system

should be permitted to negotiate rates. The Department of Justice said franchising authorities should be permitted to regulate basic rates in the manner they believe best suited to their needs and resources.

NTIA also said that ownership of MDS and DBS by cable operators might serve to extend "cable-type" services to rural areas. "The potential benefits to be gained by extending service to sparse areas appear to outweigh any potential negative effects of common ownership," NTIA said. "Any anticompetitive abuses that may arise can be dealt with by traditional antitrust law."

NCTA and CATA said that, for those systems with basic services still subject to rate regulation, the commission should restrict regulation to the lowest-priced tier that includes local broadcast signals. The commission also, they said, should permit cable operators to pass through "identifiable" cost increases without requiring regulatory approval.

In addition, they said the FCC should redefine basic service to include only the retransmission of local broadcast signals, "in order to make clear that other services that happen to be packaged along with local broadcast signals are not deemed part of basic service and may be retired at will."

Viacom International Inc. said that SMATV systems that serve multiple dwelling units that aren't under common owner-

**Quello on touchy subjects.** Broadcasters should be "outraged" by the prospect of losing beer and wine advertising, said FCC Commissioner James Quello in a speech to the National Conference of Black Lawyers in Washington.

"From a legal standpoint, it's highly discriminatory," Quello said.

Quello said he understood that beer and wine advertising accounts for \$152 million a year for independent television stations alone. In the interests of insuring continued access to quality sports and other programming, "without having to pay for it," the public might well want those revenues to stay in place, Quello said.

Beer and wine, Quello added, are supposed to be the drinks of moderation. "I assume more people get drunk on whisky, which isn't advertised" on radio and television, he said.

Setting aside his prepared text, Quello shed further light on the notion of permitting noncommercial broadcasters to swap their VHF's for commercial UHF's (BROADCASTING, Jan. 7). Quello said he "understood" that the commission planned no blanket authorization for all such swaps in a general rulemaking. Instead, it will conduct case-by-case rulemakings requested by parties who want to swap. "I don't want to do anything that will hurt public broadcasting," Quello said. "If they [public broadcasters] don't want it, they don't have to have it."

On another topic, Quello said he thought the commission would use comparative hearings, not lotteries, to award grants for the new Docket 80-90 FM frequencies. But should the FCC opt for lotteries, Quello said he would "see what I can do" to insure that minorities get lottery preferences.

He added that he doubted whether minorities would ever be granted preferences for common carrier licenses. For that matter, he said, minority preferences for mass media licenses aren't likely to be around forever. "Eventually there will have to be a level playing field," Quello said. "The American people as a whole, I think, are seeing it that way."

In his speech (and in a follow-up interview) Quello also revealed that he might have played a part in Capital Cities Communications' decision to drop its plans to move the studios of its WJR(AM) from downtown Detroit to the suburb of Troy, Mich. The move was vigorously opposed by Detroit officials.

According to Quello, who once was that station's vice president and manager, the Mass Media Bureau had denied Capcities permission to make the move. But after the bureau ruled, Capcities, testing the waters on whether it should ask the full FCC to reconsider, sounded out Quello's office. Quello said Circuit Judge Damon Keith of the U.S. appellate court seated in Detroit, who has sworn in Quello as FCC Commissioner three times, and Detroit Mayor Coleman Young, among others, had informed him that the city wanted the station to stay put. "I told them [Capcities] that I was going to let the bureau handle it," Quello said. "I haven't been contacted by anyone from Capital Cities since."

Ron Pancratz, station vice president and general manager, said in the wake of the bureau's denial and the "outpouring of concern" by the public, the station had decided to remodel its current facilities. "We wanted to respond by maintaining our studios within the city limits," Pancratz said.

# BRIGHT STAR

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ship should be subject to the requirements of the cable act and to regulation by the commission if the systems are permitted to obtain cable auxiliary relay service (CARS) licenses to use microwave transmissions.

The New Jersey Cable Television Association said the FCC's proposed rules implementing the act's pole attachment certification requirement didn't go far enough. "While the rules are a step in the right direction, NJCTA urges the commission to also make clear that a rebuttable presumption against state jurisdiction will also attach whenever it appears that a state's rules and regulations do not expressly and clearly implement the state's authority over pole attachments."

NBC said that "significantly viewed" signals should be included within the definition of basic cable service. NBC also said that cable facilities that only retransmit the signals of TV broadcast stations should still be subject to the FCC's rules governing must-carry, network nonduplication, sports black-out and CARS licensing.

Storer Communications Inc. said significantly viewed signals should be counted in defining effective competition.

The National Association of Broadcasters said the commission should make clear that its must-carry and network nonduplication rules aren't affected by the rulemaking. The Association of Maximum Service Telecasters and the Association of Independent Television Stations, in separate comments, said the commission should retain its current definition of a cable system for must-carry purposes.

The Motion Picture Association of America said the commission should provide a clear statement that none of the definitions adopted in this proceeding "will alter the application of similar terms with respect to copyright liability established by the compulsory license and the implementing regulations of the Copyright Office and Copyright Royalty Tribunal."

Major League Baseball urged the commission to make clear that the sports rule and other commission signal carriage rules will continue to apply to cable systems that retransmit TV signals only.

The New York Telephone Co. and the New England Telephone & Telegraph Co. asked the FCC to start a proceeding aimed at reducing the regulation of telephone company services that face competition from cable operators. They further said the FCC's proposed definition of a cable operator should be modified "to clearly indicate that telephone companies are not precluded from constructing a local distribution system that is capable of delivering video programming to multiple subscribers within a community, nor from selling or leasing capacity in such a system."

BellSouth Corp. recommended that the FCC's rules be amended "to permit the ownership of telephone companies and cable systems as long as the common parent company's ownership in the cable system is limited to 50% or less of the entire ownership of the cable system."

In supplemental comments, CATIA said there was no need for the commission to alter its definition of "rural." □

## Regulation and the new technologies

### Conference in Washington features range of viewpoints on effects of government on telecommunications

Fifty-one years after the enactment of the Communications Act of 1934 and the creation of the FCC, leaders of the telecommunications industry and representatives of government, the public and academia will gather in the Mayflower hotel in Washington on Feb. 13 for a one-day assessment of government's impact on the introduction of telecommunication technologies—whether regulation has helped or hindered. Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, will be the keynote speaker at the luncheon. And FCC Chairman Mark Fowler and other commission members will participate in the program, which is being sponsored by the Golden Jubilee Commission on Telecommunications Conference, a not-for-profit organization. The conference will feature three panel sessions:

■ **Technology's restructuring of the nature of the common carrier and mass media industries—past, present and future.** *Panelists:* Dr. William O. Baker, president (retired), Bell Laboratories; Dr. Paul E. Green, research division, IBM; Weldon Case, chief executive officer, ALLTELL Corp.; Joseph L. Stern, president, Stern Telecommunications Corp., and Sidney Topol, chairman and chief executive officer, Scientific-Atlanta.

■ **An overview of whether regulatory responses to the introduction of new telecommunication technologies and services have benefited the public.** *Panelists:* Professor Glen

O. Robinson of the University of Virginia Law School and former FCC commissioner; Stern, and Bernard Strassburg, former chief, FCC Common Carrier Bureau.

■ **The realignment of competitive relationships among broadcasting, cable and common carrier brought about by advances in technology and governmental action.** *Panelists:* Tyrone Brown, Steptoe & Johnson and former FCC commissioner; Michael Sherlock, executive vice president, operations and technical services, NBC; Henry Geller, Washington Institute for Public Policy Research and former head of National Telecommunications and Information Administration, and Archer Taylor, senior vice president, engineering, Malarkey-Taylor Associates.

The upcoming conference will be the first in a series designed to commemorate the role of telecommunications in promoting the economic, social and political welfare of the nation over the past 50 years. The commission says that studies, symposia and the conferences and publications will provide "a historical overview and an evaluation of the present state of the telecommunications industries and current regulatory policy, as well as insights and predictions about the future effects of changing telecommunications technology." The activities will form the basis for the establishment of a National Institute of Telecommunication, which, the commission said, is to expand on its work.

Co-chairmen of the commission are Newton N. Minow and Richard E. Wiley, both former chairmen of the FCC. The executive director is Max Paglin, former general counsel and later executive director of the FCC. □

## Washington Watch

**Deep freeze.** FCC Chairman Mark Fowler last week confirmed that commission isn't likely to act on its TV stereo must-carry item any time soon ("Closed Circuit," Jan. 21). In impromptu interview last week, Fowler said commission planned to monitor marketplace to see what develops. "It's too early," Fowler said. FCC source added that commission doesn't think there's problem that needs to be addressed now. "Because we're not sure there's a problem, we're kind of treading water," source said.

**New members.** Three new Republican members have been named to House Energy and Commerce Committee. They are: Michael Bilirakis, Florida; Fred Eckert, New York, and Dan Schaefer, Colorado. Committee has new ratio as part of reorganization of 99th Congress: in past, ratio was 27-15; new ratio is 25-17.

**Appealing cases.** U.S. Court of Appeals in Washington has been asked to review FCC order affirming rules and procedures for use of lotteries rather than comparative hearings to select permittees in mass media and private radio services. However, commission also decided in challenged order that, in common carrier area, existing mobile service licensees seeking to add frequencies or expand their coverage area should have option of lottery or comparative hearing. Question of whether relief should be provided to low-power TV and translator licensees that are "bumped" by full-power stations was deferred. In other appeals, Sue Gottfried asked same appeals court to review commission order affirming staff action renewing license of Golden West Television Inc. for KTLA-TV Los Angeles and approving its sale to Kohlberg Kravis & Roberts, and Florida Power Corp. asked U.S. Court of Appeals for Eleventh Circuit (Atlanta) to review commission order denying review of staff action finding Florida's pole attachment rates unjust and unreasonable and ordering it to refund overcharges with interest.

# Stock Index

	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	65 1/2	70	- 4	1/2 -	6.43	10 1,894
N Capital Cities	178	166	12		7.23	18 2,286
N CBS	74 3/4	75	-	1/4 -	0.33	9 2,221
O Clear Channel	17 1/4	15 1/2	1	3/4	11.29	20 51
N Cox	54 1/2	51	3	1/2	6.86	18 1,538
A Gross Telecast	29 1/8	30 1/2	- 1	3/8 -	4.51	7 23
O Gulf Broadcasting	14 3/4	14 7/8	-	1/8 -	0.84	61 646
O LIN	24 3/4	25 5/8	-	7/8 -	3.41	22 520
O Malrite Commun.	12 3/4	12 1/2	1/4		2.00	16 107
O Orion Broadcast	1/32	1/32				2
O Price Commun.	15	14 5/8	3/8		2.56	49
O Scripps-Howard	29 1/2	29 1/2				18 305
N Storer	51 7/8	50 5/8	1	1/4	2.47	31 850
O SunGroup Inc.	7	6 3/4	1/4		3.70	5
N Taft	62 1/4	61 3/4	1/2		0.81	13 564
O United Television	17 5/8	16 3/8	1	1/4	7.63	29 194

	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	26 1/4	27	-	3/4 -	2.78	21 160
A Affiliated Pubs	39 1/4	50 7/8	- 11	5/8 -	22.85	12 319
N American Family	26 3/8	27 1/2	- 1	1/8 -	4.09	13 520
O Assoc. Commun.	20	18 3/4	1	1/4	6.67	95
N A.H. Belo	49	47	2		4.26	18 566
N John Blair	19 3/8	16 7/8	2	1/2	14.81	11 155
N Chris-Craft	40	38 3/8	1	5/8	4.23	256
N Gannett Co.	55 3/4	54 1/8	1	5/8	3.00	22 4,468
N GenCorp	37 1/4	38 1/2	- 1	1/4 -	3.25	10 800
O General Commun.	71	71				15 35
N Jefferson-Pilot	39 3/4	39 3/4				11 1,272
O Josephson Intl.	9 1/4	9 1/8	1/8		1.37	71 45
N Knight-Ridder	33	31 7/8	1	1/8	3.53	16 2,136
N Lee Enterprises	33 1/8	30 3/4	2	3/8	7.72	19 441
N Liberty	29 1/8	27 7/8	1	1/4	4.48	14 292
N McGraw-Hill	45 1/8	45 3/4	-	5/8 -	1.37	17 2,265
A Media General	71	68	3		4.41	13 495
N Meredith	62	55 1/4	6	3/4	12.22	15 584
O Multimedia	44	41 3/4	2	1/4	5.39	19 734
A New York Times	41 3/4	38 1/4	3	1/2	9.15	19 1,650
O Park Commun.	29	27 3/4	1	1/4	4.50	21 267
N Rollins	21	19 5/8	1	3/8	7.01	31 307
T Selkirk	20	19 1/2	1/2		2.56	43 162
O Stauffer Commun.	52	52				13 52
A Tech Operations	58 1/8	53 3/4	4	3/8	8.14	20 53
N Times Mirror	46 1/2	45 3/4	3/4		1.64	14 3,194
N Tribune	37 1/4	35 3/8	1	7/8	5.30	17 1,504
O Turner Bcstg.	18 3/8	18 1/2	-	1/8 -	0.68	368 374
A Washington Post	85 7/8	84 3/4	1	1/8	1.33	16 1,201

	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	48 3/4	46	2	3/4	5.98	14 308
O Compact Video	4	4 5/8	-	5/8 -	13.51	17
N Comsat	29 7/8	29	7/8		3.02	12 540
O Doyle Dane B.	19 3/4	19 1/2	1/4		1.28	16 105
N Foote Cone & B.	51	47 3/4	3	1/4	6.81	10 175
O Grey Advertising	140	145	- 5		3.45	9 83
N Interpublic Group	34 1/8	34 1/4	-	1/8 -	0.36	12 369
N JWT Group	25 5/8	25 7/8	-	1/4 -	0.97	8 153
A Movielab	5 1/2	5 3/8	1/8		2.33	9
O Ogilvy & Mather	38 3/4	35 3/4	3		8.39	17 355
O Sat. Syn. Syst.	7 1/4	7 1/4				11 41
O Telemation	5 1/2	5 3/4	-	1/4 -	4.35	5 6
O TPC Commun.	1/16	3/8	-	5/16 -	83.20	
A Unitel Video	7	6 7/8	1/8		1.82	13 15
N Western Union	9 7/8	7 1/8	2	3/4	38.60	238

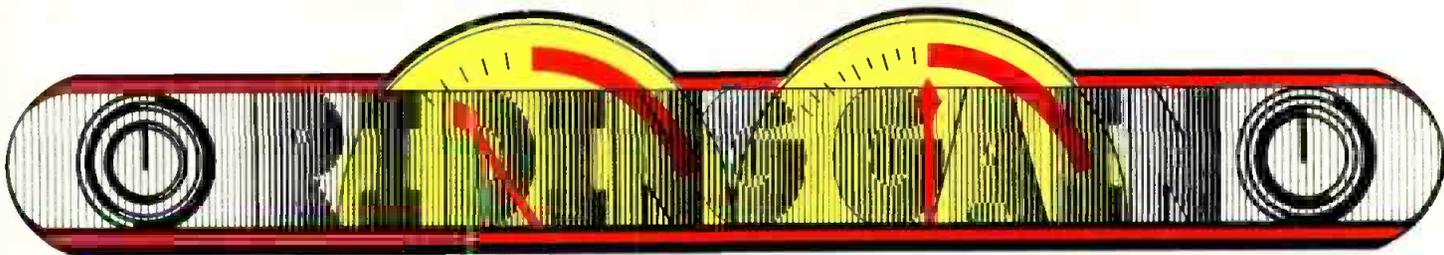
	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	11	10	1		10.00	183 63
N Coca-Cola	60 3/8	63 1/8	- 2 3/4	-	4.36	13 7,995
N Disney	73 1/2	68 7/8	4 5/8		6.72	120 2,479
N Dow Jones & Co.	46 1/2	42 5/8	3 7/8		9.09	23 2,989
O Four Star	4 3/8	4 1/4	1/8		2.94	5 3
A Fries Entertain.	7 5/8	6	1 5/8		27.08	14 26
N Gulf + Western	32 3/8	30 3/4	1 5/8		5.28	9 2,265
O Robert Halmi	1 1/2	1 1/4	1/4		20.00	30 25
A Lorimar	35 1/2	30 1/2	5		16.99	18 252
N MCA	44 1/4	41	3 1/4		7.93	19 2,145
N MGM/UA	12 3/8	12 1/2	-	1/8 -	1.00	15 615
N Mizlou	2 1/2	3 7/16	-	15/16 -	27.28	11
N Orion	11	9 5/8	1 3/8		14.29	24 103
O Reeves Commun.	7 3/4	6 3/4	1		14.81	29 96
O Sat. Music Net.	6 1/2	6	1/2		8.33	44 44
O Telepictures	20 3/4	19	1 3/4		9.21	19 160
O Video Corp.	19 5/8	19 5/8				13 33
N Warner	24 7/8	23 5/8	1 1/4		5.29	1,508
A Wrather	18 1/2	18 3/8	1/8		0.68	126

	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	4 5/8	4 7/8	-	1/4 -	5.13	27
O AM Cable TV	2 5/8	2 5/8				9
N American Express	42 1/2	38 1/2	4		10.39	22 9,154
N Anixter Brothers	18 5/8	18 3/8	1/4		1.36	23 339
O Burnup & Sims	9 5/8	8 1/2	1 1/8		13.24	137 86
O Cardiff Commun.	5/8	5/8				63 3
O Comcast	23 1/2	22 1/2	1		4.44	27 290
N Gen. Instrument	19 3/8	18 3/4	5/8		3.33	20 627
N Heritage Commun.	19 5/8	19 1/4	3/8		1.95	37 149
T Maclean Hunter X	25 1/4	25 5/8	-	3/8 -	1.46	35 930
A Pico Products	4 1/8	4 1/2	-	3/8 -	8.33	19 14
O Rogers Cable	6 5/8	6 1/2	1/8		1.92	148
O TCA Cable TV	17 1/4	16	1 1/4		7.81	33 115
O Tele-Commun.	26 1/8	24 3/4	1 3/8		5.56	84 1,093
N Time Inc.	48	45 3/8	2 5/8		5.79	16 2,913
N United Cable TV	33 1/8	33 3/8	-	1/4 -	0.75	55 364
N Viacom	39 1/8	37 1/4	1 7/8		5.03	16 529

	Closing Wed Jan 30	Closing Wed Jan 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	22 3/4	21 7/8	7/8		4.00	7 171
O C-Cor Electronics	8 1/4	9	-	3/4 -	8.33	118 25
O Cable TV Indus.	3 7/8	3 7/8				23 12
A Cetec	8 3/8	8 1/8	1/4		3.08	10 18
O Chyron	12 1/4	10 3/4	1 1/2		13.95	22 113
A Cohu	8 7/8	8 3/8	1/2		5.97	9 15
N Conrac	14 3/8	13 3/4	5/8		4.55	14 88
N Eastman Kodak	73 1/2	71 1/4	2 1/4		3.16	14 12,117
O Elec Mis & Comm.	5 1/4	5 1/4				15
N General Electric	63 7/8	62 5/8	1 1/4		2.00	14 28,916
O Geotel-Telemet	11/16	5/8	1/16		10.08	8 2
N Harris Corp.	32 3/8	31	1 3/8		4.44	16 1,293
N M/A Com. Inc.	21 7/8	21 7/8				27 947
O Microdyne	5 7/8	5 5/8	1/4		4.44	17 27
N 3M	84 1/4	83 1/2	3/4		0.90	14 9,862
N Motorola	38	37 3/4	1/4		0.66	13 4,498
N N.A. Phillips	40 1/4	40 1/8	1/8		0.31	10 1,156
N Oak Industries	3	2 3/4	1/4		9.09	49
A Orrox Corp.	3	2 3/4	1/4		9.09	7
N RCA	38 1/4	38 1/2	-	1/4 -	0.65	12 3,134
N Rockwell Intl.	35 3/8	32 3/4	2 5/8		8.02	12 5,261
N Sci-Atlanta	13 1/4	12	1 1/4		10.42	26 308
N Signal Co.s	34 7/8	35 5/8	-	3/4 -	2.11	14 3,803
N Sony Corp.	16	15 5/8	3/8		2.40	16 3,694
N Tektronix	65 1/2	60 1/2	5		8.26	11 1,260
A Texscan	5 1/2	5 3/8	1/8		2.33	8 37
N Varian Assoc.	39	39 1/2	-	1/2 -	1.27	15 841
N Westinghouse	30 5/8	29 7/8	3/4		2.51	11 5,361
N Zenith	24 1/2	21 5/8	2 7/8		13.29	9 541
Standard & Poor's 400	200.75		198.68		2.07	1.04

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's OWN research.



## The week's worth of news and comment about radio

### Complete coverage

Arbitron Ratings announced it will do a summer radio listening survey in Seattle-Tacoma this year, meaning it will be measuring listening in that market virtually year-round. It already does winter, fall and spring measurements there. The summer survey will be conducted from June 20 to Sept. 11, and the report will be available in October.

Arbitron said radio stations and advertising agencies in the two cities are supporting the new survey, and the ratings service plans to use the findings to study listening trends and audience fluctuations. Arbitron now conducts summer radio surveys in 12 markets, winter surveys in 25 markets, fall surveys in 130 and spring surveys in 260.

### Kid's talk

ABC Talkradio has introduced a new weekly series, *Children's Radio Workshop*, which it describes as "a scaled-down version of adult radio." Joint hosts for the series, which is broadcast Sundays at 10 a.m. NYT, are Larry Miller, a broadcaster who originated the workshop; Barbara Rosen, a New York schoolteacher, and Bob Fitzsimmons, ABC Talkradio's weekend personality.

Miller noted that most radio programs are designed for and about adults although large numbers of children under the age of 12 listen to radio. The new series, he said, tries to relate to children's life styles: "Kids call to chat and joke—we ask them what's going on in their lives. We ask about their hobbies, their families. We're not lecturing the kids. We're drawing them out. They keep us honest. Children won't be patronized—and they know when it's happening."

The workshop features games that serve as teaching tools—history lessons in guessing games, for instance, and listening and comprehension skills taught in auditory comprehension games. Weekly lessons in

programming computers are planned, along with language lessons, starting with basic French. Contests are held—and every caller, whether right or wrong, gets a prize. The idea is to reward children for participating, to make trying as important as excelling. The workshop also includes music, poetry, radio movies (soundtracks with edited narration), stories, anecdotes and discussions about the problems of being a child.

### Playback

Adolph Coors Co. has announced its full sponsorship of *Coors Inside Black America*, a series of 60-second programs highlighting "personalities, events and issues significant to black Americans." The Colorado-based brewery will underwrite production of about 10 original segments each month by Dayn-Mark Co., an Atlanta advertising, public relations and program production firm.

"We believe that *Coors Inside Black America* will result in a better understanding of the role black Americans continue to play in building our nation," explained Ivan Burwell, Coors' national program manager. "The program emphasizes the outstanding contributions by black Americans to the arts, education, science, business, medicine and entertainment."

Stations airing the year-long series include WVEE(FM)-WAOK(AM) Atlanta, WDIA(AM)-WHRK(FM) Memphis, WKXI(AM)-WJMI(FM) Jackson, Miss., and WPEG(FM) Charlotte, N.C.

□

*The Famous Computer Cafe*, a one-hour weekly magazine program aimed at current and prospective personal computer users, is being offered free of charge to public radio stations beginning March 5 via National Public Radio's Extended Program Service. According to SOFTV Productions, the Santa Monica, Calif.-based series producer and distributor, the show is to be underwritten by major corporate donors. (A shorter ver-

sion of *The Famous Computer Cafe* has aired on commercial stations in the Los Angeles area since 1983.) Included in the series are personal computer news, interviews, product reviews and feature reports.

### Nationwide fund raiser

National Public Radio has announced its plans for Public Radio Campaign '85, part of an NPR systemwide on-air fund-raising campaign to help pay off the remaining \$5.4-million loan from the Corporation for Public Broadcasting (BROADCASTING, Jan. 7). NPR will launch the campaign April 22-27 with a week of "specially produced" perfor-



Bennet

mance and news programs from NPR and member stations, featuring NPR personalities and "guest celebrities." The campaign, NPR said, is "one facet of a comprehensive long-term plan to assist the NPR system's 309 member stations with their local fund-raising and promotional drives." All funds raised by the individual stations will be "used at their discretion," NPR President Douglas Bennet said.

### Radio grants

National Public Radio's Satellite Program Development Fund has awarded 26 grants to support production of new radio projects—"the largest number of projects supported in one grant round in SPDF history," according to SPDF Acting Director Sandra Rattley. The grants, totaling \$327,383 (ranging from \$2,000 to \$43,000), will fund audio projects in news and current affairs, music and performance and drama programming. The funds are expected to produce more than 88 hours of new or "upgraded" programming for use between June 1985 and April 1986, by noncommercial radio stations nationwide, NPR said. Among the projects funded are a pilot for a new detective series; segments about "trend-setting" artists over the age of 70; documentaries on the homeless, Great Britain's miners' strike, the ad-

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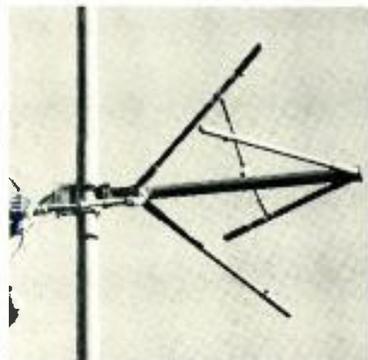


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justment problems of new, young immigrants to the U.S., and a "special on innovative cognitive research" that will allow listeners to participate in behavioral tests. The deadline for applications to NPR's next SPDF is May 3.

### Black history

This month, for Black History Month, National Public Radio's weekly documentary series, *Horizons*, will broadcast four half-hour programs entitled *Twenty-five Years Later*, which highlight various facets of "the black experience"—politics, family life, business and the Hollywood film industry. Among those featured during the series will be actors Lou Gossett, Robert Guillaume (who plays the title role in ABC's *Benson*), and Butterfly McQueen (who played in "Gone With the Wind"), former Congresswoman Shirley Chisholm (D-N.Y.) and psychologist Alvin Poussaint.

### Business angle

Classical music station WNCN(FM) New York last Monday (Jan. 28) added *Forbes Magazine Report*, a series of 90-minute, business news features, to its lineup of information programs. The 13-week series, based on material from current issues of *Forbes* magazine, is broadcast Monday through Friday, at 5:40 p.m., under the sponsorship of Mercedes-Benz.

### Small stakes

The Broadcast Group, Washington-based producer and syndicator, is taking over the production and syndication of *Assignment: Small Business*, a weekday informational radio series from the American Federation of Independent Businesses. The weekday, market-exclusive series had been produced and distributed on an in-house basis by the Washington-based trade organization. According to Pegge Goertzen, president of The Broadcast Group, *Assignment: Small Business* will be trimmed from two minutes to 90 seconds and shifted from a tape to disk format, effective Feb. 11.

"We'll make the series available to local businesses for sponsorship on their local stations," Goertzen told BROADCASTING. "Our first priority is to encourage some of the 560,000 NFIB members to sponsor the program locally, since small businesses make up the largest segment of advertisers on local stations."

The program features entrepreneurial success stories, "how-to" tips and regulatory news. "We're trying to make this of interest to everyone, not just small business owners," Goertzen explained.

### Music festival

WNYC-FM New York, a municipally owned, public radio station, will present its 1985 American Music Festival from Feb. 10 through Feb. 18, offering only the works of American composers in regular and special broadcasts. Among other features, it will broadcast a free, 10-hour "Americathon"—a concert marathon—at the New School Auditorium.

The festival, which was started in 1939 as an experiment in music as well as in radio programming, will also be the occasion for the introduction of a 27-part series of one-hour

profiles of leading American composers of classical, jazz, popular, avant-garde, theater and folk music that will also be distributed by satellite to public radio stations across the country. The series, *Meet the Composer*, will start Feb. 13 at 8 p.m. (NYT) and will be presented on subsequent Wednesdays at 10 p.m. WNYC-FM's Tim Page is host and producer of the series, whose subjects will include Aaron Copland, Ornette Coleman, Steve Reich, Paul Simon, Stephen Sondheim, Libby Larsen, Leonard Bernstein, Dizzy Gillespie and Philip Glass.

WNYC-FM will also start its presentation of a new four-part series from National Public Radio, *Fanfare for the Warriors*, dealing with black musicians' personal and professional experience in the U.S. armed forces.

The "Americathon" concert will be held Feb. 16 from 1 p.m. to 11 p.m., offering performances and talks by leading American musicians from diverse backgrounds and musical styles. Anthony Davis, Philip Glass, Leroy Jenkins, Scott Johnson, Tanya Leon, William Schuman, Sphere, Joan Tower and the Western Wind are among the scheduled participants.

### New in Widefield, Colo.

In an initial decision, FCC Administrative Law Judge Walter Miller has granted the application of Louis Foreman Allen for a new FM in Widefield, Colo., denying the mutually exclusive application of B&D Wireless Radio Inc. for Fountain, Colo. Allen won out after the judge found B&D basically unqualified for misrepresenting facts to the commission and lacking candor in the handling of the public file. Allen, a resident of Colorado Springs, is a retired securities trader who has donated time as guest lecturer at Pikes Peak Community College in Colorado Springs. According to the initial decision, Robert D. and Diane M. Greenlee, who together held 50% of B&D, own KADE(AM)-KBCO(FM) Boulder, Colo.

### Partial thaw

The FCC has partially relaxed the freeze on applications for FM educational channels. In a public notice, the FCC said it will accept applications for FM educational facilities on channels 201 through 220, but only if the FM station has reached an agreement with the potentially affected TV stations on channel 6. The agreements, signed by all parties, must be filed with an FM application.

### Shoestring in Sparks

The FCC Review Board has remanded to an administrative law judge the case pitting Pepper Schultz against Comstock Broadcasters Inc. for a new FM in Sparks, Nev. In the initial decision, ALJ James Tierney granted Schultz's application (BROADCASTING, Aug. 20, 1984). But the Review Board told the ALJ to take another look "to explore patent inadequacies" in Schultz's proposed staffing and to determine whether Schultz had sufficient funds to cover the costs of construction and operation for the initial three months. The board said Schultz's indication that he wouldn't be able to hire helpers until "money started rolling in" after several months raised the issue of whether Schultz had the financial resources to qualify for licenseeship.

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# TELECASTINGS



## Celebrity buy

The five CBS-owned television stations have bought *Celebrity Pursuit*, a series of 130, 30-second inserts produced by The Corporation for Entertainment & Learning and distributed by Program Syndication Services, a division of Dancer Fitzgerald Sample Inc.

To be made available for broadcast beginning in March, *Celebrity Pursuit* is an insert that includes a six-second opening with sponsor identification, a 14-second question and a 10-second answer. Each insert poses a question about a celebrity from show business, music, movies, television and sports.

The questions are organized around specific themes and the viewer is tested on such topics as "Bad Guys," (*Dallas's* J.R. Ewing) or "Great Romances" (Elizabeth Taylor and Michael Todd). The insert is designed to accommodate commercials before the question is answered.

Unlike CEL's previous insert, *Campaign Buttons*, distributed by PSS, *Celebrity Pursuit* is being sold on an all-cash basis instead

of barter. The inserts are being produced from CEL's film and videotape archive, which includes millions of feet and thousands of hours of historical footage and stills covering significant people and events in the 20th century.

## 'Dukes' slot

CBS announced that *House Detective*, a previously reported midseason replacement (BROADCASTING, Nov. 26, 1984), will premiere Friday, March 15, at 8-9 p.m., in the time period occupied by *Dukes of Hazzard*. *Dukes of Hazzard* will have its last broadcast Friday, Feb. 8. CBS will run special programming in the 8 to 9 p.m. period between then and the premiere of *House Detective*.

*House Detective*, from Lorimar Television, stars Judd Hirsch as a happily married suburbanite who forsakes his stable career as an engineer to realize his secret ambition of becoming a private investigator.

His wife, played by Cassie Yates, goes back to work to help pay the bills while Hirsch assumes the household chores. He is

assisted in his new vocations, both household and professional life, by his three children.

## Joining hands

D. L. Taffner and long-time business associate Thames Television International have jointly formed a new U.S. subsidiary to produce made-for-TV movies, mini-series, pilots and possibly continuing series for the U.S. broadcast networks and pay TV services. The new production company, Grand Central Films Inc., will be based in Los Angeles and headed by Tristine Rainer, who has produced TV movies for all three networks.

D. L. Taffner produces and distributes *Too Close For Comfort* and *Three's Company* and currently produces for ABC-TV *Three's A Crowd*. All three series were based on Thames Television productions titled, respectively, *Keep It In the Family*, *Man About The House* and *Robin's Nest*. Taffner is the sole U.S. distributor for Thames Television product.

Until now, a Taffner spokesman explained, Taffner has successfully adapted Thames half-hour comedies for the U.S. marketplace. The new joint venture may open the door for longer-form dramas.

## Trans-Atlantic attempt

Tribune Entertainment is reporting brisk sales for *Dempsey & Makepeace*, the only first-run action/adventure hour being offered in syndication on a cash basis. Tribune, which is acting as the U.S. and Canadian distributor for the London Weekend Television production, has cleared the show in 20 markets, according to William Kunkel, vice president, marketing, for Tribune. Besides the five Tribune Broadcasting-owned stations in New York, Chicago, Denver, New

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Orleans and Atlanta, *Dempsey & Makepeace* has been picked up by KTLA-TV Los Angeles; KTVT(TV) Dallas; WTOG-TV Tampa, Fla.; KSHB-TV Kansas City, Mo., and WCAY-TV Nashville, among others.

The series features an American cop (Michael Brandon) teamed up with an aristocratic British female detective (Glynis Barber) on assignment in the U.K. for Scotland Yard. Tribune and LWT hope that the chemistry of the half-American/half-British title roles will rub off equally on British and American viewers so the series can play on both sides of the Atlantic.

And although *Dempsey & Makepeace* will not become available to stations in the U.S. until September, the premiere episode got off to a strong start in the U.K., where it airs on the independent LWT Network. According to Tribune, the first broadcast of *Dempsey & Makepeace* pulled a 30 share, representing 15.6 million viewers. It was ranked 11th out of the top 20 shows, and even beat out *Dallas*, which was ranked 16th that week.

Tribune is offering 19 one-hour episodes on top of a two-hour kick-off episode. Stations get three runs over three years and each episode is cut for six two-minute commercial pods.

In addition to the above stations, Kunkel said markets where there is more than one station vying for the show include San Fran-

cisco, Boston, Cincinnati, Minneapolis, St. Louis and Hartford, Conn. Kunkel said he expects negotiations to be completed in those markets within two weeks.

### Donor debut

Group W-owned KDKA-TV Pittsburgh has cleared 95 markets in less than a month for its national organ donor campaign which is designed to increase the public's awareness of organ donation and the frequency with which such donations are made. In what it claims is unique in the history of television, KDKA-TV is offering stations, without charge, a completely integrated, national, organ donor education campaign that includes PSA's, news inserts, feature stories for magazine/talk shows and, finally, a two-hour documentary on the subject produced by KDKA-TV with the assistance of the other Group W stations. The campaign, which is expected to run through the spring and into June, is titled "Second Chance."

"Pittsburgh is the pre-eminent transplant capital of the world," explained Carolyn Wean, KDKA-TV vice president and general manager, "but there are so many people who are unable to have the operations because organs are not available. The more information people have the more likely they will be to sign a donor card."

Wean said the campaign is divided into

four main parts. For starters, national and local public service announcements will be produced advising viewers of the importance of organ donation. KDKA-TV, with the help of the other Group W stations, will also produce a three-to-five-part series of approximately three-minute news stories about organ transplants that subscribing stations can run in their local newscasts. In addition, separate feature stories on the subject will be produced for local magazine/talk shows. Finally, the four-to-six-week campaign will culminate in a two-hour documentary focusing on the "human drama" of organ transplants and donations.

Wean explained that contrary to the public's perception of organ transplants, "these operations are very numerous; they are not experimental any more." However, she added, not enough people are aware of the shortage of available organs, and it "simply would not be enough to do only a documentary."

Although the campaign is being supplied to stations without charge, the final two-hour documentary will include commercial time withheld for barter spots. Wean said KDKA-TV is looking for a single sponsor. National spokesman for the "Second Chance" campaign is actor William Devane.

Among the major-market stations to sign for "Second Chance" are WNEW-TV New York, WDIV-TV Detroit, WJLA-TV Washington, WEWS-TV Cleveland, WFAA-TV Dallas plus the Group W stations in Philadelphia, San Francisco, Boston and Pittsburgh.

### Making deals

Embassy Home Entertainment and Island Alive, an independent, Hollywood-based motion picture producer and distributor, have signed an agreement providing the former with exclusive North American home video, pay cable and broadcast television rights to a minimum of 11 film releases. Terms were not announced.

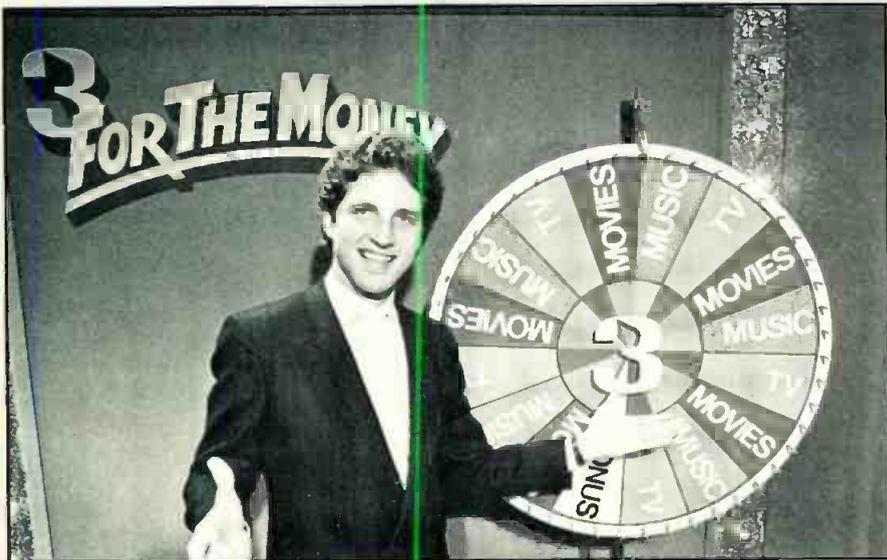
"This agreement is an example of Embassy Home Entertainment's continuing efforts to partner with major suppliers of quality films," said Andre Blay, EHE chairman and chief executive officer. "We are looking forward to acquiring a steady flow of product from Island Alive, as they have consistently selected outstanding, popular releases."

Upcoming releases from the studio include Stephen Frear's "The Hit," Alan Rudolph's "Trouble In Mind" and Nicolas Roeg's "Insignificance." Several previously released Island Alive films, including "Choose Me," are not included in the agreement.

### New image

The Pittsburgh Media Group, a consortium of Pittsburgh print and broadcast media outlets, has completed a series of presentations to advertising executives and media buyers in New York, Los Angeles and Chicago, aimed at replacing their city's negative image with positive impressions. It's believed the tour represents the first by media outlets in an individual city to promote the revitalization of their market. PMG is composed of KDKA-TV, WPGH-TV, WPKI(TV), WTAE-TV, *The Pittsburgh Press*, *The Pittsburgh Post Gazette* and the Pittsburgh Radio Organization.

"There is this stereotype of smokestacks,



**Local contest.** Starting today (Feb. 4) KYW-TV Philadelphia will run its own locally produced game show insert in its early fringe game-show block. Called *3 For The Money*—the station is on channel 3—the 60-second inserts will be broadcast live three times each weekday between 4 and 5:30 p.m. during KYW-TV's afternoon game-show block of *Let's Make A Deal*, *The New \$100,000 Name That Tune* and *Family Feud*.

According to Chuck Gingold, KYW-TV program director, viewers become eligible for the daily contest by sending in a postcard and having their names drawn from a bin just before air time. To win the jackpot, contestants must correctly identify a celebrity face flashed on the television screen from one of three categories (movies, television and music) determined by the spin of a wheel.

A second name will be drawn during each segment, and that contestant will be eligible for a gift certificate should the first contestant answer correctly.

The game show-within-a-game show will be hosted by Dan Cooke, a local radio personality who has co-hosted a morning radio show with Kelly Randall on WZGO-FM Philadelphia since September 1983.

Gingold said that KYW-TV's ratings have increased since it dropped the 5-5:30 portion of its local news and replaced it with *Family Feud* on Jan. 7. During the November sweeps, he said, the 5-5:30 local news averaged an 11 share in Nielsen. Based on the overnight ratings to date, he reported, the same time period is now earning an average 15 share.

steel-making, unemployment and low incomes associated with Pittsburgh," Fred Young, vice president and general manager of WTAE, explained to BROADCASTING. He said the promotional campaign was prompted by research confirming that the city had a "less-than-desirable" image among many national advertisers, some of whom were "passing Pittsburgh by."

"There's life in the manufacturing Northeast," believes Bill Saltzgiver, vice president and general manager of WPGH-TV. "Forty years ago, Pittsburgh was dirty and smoggy, but we started to clean up the air in the 50's and it's cleaner than Los Angeles now. . . There was a lot of unemployment, but nobody bothered to tell the rest of the country that other new industries have come to town, including high-tech."

### AFTRA talks

Management and talent unions have agreed to recess negotiations on a new contract until Feb. 7. The Joint Policy Committee of the Association of National Advertisers and the American Association of Advertising Agencies have been meeting in New York since Jan. 7 with the Screen Actors Guild and the American Federation of Television & Radio Artists on a new pact covering performers appearing in radio and television commercials. The industry and union leaders plan to hold discussions with their members and fellow executives. The current pact expires on Feb. 6 and a joint statement from the union and the industry said they could not forecast how long the talks that begin Feb. 7 will last.

### Important First

A new television commercial produced for the Television Information Office dramatizes the importance of the First Amendment to broadcast and print newsmen and the public. The 30-second spot, which is being released to TV stations, is titled "We the People." It suggests that without First Amendment protection, newsmen could be manipulated like marionettes, unable to report the news freely. The concluding segments show a puppeteer pulling the strings, and a scissor cutting those strings, raising the message that the press is afforded protection by the Bill of Rights. The message was produced by William Wurtzel and directed by Hal Tulchin.

### Selling PBS

The Public Broadcasting Service has made available to its member stations a new advertising campaign: "TV Worth Watching Is TV Worth Paying For." Created by the Baltimore-based advertising agency, Smith, Burke & Azzam, the campaign contains nine television spots and 46 print ads and focuses on three "phases," according to the

**Broadcasting crossover.** WGBH-FM-TV Boston has awarded its first six \$25,000 Macy Fellowships (named for the Josiah Macy Jr. Foundation of New York, which launched the program with a \$1.5-million grant) to six print journalists for training in radio and television. The recipients will begin their year of training at the station by producing a weekly, half-hour science program for local broadcast, after which they will work on a half-hour pilot for a science series to be distributed nationally by American Public Radio. After four months, the fellows will produce television science reports for WGBH-TV's news program, and their productions will be offered to other public television stations around the country.

The fellows are: George Alexander, chief science reporter for the *Los Angeles Times*; Kay Cahill, science reporter for the *Hartford [Conn.] Courant*; Madeline Chinnici, feature writer for *Science Digest*; John Fleischman, senior writer at *Ohio* magazine; Patrick Huyghe, freelance science writer, and Tom Levenson, reporter for *Discover* magazine.

agency. "A high percentage of the total campaign address a tune-in strategy," according to SB&A senior account executive, Julia Giancristoforo. "The commercials and ads promote programming with a primary objective of increasing the number of hours current users view PBS programming. Print advertising promotes specific programs, where TV spots group specific types of programming available on PBS," she said. Another portion of the campaign is pledge-oriented, while a third phase illustrates not only "the pleasure/entertainment/knowledge that viewers receive from PBS, but also the positive emotional feelings PBS viewers have when they do contribute [or] pledge financial support," SB&A said.

### ITFS extension

The FCC has approved the Public Broadcasting Service's request for a one-year extension of construction permits for 76 Instructional Television Fixed Service stations. Construction permits that were first awarded to PBS on Dec. 30, 1984, will now expire Dec. 30, 1985. An additional six CP's, granted PBS in 1984, will be extended into mid-1985, PBS said.

### Economic evaluation

The economic state of blacks in America will be examined in a one-hour study, *Forum on Black America 1985*, to be presented on PBS in February. It is being co-produced by public station WTVS(TV) Detroit and the National Black Programming Consortium and is a sequel to their *State of Black America 1984*, seen on 172 PBS stations last year. "Last year we looked at the state of black America from a political standpoint; this time around, we're looking at the state of black America from an economic standpoint and we are focusing primarily on the fact of unemployment," said Tony Batten, producer of both programs. The forum will provide for both panel and studio-audience discussions as it focuses on such subjects as new technology, erosion of gains made through affirmative-action programs and the impact of unemployment on institutions and relationships within the black community.

### Portrait of China

A new 12-part series detailing life in China, *The Heart of the Dragon*, will begin May 6 at 8 p.m. on the Public Broadcasting Service. Originally produced for British television, the American version was co-produced for PBS by MacNeil-Lehrer-Gannett Productions (which produces the *MacNeill/Lehrer NewsHour*) and South Carolina Educational Television, under a \$3 million grant from General Electric. The program examines China today, focusing on 12 general subjects: living, working, eating, believing, caring, marrying, mediating, correcting, understanding, creating, trading and remembering. *NewsHour* co-anchors, Robin MacNeil and Jim Lehrer, will host *Dragon* (which was filmed in China over an 18-month period during 1981-83), providing introductions, background and interviews with top China scholars "to obtain American perspectives," its co-producers said.



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CHICAGO

**Before it's too late.** Teen-age suicide is a subject of cooperation between ABC and the Lifetime cable network (a joint venture of ABC, Hearst and Viacom). ABC's Sunday night (Feb. 10, 8-11 p.m. NYT) presentation of *Surviving*, a drama about a boy and girl who form a suicide pact, will be preceded by Lifetime's Friday night (Feb. 8, 12:30 p.m.-1 a.m. NYT) airing of an ABC special on suicide prevention, *ABC Notebook: Teen Suicide*. Zach Galligan, who plays one of the teen-agers, will host the special, which examines the causes and warning signals of suicide and offers methods for dealing with the problem. The half-hour special will also air on the ABC-owned stations and on many of the network's affiliates.

## Orion fires another salvo in international service skirmish

**It releases study refuting Intelsat report on subsidy question**

The Orion Satellite Corp. has released another economic study in furtherance of the argument that U.S. authorization of service by firms, such as itself, that intend to provide an alternative to the International Telecommunications Satellite Organization would not adversely affect the global satellite system that has developed over the past 20 years with Intelsat as the hub.

Like a study issued in September 1983, the new one attacks the Intelsat thesis that Third World countries would suffer the consequences of such competition through the loss of subsidy they now receive through global averaging of prices. The report also rejects as invalid the argument that the loss of business by Intelsat to other systems will cause its charges to rise, hurting other nations, particularly those of the Third World.

The report, like the first one, was prepared by Dale N. Hatfield Associates, telecommunications consultants. And although

dated Nov. 27, 1984, it was not made public by Orion until two weeks ago, when it was distributed to committees of Congress, members of the executive branch and the FCC. President Reagan on Nov. 28 announced his determination that separate systems, like Orion, "are required in the national interest" (BROADCASTING, Dec. 3, 1984). The FCC has since issued a combined notice of inquiry and proposed rulemaking examining the legal, technical and policy issues involved in determining the public interest decision it must make in passing on the five pending applications for providing nonIntelsat service.

The new Hatfield report abandons the argument, made in 1983, that if Intelsat pricing resulted in any subsidy, it went from the poorer regions to the more affluent, including the Atlantic (BROADCASTING, Sept. 12, 1983). A counterstudy done for Intelsat by Walter Hinchman Associates said that quantification of the subsidies is not possible but that the net flow is, as Intelsat maintains, from the richer to poorer regions (BROADCASTING, June 4, 1984). And the new Hat-

field study is prepared to agree—provided a subsidy exists. It says that Intelsat's representatives "have not been able to prove that a subsidy exists"—and that its own analysis suggested it does not.

But that is not central focus of the attack on the subsidy question. The report says that even if the claimed subsidy does exist, it would be irrelevant. It says that even on so-called "thin routes," including those in the Pacific, the nations involved are wealthy nations or their possessions (the U.S.'s Guam, for instance).

Even among thin-route nations deserving a subsidy, the report adds, the end users of Intelsat may be "multinational corporations and high income households that do not deserve a subsidy." But most important, the report says, the benefit of the claimed subsidy to developing countries is "negligible." It notes that Intelsat charges constitute a maximum of 10% of the end-to-end cost on international communications for those countries.

As for the contention that the emergence of alternative systems would not have an adverse economic impact on Intelsat, the Hatfield report notes that the demand and capacity for telecommunications service in the North Atlantic region (which Orion intends to serve) have grown rapidly over the past 20 years. And the demand, it adds, has been almost entirely for the interconnected switched voice and message services provided by Intelsat and undersea cables which provide gateway-to-gateway service. The possible conflict between Intelsat and the separate systems would involve the provision of premises-to-premises service that has been made possible by technological advances in satellite communications.

But that new market is distinct from the traditional one served by Intelsat, the report says, and will provide new revenue sources for those supplying the services. The report adds that Intelsat could earn substantial revenues in the market but has thus far largely ignored it. In any event, the report says, the entry of new forces into the new market "is unlikely to impede Intelsat growth now or in the future," for the market it serves "will continue to grow at a rapid rate."

As was true of the first Hatfield report, the second one offers the caveat that the analysis is based on incomplete information—"on partial and anecdotal information." It says that only Intelsat can provide the necessary information but that, to date, it has provided "only unverifiable analyses which do not, for the most part, even adequately address the issues the organization itself has raised." Nevertheless, the report expresses the view that the arguments and analyses presented "provide an accurate picture of the international communications issues at hand." □



**Greg Johnson**

We are pleased to announce that Greg Johnson has joined Blackburn & Company, Inc., as broker, effective February 1, 1985.

For the past seven years, Greg has been the West Coast Regional Manager for the National Association of Broadcasters working with stations and owners in California, Oregon, Washington, Alaska, and Hawaii. Prior to joining NAB he spent six years with a national management consulting firm. A graduate of the University of Minnesota, he holds a BA in Communications.

Greg will be joining Roy Rowan in our Beverly Hills office where he looks forward to serving his friends in the industry.

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2/4/85

# Changing Hands

PROPOSED

**WRBV(TV) Vineland, N.J.** □ Sold by Richard M. Milstead, trustee, to Press Broadcast Co. for \$3 million cash. **Seller** is trustee in bankruptcy for Donald McMeans who has no other broadcast interests. **Buyer** is subsidiary of Asbury Park Press Inc., publisher of *Asbury* (N.J.) *Park Press* in Asbury Park, N.J., owner of *WJK-AM-FM* Asbury Park, and is applicant for four new TV's in New Jersey. It is equally owned by Jules L. Plangere and Ernest D. Lass. *WRBV* is independent on channel 65 with 4,118 kw visual, 362 kw aural and antenna 931 feet above average terrain.

**WHFM(FM) Rochester, N.Y.** □ Sold by *WVOR* Inc. to Ontario Shore Communications Inc. for \$2,050,000 cash. **Seller** is owned by Albert L. Wertheimer and John A. Palvino. It purchased *WHAM(AM)-WHFM(FM)* from Rust Communications for \$7.3 million cash ("Changing Hands", Dec. 17, 1984) and is spinning off FM. It also owns *WVOR-FM* Rochester and *WBUF-FM* Buffalo, N.Y. **Buyer** is subsidiary of Josephson International Inc., publicly traded, New York-based, diversified entertainment and design firm and station group of four AM's and three FM's headed by Marvin Josephson, chairman, who is also principal stockholder owning 28.8%. *WHFM* is on 98.9 mhz with 50 kw and antenna 340 feet above average terrain.

**KWVE(FM) San Clemente, Calif.** □ Sold by El Camino Broadcasting Corp. to Calvary Chapel of Costa Mesa Inc. for \$2 million cash. **Seller** is principally owned by Cliff Gill, chairman, who also has interest in *KATY(AM)* San Luis Obispo, Calif., and construction permit for new AM in Commerce City, Colo. It purchased station in 1981 for \$542,327. **Buyer** is nonprofit subsidiary of Calvary Chapel of Costa Mesa. It is headed by Charles W. (Pastor Chuck) Smith, nationally syndicated religious broadcaster. It has no other broadcast interests. *KWVE* is on 107.9 mhz with 50 kw and antenna 500 ft. above average terrain. *Broker: Surety Realty.*

**WSVS-AM-FM Crewe, Va.** □ Sold by Southern Virginia Broadcasting Corp. to Ellek Seymour for \$1,373,000 cash, plus \$40,000 noncompete agreement. **Seller** is principally owned by Thelbert Silverman, his wife, Mary Ann, and eight others who have no other broadcast interests. **Buyer** also owns *WETT(AM)-WWTR(FM)* Bethany Beach, Md. *WSVS(AM)* is daytimer on 800 khz with 5 kw. *WSVS-FM* is on 104.7 mhz with 100 kw and antenna 404 feet above average terrain.

**WVEO-TV Aguadilla, P.R.** □ Sold by Video Empresas Del Oeste Inc. to Seglares Iglesia Catolica Inc. for \$600,000, comprising \$100,000 cash, and remainder in note. **Seller** is owned by Ginette P. Pirallo, administrator of estate of Manuel Pirallo, which owns four AM's and one FM in Puerto Rico. **Buyer** is nonprofit corporation, composed of local community leaders and headed by Antonio Falco, president. It has no other broadcast interests. *WVEO* is on channel 44 with 995

kw visual; 100 kw aural and antenna 1,220 feet above average terrain.

**WTAN(AM) Clearwater, Fla.** □ Sold by Shore Broadcasting Inc. to Brosig Broadcasting Corp. for \$570,000, comprising \$200,000 cash, and remainder in note. **Seller** is owned by Parke Wright III, who also owns *WPAP(FM)* Panama City, Fla. **Buyer** is owned by Rodney G. Brosig (51%), his wife, Glena (34%), and four others. Brosig is general manager of *WQYK-FM* St. Petersburg, Fla. *WTAN* is on 1340 khz with 1 kw day and 250 w night.

**WBBX(AM) Portsmouth, N.H.** □ Sold by Seacoast Broadcasting Co. to Portsmouth Communications Corp. for \$450,000, comprising \$342,000 cash and remainder in note. **Seller** is owned by Earl H. Goldstein and his wife, Lois. They have no other broadcast interests. **Buyer** is owned by David Sassler and his brother, Robert, who also own *WARE(AM)* Ware, Mass. *WBBX* is on 1380 full time with 1 kw. *Broker: The Keith W. Horton Co.*

**WSOJ(FM) Jesup, Ga.** □ Sold by Lowell Steve Logan to Adtech Communications Associates Inc. for \$270,000, comprising \$60,000 cash, and remainder in note. **Seller** is former account executive at *WJCL-TV* Savannah, Ga., with no other broadcast interests. He purchased station in January 1983 for \$30,000 plus assumptions from former owner Wings Broadcasting Co., which pur-

chased station in 1981 for \$300,000. **Buyer** is owned by James W. Jennings, former general manager of *WAYX(AM)-WQCW(FM)*, Waycross, Ga. He has no other broadcast interests. *WSOJ* is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates*

**WMVG(AM)-WKZR-FM Milledgeville, Ga.** □ Seventy percent by John W. Davidson to his son, Gary M. Davidson, who owns other 30%, for \$259,507.50. **Seller** owns *WLOP(AM)-WIFO(FM)* Jesup and *WDAX-AM-FM* McRae, both Georgia, and 70% of *WDKD(AM)-WWKT(FM)* Kingstree, S.C. **Buyer** owns 30% of *WDKD(AM)-WWKT(FM)*. *WMVG* is on 1450 khz with 1 kw day and 250 w night. *WKZR* is on 102.3 mhz with 3 kw and antenna 345 feet above average terrain.

**WELD(AM) Fisher, W.Va.** □ Sold by South Branch Broadcasting Corp. to South Branch Communications for \$250,000 cash. **Seller** is principally owned by John P. Lewis and family. It also owns *WFVA-AM-FM* Fredericksburg and *WINC-AM-FM* Winchester, both Virginia, and *WHYL-AM-FM* Carlisle, Pa. **Buyer** is owned by Willard Earle (50%), C. Delmas Thorne (25%) and latter's sons, Carl (15%) and Randy (10%). Earle has been announcer with station for 25 years. Thorne, Earle's father-in-law, is farmer and real estate developer, who also owns Petersburg, W.Va. bowling alley. They have no other broadcast interests. *WELD* is daytimer on 690 khz with 500 w.

CABLE

Nine cable systems in Oklahoma, Texas,

November 20, 1984

## Universal Broadcasting of Indianapolis, Inc.

has completed the purchase of the assets of

**WATI**

Indianapolis, Indiana  
from

**Sarkes Tarzian, Inc.**

*The acquisition of WATI is Universal's eighth AM Radio Station making this the first transfer in which a company has control of more than seven AM or FM licenses.*

*Todd Hepburn, Vice President of the undersigned initiated this transaction and represented the seller in the negotiations*

**THE  
TED HEPBURN  
COMPANY** Cincinnati, Ohio

**Colorado and New Mexico** □ Sold by Dorate Inc. to Satellite Syndicated Systems Inc. (SSS) for undisclosed price, but purchase is said to be SSS's largest cable purchase to date. Seller is said to be owned by G.H. (Bunk) Dodson. It has no other cable interests. Buyer is publicly traded, Tulsa, Okla.-based, satellite communications firm headed by Edward L. Taylor, chairman. It owns 22 cable systems with over 20,000 subscribers. Colorado systems are located in Burlington (950 homes passed with 810 subscribers and 30 miles of plant) and Springfield (700 homes passed with 566 subscribers and 25

miles of plant). New Mexico system is in Clayton (1,200 homes passed with 1,129 subscribers and 30 miles of plant). Oklahoma systems are in Cherokee (1,000 homes passed with 890 subscribers and 32 miles of plant); Cordell (1,400 homes passed with 1,242 subscribers and 35 miles of plant); Fairview (1,200 homes passed with 868 subscribers and 30 miles of plant), and Sayre (1,200 homes passed with 992 subscribers and 30 miles of plant). Texas systems are in Dalhart (2,000 homes passed with 1,559 subscribers and 60 miles of plant) and Nocona (1,000 homes passed with 911 sub-

scribers and 30 miles of plant).

**Cable system serving Leon county, Fla.** □ Sold by Gateway Cablevision to Group W Cable for estimated \$5 million. Seller is principally owned by Joseph M. Isabel, who also owns systems in Amsterdam, N.Y., and Plattsburg Air Force Base, Plattsburg, N.Y. Buyer is subsidiary of Westinghouse Broadcasting and Cable, subsidiary of publicly-traded Westinghouse Electric. Group W Cable, headed by Burt Staniar, serves over 2 million customers in 34 states. Leon county system passes 6,500 homes with 5,000 subscribers and 140 miles of plant.

**Cable system serving Manatee county, Fla.** □ Sold by Cable Video Communications to Group W Cable for estimated \$4 million. Seller is owned by William P. Martin, president, Vernon R. Gill and William Roberts. Martin also owns Deland, Fla., cable system. Gill and Roberts are, respectively, president and vice president of Gill & Associates, Tampa, Fla.-based cable consulting firm. They also own cable system in Walterboro, S.C. Gill also has interest in Gretna, La., system. Buyer is also purchasing Leon county system (see above). Manatee system passes 13,000 homes with 4,000 subscribers and 118 miles of plant.

## Bottom Line

**Private approval.** SFN Companies shareholders approved \$423-million leveraged buyout last Wednesday. Buyers of company include top SFN management, E.M. Warburg Pincus & Co., Hallmark Cards Inc. and Drexel Burnham Lambert Inc. Shareholders will receive \$36.82 per share and some preferred stock. SFN Communications, broadcasting arm of Glenview, Ill.-based company, includes WFTV-TV Orlando, Fla.; WAPA-TV San Juan, P.R.; WJBF-TV Augusta and WTVM-TV Columbus, both Georgia, and KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana. □

**Wire improvements.** United Press International said unaudited results indicate company has shown quarterly profit for first time in 22 years. Figures, which show fourth-quarter profit of \$1.1 million on revenue of \$25.4 million, come after agreement, last September, by Wire Service Guild and other employe organizations at news service to wage cutbacks amounting to 25%. William K. Adler, vice president for information services, said he could not say for sure whether revenue this quarter was higher, but indicated that majority of improvement from previous year's fourth-quarter loss of \$6.5 million came on cost side rather than revenue side. Adler noted that news service is "seeking capital," possibly from variety of sources, including joint ventures making use of UPI facilities and data bases.

## Religious broadcasters congregate for meeting

**Kennedy-Falwell debate scheduled; Reagan may deliver speech; more than 4,000 expected to attend annual convention in Washington**

Vice President George Bush is expected to speak today (Feb. 4) to the more than 4,000 attending the National Religious Broadcasters convention now under way at the Washington Sheraton hotel (BROADCASTING, Jan. 28). As of last week, according to an NRB spokesman, President Reagan (who has spoken at the NRB's last three conventions), was still "reconsidering" his earlier decision not to attend the convention. However, according to an NRB spokeswoman, the organization "had a videotape available" if Reagan did not appear in person.

The theme of the convention, which began yesterday (Feb. 3), is "Christian Communicators: Pressing Toward the Mark." The gathering is, according to the NRB, "the largest gathering of Christian television and radio professionals in the world—people who are committed to presenting the message of Jesus Christ through the electronic media."

Also slated for today's agenda is an address by NRB President E. Brandt Gustavson and a musical presentation by singer Pat Boone, as well as a live satellite broadcast from Israel with Israeli President Chaim Herzog and the mayor of Jerusalem. The Baton Rouge-based television evangelist, Jimmy Swaggart, and Senator William Armstrong (R-Colo.) are scheduled to speak this evening.

Workshops are to be held in the morning and afternoon and will include sessions on "Audience Building—What Format?", "Sales and Strategies for Local TV," "Cable

January 2, 1985

# Stauffer Communications, Inc.

Of Topeka, Kansas

Has Acquired

## KCBJ-TV

Of Columbia, Missouri

Charles C. Wells of the undersigned initiated this transaction and represented the sellers

## J. N. WELLS & COMPANY

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Production for Beginners," "Advantages and Disadvantages of Local Program Producers Broadcasting Internationally," "Music as a Successful Radio Format" and "Informing Audiences of Community and National Issues."

The Rev. Jerry Falwell and Senator Edward Kennedy (D-Mass.) will debate on Tuesday (Feb. 5) on "Religion and Politics," followed by a luncheon with FCC Chairman Mark Fowler and FCC Commissioner James Quello. Equal Rights Amendment opponent

Phyllis Schlafly will speak Tuesday evening. Among the workshops scheduled are "Satellite Services," "The Power of a Praying Media," "How to Get Free Air Time on TV" and "Broadcaster Burnout: Coping with Stress in Media Ministry."

On Wednesday afternoon, Senator Jesse Helms (R-N.C.), Donald Wildmon, the executive director of the national Federation of Decency, and Paul Freed, president of Trans World Radio, will address the attendees. The Rev. Billy Graham will speak Wednesday

evening, followed by singer Debby Boone. Among Wednesday's workshops: "Broadcast Freedoms vs. Church/State Issues," "Using and Maintaining Broadcast Equipment," "Bloopers and Blessings in Christian Broadcasting," "Successful Fund raising for Broadcasters" and "Opportunities in Brazil."

NRB '85 will also be the site of Media Expo '85, an exhibit of broadcast equipment and related communications services for religious broadcasters. □

## Teletext gets boost with Taft-SSS venture

**Plan calls for broadcasters, cable operators to receive teletext service free in hope it will stimulate consumer demand for decoders, which have been handicap to technology because of cost**

Taft Broadcasting and Satellite Syndicated Systems, long-time proponents of teletext, have joined forces in an effort to invigorate the digital information medium.

Taft and SSS are offering Electra, Taft's one-and-a-half-year-old teletext magazine, to broadcasters and cable operators throughout the U.S. free of charge in the hope that they will rebroadcast or retransmit it locally and create consumer demand for teletext decoders. The lack of low-cost decoders has been the medium's principal handicap.

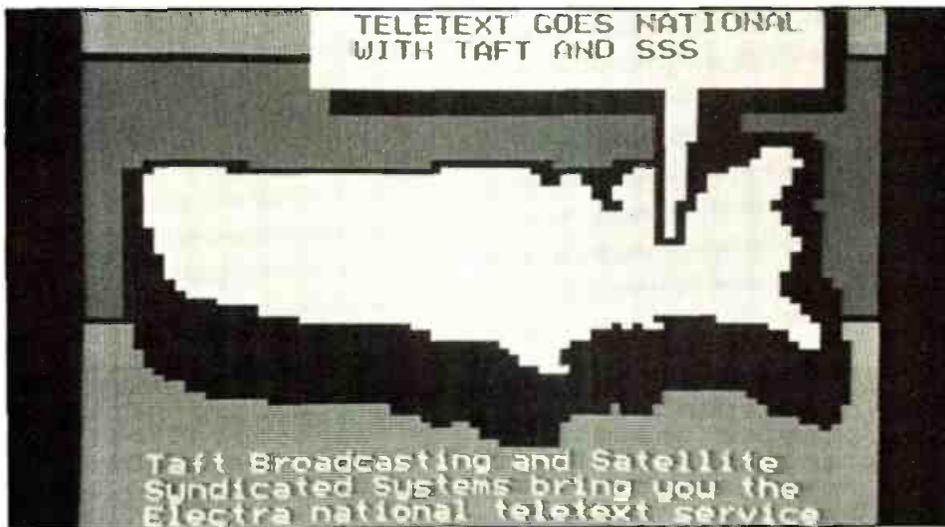
Under an agreement finalized late last month, said SSS Executive Vice President Sel Kremer, Taft is providing the service and SSS the distribution "until a significant number of eyeballs" are watching. "We would then come to some other kind of arrangement."

"Our intention is to stimulate the market to get decoders in the marketplace," said Terry Connelly, vice president, television news, Taft. "We need an audience to get the advertising revenues," which are to support the service.

"We continue to believe in the future of teletext," said Kremer. "We see many more local broadcasters taking the initiative to provide a text service for their local viewers, as well as more and more cable operators taking advantage of the enormous amount of empty [vertical blanking interval] space available to them. SSS stands ready to assist in this communications endeavor wherever we can."

SSS is distributing Taft's 50-page magazine via satellite (Galaxy I) in the vertical blanking interval of superstation WTBS(TV) Atlanta. Piggybacked on the superstation, Electra already reaches 32 million cable homes through the superstation's 8,000 cable affiliates. In addition to distributing Electra, said Kremer, SSS plans to supplement Electra with 50 pages of "detailed" sports and financial information.

Electra is not the first teletext to be distributed nationally by SSS. It distributed Keycom Electronic Publishing's Keyfax service from 1982 until Keycom decided to drop the service late last fall. In fact, it was the loss of Keyfax that led SSS to strike the deal with Taft. Offered to cable operators as a pay service by SSS, Keyfax attracted few, if any,



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**SAN FRANCISCO ASSOCIATES**  
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**Radio Station KQAK (FM),**  
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for  
**\$6.4 million**

Our Associate Elliot Evers  
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## Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Ally & Gargano	Second	\$47,788	-6	\$885,000	1	\$0.40
Avnet	Second	\$395,050	—	\$12,003	-44	\$0.34
A.H. Belo	Fourth	\$97,160	37	\$9,120	-14	\$0.79
	Year	\$354,245	46	\$54,141	73	\$4.67
Birdview Satellite Communications	Third	\$17,934	332	\$2,309	NM	\$0.25
C-Cor	Second	\$6,456	74	\$96	-60	\$0.03
Centel	Fourth	\$343,740	1	\$29,278	4	\$1.05
	Year	\$1,374,620	8	\$123,406	9	\$4.42
Cox	Fourth	\$202,401	17	\$28,407	12	\$1.01
	Year	\$742,855	21	\$87,292	12	\$3.09
Dow Jones	Fourth	\$257,100	10	\$34,400	3	\$0.54
	Year	\$965,600	11	\$129,100	13	\$2.01
Harris	Second	\$584,978	24	\$21,652	18	\$0.54
LIN Broadcasting	Fourth	\$43,262	35	\$9,303	17	\$0.42
	Year	\$148,844	39	\$29,088	24	\$1.31
Microdyne	Fourth	\$6,970	8	(\$981)	NM	(\$0.22)
	Year	\$27,975	18	\$222	-84	\$0.05
Motorola	Fourth	\$1,485,000	17	\$87,000	-8	\$0.73
	Year	\$5,534,000	28	\$387,000	59	\$3.27
Multimedia	Fourth	\$83,898	13	\$9,440	-15	\$0.56
	Year	\$304,360	13	\$33,688	-4	\$2.02
N.A. Phillips	Fourth	\$1,248,397	11	\$41,505	12	\$1.44
	Year	\$4,325,946	14	\$130,527	36	\$4.53
Scientific-Atlanta	Second	\$109,416	15	\$4,098	19	\$0.18
Scripps-Howard	Fourth	\$33,731	14	\$6,370	18	\$0.62
	Year	\$117,985	17	\$18,158	3	\$1.76
Taft Broadcasting Time	Third	\$107,287	-5	\$13,634	21	\$1.47
	Fourth	\$851,021	12	\$66,691	50	\$1.06
	Year	\$3,067,353	13	\$216,398	51	\$3.37
3M	Fourth	\$1,879,000	7	\$167,000	2	\$1.43
	Year	\$7,705,000	10	\$733,000	10	\$6.27
Varian	First	\$229,200	17	\$12,500	8	\$0.57
Wavetek	First	\$19,927	20	\$241	70	\$0.03

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

**Belo's** year-end net income included extra credit of \$25.5 million from sale of securities and other assets. Excluding credit, income was down 8% to \$28.7 million. ■ **Birdview Satellite Communications** reported loss last year in third quarter of \$1 million. ■ **Cox Communications** reported 20% increase in operating income for year, to \$169.6 million, and 16% increase in operating income for quarter, to \$47.9 million. Broadcasting division reported 21% gain in revenue and 23% increase in operating income. On comparable basis—discounting results of WKBD(TV) Detroit and WAGO(FM) Chicago, both bought in 1984, and WLIF(FM), sold year ago—broadcasting division revenue grew 11% and operating income 18%. Cable television was up 20% in both revenue and operating income. ■ **Harris Corp.** Chairman and Chief Executive Officer Dr. Joseph A. Boyd said that sales and profits were up in communications sector, but that orders were down. ■ **LIN Broadcasting** results include, since Feb. 29, 1984, operations of WISH(TV) Indianapolis and WANE(TV) Fort Wayne, both Indiana. Company said those acquisitions reduced net income by \$3.1 million for year and \$550,000 for quarter. On comparable basis, revenue for company increased 14% in fourth quarter and 17% for year. ■ **Multimedia** earnings were reduced by charges for losses incurred by pay TV operation, Sports Time, of \$2.3 million in fourth quarter and \$6 million for year. ■ **Cees Bruynes**, chairman and president of **North American Phillips**, noted that in professional equipment segment, all operations reported strong sales and operating income except for CATV systems, which reported loss. ■ Revenue decline at **Taft Broadcasting** is attributable to sale last spring of two-thirds of interest in company's domestic theme parks. Broadcast Group revenue increased 6% to \$53 million. Television revenue increased 5% while radio increased 10%. Chairman Charles S. Mechem Jr. noted "An industry-wide softness in the television market compromised what would have been even better numbers; and since this condition is persisting, we recognized the possibility that fourth-quarter results could be somewhat lower than earlier foreseen." ■ **At Time Inc.** fourth-quarter operating profit in video division was \$48.2 million, down 11%, on increased revenue (11%) of \$326.2 million. For year, video division operating profit was down \$3 million to \$212.2 million on 16% increase in revenue to \$1,254,800,000. J. Richard Munro, president and chief executive officer, reported that company's record earnings came primarily from magazine division. ■ **Wavetek** results include \$3.6 million sale of vacant real estate. ■ Several companies, including **3M** and **Varian** noted adverse impact of continuing strength of U.S. dollar overseas.

subscribers.

Employing the British-bred World System Teletext standard, Taft began producing Electra and broadcasting it over its WKRC-TV Cincinnati in July 1982. At the same time the service was launched, Zenith began selling through local retailers set-top teletext decoders compatible only with late-model Zenith television sets. According to Connelly, the decoders' \$300 price tags are too high and, as a result, fewer than 200 of them have been sold to date.

"Because Taft has been in teletext since 1982, it's possible for us to provide this service at a minimal cost to Taft, yet give broadcasters and cable operators the opportunity to add a fully developed new service to their programing mix," Connelly said. The additional costs involved in going from a local to national service, he said, stemmed from the establishment of a high-speed AT&T data link between WKRC-TV and SSS's satellite uplink in Douglasville, Ga., and the hiring of additional teletext writers.

Aiding Taft and SSS in promoting usage of Electra will be Ameritext, the consortium of British teletext hardware and software suppliers formed to promote WST teletext in the U.S. Steve Crowley, executive vice president, Ameritext, said availability of Electra will make Ameritext's task of persuading broadcasters to broadcast WST teletext much easier. The broadcasters "no longer have to worry about providing any national product," he said. "They can concentrate on the local product."

Ameritext will encourage stations that decide to broadcast Electra to invest in teletext origination equipment and supplement Electra with local information, said Crowley. According to Ameritext's research, he said, "people want more locally oriented information."

If a station opts not to offer local information, the cost of broadcasting Electra locally is not great—by television hardware standards. All that is needed is a databridge to strip the teletext information from the superstation's vertical blanking interval and insert it into its own, Connelly said. A databridge costs between \$5,000 and \$6,000, he said.

Electra already has one broadcast affiliate, according to Connelly. KTTV(TV) Los Angeles, he said, has agreed to make Electra the national portion of its WST teletext service, Metrotex. The Metromedia station launched the service during the Olympics last summer.

The WST proponents are counting principally on Zenith to produce the low-cost decoders that they believe are necessary to get teletext rolling. "We certainly expect that Zenith will have digital television sets out with built-in decoders in the summer," said Connelly.

But some cable systems don't have to wait for Zenith. According to the letter that Kremer sent cable operators, SSS is offering 54-channel cable converters with built-in teletext decoders. The converters, manufactured by British Greendale, can be purchased by cable systems or subscribers for \$299 plus freight and sales tax, the letter said, or leased for \$4.95 a month for a minimum of 12 months. The converters, Kremer added, are not suitable for systems that "electronically scramble" their signals. □



As compiled by BROADCASTING, Jan. 23 through Jan. 29, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

- **KVRD(AM)** Cottonwood, Ariz. (1600 khz; 1 kw-D)—Seeks transfer of control of KVRD Inc. from H.S. McMurray (51% before; none after) to Richard B. Dehnert (49% before; 100% after) for \$90,000, all in note at 12% with first 9 months interest-only payment of \$1,000 per month and remainder payments of principal and interest of \$1,500 for 87 months. Seller owns KATO(AM)-KXKQ-FM Safford, Ariz., and has interest in KCEY(AM)-KMIX(FM) Turlock, Calif. Buyer is station's general manager. He has no other broadcast interests. Filed Jan. 28.
- **KWVE(FM)** San Clemente, Calif. (107.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from El Camino Broadcasting Corp. to Calvary Chapel of Costa Mesa Inc. for \$2 million cash. Seller is principally owned by Cliff Gill, chairman, who also has interest in KATY(AM) San Luis Obispo, Calif., and CP for new AM in Commerce City, Colo. It purchased station in 1981 (station was then at 28.5 kw with 490-foot antenna) for \$542,327. Gill was two-time NAB board member from Arizona and California. Buyer is nonprofit subsidiary of Calvary Chapel of Costa Mesa. It is headed by Charles W. (Pastor Chuck) Smith, nationally syndicated religious broadcaster. It has no other broadcast interests. Filed Jan. 15.
- **WTAN(AM)** Clearwater, Fla. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Shore Broadcasting Inc. to Brosig Broadcasting Corp. for \$570,000, comprising \$200,000 cash and remainder note due in five annual equal payments of \$44,000 and three annual payments of \$50,000 with 8% interest. Seller is owned by Parke Wright III, who also owns WPAP(FM) Panama City, Fla. Buyer is owned by Rodney G. Brosig (51%), his wife, Glenna (34%), and four others owning 5% or less. Brosig is general manager of WQYK-FM St. Petersburg, Fla. Filed Jan. 28.

- **WQAC(TV)** Fort Walton Beach, Fla. (ch. 35; ERP vis. 836 kw; aur. 99 kw; HAAT: 196 ft.; ant. height above ground: 224 ft.)—Seeks transfer of control of CP of Beacon/Lloyd Broadcasting Corp. from Beacon Broadcasting (51% before; none after) to Lloyd Communications Group Inc. (49% before; 100% after) for \$100,000 cash. Seller is owned by William J. Kitchen. It also owns KBQN(AM) Pago Pago, American Samoa, and is applying to buy WOCD(TV) Amsterdam, N.Y. Buyer is owned by Marvin E. Palmquist and family. It also owns WJWT(TV) Jackson, Tenn., and KXRM-TV Colorado Springs. Filed Jan. 22.
- **WSOI(FM)** Jesup, Ga. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Lowell Steve Logan to Adtech Communications Associates Inc. for \$270,000, comprising \$60,000 cash and remainder note at 10% over 10 years. Seller is former account executive at WJCL-TV Savannah, Ga., with no other broadcast interests. He purchased station in January 1983 for \$30,000 plus assumptions from former owner Wings Broadcasting Co., who purchased station in 1981 for \$300,000. Buyer is owned by James W. Jennings, former general manager of WAYX(AM)-WQCW(FM) Waycross, Ga. He has no other broadcast interests. Filed Jan. 14.
- **WMVG(AM)-WKZR-FM** Milledgeville, Ga. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 345 ft.)—Seeks assignment of license of WMVG Inc. from John W. Davidson (70% before; none after) to his son, Gary M. Davidson (30% before; 100% after) for \$259,507.50. Seller owns WLOP(AM)-WFO(FM) Jesup, Ga.; WDAX-AM-FM McRae, Ga., and WDKD(AM)-WWKT(FM) Kingstree, S.C. Buyer owns 30% of WDKD(AM)-WWKT(FM) Kingstree, S.C. Filed Jan. 28.
- **WGEL(FM)** Greenville, Ill. (101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Marlene G. Page to Bond Broadcasting Inc. for \$170,000, comprising \$70,000 cash and remainder note at 11% over 10 years. Seller has no other broadcast interests. Buyer is owned by John T. Kennedy (86%), his brother, James (2%), and William I. Bond (12%). Kennedy is sales manager at WMBD(AM) Peoria, Ill. Bond is Pekin, Ill., ophthalmologist. It has no other broadcast interests. Filed Jan. 25.
- **New TV at Anderson, Ind.** (ch. 67; ERP vis. 2,312 kw; aur. 213 kw; HAAT: 1,108 ft.; ant. height above ground: 1,138 ft.)—Seeks assignment of CP from Indiana Telecasters Inc. to Greater Indianapolis Broadcasting Inc. for no consideration. Seller is principally owned by Bruce D. Baker and John Morton, who will retain 20% ownership of station but will be required to contribute 20% of costs of construction. For this reason applicants have asked for waiver of rule requiring hearing if sellers of CP retain equity interest. They also have interest in new TV in Norfolk, Va. Buyer is owned by Steven J. Pruett (60%), sellers (20%) and remaining 20% to be determined. Pruett also has 6% interest in WSTG(TV) Providence, R.I. Filed Jan. 9.
- **KGRN(AM)** Grinnell, Iowa (1410 khz; 500 w-D)—Seeks assignment of license from Mitchell Broadcasting Co. to Blair Broadcasting Corp. for \$950,000, comprising \$150,000 cash and remainder note at 12%, payable in in-

stallments of \$9,601.36, including interest, until paid. Price includes \$340,000 noncompete agreement. Seller is owned by Forrest Mitchell and his wife, Joan. They also own WMCW(AM) Harvard, Ill., and have interest in WMOI(FM) Monmouth, Ill. Buyer is owned by Gary D. Blair, station's sales manager, who has no other broadcast interests. Filed Jan. 17.

- **WRXV(AM)** Auburn, Maine (1530 khz; 1 kw-D)—Seeks assignment of license from Gerald R. Pineau to Great Ideas Inc. for \$25,000 cash. Seller purchased stations at public auction and has no other broadcast interests. Buyer is owned by Richard D. Gleason (60%) and his wife, Kathy (40%). It also owns WOXO(AM) Norway and WOXO-FM South Paris, both Maine. Filed Jan. 15.
- **WDBD(TV)** Jackson, Miss. (ch. 40; ERP vis. 1,492 kw; aur. 149 kw; HAAT: 1,475 ft.; ant. height above ground: 1,025 ft.)—Seeks transfer of control of Jackson Family Television Inc. from Brenda Harrison (90% before; none after) to H. Bernard Dixon (10% before; 100% after) for \$100,000 cash. Seller has no other broadcast interests. Buyer has interest in Central Inc., station group of five TV's. He also has interest in WKCH-TV Knoxville, Tenn. Filed Jan. 24.
- **WRBV(TV)** Vineland, N.J. (ch. 65; ERP vis. 4,118 kw; aur. 362 kw; HAAT: 931 ft.; ant. height above ground: 1,049 ft.)—Seeks assignment of license from Richard M. Milstead, trustee, to Press Broadcast Co. for \$3 million cash. Seller is trustee in bankruptcy with no other broadcast interests. Buyer is equally owned by Jules L. Plangere and Ernest D. Lass. It is subsidiary of Asbury Park Press Inc., publisher of *Asbury Park Press* in Asbury Park, N.J. It also owns WJLK-AM-FM Asbury Park, and is app. for four new TV's in New Jersey. Filed Jan. 22.
- **KRDD(AM)** Roswell, N.M. (1320 khz; 1 kw-D)—Seeks assignment of license from Reginaldo Espinoza to his mother, Thinnie B. Espinoza, for relief of debts amounting to approx. \$24,500. Seller is seriously ill and neither he nor buyer have other broadcast interests. Filed Jan. 14.
- **WHFM(FM)** Rochester, N.Y. (98.9 mhz; 50 kw; HAAT: 340 ft.)—Seeks assignment of license from WVOR Inc. to Ontario Shore Communications Inc. for \$2,050,000 cash. Seller is owned by Albert L. Wertheimer and John A. Rustino. It purchased WHAM(AM)-WHFM(FM) from Palvino Communications for \$7.3 million cash ("Changing Hands," Dec. 17, 1984) and is spinning off FM. It also owns WVOR-FM Rochester and WBUF-FM Buffalo, N.Y. Buyer is subsidiary of Josephson International Inc., publicly traded New York-based station group of four AM's and three FM's headed by Marvin Josephson, chairman, who is also principal stockholder owning 28.8%. Filed Jan. 25.
- **WVEO-TV** Aguadilla, P.R. (ch. 44; ERP vis. 995 kw; aur. 100 kw; HAAT: 1,220 ft.; ant. height above ground: 235 ft.)—Seeks assignment of license from Video Empresas Del Oeste Inc. to Seglares Iglesia Catolica Inc. for \$600,000, comprising \$100,000 cash and remainder in note at 8% payable in equal annual installments of \$100,000. Seller is owned by Ginette P. Pirallo, administrator of estate of Manuel Pirallo, which owns four AM's and one FM in Puerto Rico. Buyer is nonprofit corporation headed by Antonio Falco, president. It has no other broadcast interests. Filed Jan. 23.
- **WKSX(FM)** Johnston, S.C. (92.7 mhz; 2.47 kw; HAAT: 328 ft.)—Seeks assignment of license of CP from M.C. Communications Ltd. Partnership to Edgefield Saluda Radio Co. for \$3,585.75 cash. Seller is principally owned by Michael Casey, who is also president of buyer. Buyer is owned by Casey (16.66%); his mother, Jesse (33.3%), and John Edwards, his first cousin's wife Mary, and James Satcher (16.66% each). It also owns WJES(AM) Johnston, S.C. Filed Jan. 25.
- **New FM at Mount Pleasant, S.C.** (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Southeast Communications Inc. from Dorothea Lucas (60% before; none after) to William G. Dudley (40% before; 100% after) for \$23,688 cash. Buyer owns WKCN(AM) Dorchester Terrace-Brentwood, S.C. and is 1/3 owner of app. for new TV in Charleston, S.C. Filed Jan. 11.
- **WMBY(AM)** Myrtle Beach, S.C. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Phidian Communications Inc. to Ocean Properties of Myrtle Beach Inc. for \$250,000 cash. Seller is principally owned by W.C. Calton, Charlie Bryant and Charles Austin, who have no

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other broadcast interests. Buyer is equally owned by Wayne A. Thomas and Thomas E. Loehr. Loehr has interest in cable systems in Greenville, S.C., and Jefferson County, Ohio. Thomas owns WETZ(AM)-WKGI-FM New Martinsville, W.Va. Filed Jan. 16.

■ **WDIA(AM) Memphis** (1070 khz; 50 kw-D; 5 kw-N)—Seeks assignment of license from Benidia Inc. to Adams Radio of Tenn. for \$2.5 million cash. Seller is subsidiary of Broadcast Enterprises National Inc., Philadelphia-based station group of six AM's and two FM's principally owned by Ragan Henry. Buyer is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. It also sold WKDJ(AM) Memphis to Viacom ("Changing Hands," Dec. 31, 1984). Filed Jan. 11.

■ **KYS-FM Bryan, Tex.** (104.9 mhz; 3 kw; HAAT: 246.19 ft.)—Seeks transfer of control of Scott & Davis Enterprises Inc. from Bob D. Bell (51% before; none after) to John C. Culpepper (23% before; 51% after) and Barry Turner (23% before; 46% after). Station is not yet on air. Seller is former manager of KTAM(AM)-KORA-FM Bryan, and is now broadcast consultant with no other broadcast interests. He will remain as president of seller. Buyers own five AM's and two FM's. Culpepper's son, John, owns WTBB-FM Bonifay, Fla., and KIYS-FM Boise, Idaho. Filed Jan. 8.

■ **WSVS-AM-FM Crewe, Va.** (AM: 800 khz; 5 kw-D; FM: 104.7 mhz; 100 kw; HAAT: 404 ft.)—Seeks transfer of control of Southern Virginia Broadcasting Corp. from stockholders to Ellek Seymour for \$1,373,000 cash, plus \$40,000 noncompete agreement. Seller is principally owned by Thelbert Silverman; his wife, Mary Ann, and eight others who have no other broadcast interests. Buyer also owns WETT(AM)-WWTR(FM) Bethany Beach, Md. Filed Jan. 14.

■ **WELD(AM) Fisher, W. Va.** (690 khz; 500 w-D)—Seeks assignment of license from South Branch Broadcasting Corp. to South Branch Communications for \$250,000 cash. Seller is principally owned by John P. Lewis and family. It also owns WFVA-AM-FM Fredericksburg and WINC-AM-FM Winchester, both Virginia, and WHYL-AM-FM Carlisle, Pa. Buyer is owned by Willard Earle (50%), C. Delmas Thorne (25%) and his sons, Carl (15%) and Randy (10%). Earle has been announcer with station for 25 years. Thorne, Earle's father-in-law, is farmer and real estate developer, who also owns Petersburg, W.Va., bowling alley. They have no other broadcast interests. Filed Jan. 28.

■ **WRPX(AM) Hudson, Wis.** (740 khz; 500 w-D)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall (11% before; none after); Louis M. Cornwall (11% before; none after); William C. Cornwall (29% before; 19.75% after), and Stewart G. Dahl (20% before; none after) to John E. Bloomquist Inc. for assumption of liabilities. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 15.

## Actions

■ **KJON(FM) Booneville, Ark.** (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Booneville Broadcasting Co. from Joni C. Massey and her husband, Charles, for \$300,000, comprising \$225,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by Charles Martin (51%) and his wife, Denise (49%). They have no other broadcast interests. Martin was formerly operations manager with KARN(AM) Little Rock, Ark. Action Jan. 9.

■ **\*KJOL(FM) Grand Junction, Colo.** (90.3 mhz; 2 kw; HAAT: minus 441 ft.)—Granted assignment of license from Columbus Evangelical Free Church to Western Bible Institute for \$24,000. Seller is nonprofit corporation with no other broadcast interests. Buyer is nonprofit corporation headed by J. Raymond Cheyney, chairman. It also owns KWBI-FM Morrison, Colo., and is app. for 12 LPTV's. Action Jan. 11.

■ **KPLS(AM) Santa Rosa, Calif.** (1150 khz; 5 kw)—Granted assignment of license from Radio 1150 Inc. to Cardinal Communications for \$1.4 million, comprising \$300,000 cash and remainder note. Seller is principally owned by F. Robert Fenton. It also owns KMYC(AM)-KRFD(FM) Marysville, KCEY(AM)-KMIX(FM) Turlock, both California, and KHSN(AM) Coos Bay, Ore. Buyer is owned by John Payne (40%), Tim Myers (20%), Bill Daisa (20%) and Thomas N. Williams (20%). Payne is Atherton, Calif., real estate investor. Myers is vice president with Radio Advertising Bureau. Daisa is sales manager at KOIT-AM-FM San Francisco. Action Jan. 11.

■ **WJXR(FM) MacClenny, Fla.** (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from North Florida Broadcasters to Gregory G. Pritch for \$335,000, comprising \$40,000 cash and remainder note. Seller is principally owned by John Locke. It has no other broadcast interests. Buyer is account executive with WEEP(AM) Pittsburgh. He has no other broadcast interests. Action Jan. 15.

■ **WKIQ(AM) Inverness, Fla.** (1560 khz; 5 kw-D)—Granted assignment of license from WKIQ Inc. to Comco

Inc. of Florida for \$475,000, comprising \$316,000 cash and assumption of \$159,000 note. Seller is owned by Robert D. Stoehr, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%), and 24 others, largely comprising investors who sold WSTV Orlando to SFN Communications. It also owns WAMR(AM)-WRAV(FM) Venice, Fla. Action Jan. 11.

■ **WBTV(FM) Homerville, Ga.** (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Southern Broadcasting and Investment Co. Inc. to Golden Bear Communications Inc. for \$162,000, comprising \$5,000 cash and \$157,000 note, including \$1,000 noncompete. Seller is owned by Berrien Suttin, who has no other broadcast interests. Buyer is wholly owned by Dennis B. Workman, president. It also owns KPPL(AM) Denver. It is app. for new FM at Juneau, Alaska, and is buying KSHR-AM-FM Coquille, Ore., subject to FCC approval. Action Jan. 11.

■ **WCOP(AM) Warner Robins, Ga.** (1350 khz, 5 kw-D)—Granted assignment of license from Alex Allen Carwile to Michelle Anne Callahan for \$190,000 plus assumption of debt. Seller bought station Dec. 27, 1983, for \$275,000. He sold WPID(AM) Piedmont, Ala., on June 16, and has no other broadcast interests. Buyer formerly owned 49% of station prior to sale to seller ("For the Record," Nov. 28). Action Jan. 17.

■ **WLDS(AM)-WEAI(FM) Jacksonville, Ill.** (AM: 1180 khz; 1 kw-D; FM: 100.5 mhz; 10 kw; HAAT: 330 ft.)—Granted assignment of license from Jacksonville Radio and Television Corp. to Joyner Broadcasting of Ill. Inc. for \$1.5 million, comprising \$1 million cash, \$380,000 note and \$120,000 noncompete agreement. Seller is principally owned by William L. Fay, president. It has no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). Action Jan. 11.

■ **KMAR-AM-FM Winnsboro, La.** (AM: 1570 khz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 170 ft.)—Granted transfer of control of Floyd County Broadcasting Co. from Edward O. Fritts (85% before; none after) of Franklin Parrish Broadcasting Inc. to Bob Henry Soderquist (15% before; 100% after) for \$375,000 comprising \$250,000 cash and remainder in note. Seller is president of National Association of Broadcasters and now has no other broadcast interests. Buyer is stations' general manager and has no other broadcast interests. Action Jan. 17.

■ **WMAR-FM Baltimore; WJTZ(AM) Newport News, WNVZ(FM) Norfolk, both Virginia, and WCRJ-AM-FM Jacksonville, Fla., and WCFI(FM) Daytona Beach, both Florida.** (WMAR-FM: 106.5 mhz; 29 kw; HAAT: 620 ft.; WJTZ: 1270 khz; 1 kw-U; WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WCRJ 1530 khz; 50 kw-D; WCRJ-FM: 107.3 mhz; 100 kw; HAAT: 350 ft.; WCFI: 101.9 mhz; 100

kw; HAAT: 581 ft.)—Granted assignment of license from Abell Communications Corp. to S&F Communications Corp. for \$17 million, comprising \$15 million cash and remainder note. Purchase price for WMAR-FM was \$4.5 million; WCFI-FM: \$5 million; WCRJ-AM-FM: \$4 million, and WJTZ(AM)-WNVZ(FM): \$3.5 million. Seller is station group subsidiary of The A. S. Abell Co., Baltimore-based publisher of *The Baltimore Sun* and *Country Magazine*. It will retain WMAR-TV Baltimore. Buyer is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is former president and CEO and Frankel is former president, radio division, of Abell Communications Corp. It has also purchased WLFL-TV Raleigh, N.C. (see below and BROADCASTING, Sept. 24, 1984). Action Jan. 14.

■ **KLYC(AM) Laurel, Mont.** (1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Sunstar Communications Group to Montana Sports Broadcasting Inc. for \$65,000, comprising \$2,500 cash and remainder note. Seller is owned by Derek A. Preece, Fred Rockwood and Lonnie Smith. It has no other broadcast interests. Buyer is equally owned by Stephen J. Petz and Bill E. Stallard. Stallard owns KATQ-AM-FM Plentywood, Mont. His wife, Cheryl, is app. for new FM in Wamego, Kan. Petz is sales manager and sports director at KNDC(AM) Hettinger, N.D. Action Jan. 8.

■ **WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park, and WALL(AM)-WKGL(FM) Middletown, both New York** (WRAN: 1510 khz; 10 kw-D; 500 w-N; WJJB: 97.7 mhz; 3 kw; HAAT: 299 ft.; WALL: 1340 khz; 1 kw-D; 250 w-N; WKGL: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Sillerman Morrow Broadcasting Group to Bell Broadcasting Co. for \$10,300,000 cash. Seller is Middletown, N.Y.-based station group of four AM's and four FM's owned by Robert F.X. Sillerman and Bruce Morrow. Buyer is newly formed company owned by Richard C. Bell, executive vice president and CEO of Sillerman Morrow. Action Jan. 11.

■ **WCRV(AM) Washington, N.J.** (1580 khz; 1 kw-D)—Granted assignment of license from Alpha Broadcasting Corp. to Star Broadcasting Inc. for \$650,000, comprising \$400,000 cash and remainder note. Seller is owned by George Vajda, who has no other broadcast interests. Buyer is owned by Sandra M. Shenfeld, who has app.'s for 10 LPTV's and one FM in Atlantic City. Action Jan. 9.

■ **WAVI(AM)-WDAO(FM) Dayton, Ohio** (AM: 1210 khz; 1 kw-D; FM: 107.7 mhz; 50 kw; HAAT: 420 ft.)—Granted assignment of license from WAVI Broadcasting Corp. to Stoner Broadcasting System for \$4 million, comprising \$1,250,000 cash, \$2,250,000 note and \$500,000 noncompete agreement. Seller is owned by H.K. (Bud) Crowl, who has no other broadcast interests. Buyer is Des Moines, Iowa-based station group of five AM's and seven FM's owned by Tom Stoner, chairman; Glenn Bell, and Avis Eckel. Action Jan. 9.

■ **WYXI(AM) Athens, Tenn.** (1390 khz; 2.5 kw-U)—Granted assignment of license from Rep Broadcasting Inc. to 3 J's Broadcasting Co. for no consideration. Seller is owned by W.L. Gerdes, who has no other broadcast interests. Buyer is owned by Julia N. Frew (40%); her husband, John (40%), and their daughter, Julie (20%). They sold station to seller in 1979 and are reacquiring after default on loan. Julia and Julie Frew also own WYXE(AM) Cartersville, Ga. Action Jan. 8.

## New Stations

### Applications

#### AM's

■ **Coleman, Fla.**—Sumter County Broadcasting seeks 1320 khz; 500 w-D. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is owned by Loretta B. Pennington. Her husband, William J. Pennington, owns KEZP(AM) Canadian, KCFL(FM) Hebronville and KQMG(FM) Carrizo Springs, all Texas. Her father, Phillip E. Backus, and sister, Debra B. Carter, are, respectively, 50% owner and 50% owner and station manager of WIXR(AM) Mount Pleasant, S.C. Filed Jan. 24.

■ **Kerrville, Tex.**—Virginia Cisneros seeks 1290 khz; 1 kw-D. Address: Box 1746, 78029. Principal has no other broadcast interests. Filed Jan. 24.

■ **Silverdale, Wash.**—Silverdale Radio Ltd. seeks 1400 khz, 1 kw-U. Address: 1011 Western Ave. #902, Seattle, Wash. 98104. Principal is owned by general partnership, equally owned by Peter L. Buck; his father, George, and Julie A. Brandsness. George Buck owns KONP(AM) Port Angeles, Wash. Filed Jan. 22.

■ **Nekoosa, Wis.**—Nekoosa Broadcasting Co. seeks 1590 khz, 500 w-D. Address: R.R. 2, Luxemburg, Wis. 54217.

## Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

Principal is owned by Gregory J. Bredael, business manager of WLRE(TV) Green Bay, Wis. Filed Jan. 22.

■ Seymour, Wis.—Seymour Broadcasting Co. seeks 840 khz, 500 w-D. Address: P.O. Box 81, 54165. Principal is owned by Barbara J. Leonard, who has no other broadcast interests. Filed Jan. 18.

#### New FM's

■ Houston, Alaska—Evangelistic Alaska Missionary Fellowship Inc. seeks 94.3 mhz; 3 kw; HAAT: 200 ft. Address: P.O. Box 0, Mission Road, North Pole, Alaska. Principal is nonprofit corporation headed by Genevieve L. Nelson. It also owns KJNP-AM-FM-TV North Pole, Alaska. Applicant was original petitioner for new allocation at this site, and has filed with FCC before allocation becomes effective on Feb. 7. Filed Jan. 2.

■ Saugatuck, Mich.—James Phillips seeks 92.7 mhz; 3 kw; HAAT: 207 ft. Address: 414 Washington St., Defiance, Ohio 43512. Principal also owns new AM in Millersburg, Ohio. Filed Jan. 24.

■ McCamey, Tex.—Davis Communications Inc. seeks 95.3 mhz; 3 kw; HAAT: 300 ft. Address: 1106 West Hondo, Devine, Tex. 78016. Principal is owned by Ashley N. Davis (51%) and his wife, Pamela Sue (49%). It owns KDCI(AM) Devine, holds CP for new FM in Cotulla, and is app. for new FM in Marfa, all Texas. Filed Jan. 23.

■ Victoria, Tex.—James K. Young seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 2205 E. Crestwood, 77901. Principal owns 40% of Awesome Paging Inc., which leases FM SCA from KXTN(FM) Victoria. Filed Jan. 25.

■ KMPG (1520 khz) Hollister, Calif.—Seeks CP to increase power to 5 kw; change to DA-D, and make changes in ant. sys. App. Jan. 22.

■ WABA (850 khz) Aguadilla, P.R.—Seeks CP to increase day power to 5 kw; change night power to 1 kw, and change to non-DA. App. Jan. 25.

#### Accepted

■ KHVY (1030 khz) Folsom, Calif.—Seeks MP to augment nighttime standard pattern. App. Jan. 28.

■ KJOP (1240 khz) Lemoore, Calif.—Seeks CP to increase nighttime power to 1 kw. App. Jan. 22.

■ WNDZ (750 khz) Portage, Ind.—Seeks MP to change TL. App. Jan. 28.

■ KMAQ (1320 khz) Maquoketa, Iowa—Seeks CP to make changes in ant. sys. App. Jan. 28.

■ WJR (760 khz) Detroit—Seeks CP to install aux. ant. App. Jan. 28.

■ WGIV (1600 khz) Charlotte, N.C.—Seeks MP to delete previously requested changes in daytime operations and to remain at 1 kw and to change nighttime power to 1 kw DA. App. Jan. 22.

■ KBBX (1600 khz) Centerville, Utah—Seeks MP to make changes in ant. sys. App. Jan. 22.

#### FM's

#### Accepted

■ KLOS (95.5 mhz) Los Angeles—Seeks mod. of lic. to operate formerly authorized aux. facilities as main. App. Jan. 22.

■ \*WGGC-FM (90.7 mhz) Panama City, Fla.—Seeks mod. of CP to move tower and change HAAT to 27 ft. App. Jan. 23.

■ KMTX-FM (105.3 mhz) Helena, Mont.—Seeks mod. of CP to change ERP to 89 kw and change HAAT to 1,905 ft. App. Jan. 23.

■ KWNZ (97.3 mhz) Carson City, Nev.—Seeks mod. of CP to change TL; change ERP to 87.1 kw, and change HAAT to 2,112 ft. App. Jan. 23.

#### TV

#### Accepted

■ \*WSBE-TV (ch. 36) Providence, R.I.—Seeks MP to change ERP to vis. 1,221.6 kw, aur. 122.16 kw; change HAAT to 597.7 ft.; change ant., and change transmitter. App. Jan. 28.

#### Actions

#### AM's

■ KFVI (1310 khz) Oakland, Calif.—Granted app. to operate transmitter by remote control from main SL. Action Dec. 17.

■ WJIC (1510 khz) Salem, N.J.—Granted app. to operate transmitter by remote control from main SL. Action Jan. 8.

■ WPRX (880 khz) Sabana Grande, P.R.—Granted app. to change to non-DA operation and change nighttime power to 500 w. Action Jan. 14.

#### FM's

■ WLHF-FM (95.7 mhz) Grand Rapids, Mich.—Granted app. to operate formerly authorized facilities as aux. Action Jan. 16.

■ WSKS (96.5 mhz) Hamilton, Ohio—Dismissed app. to change SL. Action Dec. 18.

■ KATS (94.5 mhz) Yakima, Wash.—Granted app. to operate formerly authorized facilities as aux. Action Jan. 16.

#### TV's

■ WDAY-TV (ch. 6) Fargo, N.D.—Granted app. to install aux. transmitter and ant. Action Jan. 15.

■ KZEI (ch. 67) Alvin, Tex.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,783 ft.; change ant., and change TL. Action Jan. 17.

## Facilities Changes

### Applications

#### AM's

#### Tendered

■ KOTZ (720 khz) Kotzebue, Alaska—Seeks CP to increase day and nighttime power to 10 kw; change TL, and make changes in ant. sys. App. Jan. 23.

## In Contest

#### The Review Board made the following decisions:

Atlanta, Mich. (Northland Communications and Up North Broadcasting Co.) FM Proceeding. Scheduled oral argument for Feb. 22 at 10 a.m. on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Up North for new FM station at Atlanta and denying app. of Northland. Each party has 20 minutes for argument. Northland may reserve part of its time for rebuttal. By letter, Jan. 18.

#### ALJ John M. Frysiaik made the following decisions:

Kingman, Ariz. (Contemporary Communications Inc., et al.) TV Proceeding. Granted joint request for settlement by Grand Canyon Television Co, Contemporary Communications, John R. Powley and Canyon Communications Co. and dismissed apps. of Contemporary, Powley and Canyon with prejudice. By MO&O, Jan. 11.

Kingman, Ariz. (Kingman & Northern Broadcasting Co. and Hualapai Broadcasters Inc.) FM Proceeding. Granted joint request for settlement agreement; dismissed Kingman's app. with prejudice; granted Hualapai's app. for new FM station at Kingman, and terminated proceeding. By MO&O, Jan. 11.

Key Largo, Fla. (Key Largo Broadcasters, et al.) FM Proceeding. By separate orders, granted joint motion for summary decision by Stanton Earl Mitchell and resolved environmental impact issue in his favor; granted motion by Key Largo Broadcasters and dismissed its app. with prejudice. By MO&O & Order, Jan. 10 & 18.

Bethesda, Md. (RKO General, et al.) AM & FM Proceeding. By separate orders, granted motion by Affirmative Broadcasting Co. and dismissed its app. with prejudice; granted motion by W. Ronald Smith and dismissed his app. with prejudice. By orders, Jan. 17.

St. Johnsbury, Vt. (Northeast Kingdom Broadcasters Inc., et al.) FM Proceeding. Granted joint request for settlement agreement; dismissed apps. of Northern Vermont Broadcasters, Marlin Broadcasters Inc.'s app. for new FM station at St. Johnsbury, and terminated proceeding. By MO&O, Jan. 10.

#### ALJ Joseph P. Gonzalez made the following decisions:

Largo, Fla. (Largo Broadcasting Co., et al.) AM Proceeding. Granted joint settlement agreement; dismissed apps. of Hercules Broadcasting Co. and Santa Maria Radio Inc. with prejudice; conditionally granted Largo's app. to improve its

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existing facilities at Largo, and terminated proceeding. By MO&O, Jan. 16.

Nashville, Ga. (Tiftarea Radio Inc., et al.) FM Proceeding. Granted joint requests for settlement agreement; dismissed apps. of Tiftarea Radio and Nashville Broadcasters with prejudice; granted Country Communications Inc.'s app. for new FM station at Nashville, and terminated proceeding. By MO&O, Jan. 11.

ALJ Byron E. Harrison made the following decision:

Cumberland, Md. (Gary D. Terrell and Rita L. Young) TV Proceeding. Granted motion by Terrell and added issue to determine if Young has reasonable assurance as to availability of proposed antenna site and existing tower and representations or demonstrated lack of candor in its proposal to side-mount its antenna on existing WROG-FM tower. By order, Jan. 18.

ALJ Edward Luton made the following decisions:

Santa Barbara, Calif. (Wilshire District Broadcasting Co., et al.) TV Proceeding. Granted motion by Coast TV for summary decision and resolved air hazard issue in its favor. By order, Jan. 9.

Hyannis, Mass. (Puopolo Communications Inc., et al.) FM Proceeding. By separate orders, granted motion by Dunham Communications Corp. and dismissed its app. with prejudice; granted motion by Mac's Communications Inc. and dismissed its app. with prejudice, and granted motion by Puopolo and resolved air hazard issue in its favor. By orders, Jan. 10 & 11.

Wilson, N.C. (Family Television 30 Inc., et al.) TV Proceeding. Granted motion by Family Television and resolved environmental issue in its favor; granted joint request for settlement agreement; dismissed apps. of Family Television; Wilson Media Ltd., and Elcom Inc. with prejudice; granted Wilson Telecaster Ltd.'s app. for new TV station at Wilson, and terminated proceeding. By MO&O, Jan. 16.

ALJ Joseph Stirmer made the following decision:

Belmont, N.C. (Scott Neisler, et al.) TV Proceeding. Granted motion by Piedmont Crescent Broadcasting Co. and dismissed Agape Communications Inc.'s app. with prejudice. By order, Jan. 16.

ALJ James F. Tierney made the following decisions:

San Francisco (KQED Inc. and Minority Television Project) TV Proceeding. Granted motion by Minority and dismissed its app. with prejudice; granted motion by KQED and remanded its app. for renewal to commission staff, and terminated proceeding. By order, Jan. 18.

Eunice, La. (Jo'Mil Enterprises, et al.) MDS Proceeding. Granted motion by Microband Corp. of America and Sound Electronics Inc. and dismissed Jo'Mil's app. with prejudice; granted motion by Microband and Sound for joint venture agreement which dismissed Sound's app. and amended Microband's app. to substitute Lafayette MDS Co., joint venture consisting of Microband and Sound as applicant for new MDS station at Eunice, and terminated proceeding. By MO&O, Jan. 22.

Saranac Lake, N.Y. (Peter Edward Hunn, et al.) FM Proceeding. Granted joint request for settlement agreement; dismissed apps. of Hunn and Tree-Eater Communications Ltd. with prejudice; granted DGR Communications Inc.'s app. for new FM station at Saranac Lake, and terminated proceeding. By MO&O.

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
WLND	Cortland Broadcasting Co., Cortland, Ohio
WYRV	Cedar Bluff Broadcasting, Cedar Bluff, Va.
<b>New FM's</b>	
*KUWL	Fairbanks Educational Broadcasting Foundation, Fairbanks, Alaska
*KSLP	Pacific States Education Foundation, San Luis Obispo, Calif.
*KPRA	American Media Education Network, Ukiah, Calif.
*WYFB	Bible Broadcasting Network Inc., Gainesville, Fla.

WLVV	BayMedia Inc., Panama City, Fla.
WZLS	Multi-Media Broadcasting Inc., Valdosta, Ga.
*KTGS	Great Plains Educational Trust, Rapid City, S.D.
<b>New TV</b>	
KMSS-TV	Media South of Shreveport Inc., Shreveport, La.
<b>Existing AM's</b>	
WLFF	WLFV Century St. Petersburg Broadcasting Corp., St. Petersburg, Fla.
KTSS	KXRX Timothy P. Anderson, Davenport, Iowa
WBIU	WLBI Livingston Communications Inc., Denham Springs, La.
WTOF	WNYN Mortenson Broadcasting Co., Canton, Ohio
WVBX	WINH Black Broadcast Communications Inc., Georgetown, S.C.
WDCT	WEEL Universal Broadcasting of Washington, D.C. Inc., Fairfax, Va.
<b>Existing FM's</b>	
KCCL-FM	KXXS Lowell S. Jumper and Sheila D. Jumper, Paris, Ark.
KSSC	KCCU Great Radio Group Inc., Columbus, Kan.
WNQQ	WCQO WNQQ Inc., Blairsville, Pa.
KTXS	KDCI Hamon Broadcasting Inc., Devine, Tex.
KQCK	KKMI-FM Seattle Radio Limited Partnership, Seattle

### Grants

Call	Assigned to
<b>New AM's</b>	
KSDG	Quetzal Bilingual Communications Inc., San Diego
WBEB	Marcus D. Sloan and Charles Joseph Thompson, Athens, Ky.
KMGF	Highlands Broadcast Associates, La Crescent, Minn.
KUYO	Christian Enterprises Inc., Evansville, Wyo.

### New FM's

*KATB	Alaska Educational Radio Foundation, Anchorage
*KYIA	Goshen Educational Broadcasting Foundation, Goshen, Calif.
*WPSM	Ft. Walton Beach Educational Broadcasting Foundation, Fort Walton Beach, Fla.
*WMUO	Key West Educational Broadcasting Foundation, Key West, Fla.
*KPAE	Port Allen Educational Broadcasting Foundation, Erwinville, La.
KXOQ	Foster Broadcasting, Poplar Bluff, Mo.
*WUCI-FM	Uhuru Communications Inc., Binghamton, N.Y.
*WITX	Beaver Falls Educational Broadcasting, Beaver Falls, Pa.
WKYN	Bayko Broadcasting Co., St. Mary's, Pa.
WDXZ	L & S Broadcasting, Mt. Pleasant, S.C.
KELG-FM	Longcrier Communications, Bastrop, Tex.
KXWT	Burkumett Broadcasters Inc., Burkumett, Tex.
KLTG	Kimmell & Kimmell, Lamesa, Tex.
*KWHG	Heritage Educational Foundation of Wyoming, Gillette, Wyo.

### New TV's

KUTP	United Television Inc., Phoenix
WETV	Contemporary Communications Inc., Cumberland, Md.
WSWB-TV	Scranton Family Television Ltd., Scranton, Pa.
KTTW	Family Broadcasting Co., Sioux Falls, S.D.
KDIA-TV	Metroplex Broadcasting Co., Dallas
KAHT	American Television of Utah Inc., Salt Lake City

### Existing AM's

KOGO	KBBQ Forrest Radio Co., Ventura, Calif.
WREF	WVFR The Ridgefield Broadcast Corp., Ridgefield, Conn.
WXZE	WRSG 5-Star Media Inc., Sylvester, Ga.
WKPE	WVLC Cape Media Inc., Orleans, Mass.
WKLH	WVGO Chase Broadcast Corp., St. Johns, Mich.
WHCH	WBBO Rutherford County Radio Co., Forest City, N.C.
WLVS	WWEF Big River Broadcasting Corp., Memphis
KBAE	KRKO First Pacific Broadcasting Inc., Everett, Wash.

### Existing FM's

KKGR	KCMG Pacific Rim Broadcasters Inc., Anchorage
KDJK	KOKQ Goldrush Broadcasting Inc., Oakdale, Calif.
KAVC	KCRP Carole R. Prenter, Rosamond, Calif.
WFXA-FM	WZZW Southern States Communications, Augusta, Ga.
WCOZ	WNCW L.M. Communications Inc., Paris, Ky
KFMV	KFRA-FM Franklin Broadcasting Co., Franklin, La.
*KNSU	KVFG Nicholls State University, Thibodaux, La.
WCLY	WPGC-FM First Media Corp., Morningside, Md.
WKPE-FM	WKPE Cape Media Inc., Orleans, Mass.
WYTW	WITW Mighty-Mac Broadcasting Co., Cadillac, Mich.
*WPCJ	WURC Pittsford Educational Broadcasting Foundation, Pittsford, Mich.
WKLH-FM	WKLH Chase Broadcasting Corp., St. Johns, Mich.
KTNY	KVAD Lincoln County Broadcasters Inc., Libby, Mont.
WCVP-FM	WMQI Cherokee Broadcasting Co., Robbinsville, N.C.
WWCL	WNUF Empire Media Corp., New Kensington, Pa.
WWLT	WWBD-FM Viking Broadcasting Corp., Bamberg, S.C.
WEZI	WLVS Big River Broadcasting Corp., Germantown, Tenn.
KOBR	KAUA William W. Fulgham, Freer, Tex.
KILT-FM	KXAS-FM LIN Texas Broadcasting Corp., Houston
WDXC	WWLH Walter Lane Harber, Pound, Va.
WJWH	WATW-FM Bay Broadcasting, Ashland, Wis.
<b>Existing TV</b>	
WVCX-TV	WTMB-TV Wisconsin Voice of Christian Youth Inc., Tomah, Wis.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Broadcasting group seeks full charge general manager. Large Midwest station. Position requires individual with sales, promotional & managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE. Resume to E. Anderson, VP Radio Operations, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14850.

**Growing south Texas** group looking for experienced general manager with proven sales background, & understanding of successful programming concepts. Results are the name of the game with excellent rewards & outstanding potential for selected candidate. Must be available first quarter '85. Send resume, track record, references to Box E-91. EOE.

**General manager.** Class C FM/AM with CP to increase power to 10,000 watts. Consistently tops in ratings & billing. Need "tiger" street salesperson, community leader, promotional whiz, super motivator. Salary + percentage of profits. Possibility of ownership if you perform. 9 to 5 Mon.-Fri. types need not apply. Complete resume to Bill Harrell, Box 1638, Laredo, TX 78044. EOE.

**Sales manager.** Northwest Arkansas, 200,000 population, progressive market: #1 rated station. Hardworking, talented, cooperative staff. Part of successful & expanding group that tries to promote management from within. Desire applicants who are genuine, ambitious, stable, aggressive, with at least 5 - 10 years' radio sales experience, preferably with some background in a leading, promotional & aggressive radio station, maybe in comparable sized market, perhaps successful salesperson or sales manager whose potential is restricted. Please send complete resume with real earnings to Doug Whitman, KKIX, PO Box 1104, Fayetteville, AR 72701. EOE.

**Number 1 station,** top 100 Southeast market, owned by fast-growing chain, needs GM due to promotion within company. Must have solid sales experience, ability to lead/motivate, be bottom line oriented in competitive market. Salary plus override. Excellent facility. Reply in confidence to Box E-145.

**Station manager.** Small Midwest radio station. Strong sales background, ability to totally manage all aspects of radio station. Resume/details to Box E-146. EOE.

**NE's fastest growing mkt.** (Atlantic City, NJ) & top combo WIIN/WFGP want to hire general sales mgr. Send info to Allan Roberts, 22 Hilltop Rd., Longmeadow, MA 01106.

**Operations manager.** Assistant in broadcasting. Duties: coordinates studio and remote recording, monitors equipment performance, checks out equipment, coordinates maintenance scheduling, provides production and technical standards for local, regional & national production. Supervises and provides production & technical training, scheduling; performs evaluation of announcers. Qualifications: BA/BS in communications or related field. Four years' broadcast experience with preference of two years' public radio broadcasting, extensive and creative production and recording knowledge needed. Knowledge of FCC regulations and announcing background with classical pronunciation expertise necessary. Salary: \$16,000 to \$18,000. Deadline: Feb. 11, 1985. Contact: Send resume and 3 letters of recommendation to Chair, Operations Manager Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. Non-returnable tape encouraged. WUFT-FM and the University of Florida are equal opportunity/affirmative action employers which encourage applications from women & members of minority groups.

**Station manager** for FM power, medium growth market, (Midwest). Group owner looking for team player with sales, marketing, programming, people skills. Reply in confidence to Box G-20. EOE.

**Orlando's top-rated** 100,000 watt Hot Rockin' Y106 seeks high energy, creative motivator to lead our professional sales staff as general sales manager. Person we are looking for makes a lot of money and wants to make a lot more. Resume now to Alan Rock, General Manager, WHLY, 233 North Lake Blvd., Altamonte Springs, FL 32701. Equal opportunity employer.

**Help!** Are you a top sales manager? Handle local sales staff & carry preferred local accounts list plus all agencies. Medium-sized market, in garden district, Southwest. If you are the person we're looking for, there is generous override and commission. If you are a pro, let us hear from you. Perhaps you'll be the one to take over this sweet deal. Box G-29.

### HELP WANTED SALES

**Radio sales.** Leading central California AC FM seeks experienced professional with strong new direct business development skills. Sun, fun, and opportunity awaits right person! Resume to GSM, KOSO, 2121 Lansey Dr., Suite 1, Modesto, CA 95355.

**Starke, FL, WPXE AM,** FM small market growing area. Strong sales record necessary. Salary plus commission negotiable. Ruth Dickerson, 904-964-5001.

**Sales manager.** KFAM, Utah's first 50,000 watt radio station in 50 years, accepting applications for position of sales manager. Good starting salary, commission, benefits, opportunity to advance. Resume with salary background to Rick Barlow, 1171 South West Temple, Salt Lake City, UT 84101 EOE.

**Sales manager.** Small Midwest market. Totally develop local sales and handle national sales. Resume to Box E-147. EOE.

**Regional network offers** excellent sales opportunity. Resume to Joel Jackson, GM, Mountaintop, 201 West Washington, Lewisburg, WV 24901.

**Sales.** Successful AM/FM combo, Twin Falls, Idaho, needs experienced sales representative with skills/proven performance record. Excellent support system. Applicants should have solid radio background, with sales management potential. KLIX/KMTW Radio, Charlie Turna, 208-733-1310.

**Oregon radio group** seeking career broadcasters to join our professional team. Results are the name of the game; rewards are great. We'll surround you with other winners, provide innovative leadership, superior pay/benefits plan, and real chance to grow with young group. Resume to Vice President, M3X Corp., 1207 S.E. 9th St., Suite B, Albany, OR 97321.

**Texas AM/FM combo**—excellent growth potential for aggressive sales manager with proven track record. 3-5 years' minimum radio sales experience, above average leadership skills. Low cost of living area, 65 miles from Austin, 125 miles from Dallas. Available immediately. Resume/references to George Franz, P.O. Box 1230, Temple, TX 76503. EOE.

**#1 AM station,** Piedmont North Carolina, now searching for experienced account executives with people-oriented, aggressive and motivated desire to succeed. Verifiable proof of performance, resume, salary history should be sent to: AM Sales, P.O. Box 3018, Winston-Salem, NC 27102.

**Sales manager.** Richmond, VA combo. Excellent opportunity for experienced manager or top salesperson looking to move up. Administrative & organizational skills required; however, this is not a "desk job". Much of your activity will be on the streets. We have the organization inside to back you up. Aggressive stations; growing group. EOE. 804-732-3478.

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**Announcer/production.** Small market AM daytimer, Illinois. Experienced only. Resumes to Box E-150.

**Gospel, bluegrass, country,** adult contemporary block programming. 4 professional announcers who'll also sell. Excellent apply. for ownership. Chattanooga area. 615-756-7635.

**Southeast Georgia's #1 FM.** Modern country, personality, full-time. Openings in March for morning drive & afternoon drive. Must be experienced and professional. Resume/tape to Jim Jennings, WQCW-FM, P.O. Box 1989, Waycross, GA 31502.

**PD/air shift.** Well-established small market AM station, northern Illinois. Degree preferred, but experience counts. Resumes to Box E-149. EOE.

**Special person** who makes listeners feel excited, happy, and enthusiastic about his/her fun radio station. Bright, up voice, with warm, caring style. Live AM country; alive-sounding FM adult rock. Exceptional pay available for exceptional person. Let's prosper together. T & R to Dennis Brown, KSTC, Sterling, CO 80751. EOE.

**Top rated FM** seeks professional/mature easy listening announcer. Good pipes, good communicator. T&G: Dan Shanahan, KRDO-FM, P.O. Box 1457, Colorado Springs, CO 80901. EOE,M/F.

**The search is on.** For CHR morning personalities. Top 5 market. Killer facility & opportunity. Rush resume to Box G-16.

**Salesperson-announcer.** Small university, tourist community. Minimum 2 years' announcing experience. \$200 weekly, plus commission. Resume/tape: P.O. Box 1044, Sylva, NC 28779. EOE.

**Exceptional creative director** needed at hot A/C, air-shift included. We have the tools, facilities, and atmosphere to help you be at your creative best. Aircheck, production sampler, resume to Ray Reynolds, PD, WDIF, Box 10,000, Marion, OH 43302.

### HELP WANTED TECHNICAL

**Chief engineer** needed. KLIK-KTXY, P.O. Box 414, Jefferson City, MO 65102. Good compensation plan. Tom Thies, 314-634-2950.

**Chief engineer.** AM/FM operation, central California. Transmitter/studio/automation experience. Excellent benefits for right person. Resume/salary history to P.O. Box 3730, Visalia, CA 93278. EOE,M/ F.

**Maintenance engineer.** Washington-based radio network has immediate opening for engineer with strong maintenance background. Resume to Box G-19.

**Delightful area** to enjoy life & have a good position with growing Co., NJ seashore. AM-FM operation wants experienced radio engineer. Resume to Box G-21.

**Chief engineer.** Western Pennsylvania class 4 AM. Must be aggressive, love radio, know your stuff, & want to win. Position could grow to chief of corporation and acquisition. Box G-35.

**Chief engineer.** Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

### HELP WANTED NEWS

**News reporter.** Aspen, CO. Previous experience helpful. Should be self starter & comfortable generating local news in sophisticated community. Send resume, tape, writing samples to KSNO, 620 E. Hopkins, Aspen, CO 81611, Attn: Pat Bingham.

**News person.** Minimum 2 years' experience. Salary \$225 week. Excellent benefits. T&R: Paul Roberts, WUSY, Box 8799, Chattanooga, TN 37411, 615-892-3333. EOE.

**News director.** FM/AM combo. No rip and read specialists. Experienced in gathering writing, delivery. Tape/resume to Rick Singer, Goodrock 107, P.O. Box 9217, Canton, OH 44711.

**News director.** Florida capital city FM seeks experienced news director for 4-person local news staff. Good on-air & writing skills essential. State-of-the-art equipment, good benefits. Bachelor's degree with major in communication or English & 1 yr. experience in commercial or public broadcasting required. Salary negotiable with experience, minimum \$14,261. Deadline Feb. 28. Send nonreturnable tape, writing samples, resume, references to Caroline Austin, WFSU-FM, 2561 Pottsdamer, Tallahassee, FL 32304, 904-487-3086. Order Florida employment application for "Radio/TV Specialist," #62133, (News Director), from Lenora Penney, Personnel Division, FSU, Tallahassee, FL 32306. AA/EOE.

**Northern New England station** seeks news director. Fully computerized newsroom, small market, gives right candidate opportunity for growth. Responsibilities include reporting, newscasts, daily issues program. Management skills important. Resume to Box G-14.

**News director/assistant professor** for University of Florida's top rated FM/AM commercial stations. Person must manage large news department, supervise/train novice news students, teach radio reporting course, assist with weather operation. Need Master's degree in broadcasting, journalism, or related field and have three years' fulltime commercial radio news experience; or Bachelor's degree & significant commercial radio news experience. Salary range \$18,000 - \$26,000. Resume, tape, letters of reference to Charles Burke, Dept. of Broadcasting, University of Florida, Gainesville, FL 32604, by Feb. 22, 1985. AA/EOE.

**New news position** to fill immediately. Regional north-east Oklahoma FM. Tape & resume to KYFM, POB 1100, Bartlesville, OK 74005. EOE.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Take charge operations manager/morning** personality. Must be people oriented, motivational self-starter. Must be creative and promotion minded. This is once in a lifetime opportunity. State of the art facilities, #1 rated Midwest class C powerhouse, top compensation package, and opportunity to grow and develop can be yours if you qualify. Absolutely no air check now, but rush full, complete resume along with detailed written statement of your management/motivation philosophies to Box E-112. EOE/MF.

**Program director** and air staff (including news) for New England class B AC FM. EOE. Resumes to Box E-148.

**Program director-NYC vicinity A/C** seeks PD with major market experience. Strong music & research background and ability to motivate essential. Replies held in strict confidence. Resumes to Box E-153. EOE, MF.

**Production director.** Central California AM/FM. Professional staff, excellent new facilities. Very attractive salary & growth potential. Resume, tape, salary requirements to John Katz, 717 N. Mooney Blvd., Tulare, CA 93274. EOE, MF.

**Easy listening station** seeks creative radio copywriter/production engineer. Minimum two years' experience. Good company; excellent benefits. T&R/writing samples/salary history to Bob Dunphy, WRFM Radio, 485 Madison Ave., New York, NY 10022. WRFM, an equal opportunity employer

**Music director.** Assistant in broadcasting. Duties: Responsible for music programming, hosting classical music show that runs 2 hours a day (Monday through Friday), budgeting, ordering records. Must act as record librarian, assist in establishing program goals and schedules, provide material for monthly program guide, be responsible for some local, state & national music program production. Qualifications: BA/BS in communications or equivalent with minimum 2 years' broadcast experience. Public radio experience helpful. Must have strong musical background with classical pronunciation and announcing expertise. Production expertise helpful. Salary range: \$15,000 - \$17,000. Deadline: Feb. 11, 1985. Contact: Resume and 3 current letters of recommendation required. Send to: Chair, Music Director Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. Non-returnable tape encouraged. The University of Florida, an equal opportunity/affirmative action employer, encourages applications from women and members of minority groups.

**Northern New England station** seeks announcer for afternoon airshift and production. Good on-air personality, strong production skills. Must be able to work accurately and under pressure. Resume to Box G-13.

**Major Northwest country station** has opening for PD. Minimum two years programming history of success. Resume to Box G-31. EOE/MF.

#### SITUATIONS WANTED MANAGEMENT

**General manager.** Strong in sales and management. 18 years all phases. PO Box 532462, Grand Prairie, TX 75053.

**Attention group owners, presidents, vice presidents.** Are you looking for a GM who's very strong in sales, has run successful radio stations in top ten markets, & has experience in these formats: CHR, A/C, AOR, country, news/talk. I would like to hear more about your opportunity. Write Box E-101.

**Attention: Virginia.** Experienced general manager seeks equity situation in small/medium market. Excellent references. Box E-136.

**GSM ready to hire, train, lead staff** to higher billings. Great organizational/people skills. Excellent track record in highly competitive rustbelt market. Excellent references. Prefer top 20 market. Let's be fabulous together! Box E-139.

**General manager.** Over 30 years experience. Prefer Southeast. \$35,000 minimum. Box 6007, Spartanburg, SC 29304.

**Experienced in small and medium markets** with sales/sales management responsibilities. Presently employed. Variety of talents. Eager to work. Seeking reliable company with good opportunity. Interested in equity. Box G-12.

**Results-oriented,** experienced, general manager available mid-February. Will consider all markets west of Rockies. George Caraway, 702-883-2027.

**High performing general manager.** 17 years' managing AM/FM. Expertise includes sales and profits, programming, superior leader/motivator. Looking for station owner/group owner who wants quality. Dedicated professional with all the tools. Box G-25.

#### SITUATIONS WANTED SALES

**Top pro sales team** looking for Westward home. Husband and wife offer the right station a billing potential in five figures per month, plus great management talents in both sales and programming. We're perfect for station needing GM or SM & increased energy and direction. Presently at top five station in top 50 market. If you have a permanent growth opportunity anywhere in California, we need to talk. Box E-110.

#### SITUATIONS WANTED ANNOUNCERS

**Can I talk?** Well prepared, bright, up personality searching for major market talk slot. Can do silly & serious and have been doing both for several heavy talkers as relief. Metro area not important; quality of operation and people are. Long radio credential list and some TV. Will consider all opportunities because I love to work. 617-877-8700.

**Two years' commercial** experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Experienced female announcer** with first class license seeks position in medium market station. Box E-119.

**Broadcast associate** with commercial and non-commercial experience. Looking to join your staff. Dependable male. Professional sound. Box E-135.

**Female announcer - news, sports, production, public affairs** experience. Ready for work. Lynn, 203-874-2152.

**Desire small/medium market announcing/production.** Experienced. Broadcast trained. Family. T/R available. Mark, 402-463-6943, nights, CST.

**Enthusiastic, versatile** beginner. Professional attitude. Will relocate. Any shift. Mike, 414-483-6345.

**Major market talk host** looking. Serious inquiries only 412-331-0995, after six EST, Jon.

**Available now!** Prefer evenings/overnight shifts. Prefer Ohio, nearby state, Alaska. C/W, rock oldies, talk formats. Doug, 419-387-7761, evenings EST.

**Big band/nostalgial** Recently retired pro available for shows, temporary, other? East. After 9PM EST 301-876-6270.

**Eight years' experience.** Announcer/sportscaster. Knows A/C format. Colorado, Arizona, West Coast states leave messages. 303-651-1167.

**Save this ad!** Exceptional BM, easy-listening/soft-temporary announcer, seeks long-term commitment with quality operation. Big-voiced, mature communicator. Team player. Experienced newsmen. Excellent production. Impeccable reputation/references. Prefer West Coast, SW, resorts, all medium, major considered. Personal interview (my expense). Box G-33.

#### SITUATIONS WANTED NEWS

**Sports director/sports broadcaster** position desired. Experienced sports broadcaster desires to relocate for career advancement. Sports oriented, good delivery, attractive appearance, traditional, ambitious, knowledgeable, any location considered. B. A. communications. 419-865-0765.

**National award-winning sportscaster** looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

**Dynamic female news/sportscaster.** Looking for position, medium to large market, West Coast. Tracy, 805-546-9188.

**Experienced sportscaster** in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

**Award winning news director** wants to settle in or near Pennsylvania with news position. BA communications. Three years' experience. Nice references. Jeff, 601-445-2281, before noon CST.

**Mature, hardworking,** self-starting young man seeking entry level position. Experienced in features and fundraising. Enjoys working with good staff. Steven J. Bosch, Nine Cypress St., Floral Park, NY 11001.

**News anchor/reporter.** Nine years' experience. Young enough to hustle, old enough to do it all. Top 50 market or state news network. Box G-4.

**Husband-wife radio news team.** She: reporter for O&O's in top 5 market. He: major network editor and sometimes correspondent. Both have small market news director/anchor experience. Wanted: station that does real news, not fluff; that goes after news instead of waiting for it to cross the wire. Will consider reasonable offers from any size market. Box G-11.

**Radio news director.** Very experienced. Very professional. Many references. Seeks medium, large Midwest market. 307-235-1483.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Programming professional** with operations manager experience. Ten years includes most formats, automation, first phone. Promotional/managerial skills, aggressive. Thom, 601-868-1504.

**Two decades** of experience. Seeking station, operations management or programming. Competitive markets. Country, A/C, information. Station not yet to potential perfect. 619-561-3856.

**Allow me to PD your FM.** I'll guarantee you #1 spot in the market. 13 years' experience. Michael, 904-752-7254.

**Innovative music programmer.** Big band, MOR, light adult contemporary. Listener-oriented programmer to activate advertisers. Strong street salesman. Community involvement. Ron Robie, 312 S. Michigan, Big Rapids, MI 49307.

**Get results from your research!** Currently working researcher with major research firm wants to make change and work for your station. Experienced; cost effective. Degreed, with people skills. Looking for major or medium with growth potential. Serious inquiries only. 415-284-5488 after 5PM PST.

**Fifteen years** announcing/production/operations/ 1st ticket. Seeking stable, adult operation. Box G-30.

# TELEVISION

## HELP WANTED MANAGEMENT

**Ready for the fast lane?** Progressive growing TV group needs top general manager to replace general manager who's retiring. We prefer 3-5 years' experience. Station located in growing, medium size market. Send resume in confidence to Box E-58. EOE/MF.

**Director of programming** and production (program manager). Mid-sized public TV station with 5-year-old broadcast center, impressive Nielsen figures, and award winning production department searching for candidate who has successful track record in public TV programming and production to manage staff of 18. Should have experience establishing, justifying, and executing long range programming goals; performing program scheduling using modern research techniques; interpreting national and regional trends in public broadcasting and determining their impact on local service; providing leadership to department and integrating with other departments. Bachelor's degree, prior supervisory production and programming experience required. Starting salary \$24-27,000, plus good fringe benefits. Resumes to Ken Jarvis, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507. Deadline Feb. 15, 1985. AA/EOE.

**Creative services manager.** ABC affiliate. Must be knowledgeable all phases of advertising and promotions. Resume to Personnel Manager, WPEC-TV-12, Fairfield Dr., W. Palm Beach, FL 33407.

**California's #1 independent TV** station has opening for career-minded person as traffic manager. Must be able to meet challenges & manage 3-person department. Three years traffic experience required, with knowledge of avails, log format, media, one year of management exposure. Knowledge of IBM System 34 helpful. Resume to Station Manager, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. EOE/M-F.

**Program director.** Independent, major market. Two stations U. Seeks experienced, creative individual. Able to coordinate program guide, local pre-emptions, promotion materials. Salary \$15,000 to \$20,000. EOE. Resume to P.O. Box 2038, Merrifield, VA 22116-2038. Position closes Friday 2/8.

**Program director.** Top-rated network affiliate, medium size, Western market, needs smart, take-charge PD. Must have good communication skills (written & oral) and be able to work well with peer managers & subordinates. Sound educational background and good TV industry track record required. Should know enough about production to be innovative leader of director staff; should have knowledge of FCC rules and regs. This is an important job with one of America's most celebrated groups. Women and minorities encouraged to apply. Resume to Box G-26.

**General manager.** Group ownership seeking aggressive individual to manage one of its national VHF properties. Station located in north central United States. Ideal community for raising family. Excellent school system. Easy access to many recreational and social advantages. EOE. Send resume to Box G-34.

## HELP WANTED SALES

**Account executive.** TV sales. Self starter. Minimum one year experience calling on direct accounts and agencies. Resumes to Local Sales Manager, WOKR-13, P.O. Box L, Rochester, NY 14623. Equal opportunity employer.

**KMPH TV now accepting** applications for salesperson in its Visalia office. Candidates must be highly motivated, well-organized, self-disciplined. Requires creativity in promotional & merchandising techniques. Excellent background in broadcast sales required. Resume to Steve Vourakis, Southern Division Marketing Manager, KMPH-TV, 2600 S. Mooney Blvd., Visalia, CA 93277. No phone calls, please. EOE/M-F.

**General sales manager.** KTVN, group-owned CBS affiliate, Reno, NV. Qualifications must include local and national TV experience. Individual must be good leader, self-starter, have experience in marketing, pricing, inventory control. Additionally, person must show very successful background in sales achievements & present ideas for sales development. Resume to Dennis Stewart, General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89505. Equal opportunity employer.

**National sales manager.** Looking for creative, assertive self-starter who wants the challenge of the fastest growing market in California. Need thorough understanding of LA agencies, national sales, inventory control. I will move fast with the right person. Call David Carfolite, KERO-TV, Bakersfield, 805-327-1441. EOE.

**Account executive.** WLOS-TV, ABC, Asheville-Greenville-Spartanburg, has immediate opening for growth-oriented salesperson in Asheville. Must have minimum 5-year successful track record with solid account management and development. Assume list that produced income in mid-five figures last year. Equal opportunity employer. Write Ed Hunt, GSM, WLOS, PO Box 2150, Asheville, NC 28802.

**Florida growth market** needs talented, professional salesperson. Person must be willing and capable of developing new accounts. No list sitters need apply. Send resume; tell why I should hire you; to Box G-15.

**National sales manager.** Coordinate national sales with rep. Successful candidate should have college degree, minimum 2 years national TV rep sales or previous NSM experience and local sales experience helpful. Please send resume to Howard Zeiden, GSM, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE/MF.

## HELP WANTED TECHNICAL

**TV maintenance engineer.** 1 of the nation's leading TV production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of TV camera, VTR, switching, audio, digital effects, computer editing, terminal systems. Secure future with tremendous growth potential for right candidate. Resume to Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, Chief Engineer.

**Maintenance engineer.** CMX-edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Good salary and benefits with established company. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

**CMX editor** for post-production facility. Good salary and benefits with established company. Experience required. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

**Maintenance engineer/supervisor.** Experienced in studio systems, 3/4", microwave, RF systems. General license. Group owner. Four-season vacation area. Resume to C. E., WVNY-TV, 100 Market Square, Burlington, VT 05401.

**Senior videotape editor.** Operates/adjusts 1" Sony VTR's, Sony BVE-5000 computer-assisted editor, stereo sound board. Responsible for post-production editing of in-house & contract work. Qualifications: four years broadcast technical training or experience in video and stereo audio editing with computer. Salary commensurate with experience. Letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by Feb. 15, 1985. Equal opportunity/affirmative action employer.

**Senior TV maintenance engineer.** Provides maintenance and technical support for all KUAT equipment/facilities, such as 1" Sony VTR's, Thompson ENG cameras and 3/4" VCR, Vidifont C/G, Sony BVE-5000 computer editor, Grass Valley switchers. Qualifications: successful completion of technical training at trade or vocational school. Two years of same kind of work experience. First or general FCC license desirable. Salary commensurate with experience. Letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by Feb. 15, 1985. Equal opportunity/affirmative action employer.

**Master control/maintenance engineer.** Responsible for coordination and quality control of international and domestic feeds in small but fast-paced TV news production facility; also some computerized 1" and 3/4" editing. Familiarity with broadcast-quality audio and video systems essential; will involve ongoing maintenance of VTRs, routing switcher, and complete video system including digital equipment as well as emergency repairs. Successful applicant will be involved in final design and installation phase of brand-new production facility. FCC license/SBE certification desirable. No beginners, please. Resume/salary requirements to Box E-127.

**Videotape editors.** Experience with 1" and 3/4" computerized editing systems required; may also handle incoming and outgoing feeds, master control operation and video duplication. Must be able to handle pressured news production environment, work well with people under tight deadlines. Shift work. Some nights/weekends required. Thorough knowledge of broadcast quality video production essential. No beginners, please. Resume/salary requirements to Box E-128.

**Commercial photographer.** Three to five years' commercial field production required. Responsible for video recording of commercial, promotional, & public service material. Must have proven expertise in lighting techniques and will be responsible for post-production editing. Resume/salary requirements to Personnel, WGHP-TV, Box HP-8, High Point, NC 27263. EOE.

**Engineering position.** Hipower top 30 #1 UHF indie, pleasant mid-South. Small technical staff, big opportunity. Your experience in transmitters, microwave, RC's, etc., invaluable. Call now, CE, 615-329-1717.

**Maintenance-operating engineer** needed with general license. Must have experience in studio cameras, VTR, ENG, switchers. Contact Mervin Ainsworth, CE, Harron Communications, P.O. Box 2, Utica, NY 13503. EOE.

**Needed immediately.** Video technicians, camera operators, technical directors, audio, graphics, video editors, lighting, utility. Top wages. Freelance crew service expanding. Resume to Video Professionals, P.O. Box 740, Trumbull, CT 06611.

**Broadcast engineer.** Immediate opening. Experienced engineer with radio, TV, or cable background for Washington, DC communications consultants. College degree and minimum 3 years' technical experience, with minimum 2 years' TV technical experience preferred. Excellent writing skills, attention to detail essential. Excellent compensation, benefits, opportunity to advance. EOE. Resume/salary requirements to Box G-17.

**Facility engineer** for expanding south Florida production house. Oversee installation and maintain top-of-the-line broadcast equipment. Must be client oriented, self-motivated, easy to work with. Resume/salary history to Video Ventures, 17221 NE 13th Ave, North Miami Beach, FL 33162.

**Video editor.** Top-rated, major market station wants creative, energetic videotape editor for weekly TV magazine and other projects, with some camera or audio field work possible. News experience helpful. Self-motivation, enthusiasm and teamwork a must. Resume/tape (no phone calls) to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. Equal opportunity employer.

**Technical director.** TV broadcasting station requires one technical director to supervise all technical and business functions relating to company's mobile broadcast unit on location for broadcast of at least 10 and as many as 26 NHL hockey games in Buffalo, NY, between Feb. 3, 1985, and May 31, 1985. Employment dates include all but 3 of Buffalo Sabres remaining 13 regular season home games and post-season playoff home games, if any. Applicants must have minimum five years' experience in all phases of operation of a mobile broadcast unit. Applicant must have background in/knowledge of professional hockey broadcast coverage & able to perform and instruct switcher and videotape replay functions. Knowledge of electronic circuitry and routing between mobile unit and stadium is essential. Wages: \$14.15 per hour/\$21.23 overtime. Reply in confidence to G.L. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

**Maintenance engineers.** One" videotape, RCA TR800's & Ampex UPR 80's, all new Transmitter, NEC 160KW, 2 years old. Studio Ikegami HL79E's new. Qualified for one or more. Some travel. Contact General Manager, Christian Television, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

**Mtce. eng.** Will repair LDK6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor remote control of AM-FM-TV, 16 Ikegami cameras 77-83's, over 70 Sony 3/4" VTR's, 3 frequency agile ENG trucks, 3 rotatable ENG pickup systems, RS 422 machine control, RS 232 routing SWR system, FM stereo with digital SCA, AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13. Digital storage scope sound technology 1500. Experienced in all the above desirable. Not an entry level position. First or gen FCC license mandatory. EOE. Resume to J.D. Weigand, KFMB TV/AM/FM, P.O. Box 80888, San Diego, CA 92138.

**Mobile broadcast unit engineer.** TV broadcasting station requires one mobile unit broadcast engineer to maintain, supervise, and repair all TV broadcast equipment and electronic circuitry used in telecasting of at least 10 and as many as 26 National Hockey League games from the employer's mobile broadcast unit on location in Buffalo, NY, between Feb 3, 1985, and May 31, 1985. Employment dates include all but 3 of Buffalo Sabres remaining 13 regular season home games and post-season playoff home games, if any. Applicant must have minimum five years' experience in electronic technology in mobile TV broadcast environment, and able to maintain/repair Bosch-Fernseh Cameras, KCK or KCV, Sony cameras, BVP 300 or BVP 330, Central Dynamics model 480 switcher, Sony BVH 1100, BVH 2000 VTR machines, Ward-Beck audio console, and Ward-Beck intercom. Applicants must also have specific knowledge of electronic interconnection of the mobile unit to the stadium cabling systems. Wage is \$13 per hour/ \$18.50 overtime beyond eight hours per broadcast. Reply in confidence to G.K. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

#### HELP WANTED NEWS

**General assignment reporter.** Two years' commercial TV experience. Top 50 market, sunny South. Resume to Box E-104. EOE.

**TV Sports director/anchor.** Must have on-air experience anchoring, field reporting, shooting. Broad knowledge all sports. Resume/tape to Personnel Director, WTOK-TV, P.O. Box 2988, Meridian, MS 39302. Equal opportunity employer.

**Sports director.** Southeast VHF network affiliate needs energetic, imaginative sports anchor/reporter. Must have minimum three years' on-air experience to blend with top rated anchor team. Salary \$15-20K. Resume to Box E-157.

**News producer.** Immediate opening for qualified producer with minimum 2 years' experience. Must have good writing skills/good news judgement. We're looking for someone who places high priority on local news and local issues which affect our viewers. Salary depends on experience. Tape/Resume to Ed Scripps, KJRH-TV, Tulsa, OK 74101.

**If you're serious** about finding a better job, send tape/Resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Self motivated TV news personalities,** including anchors, reporters, sportspeople, sought by group-owned stations, 4 Midwest mkt. Good pay, excellent benefits, room to advance. Resume to Box B-104. EOE/MF.

**Business correspondent.** Are you an experienced TV reporter, well-versed in business and economic affairs? If you're ready for major market challenge, this East Coast station wants to talk. Rush resume to Box G-24. EOE.

**Producer.** Responsible for early and late M-F program in market 60. Experienced only, no phone calls. Send resume/early and late aircheck of your work from this Thursday, Feb. 7, to Tom Stephens, WDHO-TV, 300 S. Byrne Rd., Toledo, OH 43623. Equal opportunity employer.

**News reporter.** Resume/tape to Bill Overman, News Director, KFDX-TV, Box 4000, Wichita Falls, TX 76308. Equal opportunity employer.

**Photographer.** Part-time position available. KFDX-TV, Box 4000, Wichita Falls, TX 76308. Resumes/tapes to News Director, Bill Overman. Equal opportunity employer.

**News director.** Trainer, motivator, leader. Direct super staff through our second year of tremendous growth. Resumes, tapes, etc., to Mark Keown, GM, WTXL-TV, Box 13899, Tallahassee, FL 32317.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director.** Are you currently working in program department doing all the work and receiving little credit? This is an opportunity to show what you can do. We're group owned UHF independent seeking take charge individual to research, schedule, and negotiate product. Must have minimum 3 years' independent programming experience. Resume/salary to Box E-140. EOE.

**Field producer.** Good Company needs that special field producer who can work creatively with our reporter. Reporter has great sense of humor & loves to try the unusual. Field producer must also be skilled with logistics of live remotes. Ideal candidate has at least a year's field producing experience, some shooting & editing skills. Please send letter, resume, and tape to Good Company, KSTP-TV, Attn: Mimi Pizzi, Dept. FP, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

**Videotape editor.** KOVR-TV, Outlet's ABC affiliate, 20th market, seeks creative, highly motivated individual with extensive CMX-340X experience. Proficiency with Quantel DPE5000 plus Quantafont Q8 is desirable. Tape/Resume to Lou Galiano, Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE/MF.

**Creative director.** Create commercials at #1 station, 20th market, in new in-house post production facility. We're looking for highly skilled individual in commercial production with minimum five years' TV production experience. Must have strong creative writing and concept skills; producing & directing experience in studio, location, and post production and in assisting account execs. with sales development. Practical knowledge of equipment operations a must. Resume/tape to Jim Strader, Production Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE/MF.

**Producer/director.** Top rated CBS affiliate, medium Florida market, looking for person with three years' experience directing news shows/managing personnel. Must have commercial experience; be able to technically set up video equipment. Must have valid drivers license. Resume/salary requirements to Box E-161. EOE.

**Producer/director/writer.** Educational videotape production department in noted psychiatric center seeks TV producer with extensive experience including long-format production. Must be able to shoot ENG, edit, write scripts in collaboration with mental health professionals, provide inservice training to other production staff. BA degree, 5 years' production experience, including broadcast, are required. Resume, salary history, requirements to Stephen Lerner, Ph.D, Director, EVP, The Menninger Foundation, Box 829, Topeka, KS 66601.

**Cinematographer.** Responsible for planning, shooting, editing videotape and film for statewide ETV network. Bachelor's in broadcasting, film/production, plus minimum one year experience in single camera film and/or video production required. Equivalency considered. Deadline Feb. 21. \$17,364 minimum. Apply to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/ EOE.

**Play by play/announcer.** Top independent seeks freelance play by play announcer. Candidate must have TV sportscasting experience. Resume & videotape to Personnel Dept., 5151 Wisconsin Ave., NW, Washington, DC 20016.

**Video location engineer** for large Chicago-based company, 3 years' experience in 1" and 3/4" production nec. Resume to P.O. Box 11624, Chicago, IL 60611.

**Video editor** for company with 4 computerized edit suites. Must have 2 years' experience editing 1" & 3/4". Resume to P.O. Box 11624, Chicago, IL 60611.

**Video maintenance engineer** for large production house. 3 years' experience in broadcast 1" and 3/4" nec. Digital background a must. Resume to P.O. Box 11624, Chicago, IL 60611.

**Major market south Florida VHF** seeks experienced graphic designer with strong electronic graphic skills. Must also have experience preparing comps and mechanicals for print ads & sales pieces. Design degree & three years broadcast design experience preferred. Resume and salary requirements to Box G-22. EOE.

**Director-TD.** Need hands-on ability in news/production. Live ENG/DVE. Heavy into local programming. We won't train. Must have experience. Contact Steven Eyrse, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83651. EOE.

**Producer/director.** Develop local origination for cable MSO. Must have 2 yrs. supervisory experience in studio/EFP production. Strong organizational, management, budgetary skills, excellent video production skills. Resume/2 tapes to Donna Dion, Box 1850, Rochester, NY 14603.

**Promotion manager.** Top 35 Midwestern market. Looking for experienced, talented, imaginative person to be responsible for our station's promotion, advertising, & publicity. Resume to Box G-1. EOE.

**Producer/director.** Top 40 market. Northeast large group owner. Minimum three years' experience in direction of news, programs, commercials. Resume/tape only to Les Keats, Production Manager, WJAR-TV, 111 Dorrance St., Providence, RI 02903. No phone calls please. Equal opportunity employer.

**PBS affiliate** and independent production company will produce weekly TV news program focusing on Asian affairs. Series will be for national PBS distribution. Fantastic opportunity for people with experience and initiative. Needed: reporter/writer to be based in Tokyo. U.S. anchor/reporter. Inquiries to: Shinzen Productions, 1126 S.W. 13th Ave., Portland, OR 97205, 503-225-1940.

**Mobile Broadcast audio supervisor.** TV broadcasting station requires one mobile unit broadcast audio supervisor to supervise and control all aspects of sound department in mobile broadcast unit, including supervision of audio equipment operators, audio functions, and audio related repairs. Mobile unit will be used in telecasting of at least 10 & as many as 26 National Hockey League games from the employer's mobile broadcast unit on location in Buffalo, NY, between Feb. 3, 1985, and May 31, 1985. Employment dates include all but 3 of Buffalo Sabres remaining 13 regular season home games & post-season playoff home games, if any. Applicant must have minimum five years' experience in supervision of audio personnel in mobile TV broadcast environment. Wage is \$14.07 per hour/\$21.11 overtime beyond eight hours per broadcast. Reply in confidence to G.L. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

**Writer/producer** wanted by Midwest video production company. 2 years' experience required. Salary \$12-\$15K. Resume/salary history to Box G-28.

#### SITUATIONS WANTED MANAGEMENT

**Owner selling profitable** radio station; anxious to return to TV in sales management position. Fourteen years' sales experience. Excellent references. Prefer Southeast. Steve Logan, 912-427-4555.

**Business manager.** Five years' network TV operations, planning, analysis. Accounting, contracts, business plan experience. Hardworking. MBA, engineering degrees. NE only. Box E-160.

**General manager!** 32 years practicing TV—since age 23! Outstanding achievements! 5 TV stations—one major market independent! Overcomes overwhelming obstacles/fiercest competition! Turnarounds! Start-ups! Produces spectacular sales, profits; prestige! Also, outside-director! 619-353-8033.

**GSM with experience** in 60's market. Hands-on experience with new start-up independent. Prefer sales manager or acct. exec. position in top 20's market. All inquiries welcome. Box G-27.

**News director**—small market or assistant ND, medium market. Nine years' radio, newspaper, TV news experience. Former SNC bureau chief. Dedicated journalist. Excellent manager. Box G-32.

#### SITUATIONS WANTED TECHNICAL

**3 years' experience** TV operations, light maintenance, general radio telephone license, member SBE, broadcasting degree, available now. 817-665-9405.

**Female, 7 years video** operations, 3 major market broadcast, seeks operations position (summer or permanent), California. General class license, some maintenance/supervisory experience. Efficient, dedicated. Please reply Box E-154.

#### SITUATIONS WANTED NEWS

**News director,** executive producer. Excellent credentials. Deep, extensive experience. Box E-92.

**Creative reporter/producer.** Good ratings, multiple awards. Superior writing/production skills. Pete, 919-724-3447.

**Anchorman, 40,** experienced, reporting & producing capabilities, likable on-air & off. Box E-108.

**Correspondent/reporter/anchor.** 10 years' network experience seeks reporter/producer position. Major market only. Write Box E-114.

**Meteorologist.** 5 years TV experience. Colorgraphics, AMS seal. Personable, understandable style. Looking to move up. Box E-116.

**Devastate your competition** with new face that seduces and news delivery that produces. Potential anchorwoman with 18 months on-air employment as newscaster, writer, reporter. Box E-118.

**Double opportunity.** Anchor, producer, reporter experienced in both TV sports and news. 5 years' experience. Hispanic. 206—789-5342.

**Sports person** — two years in small market, looking to move up. Excellent anchor/writer, very knowledgeable all sports. Ron, 517—356-6783.

**Looking for sports anchor/reporter** who can deliver the day's events in enlightening manner unlike the competition? Knowledge is key. Here's your ticket. 912—681-6535.

**Broadcast meteorologist**—could your station benefit from a credible, pleasant meteorologist who can make a difference in your weather presentation? Tim, 312—894-6349, evenings, CST.

**Enterprising black male** seeks anchor/reporter or news magazine position. Early 30's. Degree and experience. Strong writing/producing skills. 504—766-5808.

**Veteran sportscaster, 34,** who thrives on knocking the socks off the competition. Seeks exciting opportunity to apply my versatility, leadership, & credibility. Available immediately. 203—673-2231.

**Business/finance/economics/consumer reporter;** network syndicated, MBA- business & finance. Seven years' TV experience. Box G-18.

**Assignments editor** medium market ready to move to larger market in same capacity or as assistant news director. John Morvant, 318—981-1383.

**Weathercaster/communicator,** medium market experience. Asian male. Ready to work now. For tape call Bob, 501—851-1921; 501—753-1449.

## SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Cameraman.** 14 years' experience including 3 years in Middle East and Europe for ABC News. Will relocate. Contact David Owens, Box 203, Augusta, KS 67010. 316—775-2575.

**Producer/director.** Currently directing evening and late news in low 30's market. 7 years' directing experience. Ready for your big market challenge. Box E-138.

**Experience wanted!** Boston U grad seeks challenging entry level position. Interested in all aspects of TV production. Will relocate. Robert Parnigoni, 350 Tremont St., Barre, VT 05641.

**Jack-of-all-trades** director seeks commercial/promo/EFP position. 2 years' news directing in top 100, plus commercials. Sports and public affairs, too! Work from engineering perspective. B.A. media-management. Loves travel. Will locate. Theodore Allen, 1913 Del Oso Dr., Emporia, KS 66801, 316—342-0711.

**I'm the personality** you've been looking for! Attractive woman & college graduate seeks on-air talent position. Experienced in TV, radio, commercials, production. Eager to relocate. Call now! 412—378-3520.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Ithaca College.** TV - radio department in School of Communications has opening for assistant/associate professor. Teach courses in following areas: telecommunications technology and economics, computer applications in media, research methodologies. This is new position in growing program. Ph. D. or near in communication and successful teaching required. Will also provide leadership in program development. Screening begins Feb. 15, 1985; however, applications accepted until position is filled. Send applications to Dr. Ben Crane, Chairperson, Media Generalist Search Committee, Department of TV - Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607—274-3242.

**The Newhouse School** of Public Communications, Syracuse University, plans to make two faculty appointments in department of TV, radio, and film, effective Sept. 1, 1985. Department has graduate & undergraduate programs emphasizing telecommunications media management; video, audio, and film production; writing for nonprint media. Applicants should have demonstrated interest in creative work or research appropriate to field of expertise. Master's degree with significant professional or teaching experience acceptable; Ph. D. preferred. Academic rank and salary are commensurate with qualifications. Vita/letter of application by Mar. 1, 1985, to Chairman, TCM Search Committee, Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13210. Syracuse University, an equal opportunity/affirmative action employer.

**Communication.** Assistant professor. Communication faculty. Fulltime, tenure-track, start fall, 1985. Background in several of the following areas required: public relations, advertising, mass communication and society, magazine production, broadcast theory, and international issues. Generalist position for small communications department in Washington, DC. Opportunity to work individually with students in small classes. Exceptional local resources for advanced work and internships. Excellent collegial environment in 500-student, women's, liberal arts setting. Ph.D. preferred. Candidates should have either professional or teaching experience. Deadline Feb. 28. Please send resume/references to Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Rd., NW, Washington, DC 20007. AA/EOE.

**Journalism/communications.** Experienced person to teach journalism (print and TV) Fall 1985. Background: print and broadcast reporting, mass communications history and law, plus photojournalism, public relations, advertising, or oral communications. Master's required, doctorate preferred. Contact Dr. Harold Shaver, Communications Dept., Bethany College, Bethany, WV 26032.

**Journalism faculty.** Broadcast news. Possible position, asst. prof. with focus on radio news. Begins 9/85. Master's and news media experience required. Ph. D. or ABD and teaching experience desirable. Salary commensurate with qualifications. Complete and return official university application by 3-15-85 to Randall Murray, Journalism Dept., California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity employer.

**University of Central Florida,** in Orlando, seeking chairman for dept. of Communication. Dept. has 20 full-time faculty members and about 800 majors. It includes areas of journalism, radio-TV, speech, and film. Applicants should have Ph.D., university teaching & administrative experience, and qualifications necessary for tenure appointment to rank of professor in one of the academic areas of the department. Strong research record and/or professional media experience desirable. Experience with several of the department's areas preferred. A 12-month appointment; will become effective beginning Fall semester, 1985. Salary commensurate with experience and qualifications. Applicants should have their resumes and minimum of 3 letters of recommendation sent directly to Search Committee Chair, Department of Communication, University of Central Florida, Orlando, FL 32816. Deadline for applications: Mar. 1. The university, an equal opportunity employer, strongly encourages minority candidates to apply.

**Assistant professor.** Teach courses in area of radio/TV. Ph. D. or near required; teaching experience desirable. Tenure track. Salary entry level. Deadline for application: Feb. 15, 1985. Effective date: Sept. 1, 1985. Resume/three letters of recommendation to Rev. William J. Hagerty, S.J., Chair, Communication Arts Department, Xavier University, Cincinnati, OH 45207. Xavier University, an equal opportunity/affirmative action employer.

**Broadcast faculty position** vtrn Aug. 16, 1985, for teaching in broadcasting major. Tenure track. Several years recent, relevant media experience. Ph. D. or near preferred; Master's required. Salary competitive. Equal opportunity employer. Contact Search Committee (85-2), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications March 1.

**Communication.** Anticipated position as assistant professor of communication, starting date Aug., 1985. Teach beginning and advanced courses in communication theory and broadcast media journalism, including radio production and videotape production and editing, in new communication program. Secondary interest in speech/rhetoric an advantage. Requirements include Master's or Ph. D. in communication, strong interest in teaching, some broadcast media experience. Responsibilities also include curriculum development, establishing media laboratory, and academic advising. Resume/names of 3 references to Dr. Vincent Kohler, Chairman, Humanities Division, University of Pittsburgh at Bradford, Bradford PA 16701. Application deadline: Feb. 22, 1985. Affirmative action/equal opportunity employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant cash** - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404—324-1271.

**Used C-type 1" videotape.** Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301—845-8888.

**Sections Wincharger** type 150 tower or whole tower on ground. 4-K Radio, Box 936, Lewiston ID 83501. 208—743-2502.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**New TV start-ups** - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404—324-1271.

**Top quality equipment** - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404—324-1271.

**New UHF transmitters** - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404—324-1271.

**UHF transmitters** - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404—324-1271.

**55KW UHF TV transmitter,** GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813—685-2938.

**Transmitter/communications building** - fiberglass. With heater, air conditioner, and electrical. Never used. 8' x 10' x 8'. Rick Santich, 216—696-6900.

**Videocassettes, half price!** Master stock quality U-matic videotapes. Chyron evaluated, cleaned, de-labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301—845-8888.

**1000 foot solid 10 foot face tower** can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214—739-2828.

**10KW, 3KW & 2.5KW FM,** RCA BTF-10E (1974) on-air w/exciter, CCA 3000DS (1974) on-air, mint cond., Harris FM 2.5K on-air, exc. cond., power increases dictate sale. Call M. Cooper/Transcom Corp., 215—379-6585.

**Shintron model 375** (brand new) production switcher. \$9,500. Microtime, Inc., 800—243-1570, Bob McAll.

**Sony one" VTRs,** Ampex one" VTRs, Ikegami HL-79 & HL-77 cameras. Many more items. Videostore, 203—268-9313.

**FM transmitter/antenna:** Harris FM5H3 5KW FM transmitter. Spare final. TE-3 FM exciter, tuned to 92.5Mhz. Mosley 67Khz SCA generator. Gates FMC-12B 12 bay antenna at 92.5 Mhz. All less than ten years old. Sell as package or separate. Larry Seizie, 303-356-1450.

**ADO, AVR-2**, Telemation 40 x 30 router. Harrison pro-7 audio console, Nagra 4L, Barco 3/51, Magnasync, TKP-45/46, more. Concept Expansion, 817-485-4157.

**RCA film equipment**, BVH-1000A with slo-mo, VPR-2B, Hitachi HR-100, Sony 500, 1600 Grass switchers, TK-780 cameras with triax, Betacam. Have 5 TP-15's, must clear, make offer. Media Concepts, 919-977-3600.

#### MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

**Space segment**. Satcom 4. 7:00am-7:00pm. Fully protected. \$200 per hour. M. Sherwood, 800-245-4463.

**FM broadcast opportunity**. 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Highway, Suite 404, Bethesda, MD 20814, 301-654-0777.

**Great radio airchecks**. Classics from '50's, 60's, 70's. Free catalog. Aircheck Archives, 18433 Hatteras # 106, Tarzana, CA 91356.

**First quarter sales down?** Order Professional Radio Sales, 105 pages. Proven up-to-date sales techniques. Perfect for beginners. Great for professionals. \$15. Radio Station Operations, 1985 information and ideas. \$14. Broadcast Technical Operations, for production students. \$18. Check to Original Company, 1309 Old Orchard, Vincennes, IN 47591.

#### CONSULTANTS

**Wanted: clients!** Twenty-year veteran of broadcast field seeking clients for his own consulting firm. Put me to work for you! Prefer to work with adult contemporary and all-news stations. Charles A. Carney, Box 2005, Kalamazoo, MI 49003, 616-345-6424.

## RADIO

### Help Wanted Management

## RADIO VICE PRESIDENTS

National Public Radio, a Washington, DC-based broadcast organization, is currently searching for exceptional individuals to fill 2 officer level positions.

### VICE PRESIDENT—DISTRIBUTION

Senior management position responsible for planning operations and policies associated with the management of a satellite communication system to distribute non-commercial programs to over 300 stations.

In order to adequately serve our member stations and public radio listeners, we're seeking individual with senior management level experience with public broadcasting organizations or equivalent background with other entities. Familiarity with telecommunication and broadcast systems is highly desirable, as well as a college degree or equivalent experience.

### VICE PRESIDENT-ENGINEERING

Public radio listeners expect technical excellence in the delivery of their programs. NPR needs person with extensive experience in managing large technical organizations or divisions to meet these expectations. Although a BSEE is desirable, equivalent experience with a primary emphasis in broadcast and/or production management are acceptable. A knowledge of telecommunication and data processing systems are a definite plus.

NPR is prepared to offer salaries commensurate with experience & responsibilities, and excellent company paid benefits. Qualified candidates are urged to submit their resumes in confidence to Denise Johnson at:

## NATIONAL PUBLIC RADIO

2025 M Street NW Washington DC 20036

NPR is an affirmative action/equal opportunity employer, M/F.

## Help Wanted Management Continued

### Director Radio Marketing Services

The Foundation for Public Broadcasting in Georgia Incorporated invites applications for Director of Radio Marketing Services.

Incumbent will report directly to the Vice President for Marketing and Development. The responsibilities of the position will include the design and implementation of two membership drives per year for Peach State Public Radio, oversight and management of radio underwriting activities, developing policy, procedures and goals, administering radio development budget, and supervise staff and volunteers.

Candidates must have a BS/BA degree in communications, marketing or related field, two years experience in marketing with an emphasis on membership management, volunteer management and/or sales. Public radio or public television experience is preferred.

Salary is commensurate with experience and qualifications. Excellent benefits.

Qualified applicants should forward resumes, letter of intent and references to:

Debi Doverspike  
Georgia Public Television  
1540 Stewart Avenue, S.W.  
Atlanta, Georgia 30310

Applications Due by February 16, 1985.

EOE/AA

## Help Wanted News

### DIRECTOR NEWS & COMMUNITY AFFAIRS WNBC—NEW YORK

WNBC Radio, NY, has exceptional opportunity for aggressive and creative professional to be responsible for supervising and participating in all aspects of WNBC local news and community affairs department operations. This will include on-air newscasts, budget preparations, & management of our ongoing license retention program.

Background should include a Bachelor's degree (or equivalent), 3-5-years' directly related radio broadcast & community affairs experience, and strong leadership qualities.

WNBC offers excellent salary and benefits package, & opportunities to grow within this high visibility position. For prompt consideration, please direct your resume/audition tape to John P. Hayes, Jr., VP/GM, WNBC, Room 293, 30 Rockefeller Plaza, NY, NY 10020. NBC is an equal opportunity employer, M/F.

### WMBD NEWSWATCH!

300,000 metro needs news pro to join our 15-person AM/FM/TV news department as radio reporter/anchor. We offer good pay, solid benefits, excellent facilities, chance to advance. We need contemporary writer/reporter/thinker that lives news and loves to dig. Send tape, resume, writing samples: Duane Wallace, WMBD-AM-TV, 3131 University, Peoria, IL 61604. EEO/M/F.

### NEWS DIRECTOR

Must be personality-oriented. Become integral part of creative, entertaining morning team. Minimum three years' on-air news experience. Tape, resume, salary needs to Jim Lord Chaplin, G.M., WIRA/WOVV, Box 3032, Ft. Pierce, FL 33448. EOE.

## Help Wanted Technical

### ASSISTANT ENGINEER

Metro Washington, DC FM station. FCC first, or general class radiotelephone license, solid background in electronics theory, knowledge of current FCC rules/regulations, have recent experience in repair, maintenance, operation, & installation of state of the art broadcast equipment, and have capability to become chief engineer within short period of time. Resume, references, salary history to Director of Engineering, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. No phone calls, please.

**Help Wanted Programing,  
Production, Others**

**AUDIO PRODUCTION ENGINEER**

Top 10 market stereo music video TV station seeks radio production person for commercial and promo spots. Some announcing required. Salary commensurate with talent. Send resume/audition tape of production skills to Operations Manager, P.O. Box 405, Fayville, MA 01745.

**Situations Wanted Management**

**SEEKING  
GENERAL MANAGER**

position small/medium market with future equity position. Young, energetic, experienced all phases. Call Ted, 914-356-7060 eves. 914-357-9425.

**Situations Wanted Announcers**

**THE MOST FROM  
YOUR MORNINGS!**

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only. If you're serious about success, we should talk. 609-737-1421.

**Situations Wanted Technical**

**WANT TO BE THE BEST?**

Chief engineer for hire. The loudest, cleanest, legal signal on the dial. 15 years experience in AM, FM, DA, STL. Installation, repair, & maintenance from mike to tower. Prefer Florida; all serious offers considered. Write Box G-10.

**TELEVISION  
Help Wanted Sales**

**NEED SR. SALESPERSON**

to take over heavy list. Dominant station, small sunbelt market. Must have minimum two years TV sales experience and ability to work directly with clients and agencies of all sizes. Send resume and current earnings level; let's see if we fit each other's needs. Write Box G-3

**REGIONAL SALES REPRESENTATIVE**

Growing division of Jefferson-Pilot Communications Co. looking for several individuals with proven track record in local direct sales, including detailed knowledge and experience in co-op/new business development. Position involves calling on management or owners of broadcast stations and CATV systems to expand our highly regarded co-op advertising sales support business. Positions offer excellent earning potential with base salary plus incentive program and comprehensive benefit program. Must be motivated, organized, self-starter, minimum 2-4 years experience, require little supervision, able to make group presentations, and close, and willing to travel. If you meet the requirements, rush confidential resume and references with first letter (no phone calls, please) to General Sales Manager, Co-Opportunities Division, Jefferson-Pilot Retail Services, 1 Julian Price Pl., Charlotte, NC 28208. EOE.

**Help Wanted Programing,  
Production, Others**

**EXECUTIVE PRODUCER**

**KPIX**

**SAN FRANCISCO, CA**

Programming executive producer position for large market TV station. Must have minimum 5 years' recent broadcast show producer experience, plus proven ability to manage a number of people. Responsibilities include managing production of locally produced shows and specials, both field & studio; maintaining budget adherence; recruiting and hiring new show producers and supporting personnel; developing new programs, specials & series; & managing the acquisition & use of 3/4" equipment and facilities. Send resume to Program Manager, KPIX, 855 Battery St., San Francisco, CA 94111. KPIX is an equal opportunity employer.

**KPIX 5**  
WESTINGHOUSE BROADCASTING AND CABLE, INC.

**PROMOTION  
PRODUCER**

If you have three or more years' experience as promotion producer, well-versed in news and entertainment promos, looking to move up and into the creative services department of St. Louis' number one TV station, we would like to hear from you.

We're looking for individual with strong technical, conceptual & graphics background along with the knowledge of what makes for great TV promos and how to produce them. If you are looking for this type of professional challenge, then send your tape/resume (No phone calls, please) to:

**Rich Brase**  
Creative Services Director  
KSDK-TV  
1000 Market St.  
St. Louis, MO 63101

EOE

**ESPN**

ESPN, "the total sports network", has immediate opening at our Bristol, CT, production center for experienced & energetic network operations and traffic coordinator. On an assigned shift basis, this position oversees and insures proper adherence to daily broadcast and commercial program formats/schedules; technical quality of telco/satellite program transmissions; and on-air production continuity/coordination, both in-house and with remote telecast origination points. We seek a serious, career-minded individual possessing excellent communication skills, ability to function under time pressures, and who will work various shifts day and/or night, weekends, holidays, etc. College degree in communications is preferred plus minimum 2-3 years' demonstrated major market experience in the following areas: on-air operations, studio and remote facilities, telco/satellite ordering procedures, production & commercial program formatting and logging, plus ability to understand, quickly interpret, and effectively implement sound editorial concepts and judgements. We will offer competitive salary and benefits package to individual who best meets our qualifications. If you meet all of our requirements and are looking to work for a dynamic, progressive, growth-oriented company, forward your resume and complete salary history in confidence to:

**ESPN**  
ESPN Plaza  
Bristol, CT 06010  
Attn: H.R. Dept. 485

An equal opportunity /affirmative action employer.  
(No phone calls, please.)

## Help Wanted Programing, Production, Others Continued

### Public Television Network Production Manager

The Georgia Public Television network invites application for Production Manager.

The Production Manger will report directly to the Director of Production. The responsibilities of the position will include scheduling all facilities and personnel of Production Division, developing and administering production budgets, developing procedures and goals, providing guidance and direction for staff, and efficiently and effectively managing the production unit.

Candidates must have a solid background in production, strong leadership, management and interpersonal skills, and the ability to identify and solve problems. Candidates must have BS/BA degree in an appropriate field, two years experience in Television Production, and two years experience as an organizational manager within a media facility.

Salary is commensurate with experience and qualifications. Excellent benefits.

Qualified applicants should forward resumes, letter of intent and references to:

Debi Doverspike  
Personnel Manager  
Georgia Public Television  
1540 Stewart Avenue, S.W.  
Atlanta, Georgia 30310

Applications Due by February 16, 1985.  
EOE/AA

### VIDEOTAPE EDITOR

Top 10 market stereo music TV station seeks editor for commercial and promo production. Convergence and Paltex a must. Resume/tape to Operations Manager, P.O. Box 405, Fayville, MA 01745.

## Help Wanted Management

### CREATIVE SERVICES DIRECTOR

We are seeking person to develop and execute campaigns in all media for number 1 news station. Minimum three years experience. EOE. Resume to Box E-151.

## Help Wanted Technical

# ENGINEERING SUPERVISOR

Northeast top 10 network affiliate seeks an Engineering Supervisor with minimum of 5 years' experience in TV station with aggressive news operation and 3 years of maintenance or supervisory experience. Associate's degree in Electronics and Communications preferred. Strong RF background, thorough knowledge of techniques and test equipment required for proof of performance of VHF and microwavetransmitters. Please send resume, in complete confidence, to Box G-37. Equal Opportunity Employer. Minorities and females are encouraged to apply.

## TV MAINTENANCE TECHNICIAN

Northeast top 10 network affiliate seeks technician well versed in test equipment operation, FCC General Class license required. Operation experience helpful. Prefer BSEE, 2 years' college acceptable. Will maintain state-of-the-art television equipment. Please send resume in complete confidence to Box G-38 An Equal Opportunity Employer. Minorities and females are encouraged to apply.

### TOWNSEND NEEDS:

#### Design Engineers

For our growing TV Transmitter Business  
Write or call Bob Klein

## TOWNSEND ASSOCIATES, INC.

79 Mainline Dr  
Westfield, MA 01085 • 413-568-9581

## WPTF TV

DURHAM LIFE BROADCASTING, INC.

Seeks an experienced (5-10 years) individual for  
**Studio Maintenance Manager.**

Contact: Chief Engineer  
919/832-8311  
Box 1511  
Raleigh, NC 27602

EOE

## ALLIED FIELDS Help Wanted Management

### MANAGER MARKET RESEARCH SERVICES DIVISION

Frazier, Gross & Kadlec, Inc., a 40-year-old Washington, DC management consulting firm, has immediate opening for manager of newly-created market research services division.

You'll be responsible for design & implementation of custom qualitative and quantitative research projects for individual radio, TV, CATV, and new technologies clients, as well as communications industry studies and syndicated products. Administrative duties include budget preparation & control; staff supervision, hiring/firing; & marketing and promotion.

Send resume/salary requirements in confidence to:

Susan Harrison  
Vice President  
Frazier, Gross & Kadlec, Inc.  
4801 Massachusetts Avenue, NW  
Washington, DC 20016  
Equal Opportunity Employer

## BROADCAST SALES VIDEO PRODUCTS

Prominent manufacturer of high-quality broadcast & industrial video products seeks professional regional manager for Midwestern territory. Person we are looking for will have experience in & knowledge of the products sold in our industry & will promote sales through a dealer network & to end-users. Ability to manage other sales & clerical personnel also required. Position is headquartered in the Chicago area. Considerable travel throughout territory will be necessary. We offer a salary plus commission, company car, & paid benefits package. Interested and qualified candidates should submit their resume in confidence, including salary history, to Box G-36.

## Help Wanted Sales

## BROADCAST SALES VIDEO PRODUCTS

We are seeking salesperson with experience in CCTV color cameras and color monitors and ability to demo these products in industrial and broadcast markets. Responsibilities include development of existing & new markets; therefore, travel is required. Position is located in our Dallas, TX office and reports to regional manager headquartered there. Our compensation package includes salary, commission, company car, and complete benefits program. Please send resume in confidence outlining your qualifications and salary history to: National Sales Manager, Professional Products Division, Ikegami Electronics (USA), Inc., 37 Brook Ave., Maywood, NJ 07607.

**Miscellaneous**

**ANCHORS/REPORTERS/PRODUCERS**

Do you want input on your professional performance, but can't get it? Highly experienced New York network news team will view your tape and provide detailed evaluations & recommendations. Get the critique you're missing from an Emmy award winner. Completely confidential. Call/write:

**MAJOR MARKET ASSOCIATES**  
330 E 33 ST.  
SUITE 6P  
NEW YORK, NY 10016  
212-484-9837

**BUMPERSTICKERS**  
*go 'out on the street' to promote & advertise for You, for pennies. Call Headline, toll-free for samples, prices, 1-800-548-7216.*

**Consultants**

**Docket 80-90 got your interest?**

- Consultation & Turnkey Construction
- Cost Analysis & Feasibility Studies
  - Tower Site & Frequency Separation Surveys
- Tower Leasing & Management

Call the specialists at **TINER ASSOCIATES, INC.**  
8300 Douglas, Suite #612  
Dallas, TX 75225  
(214) 739-9828

**Business Opportunities**

Improve your station in life. Own your own business magazine. Join our Network of Business Digests 8 Markets in New England 7 Years of Growth and Increasing Sales

- You'll receive: Proven format • Thorough training
- Effective pricing formulas • Financial assistance
- Protected territory

**DEVELOPED AND OPERATED BY BROADCASTERS**

Business Digest franchises available nationwide For more information, contact:

Rick Snyder, Business Digest Inc., 25 Circus Time Road, So. Portland, Me. 04106 • 207-772-1971.

**Employment Service**

**10,000 RADIO - TV JOBS**

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET**, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

**For Sale Stations**



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Owner is anxious to sell this attractive fulltime AM located in Southeastern market. Price has been reduced to less than twice gross and less than six times cash flow at \$475,000. Pleasant living conditions. Excellent terms available.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Sub	FM	\$1600K	\$300K	Charles Giddens	(202) 822-8913
GA	Sub	AM/FM	\$1350K	\$350K	Brian Cobb	(202) 822-8913
WY	Med	AM/FM	\$1200K	\$400K	David LaFrance	(303) 534-3040
ME	Sm	AM/FM	\$1110K	Terms	Ron Hickman	(401) 423-1271
NB	Sm	FM	\$595K	Terms	Bill Lytle	(816) 941-3733
NB	Sm	AM/FM	\$560K	\$68K	Bill Lochman	(816) 941-3733
WI	Med.	AM	\$500K	Terms	Burt Sherwood	(312) 272-4970
AZ	Sm	AM/FM	\$300K	\$80K	Greg Merrill	(801) 753-8090
OK	Sm	AM/FM	\$300K	\$75K	Bill Whitley	(214) 680-2807
WV	Sm	AM	\$150K	\$25K	Mitt Younts	(202) 822-8913

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

TN	SM	AM FULL	\$150,000
GA	MED	DAY	\$600,000
GA	MED	DAY	\$275,000
WA	MET	DAY	\$375,000
AL	SM	FM A (CP)	\$35,000
NV		TV VHF (CP)	\$35,000
OR		UHF (CP)	\$40,000
IA		UHF (CP)	\$100,000
FL		UHF	\$1.4 MIL
NE		UHF (CP)	\$175,000
CO	RESORT	LPTV UHF	CP
WY		UHF	CP
FL		UHF	CP

Bill Kitchen / Dan Dunnigan  
(404)324-1271



Quality Media Corporation



**Wilkins and Associates**  
Media Brokers

IL	AM	\$500,000	20%
VA	AM	\$150,000	30%
FL	AM	\$525,000	40%
MO	FM	\$325,000	15%
IN	AM/FM	\$500,000	25%
AR	AM/FM	\$335,000	20%
AL	AM/FM	\$250,000	25%
MI	AM	\$35,000	downpayment
TN	AM	\$35,000	downpayment

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

**H.B. La Rue**

Media Broker

**RADIO-TV-CATV-APPRAISALS**

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

**JAMAR RICE CO.**

Media Brokerage & Appraisals

William R. Rice  
William W. Jamar  
(512) 327-9570

950 West Lake High Dr. Suite #03 Austin, TX 78746

**Dan Hayslett**

& Associates, Inc.

**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**

**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 1135 - Memphis, TN 38157

- Fulltimer near Knoxville. Real estate. Super terms. \$190,000.
- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs.
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.3 million. Terms.
- Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
- FMs: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA

**BUSINESS BROKER ASSOCIATES**  
615-756-7635-24 HRS.

### TEXAS

Absentee owner, for immed. sale. Class A FM. Almost new leased facilities. Major network affiliated. Perfect location: fast growing, small, west central Texas city. Booming mkts., oil, ranching, industry, interstate hwy, lakes, jr. colleges. Experienced operator could earn payout in very few years. See & you'll buy. Only \$375K/best cash offer. 817-265-7771. Press mentions as possible home of new GM Saturn car assembly plant.

### WEST VIRGINIA CABLE SYSTEM

Cable. 5,200 subscribers. For sale with rebuild nearly complete. Contact Box E-152.

### CLASS C FM

+ AM combo. Exciting, growing SE mkt. Excellent growth potential. Serious, qualified buyers only. Write Box E-163.

### MIDWEST CLASS IV WITH FM CP

Only AM for 60 miles in all directions in community of over 5,000. A real money-making opportunity for an owner with small market savvy. Financially qualified buyers only. No brokers, please. Box W-132.

### SUNBELT CLASS C FM

Dynamic 100KW class C. Hot growth market. Price reduced from \$2.2 million to \$1.85M, terms. Jerry Dennon, The Montcalm Corporation, 206-622-7050.

### CLASS IV AM STATION

Eastern MO. 24-hour license. #1 in county of 43,000 pop. Selling price of \$350M includes real estate. \$100M down pmt. Must qualify for terms. 308-384-3952

### IF YOU LIKE

small town living, but want a station that can draw good revenue from a nearby urban area, this Midwest profitable class A FM could be your pot of gold. Call with confidence. 512-544-5409. PRWand Associates, P.O. Box 3127, So. Padre Island, TX 78597.

### TOP 20 AM

Upper Midwest suburban 5KW clear channel with excellent PSA & PSSA. Awaiting untested CP for higher power and fulltime. Mostly new equipment; renovated studios/offices. Asking \$850,000 (\$250,000 cash for "S" corporation stock, with balance in attractive terms/debt assumption) based on '85 projections. Financially qualified only, please. Box G-2.

## For Sale Stations Continued

### LOW PRICE

CO. 1KW-D-PSA-PSSA. Under 1 roof. Living quarters. Much eqpt. Low down, good terms. 303-542-1481.

### SOUTH TEXAS FULLTIME AM

This facility offers significant opportunity for format development, including Spanish. Priced to be a growth property for you. Call with confidence. 512-544-5409. PRW and Associates, P.O. Box 3127, So. Padre Island, TX 78597.

### SUNBELT CASH FLOW COW

Owner retiring, anxious to sell. Dominant class C FM/fulltime AM. Valuable real estate. Priced less than 2 times gross sales. 6 times cash flow. Attractive terms available. Box G-5.

### MAJOR FLORIDA MARKET

Fulltime AM. Black format. Highly successful. \$1.2 million, terms negotiable. Box G-6.

### FOR SALE

Fulltime AM. South Texas. Profitable. Priced to sell. \$450,000, terms. Qualified buyers only. Box G-7.

### CLASS C FM FULLTIME AM

Small/medium Texas market. \$1.6 million, terms negotiable. Excellent opportunity for growth. Box G-8.

### FM AND/OR COMBO BY OWNER

Class C Midwest FM top 30 market and successful class C FM and AM in top 100 Northwest market. Owner will sell separately or together for cash. Qualified principals reply to Box G-9.

### SUBURBAN MAJOR MARKET AM RADIO STATION

Texas-fulltime-country format. Real estate. Excellent terms. Herklotz & Associates, Inc., 15219 Sunset Blvd., Pacific Palisades, CA 90272, 213-454-0671.

### QUALIFIED BUYERS LOOKING FOR STATIONS

Buying or selling, we bridge the gap. H. Erwin Thompson Assoc., Inc. Tad Fogel, Media Specialist, Myrtle Beach, SC. 803-626-7627.

### WESTERN MONTANA CLASS C FM

Ready to build CP in established & profitable market. Serious inquiries only. Brokers protected. Box G-23.

## BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

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

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Bieler

**Brian Bieler**, VP and general manager, Viacom's WMZQ-AM-FM Washington, named president of Viacom Radio, based in New York.

**Edward Christian**, executive VP, radio group manager, Josephson Communications, New York, named president, Josephson Communications, which comprises

WNIC-AM-FM Dearborn, Mich.; WVKO(AM)-WSNY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk, Va.; WMGF(FM) Milwaukee, and, pending FCC approval, WHFM-FM Rochester, N.Y.

**Stephen Godofsky**, VP and general manager of WYLF(FM) South Bristol, N.Y., named president of broadcast division of parent, Empire Media Corp., which also owns WNUF(FM) New Kensington, Pa. Godofsky will also serve as general manager of WNUF. **Larry Leibowitz**, sales manager, WYLF, succeeds Godofsky as general manager.

**Alan Bell**, VP and general manager, Cox-owned KTVU(TV) San Francisco, named to newly created position of West Coast VP, special projects, for Cox Communications. **Stanley G. Mouse**, senior VP, Cox Communications, and president of Cox's WHIO-AM-TV Dayton, Ohio, named acting general manager of KTVU.

**Richard McCaffery**, VP, marketing and programming, Comcast Cable Communications, Bala Cynwyd, Pa., named group VP.

**Arnold Kleiner**, VP and general manager, WMAR-TV Baltimore, named president.

**Vincent Barresi**, VP, marketing, Media Central Inc., joins KTXH(TV) Houston as VP and general manager.

**Frederick Woskoff**, director of creative services, New Jersey Network, Trenton, N.J., joins KRBN(AM) Red Lodge, Mont., as president and general manager.

**R. Michael Horne**, station manager, KOY(AM)-KQYT(FM) Phoenix, and VP of parent, Edens Broadcasting, named general manager of stations.

**Larry Anderson**, operations manager, Taft-owned WSUN(AM) St. Petersburg, Fla., joins co-owned WGR(AM)-WGRQ(FM) Buffalo, N.Y., as manager.

**Donald Shore**, general manager, WNAX(AM) Yankton, S.D., joins KNOX(AM) Grand Forks, N.D., in same capacity, succeeding **Bill Fowler**, resigned.

**Dave Parks**, operations manager, KSDO-FM San Diego, joins KKBQ-AM-FM Houston as

VP, operations.

**Don Ratte**, assistant manager, U.S. Cablevision Corp., Beacon, N.Y., named system manager, Hudson Valley, N.Y., cable system.

**Susan Rumberg**, freelance writer and researcher for international activities department, Corporation for Public Broadcasting, Washington, named project manager, international activities.

**Samuel Wilson**, business manager, KSL-AM-TV Salt Lake City, named VP, controller.

**David Flagstead**, audit manager, American Television and Communications, Denver, named audit director.

**Connie Gruse**, researcher, NBC News, joins Mutual Broadcasting System, Arlington, Va., as project coordinator, project administration department.

**Joel Segune**, general manager, noncommercial WHRO-FM Norfolk, Va., joins noncommercial WUOM(FM) Ann Arbor and WVGR(FM) Grand Rapids, both Michigan, and co-owned, in same capacity.

**Dennis Ureche**, development director-business administrator, noncommercial WORT(FM) Madison, Wis., joins noncommercial WHA-TV there as manager of member services.

**Carol Schuler**, advertising manager, Indiana Design Consortium, Lafayette, Ind., joins noncommercial KCSU-FM Fort Collins, Colo., as station development director.

## Marketing

**Johnson (Jack) Couch Jr.**, senior VP, management representative, Kenyon & Eckhardt, New York, joins D'Arcy MacManus Masius there as senior VP, management supervisor. **Maurice Mahler**, senior VP, associate creative director, Foote, Cone & Belding, New York, joins DMM there as senior VP, creative group head.

**Don Casselman** and **Tom Scott**, account supervisors, Cargill, Wilson & Acree, Atlanta, named VP's, account supervisors.

Account supervisors elected VP's, Doyle Dane Bernbach, New York: **Jamie Barickman**, **Ned Brown**, **Richard Effman** and **Darryl Lindberg**. Named VP's, Doyle Dane Bernbach, New York: **Dave Martin**, art director, and **Perri Feuer**, **Neal Gomberg**, **Jane Talcott** and **Jim Walsh**, copywriters.

**Ajit Dalvi**, director of marketing, Cox Cable, Atlanta, named VP, marketing, planning and development.

**Alban Lloyd**, chairman, McCann-Erickson, London, joins Saatchi & Saatchi Compton Inc. there as chairman, continental European operations.

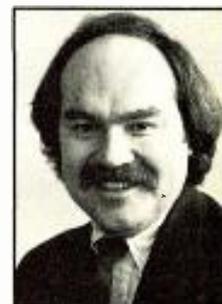
Appointments, Blair/RAR, New York: **Gary Lewis**, marketing manager and director of training, radio sales associate training pro-

gram, John Blair & Co., New York, to general sales manager and director of training; **Richard Landesman**, VP and research director, to VP, director of market development, and **Michelle Jennings**, VP, New York sales manager, to marketing and training manager.

Appointments, Needham Harper Worldwide, New York: **Carolyn Roughsedge**, VP, direc-



Roughsedge



Lancaster

tor of broadcast production, and **Roy Lancaster**, VP, management representative, to senior VP's; **Bud Gilson** and **Thomas Hook**, VP's, to management representatives, and **Sharon Teal**, account executive, to account supervisor.

VP's named senior VP's, Abramson Associates, Washington: **Stephen Blum**, **Bill Costello**, **Terry Coveny** and **Paul Lutzker**. **Jerry Caplan**, account executive; **Richard Dufek**, production director; **Diane Feldman**, research director, and **Robbie Morehead**, controller, to VP's.

**Jay Schulberg**, deputy creative head, Ogilvy & Mather, New York, named creative head.

**Orens Van Morrison**, director of graphic services, Needham Harper Worldwide, New York, named VP. **Amy Burns**, presentation coordinator, Needham, Harper & Steers, New York, named manager of presentation services.

**Larry Hyams**, manager, audience research, prime time and operations, ABC, New York, named associate director, audience research, marketing and research services.

**John Farsakian**, from Nissan Motors Corp., Carson, Calif., joins Campbell-Ewald, Warren, Mich., as senior VP, manager, strategic planning and research department.

**Michelle Tiberio**, from Homer & Durham, New York, joins Geer, DuBois there as senior art director.

**Robert Hebenstreit**, associate research director, Petry National Television, New York, named director of research.

**Susan Levy**, account executive, Avery-Knodel Television, New York, named assistant sales manager, NBC/IND team there. **Kerry Tracy**, network research analyst, A-K, New York, named account executive, NBC/IND team.

**Clifford Karmiohl**, from Perception Research, Englewood, Colo., joins N W Ayer, New

York, as research account executive. **Karen Hammel**, from Beecham Products, Pittsburgh, joins Ayer, New York, as media planner.

**John Meader**, VP, management supervisor, Lewis, Gilman & Kynett, Philadelphia, named VP, business manager, advertising services.

Named VP's, Tracy-Locke BBDO, Dallas: **Elwanda Edwards**, **Scott Helbing**, **Greg Taucher** and **Todd Knudson**, account supervisors; **Janet Ferguson**, associate creative director.

**Frank Carcione**, general sales manager, NYT Cable TV, Cherry Hill, N.J., named director of marketing.

**William Morton** and **Roberta Blick**, VP's, Vitt Media International, New York, named group VP's.

**George Blinn**, senior VP, director of New York and regional sales, Petry Television, New York, named senior VP, general sales manager, for Petry Television.

**James Chastain**, account executive, Stolz Advertising, St. Louis, joins D'Arcy MacManus Masius there as account executive.

**Lynne Stauffer**, member of national sales staff, Cable Networks Inc., New York, named director of affiliate relations. **Bonnie Baker**, account executive, McGavren Guild, Chicago, joins CNI as Chicago sales manager.

**Elaine Pappas**, director of research, Hillier, Newmark, Wechsler & Howard, New York, named VP.

**Kenneth Bauder**, national sales manager, WGAL-TV Lancaster, Pa., joins WTLV(TV) Jacksonville, Fla., as general sales manager.

**Frank Digoia**, account executive, WABC(AM) New York, named general sales manager.

**Saul Rosenthal**, local sales manager, WHQT(FM) Coral Gables, Fla., named general sales manager.

**Kim Pyle**, account executive, WMAG-FM High Point, N.C., named sales manager.

**Bob Bechir**, national sales manager, Aladdin Productions, Minneapolis, joins WLXI-TV Greensboro, N.C., as sales manager.

**Mary Sellars**, from Jefferson Data Systems, Charlotte, N.C., joins WDBJ(TV) Roanoke, Va., as traffic manager.

**Beth Keck**, member of sales staff, KAAM(AM)-KAFM(FM) Dallas, named retail sales coordinator.

**Cheryl Faust**, account executive, WDSU-TV New Orleans, named local sales manager.

**Patty Hansen**, account executive, KJYY(FM) Des Moines, Iowa, named senior account executive.

**Jimmy Davis**, account executive, KRLD(AM) Dallas, named director of sports sales. **Wendy Wish**, sales assistant, KRLD, named account executive.

**Bill Bacigalupi**, sales manager, KGO(AM) San Francisco, named general sales manager.

**Joe Frazak**, Midwest sales manager, NBC TV Spot Sales, Chicago, joins NBC-owned WMAQ-TV Chicago as sales manager.

**Melinda Barnett**, retail sales coordinator,

WKBD-TV Detroit, joins WCXI-AM-FM there as co-op director.

**Pat Ross**, general sales manager, KWES(FM) Monahans, Tex., named regional sales manager.

**Joe Cooper**, local sales manager, KDNL-TV St. Louis, joins WMC-TV Memphis as national sales manager.

**Scott Seyler**, account supervisor, Boyd & Farmer Advertising, Phoenix, joins KLZI-FM there as local sales manager.

**Jackie Myers**, receptionist, WCAQ(AM)-WXYV(FM) Baltimore, named continuity director.

**Rick Schoew**, account executive, WTAR(AM) Norfolk, Va., named local sales manager.

**Debbie Donour**, account executive, WLTY(FM) Norfolk, named local sales manager.

**Beth Miree**, from WWKX(FM) Gallatin, Tenn., joins WSMV-TV Nashville as sales and marketing representative.

**Merle Bourne III**, television sales representative, Pownall Advertising, Decatur, Ill., joins WICS(TV) Springfield, Ill., as account executive.

**Ron Rutledge**, from WTOP(AM) Washington, joins WCBM(AM) Baltimore as account executive.

**John Ferguson**, independent sales representative, Universal Press Syndicate, Des Moines, Iowa, joins WHO(AM) there as account executive.

**Robert Buselli**, general sales manager, WPTF-TV Raleigh, N.C., joins WRTV(TV) Indianapolis as account executive.

**Ron Young**, regional manager, TM Communications, Dallas, joins Texas State Network as account executive.

**Gwendolyn Stevens**, from Midland hotel, Chicago, joins WFYR(FM) there as account executive.

## Programing

**John Barber**, VP, current programs, Paramount Television, Los Angeles, joins ABC Entertainment there as director, current dramatic programs.

**Amy Shapiro**, director of sales, Universal Pay Television, Los Angeles, named VP, sales administration.

**Kim LeMasters**, VP, motion picture production, CBS Entertainment, New York, joins CBS Entertainment there as VP, mini-series.

**Peter Newman**, VP, sports, Group W Satellite Communications, Stamford, Conn., named VP and general manager, Home Theater Network.

Appointments, Lorimar Productions, Los Angeles: **William Josey**, VP, business affairs-television, named VP, acquisitions, distribution group; **Kit Anderson**, director, docudrama unit, CBS Entertainment, Los Angeles, to director of television movies and mini-series.

**Richard Moran**, VP and general manager, program development and sales, East Coast, Tribune Entertainment Co., New York, joins Camelot Entertainment Sales, New York, as

account executive.

**John Chickering**, director of financial administration, Warner Bros. Television, Burbank, Calif., named VP, financial administration.

**Sherill Smith**, manager of business development, MTV Networks Inc., named director, international business development. **John Cannelli**, business manager, Nickelodeon, MTV Networks Inc., New York, named director, business operations, MTV Networks.

**Bess Hochman**, attorney, private practice, Los Angeles, joins Paramount Domestic Television and Video Programming there as assistant director, business affairs-legal. **Helen Mossler**, associate director of casting, Paramount Pictures Corp., Los Angeles, named director of casting.

**Barbara Cline**, director, studio administration, Columbia Pictures Industries, Burbank, Calif., named VP, studio administration, filmed entertainment.

**Mark Mersky**, director, sales promotion and media research, Group W Satellite Communications, Stamford, Conn., named director, marketing and media research.

**Thomas Razza**, manager of research, Paramount Domestic Television, Los Angeles, named executive director, research.

**Lorraine Carla Engelman**, associate producer, *Sportsworld*, NBC, New York, named producer, *Sportsworld*.

**Tom Cerio**, account executive, Orion Television Syndication, New York, named VP, Northeast.



Abdelnour

**Bonnie Abdelnour**, national sales manager and director, new business development, WPIX-FM New York, joins United Stations there as director, corporate development, United Stations Radio Network.

**Anna Berg**, financial analyst, King Broadcasting Co., Seattle, named business manager for King's Northwest Mobile Television, Seattle-based mobile television production company.

**Mike Clark**, freelance producer and director, joins Columbia Pictures Television, Burbank, Calif., as director of videotape operations.

**Jayne Boyd**, program manager, WTSP-TV St. Petersburg, Fla., named VP, programing, independent stations, for parent Gulf Broadcast Group. She will be based in Dallas, and will oversee programing efforts of KTXA(TV) Fort Worth and KTXH(TV) Houston.

**Mark Rivers**, from WBSB(FM) Baltimore, joins WNUF(FM) New Kensington, Pa., as program director.

**Jimmy Thomas**, general manager, Videotape Inc., Augusta, Ga., joins WJBF-TV there as production manager.

**Tom Jeffries**, music director for air personality, WGCL(FM) Cleveland, Ohio, named program director.

**Neal Mirsky**, from WCKO(FM) Miami, joins WPLR(FM) New Haven, Conn., as program director.

**Elizabeth Richter**, associate director, program production, noncommercial WTTW-TV Chicago, named director of program production.

**Ron Parker**, assistant program director and air personality, KKQB-FM Houston, named program director.

**Nick O'Neil**, air personality and assistant program director, WLTY(FM) Norfolk, Va., named program director. **Bob Ridle**, air personality and assistant program director, WTAR(AM) Norfolk, named program director.

**Carey Curelop**, program director, Taft Broadcasting's WYNF(FM) Tampa, Fla., joins co-owned WSUN(AM) St. Petersburg, Fla., in same capacity. **Tim Smith**, program director, Taft's WGRQ(FM) Buffalo, N.Y., succeeds Smith.

**A.J. Roberts**, operations manager, KBZT(FM) San Diego, joins KHIT-FM Seattle as program director.

**Ray (Dusty) Granberry**, senior director, KVUE-TV Austin, Tex., named production manager.

**Bill Rosinski**, sports director, UPI Radio Network, Washington, joins Mutual Radio Network, Arlington, Va., as anchor, *Wide Weekend of Sports*.

## News and Public Affairs

Appointments, CBS News, Washington: **Ike Pappas**, correspondent, to congressional correspondent; **Jacqueline Adams**, congressional correspondent, to White House correspondent; **Deborah Potter**, White House correspondent, to State Department correspondent. **Judy Miller** and **Frank Settiani**, reporters, CBS News, New York, named correspondents. **Terrence Smith**, correspondent, *New York Times*, New York, joins *CBS Morning News*, CBS, Washington, as correspondent. **Peter Boyer**, Atlanta bureau chief, *Los Angeles Times*, joins *CBS Morning News*, New York, as media critic.

Appointments, NBC News, Washington: **Steve Reiner**, associate producer, *Today Show*, to news editor, NBC News; **Lyn Myers**, general assignment field producer, NBC News desk, to associate producer, *Today Show*; **Nami Spinrad**, field producer, State Department, to field producer, Pentagon; **M.J. Fingland**, assistant to producer, *Today Show*, resigns to become assignment editor for Senate Republican Conference.

Appointments, *ABC World News Tonight with Peter Jennings*: In Washington, **Cherie Simon**, field producer, to Washington operations producer; in New York, **Betsy Rich**, associate producer, to field producer; **Susan Cantor**, associate producer for Richard Threlkeld, to associate producer, investigative unit; **Amy Katz**, production associate, to associate producer; **Thomie Nista**, executive secretary to executive producer, to production associate; **John Upshall**, desk assistant, to production associate; **Luz Montez**, secretary, to production coordinator; **Joe Donnelly**, associate producer, to associate producer in charge of slant/track editing, and **Pat Caulfield**, desk assistant, *Nightline*, to executive producer.

**Mark Estren**, senior director of news and programming, Financial News Network, New

York, named senior VP, news and programming.

**Dan Doherty**, producer, *The Wall Street Journal Report*, WPIX(TV) New York, joins Cable News Network, Atlanta, as senior writer-producer.

**Eddy Arango**, partner, law firm of Arango & Galarraga, Coral Gables, Fla., joins WSCV-TV Miami as news director.

**Russell Vossen**, operations director, WUHQ-TV Battle Creek, Mich., joins WKZO-AM-TV Kalamazoo, Mich., as director of news, sports and special events. **Fred Douglas**, news director, WKZO-TV, named senior correspondent.

Appointments, KJEO(TV) Fresno, Calif.: **Ed Wilson**, anchor and executive producer, to news director; **Bob Ormseth**, anchor-producer, KARK-TV Little Rock, Ark., to weekday co-anchor-producer, and **Jennifer Whitney**, anchor-producer, KMIR-TV Palm Springs, Calif., to anchor-producer.

Appointments, WLWT(TV) Cincinnati: **Gay Piller**, news production manager, to executive news producer; **Mike Hevel**, special projects producer, to night news manager; **Ken Gullette**, night news assignment editor, to producer, midday news, and **Dave Robinson**, executive producer, assumes additional responsibilities as co-anchor and weekend managing editor.

**Deborah Barnes**, news director, KAGY(AM) Salem, Ore., joins KSLM(AM)-KSDK(FM) there in same capacity.

**G. Donald Gale**, VP, public affairs, KSL-AM-TV

Salt Lake City, assumes additional duties as VP, public affairs, for parent Bonneville International Corp. there.

**Robert Vizcon**, executive news producer, WLTV(TV) Miami, joins WSCV-TV there as assistant news director.

**Pete Poore**, reporter and news and public affairs producer, noncommercial WRLK-TV Columbia, S.C., joins WIS-TV there as managing assignment editor.

**Josh Howard**, senior producer, special projects, WCBS-TV New York, named producer, *Channel 2 News at Six*.

**Lisa Price**, 6 p.m. weekday anchor, WLIO-TV Lima, Ohio, joins WANE-TV Fort Wayne, Ind., as anchor-producer.

**Marlene McClinton**, from KATU(TV) Portland, Ore., joins WMAQ-TV Chicago as weekend co-anchor.

**Melissa Wells**, from WRBL-TV Columbus, Ohio, joins KCRG-TV Cedar Rapids, Iowa, as co-anchor, 6 and 10 p.m. news.

**Todd Garretson**, from KOMO-TV Seattle, joins KING-TV there as videotape editor, news.

**Philip Yzaguirre**, freelance producer, WJLA-TV Washington, joins WABC-TV New York as news writer.

**Ellen Fleysner**, from New York bureau of Cable News Network, joins WNBC-TV New York as reporter.

**Steve Gendel**, health reporter, WDMV-TV Washington, joins KCBS-TV Los Angeles in same capacity.

# Broadcasting

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## Technology

**R.H. Plush**, manager, program management department, satellite communications services, RCA Americom, Princeton, N.J., named director, facilities planning, RCA Communications there.

**Gilbert Johnson**, executive VP and chief operating officer, California Microwave, Sunnyvale, Calif., named president and chief operating officer, succeeding **David Leeson**, who remains chairman and chief executive officer.

**Larry Roberts**, director of operations, electro-optical products division, ITT, West Boylston, Mass., named VP, director of operations, responsible for all fiber and cable manufacturing.

**Joe Engle**, sales manager, RF and audio products, Broadcast Electronics, Quincy, Ill., joins NEC America, Elk Grove Village, Ill., as national sales manager, RF products.

**Dale Bell**, director of operations, VideoStar Connections Inc., VideoStar, Atlanta-based satellite networking services firm, named VP, Staging Connections Inc. **Beverly Johantgen**, videoconferencing sales manager, succeeds Bell.

**William Owen**, member of law department, Zenith, Glenview, Ill., named assistant general counsel. **John J. Van Zeyl**, general attorney, Zenith, named senior attorney.

Appointments, Shoreline Teleproduction Systems, Los Angeles-based manufacturer of video equipment: **Larry Forbes**, video sales consultant, The Federated Group, Los Angeles; **Alan Pecherer**, engineering technician, Lyon Lamb Video Animation Systems, Burbank, Calif., and **Penny Russell**, company expeditor and service coordinator, to members of sales team.



Aldrich

**H.G. (Skip) Aldrich**, assistant chief engineer, WTCN-TV Minneapolis, named chief engineer.

**Ed Buterbaugh**, VP, director of engineering, CKLW(AM) Windsor, Ont. (Detroit), joins WJR(AM) Detroit as chief engineer.

**Peter Swanson**, from noncommercial

WGBH(FM) Boston, joins WBZ(AM) there as studio crew chief.

**Steve Kerman**, staff member, Tektronix, Beaverton, Ore., named director of sales and support, television division.

**Colin Horton**, manager of systems engineering department, C-COR, State College, Pa., named director, new business development.

## Promotion and PR

**Jay Rothman**, creative account supervisor, Graphic Orb, Los Angeles, joins CBS Entertainment there as creative director, motion pictures for television, mini-series and dramatic specials, print advertising, West Coast.

**David Salinger**, assistant director, affiliate promotion, CBS Entertainment, Los Angeles, named director, affiliate promotion and special projects.

**Joseph Fitzgerald**, director, investor relations, ABC, New York, named VP, investor relations.

**Robert Hills**, VP and senior counselor, Burson-Marsteller, Washington, joins Siddall, Matus & Coughter as head of its Washington operations.

**Mimi Jones**, marketing manager, promotions, Metrovision, Atlanta, joins The Weather Channel there as sales promotion coordinator.

**Bruce Fein**, VP, Gray & Co., Washington public relations firm, and former general counsel, FCC, named senior VP, Gray & Co.

**Elizabeth Stiliz Mills**, VP, Multimedia Entertainment, Cincinnati, named director of corporate communications, Multimedia Inc., Greenville, S.C.

**Michael Wright**, senior VP and administrative head of New York office of Hollywood-based public relations firm, Stone/Hallinan Associates, resigns to become independent publicist, specializing in television.

**Judith Timmerman**, assistant promotion manager, WFAA-TV Fort Worth, named promotion manager.

**Allen McLaughlin**, account executive, KTFX(FM) Tulsa, Okla., named promotion director.

**William Bryan DuBay**, presentation writer, Marvel Productions Ltd., named art director.

**Gary Brock**, air personality, KCNN(AM) Oklahoma City, named promotion director.

## Allied Fields

**Albert Gillen**, retired chairman, Knight-Ridder Broadcasting, has formed own communications consulting firm, Albert J. Gillen Associates, Key Largo, Fla.

**Michael Schooler**, associate general counsel, National Cable Television Association, Washington, named deputy general counsel. **Carol Melton**, member of legal staff, NCTA, named assistant general counsel.

**Leslie GH Pride Collins**, senior director, World-Wide Satellite Services, Western Union, New York, resigns to become private telecommunications consultant, based in Warwick, N.Y.

**James Carey**, dean of College of Communications, University of Illinois, named second Inaugural Fellow, Gannett Center for Media Studies, Columbia University, New York.

**John Quarderer**, from KGO-TV San Francisco, joins University of Missouri, Columbia, Mo., as instructor and news director of school's commercial station, KOMU-TV Columbia. **Ron Naeger**, from school's Academic Support Center, named assistant instructor and chief broadcast engineer.

**Mel Parker**, direct response marketing director, CBN Cable Network, Virginia Beach, Va., resigns to form own consulting firm, Media Consultants International there.

**David Glaser**, manager of operations and product development, scanning department, A.C. Nielsen, Northbrook, Ill., named VP, director of scanning development, Marketing Research Group USA. **David Stepp**, client service executive, Nielsen Television Index Marketing, A.C. Nielsen, Northbrook, Ill., named account executive.

**David Conyer**, director of instructional television, Stout Teleproduction Center, University of Wisconsin, joins National Technical Institute for the Deaf, Rochester, N.Y., as production coordinator.

**Greg Johnson**, West Coast regional manager, National Association of Broadcasters, joins Beverly Hills, Calif., office of Blackburn & Co. as media broker.

## Deaths

**David Cogan**, 76, former president of CBS-Columbia Inc., and more recently vice chairman of board and chairman of finance committee, Sheller-Globe, Toledo, Ohio-based diversified manufacturing firm and officer with Dreyfuss Corp., died of cancer Jan. 26 at Memorial Sloan-Kettering Cancer Center. Cogan developed tube tester while still in college, and formed Cyrad Manufacturing Co. of Boston upon graduation. Cyrad was later bought by Hytron Corp., vacuum tube manufacturer. In 1932, Cogan became sales manager of Hytron, and became VP and director in 1935. In 1951, Hytron merged with CBS. In exchange of stock, Cogan became major stockholder in CBS. He was elected to board of directors of CBS Inc., and named president of CBS-Columbia Inc., division which manufactured TV and radio sets. He was instrumental in building Television City in Hollywood. He left CBS in 1954. Cogan is survived by his wife, Martha Sharp, and son.

**H. K. (Bud) Crowl**, 70, founder, principal owner and president, WAVI(AM)-WDAO(FM) Dayton, Ohio, died of apparent heart attack Jan. 26 at Miami Valley hospital, Dayton. FCC on Jan. 9 approved sale of his stations to Stoner Broadcasting of Des Moines, Iowa. Crowl is survived by his wife, Eva, and two sons. One son, David, is general manager of KKRZ(FM) Portland, Ore.

**John J. (Jack) Ryan Jr.**, 65, retired account executive, participating program sales, NBC Television Network, New York, died of heart attack Jan. 18. at Greenwich (Conn.) hospital. He is survived by his wife, Kay, and two sons.

**Donald N. Mann**, 64, manager, special projects, WMMB(AM) Chicago, died Jan. 14 in Evanston, Ill., hospital. He had been with station over 30 years. He is survived by his wife, Rhoda, and three children.

**George S. Driscoll**, 75, VP, engineering, WOKR-TV Rochester, N.Y., at time of his retirement in 1974, died of cancer Jan. 18 at St. Elizabeth's hospital, Utica, N.Y. Driscoll's first broadcasting job was at WMOB(AM) Auburn, N. Y., in late 1920's. He is survived by his wife, Norma, and son.

**Harry Wayne**, 67, designer, WDIV(TV) Detroit, who retired in 1979 after 32 years with station, died of cancer Jan. 16 at Beaumont hospital, Royal Oak, Mich. Survivors include his wife, Helen, two sons and two daughters.

## David Horowitz: force behind the force

As a member of the office of the president of Warner Communications Inc., David Horowitz was a principal architect of Warner Amex Satellite Entertainment Co., the joint venture launched in 1980 to develop programming for cable. He was also the company's chief liaison with WASEC. Five years later, having launched four cable channels (Nickelodeon, The Movie Channel, MTV and VH-1), the programming venture, now a public company known as MTV Networks Inc., is headed by the former WCI executive who helped bring it all about.

Horowitz assumed the presidency (and chief executive's title) of the company last July, after the abrupt dismissal of the company's founding president, Jack Schneider. The succession of Horowitz to the position served several purposes. First, MTV Networks gained a chief executive who had been deeply involved in many of its activities since day one. Indeed, Horowitz played a major role not only in its conception, but in later developments as well, such as spinning off The Movie Channel into a merger with Showtime. As a member of the board overseeing the activities of the two pay services, Horowitz also played a major role in the buyout of the competing pay-cable service, Spotlight, and the Paramount exclusivity deal, which gives Showtime and The Movie Channel exclusive pay cable rights to Paramount's theatrical releases. He also convinced Neil Austrian to leave Doyle Dane Bernbach to head Showtime/TMC.

Horowitz's move to MTV Networks also served the interests of WCI, which kept a valued executive within the Warner group of companies, while simultaneously thinning its own top-heavy upper management ranks.

Horowitz started his career at a New York law firm specializing in entertainment law, where he spent 10 years before joining Screen Gems and its parent company, Columbia Pictures. During his tenure at Screen Gems, from 1963 to '68, that company acquired a number of television and radio stations, for which he also had general oversight responsibilities.

Horowitz joined WCI as senior vice president in 1973 with responsibility for the company's record operations, one of the two largest in the country (CBS Records is the other). Several years prior to joining WCI, he had steered Columbia into the record business by directing its acquisition of Bell Records.

About a year after Horowitz joined WCI, the company's cable interests were added to his slate of responsibilities. The company had become a major force in cable system ownership just the year before when it acquired the Los Angeles-based Cypress Communications. At the time, WCI said that deal made it the second biggest MSO with



DAVID HERMAN HOROWITZ—president and chief executive officer, MTV Networks Inc., New York; b. Sept. 11, 1928; BA, Columbia University, New York, 1948; LLB, Columbia Law School, 1950; associate-in-law, Columbia Law School, 1950-51; law clerk to Judge Stanley H. Fuld, New York Court of Appeals, 1951-52; partner with law firm, Schwartz & Frohlich, New York, 1952-63; vice president, general counsel, Screen Gems, 1963-68; vice president, secretary and general counsel, Columbia Pictures Industries, 1968-73; senior vice president, Warner Communications Inc., 1973-74, executive vice president, 1974-76, member of office of president, 1976-84 (assuming additional title of co-chief operating officer in 1981); present position since July 1984; m. Susan Welsch, Aug. 9, 1980; children—Adam, 1; stepson Justin, 11, and (from previous marriage) Marilyn, 28; Roger, 27; Diana, 21.

360,000 subscribers. (Today the number-two MSO is American Television and Communications Corp., which claims more than 2.4 million basic subscribers; Warner Amex Cable is now ranked sixth with 1.2 million basic subs.)

As to the creation of WASEC, Horowitz says that he had come to believe, as did several of his colleagues, that Warner "should be a major force on the programming side of cable." In the 1970's Warner was providing product to movie theaters and television networks and stations. "We felt it should also program for cable," Horowitz recalls. That decision, which established a new long-term direction for the company, came just prior to the company's agreement to put its cable systems into a joint venture with American Express in 1979. When WCI also asked AE to invest in the programming venture, the latter agreed. "We deliberately created it [the programming venture] as a company separate and apart from the cable system company," recalls Horowitz, "because there are obviously different skills and cultures involved in the programming than there are on the cable operating side."

Horowitz describes himself as a "hands-

on chief executive" who works closely with Robert Pittman, executive vice president and chief operating officer of MTV Networks. In one sense, that relationship is a continuation of the one that existed when Horowitz was WCI's chief liaison with the cable programming company. "We work closely together," Horowitz says. "It is truly a partnership."

The issue of carriage fees and whether basic ad-supported networks are justified in collecting them continues to be argued by cable operators and programmers. Operators complain that fees are too high and that programmers should reduce, if not eliminate, them as advertising revenues guide the networks to profitability. Horowitz has some strong views on the subject: "I feel our programming has a distinct value to the cable operator. Their main task is to increase basic penetration, and I think cable-unique services are essential to achieving that goal." He notes that programmers have invested many millions to develop the satellite-delivered services, and points to the costs of maintaining quality program services. The carriage fees, contends Horowitz, "represent a small fraction of the fees that the cable operators get from their subscribers. And we don't ask the cable operator for a share of his increased revenue when he raises his basic rates. We don't look into his pocket and say, 'You're making a lot of money,' and we ask the cable operator not to look into our pocket and say, 'You're making money,' because we are all in business to make money—and I think we can all make money if we focus on working together."

Although his corporate duties take up most of his waking hours during the week, Horowitz has numerous outside activities. "I'm quite a reader," he said, with a taste for literature and nonfiction alike. He also has a passion for politics, carried over from his undergraduate days at Columbia University where one of his interests was political science. Today that passion is expressed in part by his membership on the advisory board of The Center for Defense Information, which concerns itself with such weighty issues as the arms race. He is also an adjunct professor at New York University, where he teaches an occasional course in communications.

Appropriately enough, Horowitz also has a personal interest in music of various genres. Asked if he was a devotee of such rock legends as Elvis Presley and Chuck Berry, he replies, "Yes, and I still am." He is also a member of the Metropolitan Opera Association.

What future projects are being planned at MTVN? Horowitz says that the company will create additional home video packages and will expand its international activities. (It currently licenses programs to Australia, Japan and France.) There's also the possibility MTVN will launch other cable channels. "We have ideas about other channels," he says, but those ideas are being kept close to the vest.

FCC released order **reconsidering 12-12-12 multiple ownership rule** last Friday (Feb. 1). Because of congressional moratorium on television aspects of commission's original decision, TV rules go into effect April 2. Radio aspects of rule go into effect 30 days after publication of rule in *Federal Register*. In statement concurring in part to decision, Commissioner Mimi Dawson said she continued to believe that numerical cap for TV "handicaps virtually all non-network group owners in their ability to compete with the established networks since those group owners will almost certainly reach the numerical cap long before they reach the percentage cap." She also questioned separate caps for minority ownership. "If the commission's concern is the concentration on a nationwide basis of too much ownership in any one entity's hands, I do not see how that concentration is in any way ameliorated by the race of that entity's owners," she said.

In exchange for **Major League Baseball's blessing on distribution of Atlanta Braves baseball** to 32.3 million cable homes via superstation WTBS-TV Atlanta (BROADCASTING, Jan. 28), **Ted Turner**, owner of Braves and superstation, has **agreed to pay Major League Baseball between \$27 million and \$30 million** over next five seasons. Four other superstation-distributed teams—Chicago Cubs, New York Mets, New York Yankees and Texas Rangers—are reportedly negotiating deal similar to Turner's with MLB. Of four, most pervasive is Cubs, which are broadcast by WGN-TV Chicago and reach 17.4 million cable homes through facilities of United Video. If Turner formula were applied to Cubs, team would pay around \$4 million year.

Following similar announcement by Arbitron last September, **A.C. Nielsen is increasing sample size** of its meters in three current overnight markets: **Boston, Philadelphia and Dallas**. Boston will be increased from 300 meters to 320 by spring, while Philadelphia will be upped from 400 to 450 by next fall. Dallas, which started with 300 meters, will increase to 400 meters by October with intermittent step of 350 meters by spring. New York, Los Angeles, Chicago and San Francisco will all remain unchanged at 500 meters, while Washington is unchanged at 400 meters and Detroit is unchanged at 300 meters. Houston, where 350 meters are scheduled to begin in May, will be increased to 400 meters by November. And Miami, which is scheduled to be launched with 400 meters by October,

**Westmoreland vs. CBS.** Among the witnesses testifying for CBS in the Westmoreland libel trial last week was former Representative Paul McCloskey (R-Calif., 1967-82). McCloskey, an anti-war Republican candidate for the presidency in 1972, recalled how co-defendant Sam Adams had come to him shortly after both had testified in the 1973 Pentagon Papers trial of Dr. Daniel Ellsberg, and asked him to safeguard some documents "in case something happened to him." McCloskey recalled reading some of the documents later on and said he was "shocked" at a cable endorsed by Westmoreland in 1967 which called for the removal of self-defense forces from the official order of battle after new intelligence indicated total numbers for that group in the 120,000-range, almost double the previous estimate. McCloskey, who toured Vietnam during the conflict, said he believed the self-defense forces "probably caused as many casualties as North Vietnam or [Viet Cong] regular forces." With that as the case, he said it was "almost criminal" to remove them from the official count of enemy strength. Also testifying on behalf of the network last week was Gregory Rushford, the chief investigator for the House Select Committee on Intelligence in 1975 when it probed allegations by Adams concerning suppressed enemy strength figures during the Vietnam war. Rushford compared intelligence officers in the Westmoreland command charged with estimating enemy strength to used-car salesmen "rolling back the mileage." The House committee eventually agreed with Adams that it appeared some enemy troops had been left out of the official order of battle in an effort to maintain some sort of arbitrary ceiling on enemy strength.

will see its base increased by 100 meters within following year. Nielsen spokesman said sample size increases were being made either because increases for certain markets were built into some contracts with stations, or because stations picked up options to have sample boosted. Arbitron also advised its metered market subscribers, although it did not release information publicly, that it is **increasing sample size** with four overnight markets: **Philadelphia** (from 325 to 350 by December 1985), **Detroit** (325 to 400 by December 1985), **Miami** (300 to 350 by December 1985) and **Houston** (300 to 400 by December 1986).

FCC Commissioner James Quello last week said rulemaking aimed at permitting noncommercial broadcasters to swap the **VHF's for commercial UHF's** without having to open stations competing interests has been "targeted" for action at open meeting **Feb. 14**. In interview last week, Quello said his own poll of noncommercial VHF station managers reveals that most would like option of being able to make trades, even though most also said they would only consider swaps if offers were "exceptionally attractive." Quello also said he thinks such swaps would have to pass "very strict public interest requirements" to win commission approval. As example, Quello said he thought commission should specify that money raised from swaps be used "for public broadcasting or educational broadcasting purposes." Such action might be necessary to deter university licensees from using money to erect buildings or for other nonbroadcasting purposes.

**Columbia Pictures Television Domestic Distribution** has cleared 23 top 25 markets for new first-run episodes of **What's Happening Now**, canceled ABC sitcom that ran from November 1976 to August 1979 and generated 65 episodes. According to Joseph Indes, senior vice president, syndication, CPTDD, 23 markets represent 54% coverage and "we're a firm go for next fall." CPTDD is producing 22 new episodes that will be available for first year on bar basis and thereafter on cash basis. Stations signed up for new episodes include WNEW-TV New York; KTLA-TV Los Angeles; WGN-TV Chicago; KBHK-TV San Francisco; WLVI-TV Boston; WTAJ-TV Philadelphia; WKBD-TV Detroit, and WDCA-TV Washington. All but two of 23 stations are independents, Indelli said, and most will run show in weekend access time periods.

**Abell Communications**, subsidiary of *Baltimore Sun* publisher, T. A. S. Abell Co., which recently sold most of its broadcast property to former president and CEO Stephen Seymour (see "For the Record," page 89), announced last Wednesday (Jan. 30) that it has **signed letter of intent to purchase WRLH-TV Richmond, Va., from T Corp. for \$14.4 million**. Abell's only other broadcast property is WMAR-TV Baltimore, which it retained in earlier sale. TVX Corp. based in Virginia Beach and is principally owned by Tim M. Donald, president, John Trinder and Gene Loving. It is owner of five TV's. WRLH is independent on channel 35 with 4,335 visual, 433.5 kw aural and antenna 1,252 feet above average terrain.

**Communicom**, one of largest and oldest cable franchises in Los Angeles, filed for financial protection under **Chapter 11 of bankruptcy code** last Thursday (Jan. 31), citing estimated debt of "just under \$166 million." Action follows termination last December of negotiations between Communicom and United Cable Television Corp. regarding latter's proposed acquisition of Culver City, Calif.-based company. Communicom holds 320,000-home Hollywood-Wilshire franchise extending from downtown Los Angeles to Pacific Ocean, as well as smaller suburban systems in Los Angeles and Orange counties. Fifty-four-channel systems serve about 47,000 subscribers. More than half Hollywood-Wilshire homes are multiple-dwelling units and not considered "immediately serviceable" by cable operator. Communicom Chairman Glen W. (Bill) Nielsen said agreements had been reached with major program suppliers including HBO and Showtime-The Movie Channel, assuring uninterrupted service to subscribers. He emphasized that company will continue to install service for new customers. According to Communicom release, operator's lenders—First National Bank of Boston and Security Pacific National Bank—have indicated their intention to finance firm's operation during its Chapter 11 case.

was also announced that United Cable's vice president of operations, **Paul E. Beckelheimer**, has joined Communicom as its new chief operating officer. Beckelheimer headed United management team which oversaw operation of Communicom for 18-month period ending Jan. 7. No other personnel changes have been disclosed. Communicom is subsidiary of Cody, Wyoming-based Nielson Enterprises.

Name of **possible suitor for RKO Radio Networks** ("Closed Circuit," Jan. 28) surfaced last week: **Westwood One**, Culver City, Calif.-based radio program supplier. Westwood President Norm Pattiz declined to comment when asked if company was pursuing availability of RKO Networks (RKO One and RKO Two). Also, **Satellite Music Network**, Dallas, has acknowledged interest in networks. RKO official said networks are not on block, per se, but company is "listening to offers."

**Speculation that Tele-Communications Inc. was on verge of acquiring United Satellite Communications Inc.** was heating up last week, but all John Malone would say about it following speech last week before Washington Metropolitan Cable Club was "no comment." According to Ken Gorman, executive vice president, Viacom International, TCI was still trying to make deal for satellite broadcasting venture three weeks ago, when Viacom dropped its own takeover initiatives. Viacom had been talking with USCI on-and-off for about year, he said.

FCC granted **Chesapeake & Potomac Telephone Co. permission** last week **to build and maintain trunk and feeder lines for cable system in Washington** for city's designated cable franchisee, **District Cablevision Inc.** Rejecting arguments of two losing bidders for cable franchise and others, FCC said C&P proposal fell within its jurisdiction and did not violate FCC's prohibition against telephone companies' providing cable service within their telephone service area. Although C&P will retain ownership of \$50-million "broadband transport system," FCC said telephone company "has no control over the cable provider or the cable service nor is there any common control over the two companies." To guard against C&P cross-subsidizing venture with revenues from local telephone service, FCC required C&P to keep separate books.

FCC last week released order **authorizing use of lotteries to award grants for multichannel multipoint distribution services.** In order, FCC noted that since it has decided to treat MMDS as "media of mass communications," it will launch rulemaking to consider how service should be regulated.

**Warren Littlefield**, VP, comedy programs, NBC Entertainment, has been named senior VP, series programming. He succeeds **Jeff Saksansky**, who is joining Tri-Star Pictures as president, production. **Perry Simon**, VP, creative affairs, NBC Productions, has been named VP, comedy development, NBC Entertainment.

**Six U.S. television program suppliers have formed joint venture with Japanese firms to launch Japan's first pay-TV service.** **Premiere International**, which is owned equally by Columbia Pictures International Pay Television, HBO, Showtime/The Movie Channel, Horn EMI Screen Entertainment, 20th Century Fox, and Warner Bros. will be 48% owners of new service; majority of stock will be owned by Shochiku, Toho, Dentsu and Tokyo Broadcasting System. New service will be "similar in concept" to HBO and Showtime/The Movie Channel and will be fed by product from partners. Cable TV at present reaches about four million TV homes in Japan. Premiere International also is partner in pay-TV service in U.K. and is establishing similar service for German-speaking areas of Europe.

**Comsat reported operating income of \$45 million for fiscal 1984, down \$29 million from \$74 million in 1983.** And it reported operating revenues of \$442 million, up less than \$2 million from \$440.2 million previous year. Comsat attributed \$13 million of \$29 million decrease in income to "write-off associated with redirection" of

Satellite Television Corp., Comsat satellite broadcasting subsidiary, and \$4 million to write down of inventory from Comsat's equipment manufacturing business. Unaudited results were included as part of press release announcing plans to issue \$100 million worth of 10-year debentures in international capital markets.

Newspaper portion of Des Moines Register & Tribune Co. has found buyer, it was announced last Thursday. **Gannett Co. has agreed to buy Des Moines Register and three smaller papers** for price in neighborhood of **\$200 million.** Offer is considerably above \$112 million initial bid for whole company, including broadcast properties, made by certain Register and Tribune officers and Dow Jones Inc. (BROADCASTING, Nov. 12). Also announced yesterday was sale of Register & Tribune's WQAD-TV Moline, Ill., to New York Times Co. for estimated \$25 million. David Kruidenier, chairman and chief executive officer of Register & Tribune, reportedly said it is in "final negotiations" for sale of KHON-TV Honolulu and satellite KAITV Wailuku, both Hawaii. Still to be sold are WIBA-AM-FM Madison, Wis., and KYXI(AM)-KGON-FM Portland, Ore. Disposition of company's 12% ownership of newspaper publisher, Cowles Media, is still under study. Inside source said decision not to sell whole company, but rather split up properties, was for simple reason that value of "sum was less than the parts."

**CNN scored major beat with telecast last Thursday (Jan. 31) afternoon of written responses of Soviet President Konstantin Chernenko to four written questions** posed earlier in week by CNN Moscow bureau chief, Stuart Loory. Responses, in which Chernenko expressed optimism that upcoming arms talks between Soviets and U.S. would be fruitful, were **picked up by other major news organizations**, including three broadcast networks. According to Loory, who read responses from his Moscow office, he first submitted questions last month during Geneva talks and, at Soviets' suggestion, resubmitted updated versions last Tuesday. On Thursday (Jan. 31), between 7 p.m. and 8 p.m. Moscow time, he said, he picked up responses from Soviet Foreign Ministry spokesman Vladimir Lomeiko, who said Chernenko would have liked to meet with Loory personally, but that he was on month-long vacation. Lomeiko denied speculation that Chernenko was seriously ill, Loory said. Following broadcast of responses, CNN Washington correspondent Daniel Schorr asked Loory what assurance he had responses came from Chernenko, who has dropped from public view. "I do not know for certain," said Loory. "I think you must take some things on faith."

**William S. Banowsky**, president, University of Oklahoma, Norman, Okla., since 1978, and member of board of directors of Public Broadcasting Service since appointment to post by President Reagan last year, **joined Gaylord Broadcasting Co. full-time as president and chief operating officer Feb. 1.** He assumes presidency from Edward Gaylord, who remains chairman and chief executive officer. Gaylord Broadcasting comprises radio and TV stations, Gaylord Production Co., Los Angeles, and Opryland USA complex in Nashville, which includes The Nashville Network, now with over 20 million subscribers. Gaylord is also in process of purchasing 30% interest in Texas Rangers baseball team. Banowsky has sent letter to Dallin Oaks, chairman of board of PBS, resigning from board. Banowsky said there was no conflict of interest, but that one of requirements for board is association with local public television station—he was director of Oklahoma Educational Television Authority as president of university.



**Michael Lambert**, former senior VP, HBO Enterprises, has been named executive VP, domestic television syndication, **Twentieth Century Fox Telecommunications.** Lambert, who formerly held executive posts at Viacom Enterprises and Petry Television, takes over for Robert Morin, who is leaving company.

# Editorials

## A sober reflection

A junior congressman from Utah may have given his colleagues and the Senate a way around the crunch of opposing forces in the campaign to kill or neutralize beer and wine advertising on the air. Representative Howard Nielson (R-Utah) has proposed an impartial study of alcohol abuse and advertising to determine whether, as the reformers insist, there is a connection between the two. That could at least postpone a bloody shoot-out between citizen groups such as the National PTA that want beer and wine advertising taken off the air or balanced by counteradvertising and the beer, wine, broadcasting, cable and sports interests that shudder at the thought of \$900 million subtracted from radio and television revenue.

An impartial study just might also lay to permanent rest the myth that commercials are driving Americans to drink to excess.

One feature of the Nielson proposal merits attention. His bill would set in motion a study of all kinds of advertising and promotion, not just that on radio and television (although his press release erroneously limited the study to the broadcast media). The broader context adds to the aura of impartiality and should be encouraged.

Whether Nielson has chosen the right agency to conduct the study, the Bureau of Alcohol, Tobacco and Firearms in the Treasury Department, is subject to further review, but the study itself looks like a good idea.

That observation is made on the assumption of impartiality that was stressed in Nielson's comments last week. It is also made with some hesitation: Nielson himself thinks there may be a causal relationship between advertising and drinking to excess, but he says he will withhold final judgment until the results of the study are in. It would be preferable if the author of this legislation had a more open mind.

Nielson described it as "an interim step which allows for scientific study to determine if government action is even necessary and if so which approach would be the most productive." Hard to fault that.

## Last deal?

The free-wheeling William B. Tanner ground to a halt in a Memphis federal courtroom last week. He pleaded guilty to mail fraud and income tax underpayment, thus sparing the taxpayers the expense of a criminal trial. He also spared who knows how many recipients of kickbacks the exposure that last week was confined to one, a marketing manager for a chain of convenience stores that bought some of Tanner's tainted advertising time. For the moment, at least, some number of held breaths have been expelled.

They may have to be held again. Civil suits filed by Media General, which bought the William B. Tanner Co. for \$39.5 million in 1982, are awaiting trial, with damages of \$230 million demanded. So also is a Media General suit for \$75 million against the Touche Ross accounting firm, which audited Tanner books that Media General says grossly overstated revenues. Nobody at Media General was talking last week, but if the company proceeds to trial, the messy dealings that remained unreported in the plea bargain last week could presumably be examined in detail.

Media General's civil proceedings were, of course, made the more difficult without the record that the government would have introduced if Tanner had submitted to a criminal trial. Whatever Media General chooses to do about its civil cases, the Tanner

story is destined for another reading. Federal prosecutors say some 20 other defendants will be charged with complicity in the Tanner scam.

Some of the gaiety and raucous laughter that used to be heard in Tanner suites at the annual conventions of the National Association of Broadcasters would ring hollow now. Media General has reorganized and renamed the company and is off to a fresh start. Wish it well.

## History in the making

The eternal difficulty of perception has been illustrated once again—in a forum close to home. Readers may recall the Jan. 28 issue's twin interviews conducted with the departing senior counsel of the Senate Commerce Committee (Ward White) and the departing chief counsel-staff director of the House Telecommunications Subcommittee (David Aylward). In the latter, Aylward was quoted as saying—in regard to the failed negotiations to achieve a broadcast deregulation bill—that "If I were Tom Tauke [the Republican from Iowa], having invested in trying to work out broadcast reform to have the rug pulled out from under me by the NAB at the end of the process, I wouldn't be very happy."

Aylward said a number of other things about the dereg process that raised eyebrows—not to say hackles—at NAB headquarters and among others who had a hand in those tortured, and tortuous, negotiations. And last week we renewed our efforts to determine whether Tauke—one of the broadcasting industry's two best friends on Capitol Hill—did indeed feel abused, and whether he agreed with Aylward that a dereg compromise had ever been reached or been rejected by the NAB.

"It [the Aylward account] doesn't reflect my perception of what happened," Tauke told us. "It's true that we could have reached agreement on each of the issues. We could have agreed on EEO, for example. Or we could have agreed on quantification. But if you put all the issues together the bill became more regulatory than we could tolerate. We had to tell them: 'This table can only hold so much and you're putting too much on the table.'"

Did he feel that any rug had been pulled from under him? No. So what the problem came down to, Tauke said, was "linkage."

That's an instructive lesson for those who would not repeat the legislative mistakes of yesteryear, but who may be tempted to try their legislative luck on a deregulation bill once again. As long as so many perceptions are so drastically askew the better course is to avoid that table altogether.

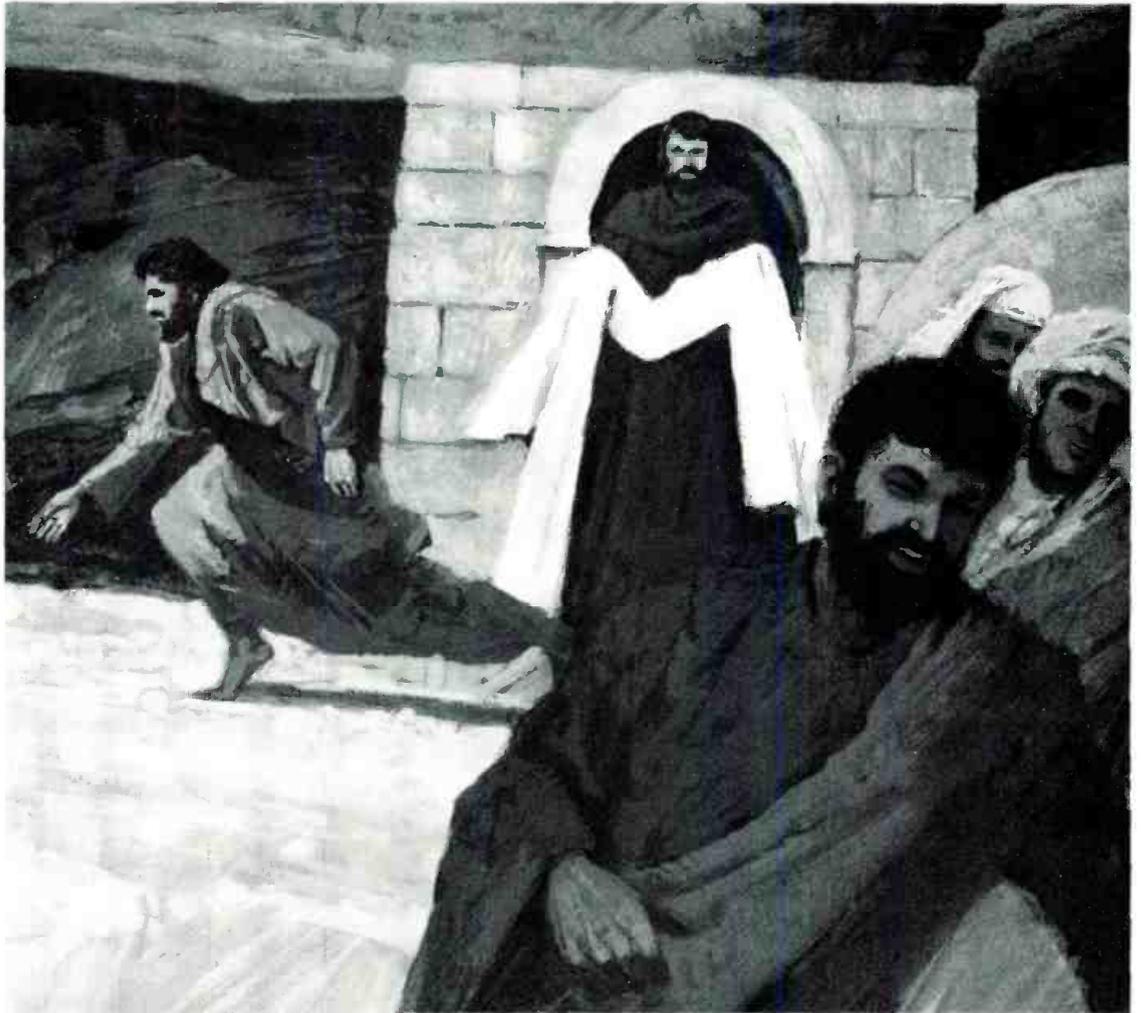


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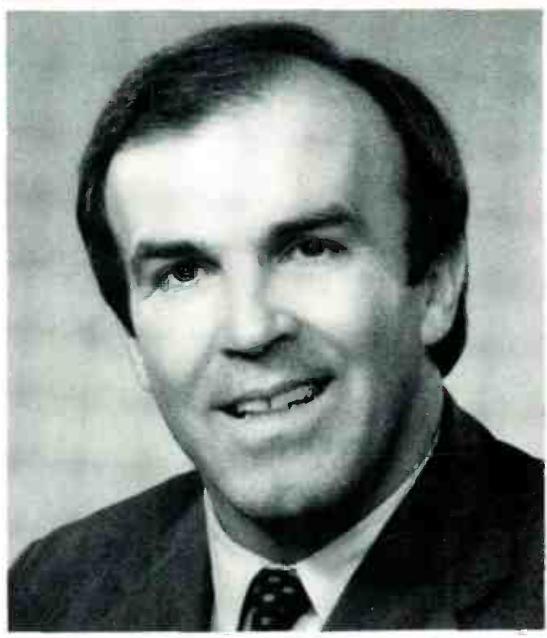
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Zip Code \_\_\_\_\_

Mail to: International  
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"The Easter Marathon/Crosswalk"  
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St. Louis, Missouri 63139-2983

### The Lutheran Hour

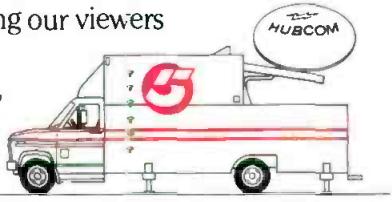
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