

Broadcast technology update □ Shifts in
backfield at CBS □ Transponders on the block

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FOR SEPTEMBER 1982



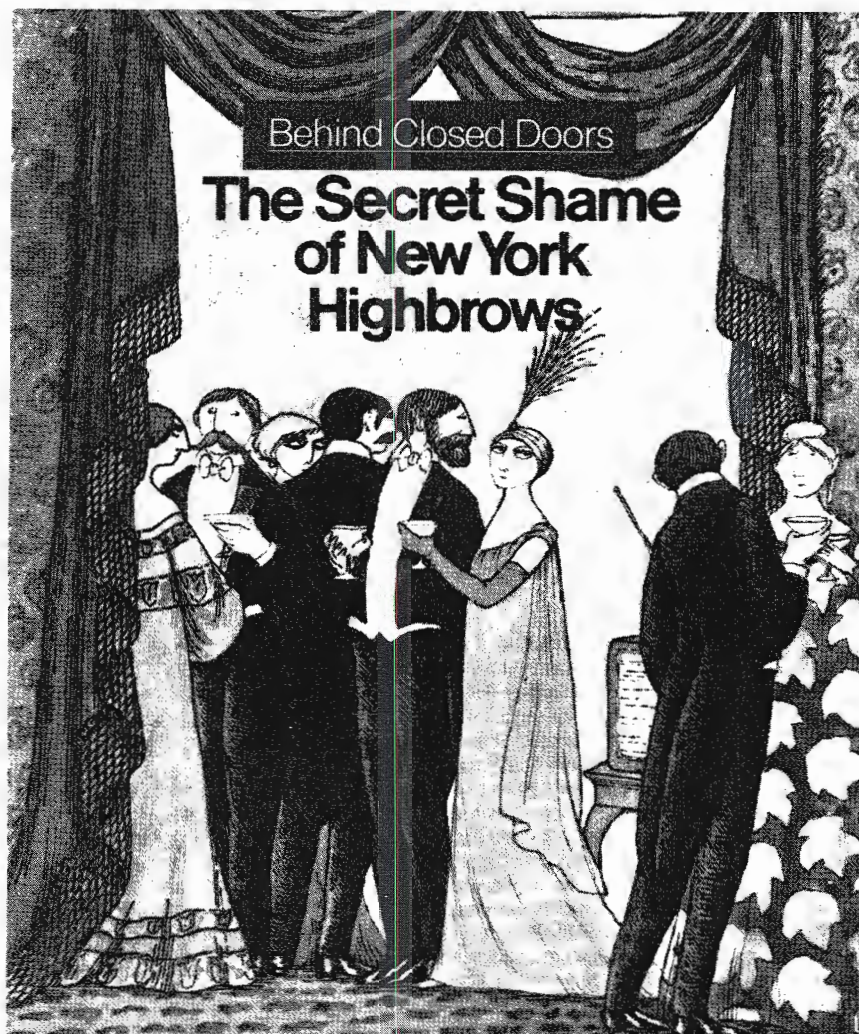
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TV Guide uncovers upscale "Family"



Family Feud has attracted a furtive cult of sophisticated trend-setters

By David Handler

The scene: a tenants' meeting at a recently converted Greenwich Village apartment co-op. Here is a chance for the five new owners—a Rutgers University econom-

ics professor, the director of a medical-research center, a high-school English teacher, a rock musician and a home-video producer—to get acquainted. The evening is proving to be a total dud—until the prof volunteers, "I never watch TV" and the teacher responds, "I don't either, except for . . ." "Except for what?" probes the researcher. "Except for . . . *Family Feud*," she confesses sheepishly. →

Silence. Throats are cleared. Faces redden. It turns out that all five tenants have just watched the 7:30 *Family Feud* in the privacy of their own homes.

The ice is broken.

The scene: a dinner party on Manhattan's Upper West Side. The hosts, a literary agent and his wife, a book editor, have invited a small group of close friends—a novelist, a vice president of Columbia University, the promotion director of a large record company, a banker and an official of the Museum of Modern Art. After a repast of *salade nicoise*, peasant bread and imported mineral water, everyone moves into the living room. The host excuses himself and returns 10 minutes later clad in a tight three-piece suit and sporting a pinky ring. He pops a carnation in his lapel and assumes the identity of *Family Feud* host Richard Dawson—down to the English accent. The remainder of the evening is spent playing the *Family Feud* home game.

The evening is a complete success.

What's going on? You heard it here first—there is a secret cult of *Family Feud* fanatics among the ranks of sophisticated, intellectual Manhattanites. These passionate devotees of the all-American TV game show—"Feudophiles"—are highly educated, upwardly mobile professionals in their 20s and 30s. They are hip trend-setters who wear designer label sweatbands on their wrists and foreheads when they jog in Central Park. They are so chic, so upscale that one of them may in fact be the very person who coined the term "upscale." They are not people you would expect to find watching prime-time network television, let alone some dumb syndicated game show.

Ah, but watch they do. *Family Feud*, carried locally in New York every weeknight at 7:30 by NBC's affiliate station, WNBC, is the hottest access-slot show in town. The *Feud* demolished the competition in a recent local Nielsen rating, wiping out not only programs like *The Muppet Show* and *All in the Family* but a PBS show, *The MacNeil/Lehrer Report*, which is popularly considered must viewing for

TV GUIDE OCTOBER 24, 1981

**When extraordinary things are said
about a television game show, one producer's
name usually comes to mind.**

the Feud" viewer.

upwardly mobile highbrows.

What is the appeal of the *Feud*? Why do these sleek cosmopolitans rush home every night to watch polite, wholesome, neatly groomed, bedrock American families—people they have chosen never to associate with—search for the most popular answer to quiz questions like "Name something you put in your coffee?" What possible enjoyment do they get in seeing average persons squeal with joy, jump up and down and scream, "Good answer, Mom! Good answer!" in their quest for a shot at 10 thousand bucks? What is the allure of Richard Dawson, the slick and dapper host?

Not easy to find out. You run into a stone wall: nobody knows better than the Feudophiles themselves that even knowing what *Family Feud* is mars their carefully sculpted image. So you promise to use no last names. "OK, I'll talk," agrees Don, a playwright with several off-Broadway credits. "I watch it occasionally." How occasionally? "Pretty steadily," he replies vaguely. How steadily? "You swear you won't use my last name? I watch it every night. Sure, I'm ashamed. Let the wrong person know and you'll never be taken seriously again."

Even the promise of first-name-only doesn't necessarily loosen a Feudophile's lips. Paul, a rising urban planner, admits over the telephone he watches the *Feud*, even admits he and his wife *tried out to be contestants* when they were visiting her parents in Los Angeles last year. But when pressed for details he insists he must hang up. "My secretary is right outside the door," he apologizes in a whisper, "and she might hear me." Click.

But you keep digging. You admit that you, too, watch the *Feud*. Occasionally. And it pays off. You get some answers.

"The *Feud* appeals to hip people for different reasons than it does to the rest of America," says Tom, a successful writer-performer. "They see the contestants as specimens—all trained to behave the same way, all decked out in their finest polyester. They watch it because they like to see the families make fools of them—

selves. It's the old *Let's Make a Deal* syndrome."

"The entire point of the *Feud* is for the contestants to be as totally average as possible," says Peter, a senior editor at a publishing house. "I'm enough of a snob to think that's funny. Partly, you watch it because it makes you feel superior."

Snobbery. That's one of the show's attractions. There's a personal stake to this snobbery. Most of the Feudophiles you talk to actually grew up somewhere other than New York City; left a salt-of-the-earth *Feud* family behind for the uncertain future on Madison Avenue or Broadcast Row. Watching the *Feud* reminds them of the un-hip folks they once knew, confirms that they made the right decision when they turned down the job in dad's plumbing-supply business in Racine.

But keep at a Feudophile and you find wistful nostalgia under the cynicism. Many of them are single. Those who are married have no children. Two careers. So maybe they do watch the *Feud* at 7:30 over a gourmet meal. It's a quiet gourmet meal. No pitter-patter of little feet. No ma, no gramps. They miss the warmth.

Peter admits it grudgingly. "OK. There is a certain charm to the *Feud* families. They love each other; they're close-knit, totally sincere and genuine. They aren't putting anyone on. There's something comforting about that after you spend a day negotiating with book agents."

Don the playwright, who grew up in Cleveland, agrees. "There are moments when I feel genuinely touched by these people. They're so happy. They smile. Hey, I used to be like that before I moved here. It's nice to turn on the *Feud* and see that there are still people out there who have kids and bake pies."

The *Feud* is, indeed, a window on Middle America. Which accounts for how media-employed Feudophiles justify watching it—professional grounds. Kathleen, a mass-market paperback editor, says, "I want to know what those people out there like and think and want. After all, our business here is to try to satisfy public taste. The most popular response to a

question like, say, 'Name something you could use more of' can be very revealing. Four or five editors here watch the *Feud*. At our last meeting the publisher asked me a question, and when I finished responding he said, 'Good answer, Kathleen. Good answer!' I hadn't known until then that the boss was into the *Feud*, too."

You do come across Feudophiles who aren't so much into the show as they are into its host. Mike, a songwriter, has studied Richard Dawson carefully. "His personality dominates the show," says Mike. "Put Art James or Art Fleming or any other Art on the *Feud* and you don't have a hit. Dawson's appeal is totally bizarre, I think. He is the contestants' image of what a Hollywood celebrity is. He's tan, calls all the women 'Darling' and kisses them on the lips. There's the hint of the lecher when he flirts with some guy's 14-year-old daughter. That's expected of him. And he's always dropping show-biz names. They think he's come to the *Feud* taping straight from Sinatra's pool. It's all an illusion. He's a game-show host."

Tom, the writer-performer, echoes that. "Within the business, Dawson is considered a very minor celebrity. But he hits a major chord with the contestants. To me, he oozes self-loathing. He doesn't hate the contestants, though. He seems to like them. He helps them out, lets them go past the buzzer. He must genuinely like them. If he didn't, they'd see through him right away."

Good answers, good answers. Plenty of reasons why these upscale New York sophisticates watch the *Feud*. But none of the responses account for why these people are *addicted* to it, watch it *every* night. So you try Paul, the urban planner, one more time. "You're forgetting the most obvious answer," says Paul. Which is? "The game itself. It's a good game. You get hooked and start to play along. It's the best game show on TV. That's why everyone keeps watching it, dummy."

Of course. Feudophiles watch it because it's a good game show.

Which makes them just like everyone else around America. Sort of. **END**

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The Week in Brief

TOP OF THE WEEK

MIXED NEWS FROM BUENOS AIRES □ U.S. joins Argentina and Canada in successful fight against 9 khz. But problems with Cuba and in other negotiations persist. **PAGE 27.**

BIDDING FOR SATCOM IV □ RCA Arnericom raises \$90.1 million at auction of seven transponders on satellite to be launched in January. **PAGE 27.**

TVB'S BOTTOM LINE □ Association's annual report cites expectation that revenues will continue to climb with little impact from newer media. **PAGE 28.**

MORE CLOUT FOR REVIEW BOARD □ FCC delegates more power in renewal and revocation cases to it. Other meeting decisions: Chronicle's PTAR plea denied, relaxation of auxiliary TV rules proposed. **PAGE 29.**

EXPLORING WORLDS OF JOURNALISM □ SDX convention discusses threats to freedom of information, White House-press relationships, teletext's potential and talent needs in newsrooms. **PAGE 30.**

NPR TO PASS HAT TO BUSINESS □ Mankiewicz expects to raise half of needed funding from private sector. **PAGE 31.**

CBS PROMOTES IN-FAMILY □ In mass realignment, Sauter will succeed retiring Leonard as head of CBS News, relinquishing CBS Sports presidency to Pilon, and Rosenfield and Leahy become group executive vice presidents. **PAGE 32.**

SPECIAL REPORT

STATE OF THE ART □ Review of technological advances highlighted by growing flexibility of TV cameras that preempt field of film. ENG gear becomes more compact, and artists turn to screen instead of canvas. **PAGE 39.**

LAW & REGULATION

CONCERNS ABOUT AT&T □ House subcommittee's staff

report claims effective competition does not yet exist in common carrier telecommunications. It envisions unfair play if AT&T is allowed to enter unregulated markets. **PAGE 52.**

BORDER RELIEF □ Reagan said to be readying request to Congress for legislation to counter Canadian law that affects dominion advertising on U.S. stations. **PAGE 54.**

BUSINESS

WELCOME WORDS TO ADVERTISERS □ FTC's Miller assures ANA convention that government will clarify ad substantiation requirements. He also praises industry's self-regulation. **PAGE 56.**

PTAR SUPPORTERS IN MIAMI BEACH □ TVB panelists maintain networks will gain \$260 million at expense of spot if rule is repealed. **PAGE 56.** Keynoter Larry Light extols virtues of this generation's consumers. **PAGE 58.** Television station executives recount their successes with TVB's MMP program. **PAGE 58.**

MEDIA

GESTATION OF LPTV SERVICE □ National Translator Association told new service is still some time away and that it will cost more than many expected. **PAGE 64.**

PROGRAMING

ABC WINS ANOTHER WEEK □ "Grease" provides traction to keep TV network at top of prime-time ratings. **PAGE 68.**

PROFILE

RCA'S FORDHAM FLASH □ Gene Murphy played major role in creation of RCA Communications Inc. to coordinate parent company's satellite activity. Now group vice president of RCA Corp. and president and CEO of new subsidiary, he is bringing that idea to fruition. **PAGE 75.**

Index to departments

Bottom Line..... 60
Business Briefly..... 10

Changing Hands..... 66
Closed Circuit..... 7
Datebook..... 14
Editorials..... 98

Fates & Fortunes..... 91
For the Record..... 72
In Brief..... 96
Monday Memo..... 22

Monitor..... 70
Open Mike..... 20
Profile..... 95
Stock Index..... 62

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Index to advertisers ■ ADM Technology Back Cover □ American Council Life Insurance 69 □ Associated Press 16, 91 □ Broadcast Music Inc. 61 □ Blackburn & Co. 66 □ Campus Crusade 63 □ Columbia Pictures 11, 23, 36-37 □ Conference Management Corp. 14 □ Continental Electronics 48, 50, 52, 54, 60, 76 □ R.C. Crisler & Co. 74 □ Docuvid 26 □ Drake-Chenault 19 □ Elcom-Bauer 43, 45 □ Employers Reinsurance Corp. 71 □ Gammon, Camfield & Ninowski 72 □ Gaylord Broadcasting Co. 35 □ Gilmore Broadcasting Co. 10 □ Gold Key 4 □ Goodson-Todman Inside Front Cover/Page 3 □ David Green 60 □ Group W Productions 49 □ Group W TV Sales 15, 17 □ Home Theater Network 58 □ INA 59 □ Independent Television Corp. 13 □ International Tapetronics Corp. 38 □ Lehman Brothers Kuhn Loeb 75 □ MGM-Television Front Cover, 8-9 □ University of Michigan 42 □ Mutual Broadcasting System 41 □ Peters, Griffin, Woodward 47 □ RKO Radio Inside Back Cover □ Radio Computing Services 77 □ Cecil L. Richards 67 □ St. Joe Lead 53 □ Scientific-Atlanta 57 □ Sony 24-25 □ Sporting News 73 □ Surrey Communications Research 18 □ Station Business Systems 20 □ William B. Tanner 93 □ Torbet Radio 51 □ UMC Electronics 46 □ United Press International 65 □ United Stations 21 □ Vital Industries 55 □ WeatherCenter 12 □ Worldvision 6 □ Youngs, Walker & Co. 68 □

IT HAS RISEN AGAIN.

A hand with a red ring on the ring finger is shown rising from a tombstone. The tombstone is cracked and has the name 'COLLINS' and the year '1796' inscribed on it. The background is dark and atmospheric, suggesting a graveyard at night.

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Insider report: behind the scene, before the fact

Heavy weapon

Big stride toward full First Amendment protection for broadcast media through repeal of so-called censorship sections of communications law could develop at next January's meeting of American Bar Association in Chicago. ABA's special Committee on Election Law and Voter Participation has approved in principle resolution to support FCC's recommendations for repeal of Sections 315 and 312(a)(7), which embrace equal-time law, fairness doctrine and guarantee of "reasonable" access to air by federal candidates.

HDTV showcase

Dramatic demonstration of high-definition television that would, for first time, incorporate program material made expressly for that medium is now in developmental stage (demonstrations until now have essentially shown still lifes that allowed engineers to admire picture quality but did little to show off medium's dramatic and action possibilities).

Number of parties are understood to be involved, including Japan's NHK and three manufacturers from that country — Sony, Ikegami and Matsushita. U.S. interests are led by CBS, foremost proponent of HDTV, and producers Francis Ford Coppola and Glen Larson, who would prepare segments from actual movies and series specifically designed to take advantage of wide screen and stereo sound as well as high-quality picture. Major sports and/or outdoor event also would be incorporated, with prestige showings scheduled early in 1982 on both East and West Coasts.

Open for business

When Laurence Harris, Washington attorney (specializing in common carrier practice), takes over FCC Broadcast Bureau Jan. 4, he won't need extended period of indoctrination. He has met most of Broadcast Bureau staff through offices of Chairman Mark S. Fowler, who recruited Harris for slot even before Fowler was sworn in as chairman ("Closed Circuit," Oct. 26).

While Harris has been preparing for his assumption of Broadcast Bureau job, incumbent chief, Richard Shiben, has kept his own counsel. He had hoped to connect with one of new networks or groups in light of his experience as facilities expert, and has eschewed private law practice so far. He has option of remaining in government at top staff salary of \$50,112 but not in same job. If Shiben stays, there is report he might be transferred to Common Carrier Bureau.

Broadcasters' bird

What will become of Satcom I after cable programmers now residing on it move to Satcom III-R, new satellite set for launch this week (see "In Brief")? According to industry sources, its fate is already decided. RCA Americom has "acknowledged" orders from 11 broadcasters for pre-emptible optimized video transmission (OVT) service on bird. Remaining active transponders will be used for nonvideo customers. Line-up includes ABC, NBC, CBS, Robert Wold, Christian Broadcasting Network and Multimedia. Nothing is final, including price of transponders, since tariff has yet to be filed at FCC. Service is being offered for only two years, life remaining on Satcom I before it is replaced.

OVT service is particularly attractive to broadcasters. Introduced by RCA Americom at last April's NAB, it is transmission method that eliminates terrestrial interference problems and thus permits reception in urban areas heavily congested with microwave traffic.

Touchy subject

It was undecided last Friday whether CBS officials would revive proposal to lengthen evening news at CBS-TV affiliates board meeting in Hawaii this week. Plan was ready, but some executives thought it might be pulled back at 11th hour.

Batts in the sky

Mystery figure, Billy H. Batts, who submitted winning bid (\$14.4 million) for transponder 2 on RCA Satcom IV at auction (see page 27), turns out to be evangelical lay minister in Chattanooga. He produces daily *Word of God*, religious talk show, on radio and television (WOWE[AM] and WRIP-FM-TV Chattanooga and cable systems in Tennessee, Georgia and Alabama). Batts says he has financing through Chattanooga bank.

He'll program six hours daily on bird himself, lease out remaining time. It won't be confined to religion. He's talking of sports and family-oriented programs.

Awkward legacy

At closed meeting Thursday (Nov. 12), FCC postponed decision on whether to deny renewal of WJMO(AM) and WYLT(FM) Cleveland Heights, Ohio. Case presents commission with knotty problems. Administrative law judge, finding stations had run illegal lottery information, failed to file time brokerage contracts, and violated equal-time law and fairness doctrine, recommended FCC deny

renewal in February 1977. But since then things have changed. Richard Eaton, then principal owner, has died.

Among questions raised last Thursday: If renewal is denied on grounds of character deficiency, what about rest of stations in Eaton's group? How would vote either way affect outstanding rulemaking in which FCC hopes to decide how to apply character appraisal in all kinds of licensing situations? Can action be taken without linkage to FCC 4-to-3 vote in June 1980 to deny three RKO General TV renewals for character reasons, case now on appeal. FCC will take another look on June 24.

Two pitches

Pitch to retain FCC's financial reporting Form 324 is expected to draw cool response from National Association of Broadcasters executive committee, meeting in Washington today and tomorrow (Nov. 16-17). Radio Advertising Bureau President Miles David will ask committee to join his organization in supporting retention of mandatory financial reporting, considered by RAB to be only sure means of measuring advertising revenues.

Executive committee will also hear pitch for increase in NAB's annual contribution to Television Information Office, which for last several years, has received \$131,000 from NAB. Accompanying TIO President Roy Danish will be NAB TV board member Katherine Broman, president, Springfield Television.

Matter of timing

Associates of CBS News President Bill Leonard say that, though he hasn't said so, they're sure he was surprised—and disappointed—at CBS management decision to put his designated successor, Van Gordon Sauter, into on-job training as early as this month, even though Leonard retains title of president and Sauter is "deputy president" (see page 32). Leonard agreed last spring to stay on till next May, year past normal retirement date, but there's some feeling now that he may elect to leave early.

Booster shot

National Association of Broadcasters Productivity Committee expects go-ahead from White House this week for national on-air campaign to promote revitalization of American economy. Former Treasury Secretary William Simon, appointed last Tuesday (Nov. 10) to chair President's Commission on Productivity, was in touch several times last week with NAB members pushing campaign.

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ONE SPY TOO MANY • QUICK! BEFORE IT MELTS • THE SHEEPMAN • SINGIN' IN THE RAIN • SITTING TARGET
SOMEBODY UP THERE LIKES ME • SOME CAME RUNNING • THE STRAWBERRY STATEMENT • SWEET REVENGE
THE WRECK OF THE MARY DEARE • THE TRAVELING EXECUTIONER



Business Briefly

TV ONLY

Olympia Brewing Co. □ Olympia beer. Begins Jan. 4 for 12 weeks in about 28 markets. Fringe, prime and sports times. Agency: Chiat/Day, Los Angeles. Target: men, 18-34.

Hershey □ Chocolate Kisses. Begins this week for six weeks in 16 markets. Fringe times. Agency: Ogilvy & Mather, New York. Target: total adults.

Aladdin Industries □ Thermos. Begins this week for four weeks in over 10 markets. Day and news times. Agency: The Mediators, New York. Target: adults, 25-49.

Bank of America □ Savings promotion. Begins Nov. 30 for four weeks in all California markets. Fringe, prime, sports and weekends. Agency: Grey Advertising, San Francisco. Target: adults, 35-49.

Ronco Teleproducts. □ Smokeless ashtray. Begins late November for three to four weeks in about 150 markets. Day and fringe times, plus weekends, sports and

specials. Agency: Castle Advertising, Scottsdale, Ariz. Target: adults, 18-49.

T.J. Maxx □ Department stores. Begins Nov. 26 for three weeks in about 20 markets. Agency: Ingalls Associates, Boston. Target: adults, 25-54.

Aris Gloves □ Isotoner men's and women's gloves. Begins Dec. 9 for two weeks in about 20 markets. Agency: KSL Media, New York. Target: women, 25-54; men, 25-54.

Baskin-Robbins □ Christmas desserts. Begins Dec. 7 for two weeks in nine markets. Fringe and news times. Agency: Ogilvy & Mather, Los Angeles. Target: women, 18-49.

Elias Brothers □ Restaurants (shrimp promotion). Begins this week for two weeks in all Michigan markets. All dayparts. Agency: Simons, Michelson, Zeive, Troy, Mich. Target: adults, 25-54.

Kristy Wells □ Ultra Crazy Nails. Begins Dec. 15 for two weeks in over 10 markets. All dayparts. Agency: Furman, Roth

Just for cable. Scott Paper Co., Philadelphia, with help of in-house agency, Scottcom Inc., has developed commercials designed strictly for cable program, *Home Shopping Now*, offered by Modern Satellite Network and reaching estimated 4 million homes. Two 60-second spots are placed between segments of show and feature fictitious character Ann Scott and Scott Value Center while promoting "family size" products: Scott 1,000 sheet tissue, Scott towels; Scotties facial tissues and Scott Family Napkins. Spots, which started 26-week run in mid-October, attempt to tie in with subject of each show. For example, "making crafts from Scott products," according to spokesman, would fit into program dealing with arts and crafts. Consumer advertising director for Scott, M. Douglas Gray, said "cable shows allow us to walk into a new technology that we believe will be of increasing importance to advertisers."

Advertising, New York. Target: women, 18-34; women, 18-49.

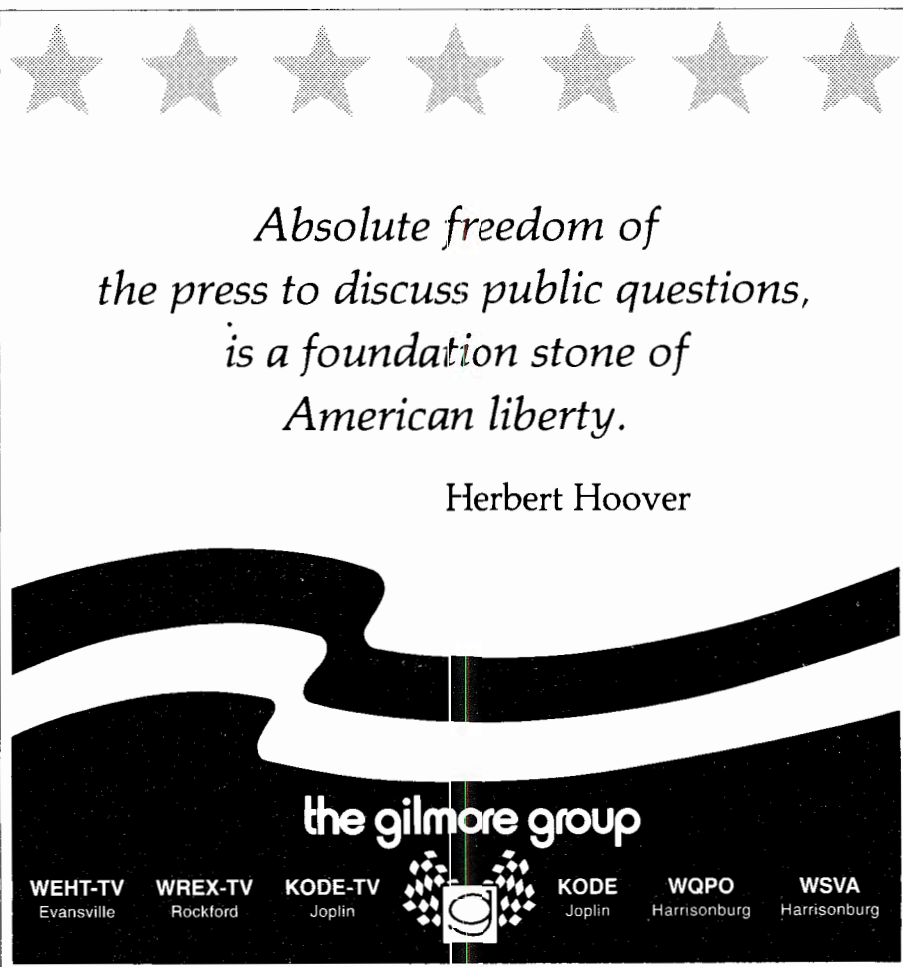
New World Pictures □ "Saturday the 14th". Begins this week for one week in Phoenix, San Diego, Los Angeles, Las Vegas and Tucson, Ariz. Fringe and weekends. Agency: Charles Schlaifer & Co., Hollywood. Target: total children; total teen-agers; adults, 18-24.

Blessing Diaper Service □ Begins in January for varying flights in Dayton, Ohio; Louisville, Ky.; Columbus, Ohio; Lancaster, Pa.; Chicago; Kansas City, Mo., and Phoenix. Day and fringe times. Agency: Howard Marks Advertising, New York. Target: women, 18-34, women, 18-49.

CBS Records □ Neil Diamond/Barbra Streisand. Begins late November for varying flights in New York, Philadelphia, Pittsburgh, Washington and Cleveland and Austin, Tex. Agency: Young & Rubicam, New York. Target: total teen-agers; total adults.

Jerrigan Oil □ Jerrigan Bros. trucking. Begins Jan. 1 for one week in Oklahoma. Sports programming. Agency: Aylin/Mead & Stewart Advertising, Houston. Target: total men.

Wal-Mart □ Department stores (Sound Design Studio promotion). Begins Nov. 25 for one week in 27 markets. Agency: Bernstein/Rein & Boasberg, Kansas City, Mo. Target: adults, 25-54.



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the press to discuss public questions,
is a foundation stone of
American liberty.*

Herbert Hoover

the gilmore group

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SEE JANE WORK.

"Fun With Dick & Jane," the hilarious cops and robbers caper, pulled off a dazzling 34 share on ABC. Get 29 of today's most wanted movies with **VOLUME ONE FOR THE 80'S.**

COLUMBIA PICTURES TELEVISION 

AdVantage

Vocal spots. Calet, Hirsch, Kurnit & Spector, New York, has employed use of "human car" for new TV spots promoting Skelly Premium Unleaded gasoline, scheduled to run in 11 Midwestern states later this month. With "knocks and pings" as sound effects, commercial will stress consumer value of product that allows car to run smoothly, according to Skelly. Radio will also be added using same theme.

□



Skelly gasoline

Katz change. Katz Agency Inc., New York, has changed its name to Katz Communications Inc. to reflect activities of firm which include radio station ownership and television program production as well as broadcast station representation. Firm was founded 94 years ago as E. Katz Special Advertising Agency and name was shortened to Katz Agency 50 years later.

□

Kellogg buy. USA Network has announced that Kellogg Co., Battle Creek, Mich., has purchased full sponsorship of *Scholastic Sports Academy*, half-hour sports "how-to" program aimed at youngsters. (One original episode airs each week at 8 a.m. Saturdays, is repeated twice.) Buying was made through Leo Burnett Co.

Anheuser/MSG deal. Anheuser-Busch has signed sponsorship agreement with Madison Square Garden Cable Network for telecasts of New York Knicks basketball games and New York Rangers hockey games as well as on superstation WOR-TV New York. Anheuser-Busch ads will be seen on MSG cable network's cablecasts of 125 events in addition to computerized scoreboard at Madison Square Garden. D'Arcy-MacManus & Masius is agency for brewer.

Finlay Fine Jewelry Various products. Begins this week for four days in Norfolk and Richmond, both Virginia; Oklahoma City; St. Louis, and Hartford, Conn. Day, fringe, news and weekends. Agency: Richardson, Meyers, Donofrio, Baltimore. Target: women, 18-49.

RADIO ONLY

Thrifty Drug Stores □ Co-op campaign. Begins this week for two weeks in Las Vegas, Phoenix and San Diego. Agency: International Communications Group, Los Angeles. Target: adults, 25-49.

Market Basket □ Supermarkets (Thanksgiving promotion). Begins Nov. 20 for one week in Los Angeles. Agency: Evans/Weinberg Advertising, Target: women 25 and over.

Union Carbide Agricultural Products

Begins Jan. 25 for one week in 10 markets. Agency: Fletcher/Mayo/Associates, St. Joseph, Mo. Target: farmers.

Dain Bosworth □ Investment opportunities. Begins this week for one week in 37 markets. Agency: Paragon Advertising Agency, Minneapolis. Target: men, 35-64.

Procter & Gamble Brigade (toilet bowl cleaner). Begins in November for varying flights in St. Joseph, Mo., and Topeka, Kan. Agency: Young & Rubicam, New York. Target: women, 25-49.

General Foods □ Sanka. Begins in late November for fourth quarter in New York. Agency: Young & Rubicam, New York. Target: adults, 25-54.

RADIO AND TV

Campus Sportswear □ Begins this week for two weeks in five markets. Agency: Della Femina, Travisano & Partners, New York. Target: men, 18-34; men, 18-49.

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RepReport

WYNA(AM) Raleigh, N.C.: To Lotus Reps from Savalli/Schutz.

□

WXYJ(FM) Menomonee Falls, Wis.: To P/W Radio Reps (no previous rep).

□

KOLM(AM)-KWWK(FM) Rochester, Minn.: To Lotus Reps from Torbet Radio.

□

WSNO(AM)-WORK(FM) Barre, Vt.: To Lotus Reps from Pro Radio.

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KLEU(AM) Waterloo, Iowa: To Lotus Reps from Walton.

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Source: Nielsen Station Index October 1981

The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted

Datebook[®]

■ indicates new or revised listing

This week

Nov. 16-19—*National Association of Regulatory Utility Commissioners* annual convention. Speakers include FCC Chairman Mark Fowler and Dale Hatfield, NTIA. St. Francis hotel, San Francisco.

■ **Nov. 17**—*Media Institute's* final in fall series of business/media luncheons. Tony Navarro, corporate vice president of W.R. Grace & Co., will speak and give slide/video presentation on issue advertising. University Club, Washington.

Nov. 17—*Howard University's* noncommercial WHMM-TV Washington one-year anniversary with live, one-hour special with comedian Bill Cosby. Crampton auditorium, HU, Washington.

Nov. 18—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

Nov. 19—*Federal Communications Bar Association* luncheon. Speaker: Stephen Sharp, general counsel, FCC. Touchdown Club, Washington.

Nov. 19-20—*Arizona Broadcasters Association* fall convention and annual meeting, in conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

Nov. 19-20—*Arbitron* radio workshop. Omni International, Miami.

Nov. 19-20—*Practising Law Institute's* ninth annual Communications Law Institute. New York Statler.

Nov. 19-20—*Federal Bar Association* seminar on international communications. Mayflower hotel, Wash-

ington.

Nov. 20—*Society of Broadcast Engineers'* Northwest regional convention. Red Lion Inn/Sea-Tac Motor Inn, Seattle.

Nov. 20-22—*Satellite Television Technology International's* Satellite Video Show. Anaheim Marriott, Anaheim, Calif.

Nov. 21—*Capital Press Club's* 37th annual awards dinner. Speaker: Jack Valenti, Motion Picture Association of America. Capital Hilton, Washington.

Also in November

Nov. 24—*International Radio and Television Society* newsmaker luncheon. John Chancellor, NBC News; Charles Kuralt, CBS News, and Frank Reynolds, ABC News, will field questions. Waldorf-Astoria, New York.

Nov. 28—Reunion of *staff of American Forces Network* in Germany. Olympus Apartments, Watergate at Landmark, Alexandria, Va. Information and reservations: Al Edel, 6805 Market Square Drive, McLean, Va. 22101; (703) 893-9443.

Nov. 29-Dec. 3—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Marriott hotel, New Orleans.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Representative Timothy Wirth (D-Colo.), and Ted Turner, CNN. University of Southern California, Los Angeles.

Nov. 30-Dec. 3—*ABC-TV affiliates* board meeting. Maui, Hawaii.

December

■ **Dec. 1**—*New York chapter of National Academy of Television Arts and Sciences* silver anniversary salute, "John Chancellor—Among Friends." Guests: David Brinkley, Barbara Walters, ABC-TV; Dan Rather and Shad Northshield, CBS-TV; Tom Brokaw, Roger Mudd, Garrick Utley and Reuven Frank, NBC-TV.

Dec. 2-4—*Western Cable Show*, Anaheim Convention Center, Anaheim, Calif.

Dec. 3-5—U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodolski, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934.

■ **Dec. 4**—*Broadcast Pioneers, Washington area chapter* second annual awards banquet. Kenwood country club, Bethesda, Md.

Dec. 4-5—*National Federation of Local Cable Programmers* regional meeting. Everglades hotel, Miami.

Dec. 6-9—*Arbitron Radio Advisory Council* meeting. Cancun Caribe, Cancun, Mexico.

Dec. 8—*American Advertising Federation* fifth annual law conference, "The Changing Regulatory Environment." Speakers: James E. Miller III, chairman, Federal Trade Commission; Mark S. Fowler, FCC chairman, and Bernard Wunder, National Telecommunications and Information Administration. Four Seasons hotel, Washington.

Dec. 8—*International Association of Satellite Users* business seminar. Luncheon speaker: Kenneth Cox, vice president-general counsel, MCI Communications Corp. One World Trade Center, 43d floor, Oval Room, New York. Information: (703) 442-8781.

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Clay Pendarvis, *FCC*
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Doug Smith, *Gardiner Communications*
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Charla Rath, *Appalachian Community Satellite Network*
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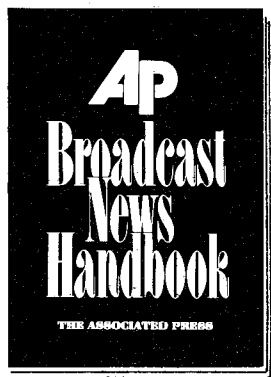
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Major Meetings

Dec. 2-4—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1982—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11,

1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-10, 1982—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

July 22-24, 1982—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1, 1982—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Dec. 9—*Academy of Television Arts and Sciences* luncheon. Speaker: John Price, president of Columbia Pictures. Century Plaza hotel, Los Angeles.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

■ **Dec. 14-17**—*Washington Journalism Center* conference for journalists on "The Economic Outlook for 1982." Washington Journalism Center headquarters, Washington.

January 1982

■ **Jan. 10-12**—*California Broadcasters Association* winter meeting. Spa hotel, Palm Springs, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

Jan. 15-16—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 17-20—*Pacific Telecommunications Con-*

ference, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

■ **Jan. 29-41**—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity, University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9

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luncheon speaker. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 11—*Southern Baptist Radio and Television Commission's* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

March 3-5—*National Association of Broadcasters* state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—*National Broadcasting Society*, Alpha Epsilon Rho, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

Errata

Sale of **KCLM(AM) Redding, Calif.**, was **dismissed**, not granted, as reported in Nov. 2 "Changing Hands," and "For the Record."



Gabriel award for overall high-quality programing was awarded to **KMOX(AM) St. Louis**, not KMOX-TV, as reported on page 56 of Nov. 2 issue.

April 1982

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

■ **April 16**—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville, Fla.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 1982

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

■ **May 7-8**—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

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Cuban suggestion

EDITOR: I read your Nov. 2 article on Radio Marti with interest and dismay. The frequency of 1040 khz is occupied by a station called Radio Caribe, a 10 kw outlet on the Isle of Pines that puts a whole milliwatt/meter signal into the Florida Keys at high noon. If 1040 "looks the best" for the proposed anti-Castro outlet, as hints the State Department, then perhaps I should invest my money in Radio Havana; at least they know what they're doing. Fidel will definitely jam Marti no matter what, but do we have to help him along?

An excellent frequency for Radio Marti would be 1030 khz, appropriately directional enough to protect WBZ(AM) Boston; at least the station could then be heard in Cuba.

I have just returned from an extensive junket through Havana and central Cuba. With the possible exception of one of the half-million watt facilities near Havana (550 khz), none of the high-powered facilities listed in the Cuban inventory have been built. There are some 140 AM stations presently on the air in Cuba, most not on the frequencies shown in the inventory. The Cuban basic inventory itself, due on the air by the end of 1982, is so tech-

nically bad that the Cubans cannot possibly establish it without heavy revisions, so AM broadcasters may rest somewhat easier.—*Ronald F. Schatz, technical consultant, Pompano Beach, Fla.*

Power problem

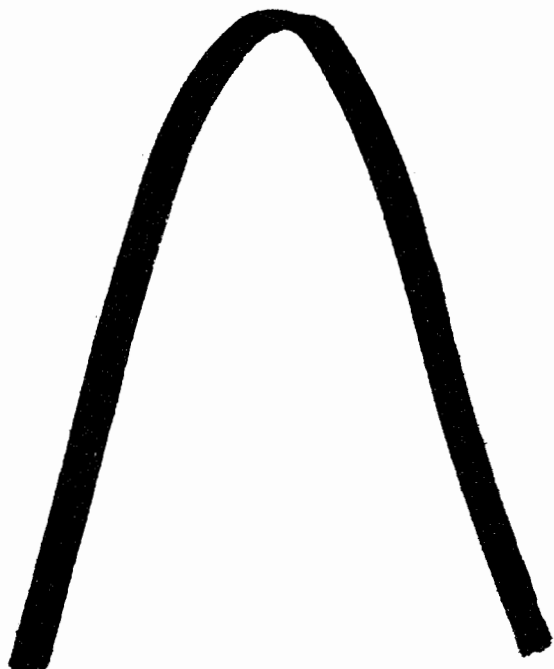
EDITOR: Everyone in broadcasting and/or cable should be alarmed by the action of the Columbus, Neb., city council. It delayed opening bids for awarding its cable franchise for four months, in order to allow the Loup Public Power District to bid (BROADCASTING, Nov. 9).

The utility argued, with apparent success, that its poles and lines would allow it to provide excellent service to subscribers, including automated meter reading and other nonprogram services.

Even if this is true, what qualifies a public electric utility to provide the program diversity desired of cable? What right does a public utility have to compete with free enterprise? Why didn't the power company bid during the normal time frame? Why would it differ from phone companies?

If the Columbus city council awards its franchise to its local public power company it will be a tragedy for all of us.—*Charles Brogan, York, Neb.*

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Monday Memo®

A broadcast advertising commentary from Diane Brady, director, magazine division, Grey Direct, New York

Direct response TV: a growing alternative

Once considered too expensive and inflexible to use for cost-efficient subscription production, direct response TV is now being used successfully by a growing number of magazines.

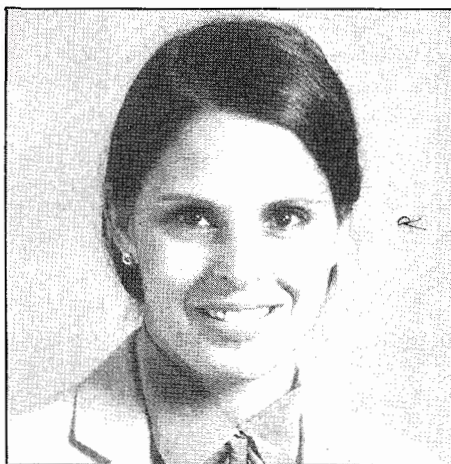
The reasons for this are numerous. Direct mail costs are continuing to soar. Many publishers are experiencing drops in newsstand sales, forcing them to generate larger portions of their circulation from subscriptions. This often necessitates using less profitable levels of some of their standard sources and/or implementing new sources of volume subscriptions—such as direct response television.

Television reaches a much larger universe than mailing lists. Consumers are becoming more and more accustomed to placing orders by telephone. And with the explosive growth of the cable industry, marketers are achieving a greater ability to fine-tune their media buys to their audiences, often at very attractive costs.

Direct mail, traditionally a major source of subscription production for most consumer magazines, is the source most often replaced or augmented by direct response television. These two media are similar in several ways. With direct response TV, instead of a "list broker" there is a media buyer. The station is the "list." The daypart is the "list segment." The commercial is the "package." And, like direct mail, the "package" can be tested. The "cost of the list" (TV spot) spans a larger range than direct mail because direct response TV rates are negotiated with individual stations.

Another convenient similarity is that the seasonality of direct response TV corresponds with the traditional mailing seasons. Direct response rates are available mainly during the first and third quarters—late December, January and February, and late June, July and August. This makes it easy for a publisher to shift production back and forth between these two sources without complicating the start dates of the subscriptions. However, if limited subscription production is needed in the second and fourth quarters, television remains a viable source, although costs-per-order may increase up to 15% in these periods.

Unlike direct mail, however, direct response TV has greater flexibility in tailoring the promotion to the results at the time the promotion is in progress. For example, commercial A is being tested against commercial B, with A as the control. A is scheduled for 80% of the buy, but two weeks into the promotion, B is far outpulling A. B can be substituted for the balance



Diane Brady is director of the magazine division at Grey Direct, a direct-response subsidiary of Grey Advertising, New York. Included in her magazine marketing background is experience as a circulation director, direct mail copywriter, magazine promotion director and circulation marketing consultant. Grey Direct has created direct response television commercials for a number of different magazine clients, along with commercials for other non-magazine clients including a spot for the Direct Mail Marketing Association which won a Silver Effie Award.

of the run. The roll-out can then be adjusted, increased, decreased, or canceled, according to initial results. A good commercial can function as a "spigot" of subscriptions, to be turned on or off on short notice.

Television, unlike mail, is inherently dependent on the 800-number service, which affords the magazine a new research tool for future planning. Although each item beyond basic address information incurs an additional cost, an 800 system can yield demographic and preferential data for future correlation.

The standard direct response TV commercial runs for 120 seconds. A few publishers are using 60 second spots with some success. But the 120 still appears to be the length most often needed to attain volume and efficiency. Production of a 120 commercial can range from an inexpensive talking head to an expensive creation filled with animation. Since cost efficiency is a major factor in direct response marketing, most publishers opt for as inexpensive a commercial as possible without sacrificing quality.

The process of testing TV commercials is a little more complicated, and not quite as clean as direct mail. One method is to rotate the various commercials, then compare response based on similar dayparts. Price testing, however, is best done in two similar market groups. The cost of testing

several minor variations in television is prohibitive. Most marketers, therefore, elect to test two—or at most, a few—different commercials, prices/terms or premiums.

The media buying for direct response TV is fascinating. Time costs can vary substantially, with inevitable impact on cost efficiency.

Most direct response marketers buy TV time at direct response rates. These are negotiated with each station. The disadvantage of time bought at these rates is that it is highly pre-emptible and might get "bumped" by an advertiser paying a higher rate. The tremendous advantage, however, is that direct response TV rates are usually substantially less than standard rates. This is the pivotal factor that often makes television a viable source of cost-efficient order production.

The results of direct response television are measured in much the same way that other types of direct response media are measured.

The bottom-line analysis includes the media cost, the talent fees, the costs of the videotapes, the telephone-response expense, the costs of billing and bad pay and any applicable premium expenses. The fixed price of producing the commercial should be amortized over the entire life of the commercial. Some of these expenses will be offset by the upgrade—if one is used. For example, magazine A is bringing in orders at a \$10 net cost-per-order, and the price of the subscription is \$9, a \$1 loss per order. Yet, if the net upgrade is 33%, this changes the revenue-per-order to \$12, a profitable situation.

The success of direct response TV will, of course, be affected by the product, and how closely it lives up to the promises and images sold in the commercial. Like direct mail, a good package can far outpull a bad package. Strategy and creative execution are equally critical to the success of the promotion.

On the down side, the rate of pay-up on credit is sometimes slightly lower than direct mail. The demographics can also be a little lower than those of direct mail-sold subscribers—depending on the type of publication.

Direct response television is an excellent source of subscriptions for many magazines. It can replace some of the less cost-efficient levels of direct mail or other expensive sources and add needed levels of volume. It has a much broader reach than any combination of mailing lists; it is also extremely flexible. In addition, television has the benefits of increasing consumer awareness for other types of subscription promotions as well as newsstand sales, while also generating visibility within the advertising community.



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HUMAN EDITORS MAY HAVE BUT NOT OUR SONY."

Randy Cohen, Broadway Video



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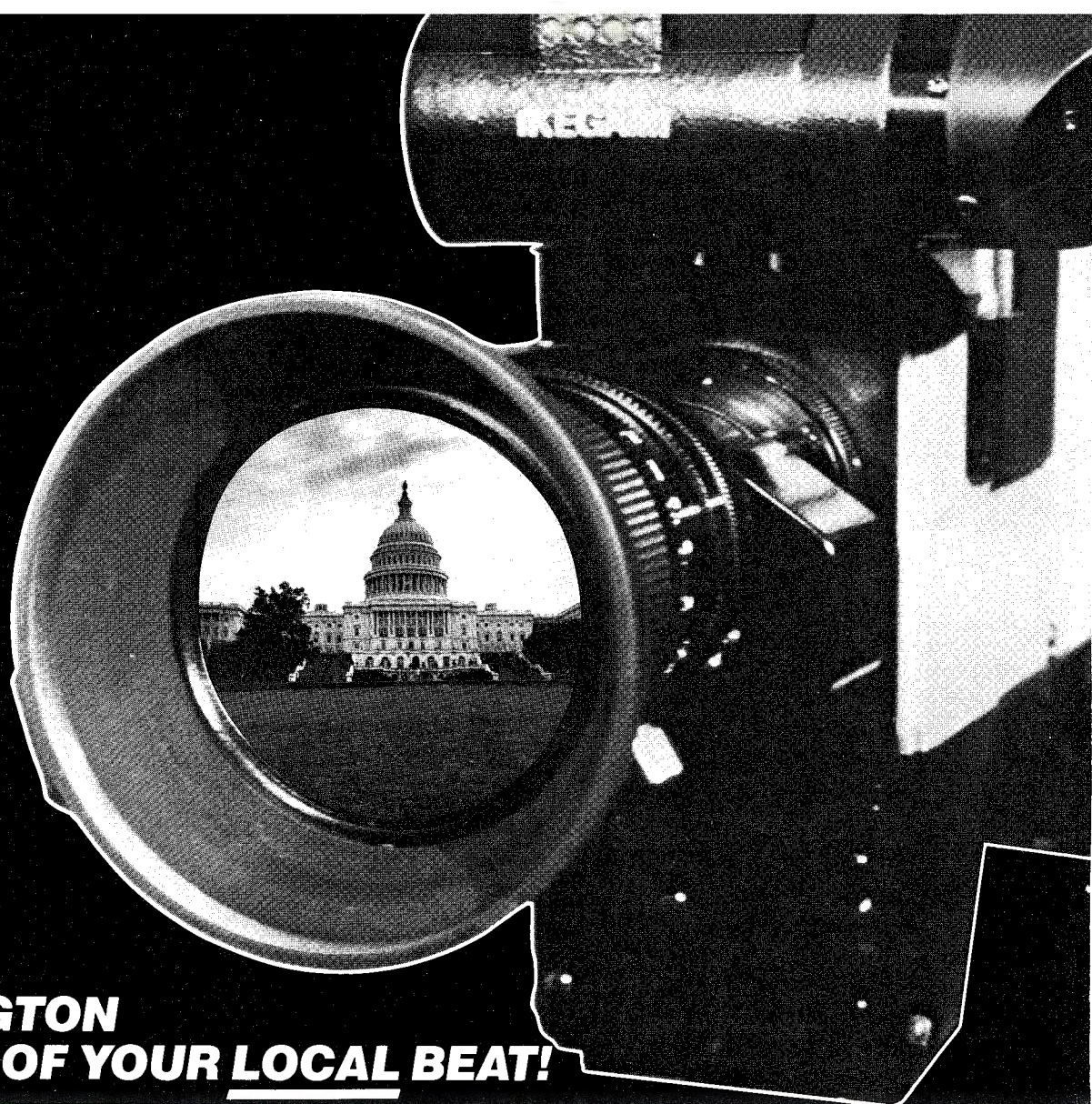
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Western hemisphere votes to stick with 10 khz in AM

U.S., reversing course it took at Buenos Aires last year, joins Argentina, Canada in successful fight against 9 khz; but Cuban, other problems head toward stiff negotiations

The long-simmering question of whether the countries of the western hemisphere would retain their present system of 10 khz channel spacing or join the rest of the world and adopt a 9 khz plan was resolved in the first three days of the Region 2 conference on AM broadcasting, in Rio de Janeiro, last week. With the U.S. turning against the proposal it had introduced in the first session of the conference, in Buenos Aires, in March 1980, the countries agreed by consensus to stick with the 10 khz standard.

The decision represents in part a victory for the broadcasting establishment in the U.S., which had worked hard to persuade Washington to abandon the 9 khz plan. The Carter administration had advanced the proposal—which would have created 12 new channels—as a means of opening the door to hundreds of new stations.

But the National Association of Broadcasters, the National Radio Broadcasters Association and others argued that the costs involved—technical and financial—would outweigh the benefits. And the telecommunications policy makers of the Reagan administration when they assumed power, agreed.

The switch proved no embarrassment to the U.S. delegation. Kalmann Schaefer, the international communications adviser to the FCC who heads the delegation, told the conference that in having argued both sides of the issue, the U.S. was in a “unique” position to support retention of 10 khz. The studies made since the conference in Buenos Aires, he said, had persuaded the government to change its mind.

The U.S. joined Canada and Argentina, original and vigorous opponents of the proposed switch to 9 khz, in urging the conference at a plenary session on Wednesday, to retain the 10 khz system. Mexico, Brazil and Colombia were among the other countries supporting retention. The principal advocate of a switch to 9 khz, as expected, was Cuba. Barbados, Denmark and the United Kingdom were said to be the only other countries sup-

porting the 9 khz concept at the parley.

Denmark and the United Kingdom are among several European countries participating in the conference because of possessions they hold in the hemisphere. And their support for 9 khz reflects concern that, with stations in the western hemisphere and in Europe on different channel spacing schemes, they will suffer mutual heterodyne interference. Regions 1 (Europe and Africa) and 3 (Asia and the Pacific) adopted a 9 khz plan five years ago.

While the success on the channel spacing issue was welcome to the Americans, major difficulties lie ahead. Canada is pressing a proposal that the conference adopt a five-year (1983-1987) plan for use of the AM band, a plan the U.S. thinks would waste spectrum space. And Cuba has proposed the establishment of stations that could cause serious interference to stations across the U.S.

The conference is expected to consider the Canadian proposal this week, when it comes to grips with procedures for developing a basic plan for use of the AM band. The “U.S. has something in mind” to deal with the Canadian proposal, Schaefer said. But he declined to discuss it.

Completion of work on procedures will mark the start of the grueling work of resolving incompatibilities among the AM inventories of the hemisphere’s countries. At that point, the true nature of the danger of the Cuban inventory to the American broadcasting system will become known. As for relations with Cuba during the first week, they were described by Schaefer as “friendly.” (Schaefer and the head of the Cuban delegation are two of the conference’s three vice chairmen; the third is an Argentinian. The chairman is a Brazilian.) And there was no evidence as yet that the Cubans were attempting to make an issue of “Radio Marti,” the AM facility the Reagan administration plans to establish in Florida to broadcast news of Cuba to that country. Many observers, including some in the government, fear that the administration’s announcement of its plans for the station will make the Cubans less likely to compromise with the U.S.

As an indication of the seriousness with which the administration considers the conference, FCC Chairman Mark S. Fowler was reported to have told the delegation that its primary goal is “to protect all of our operations.” Gary Stanford, engineering assistant to Commissioner Mimi Dawson, who is coordinator of the delegation’s home team, told a meeting of the advisory committee on AM broadcasting in Washington, on Friday, that “our people were given orders to do that. Nothing will be given up without an extraordinary battle.”

Going once, twice, gone on Satcom IV

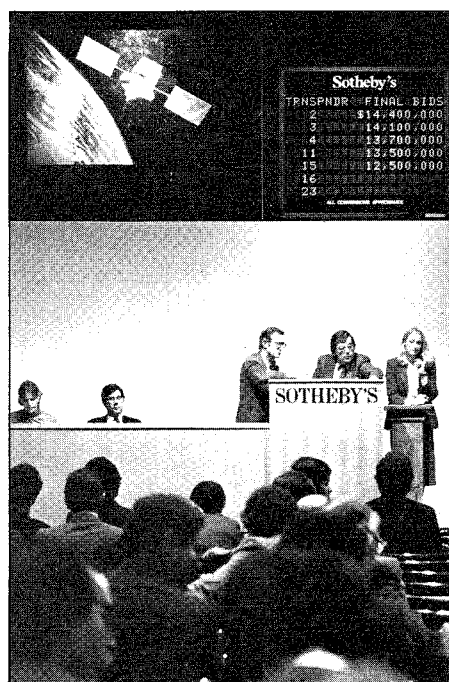
Most expensive Sotheby auction ever seen brings \$90 million to RCA Americom for seven places on Cable Net Two: HBO, RCTV, UTV, Inner City among winning bidders

In less than one hour last Monday (Nov. 9), RCA Americom raised \$90.1 million by auctioning off seven transponders on Satcom IV (Cable Net II), due to be launched on Jan. 12, 1982. The occasion marked the first time transponders have been put on the auction block.

The auction was conducted at the New York auction house of Sotheby Parke Bernet. John L. Marion, president of Sotheby, was the auctioneer.

The winners:

■ Transponder 2—Transponder Leasing Co., a newly-formed New York company, which intends to lease time on the transponder to a number of part-time



users (both cable and voice) for \$14.4 million.

■ Transponder 3—Billy H. Batts, who RCA officials indicate is associated with Chattanooga-based Faith Broadcasting, a Protestant evangelical group. The transponder was sold for \$14.1 million.

■ Transponder 4—Warner Amex Satellite Entertainment Co., for \$13.7 million.

■ Transponder 11—RCTV, a joint cable programming venture between Rockefeller Center and RCA Corp., for \$13.5 million. RCTV was also able to cash in on a second transponder. Arthur Taylor, chairman of the Entertainment Channel, announced that RCTV agreed to purchase Spanish International Network's leasehold rights to another transponder on Cable Net II awarded earlier. The winning auction bid and the SIN deal together will give RCTV the capability of distributing its programming service nationally.

■ Transponder 15—HBO for \$12.5 million.

■ Transponder 16—Inner City Broadcasting Corp., licensee of WLIB(AM)-WBSL(FM) New York, Percy Sutton, president and general manager, for \$10.7 million.

■ Transponder 23—UTV Cable Network, Fair Lawn, N.J., for \$11.2 million.

WBSL is the number-one ranked radio station in New York. Sutton indicated that the company will use the transponder to distribute a radio-formatted pay-cable programming service featuring black music, expected to be launched on July 4, 1982. Between music segments, "life-style interviews" will be aired, Sutton said. Plans are to provide 10 hours of programming per day, from 3 p.m. to 1 a.m. Sutton said he has talked with a number of companies about leasing the other 14 hours of time available on the transponder each day. The company is still contemplating whether to make the service "mini-pay," in the \$3 to \$4 range, or advertiser supported.

UTV network will use its transponder to distribute programming based on the concept it calls "Involvision," whereby viewers participate in various shows by calling in or attending live studio productions. A sports talk show and a women's

program entitled *Count Me In* are also planned. CMI is to be produced jointly with The Charter Co., publisher of a number of women's magazines, including *Ladies Home Journal* and *Redbook*. The service will be a basic advertiser-supported package, scheduled for launch in May 1982. Richard Levinson is president. Cable operators taking the service will receive a share of the ad revenues.

There is one catch to the auction process, as RCA made clear from the outset. The FCC could reject the company's tariff now on file and providing for the auction method of allocating transponders. The tariff is scheduled to go into effect on Jan. 15 and if the commission takes no action by that date, it would automatically take effect. However, there is pressure on the commission to make a decision before that time. Seventeen petitions are currently on file contesting the fairness or legality of the auction process in general. In addition, Warner Amex Satellite Entertainment Co. has lodged a protest against the auctioning of transponder 11, which the company alleges had already been promised to it by RCA.

RCA, in responding to the 17 general petitions, said it feels auctioning transponders is the most equitable and objective method of selling a scarce product that is in great demand. Before the bidding commenced on Monday, auctioneer Marion announced that RCA considered Warner Amex's complaint to be "without merit," but that should the company prevail, RCA reserved the right to substitute a different transponder with the same polarization and protection status as transponder 11 to the winning bidder.

The bidding moved along at a lightning pace for each of the seven transponders. Transponder 2, the first to be auctioned, was put on the block at 10:08 a.m. with an asking bid of \$50,000. Two minutes and \$14.35 million later Transponder Leasing emerged victorious. To save time, Marion upped the opening bids on the next three transponders to \$3 million and the remaining three at \$5 million. Each of the 53 participating bidders was assigned a numbered paddle that was waved to indicate a bid. Bidding increments generally ranged

from \$100,000 to \$500,000. It appeared that fewer than half of those registered did not bid at all.

RCA Americom President Andrew Inglis said at a press conference following the auction that the \$90.1 million total represented about \$20 million more than the company would have earned by leasing the transponders in the conventional manner. Winning bidders, he noted, would have the amount of their bid applied monthly against the lease payments beginning April 1982 and continuing through 1988.

The winners had until the end of Thursday (Nov. 19) to prove their financial ability to cover the bid.

Of the 24 transponders that will become available on Satcom IV, 15 are now taken, eight having been leased prior to the auction to customers currently on an AT&T Comstar bird, as a result of Satcom III being lost in space in December 1979. Of the nine still to be disposed of, Inglis said, the company was contemplating selling them outright, another method yet to receive the blessing of the FCC. Two of those nine, however, are pre-emptible transponders.

TVB keeps focus downward—on the bottom line

Annual meeting told revenues will continue to advance and new media will have little impact, but that pressure will be on profits just the same

Over 600 members of the Television Bureau of Advertising and their guests gathered last week at Miami Beach's Fontainebleau Hilton, site of the organization's 27th annual membership meeting, for three days of workshops, speeches and sessions designed to help them "beat the bottom line." Panels provided station managers and their sales managers with tips on forecasting station revenue, marketing local programs, selling mini-documentaries to local advertisers, or specialized local event programs to national spot purchasers, and how to develop new advertising dollars in their markets through such devices as vendor solicitation funds. Other sessions explored the problems of workaholicism and barter.

From outgoing chairman Thomas B. Cookerly, president of the broadcast division of Allbritton Communications, TVB members learned the organization's tally of the 1981 advertising picture and its projections for 1982. For the third quarter of 1981 based on reports from 278 stations, local business was up 18%, spot up 15% and network compensation up 7% for a total increase of 12%. Predictions for the fourth quarter from 270 stations put local up 12%, spot up 16% and compensation up 7%, a total of 14%. TVB predicts that total local dollars will hit \$3.39 billion by year-



Pleased with results. RCA and Sotheby executives answer questions at post-auction press conference last Monday. L-r: Eugene F. Murphy, president, RCA Communications Inc., Frederick Scholtz, executive vice president, Sotheby's and Andrew Inglis, president of RCA Americom.

end, up 14%; spot will be \$3.7 billion, up 13%, and network \$5.54 billion, up 8%. The total market should be \$12.63 billion (up 11%), according to Cookerly.

Looking further down the road, TVB estimates that in 1982 local will climb 14% to 16%; spot 12% to 14% and network 11% to 13%, for a total spending increase of 12% to 14%, to perhaps \$14.4 billion.

But—returning to the theme of the meeting—Cookeerly noted that the latest FCC figures, for 1980, show that while revenues climbed 12%, expenses grew even faster, at 16%. Cookeerly noted that “with that trend, sooner or later our bottom line is going to be out of line,” and he called on broadcasters to “reverse the emphasis” of their current thinking and consider themselves “in the business of broadcasting” and not “in the broadcasting business.”

From TVB President Roger Rice, the membership received a wide-ranging report on the organization's work. He cited a TVB survey showing high percentages of turnover within station sales and sales management staffs, a condition which, Rice said, “may be hurting our industry's bottom line,” while at the same time the percentage of station spending devoted to sales training and management was declining. He cited TVB attempts to solve those problems with sales training seminars and sales tools. Rice reviewed TVB's 1981 retail presentation, which predicts that cable advertising will hit \$585 million by 1985, only 2.7% of total broadcast television advertising of \$20.9 billion, and \$2.2 billion by 1990, some 5.3% of the total broadcast pie of \$39.6 billion.

In perhaps the most rousing session of the meeting, Herb Cohen, executive director of the Power Negotiations Institute, provided his prescription for successful negotiations—to remember that the process of negotiation is more important than the subject of a negotiation, and to make negotiations a “collaborative process”—causing the other party to make an investment in the process it will be reluctant to abandon totally when the initiator presents an eventual ultimatum. But even then, Cohen advised, the ultimatum must be “palatable,” structured to offer the opposition a choice, but a choice that will end up giving the initiator what he wanted.

In what has become the traditional close of TVB meetings, this one gave members a preview of TVB's new presentation to retailers. But departing from previous approaches, this presentation doesn't directly attempt to sell retailers on the advantages of television advertising. Hosted by broadcast journalist Martin Agronsky, it offers instead a magazine-style examination of the future of the retail industry. Not coincidentally, it concludes that retailers, for their own economic interest, will have to be “flexible” in their marketing approaches, and ready to try new ideas (which might just include increased television spending).

*For other TVB coverage
see pages 56-58*



Bottom-liners. TVB's present and future leadership was captured in this photo during last week's Miami Beach sessions. *Seated left:* incoming chairman David E. Henderson of Outlet Broadcasting. *Behind him:* TVB President Roger Rice. *At right:* outgoing chairman Thomas Cookeerly of Allbritton Communications. Also elected last week: William G. Moll, president, broadcasting and entertainment, Harte-Hanks Communications, as secretary and John J. Walters, president of Harrington, Richter & Parsons, as treasurer. Three new board members: Kenneth Bagwell, president of the TV stations division of Storer Broadcasting; Robert D. Gordon, president, Western Broadcasting, and Crawford Rice, executive vice president, Gaylord Broadcasting. Lawrence Gershman, executive vice president-worldwide syndication for MGM-Television, was elected to the board by producer-syndicator members. Blair Television President Walter Schwartz, serving as chairman of the National Sales Advisory Committee, becomes TVB board vice president.

More clout for the FCC's review board

It's given authority in license renewal and revocation cases; changes in TV auxiliary station rules under consideration; Chronicle's PTAR plea denied

Citing the need to “insure service to the public in the most effective and expeditious manner possible,” the FCC last week expanded the FCC review board's authority to permit it to review decisions in broadcast and common carrier license renewal and revocation cases.

At its open meeting Thursday (Nov. 12), the FCC also proposed to relax its rules for TV auxiliary uses and licensing; proposed a rulemaking to expand the use of auditory training devices; dismissed a petition by Chronicle Broadcasting Co. asking the FCC to drop its prohibition against the use of off-network programming during the prime time access period, and voted to eliminate one step in its FM and TV assignment proceedings.

The FCC review board was established in 1962 to cut back on the number of initial decisions (by administrative law judges) that the full commission had to review. The three-member board did not, however, have jurisdiction over revocation and renewal cases for broadcast and common carriers.

To speed up the hearing process, the board also recommended that the commission change its rules to state that if the board does not act on a case within 180 days after an administrative law judge issues his decision, the parties should be allowed to ask the commission to review their cases. And the board recommended that the FCC change its rules to permit

two members of the board to hear cases and adopt decisions, instead of the three-member participation required for such action now.

Although Commissioner Joseph Fogarty dissented—objecting both to the expansion of the board's jurisdiction and the proposal for permitting but two board members to hear cases—and Commissioner Mimi Dawson didn't participate in the decision, the rest of the commissioners approved the rule changes, which take effect Jan. 1.

In other action, in response to a petition from the Public Broadcasting Service, the FCC proposed to change its rules to remove restrictions on the types of material that may be transmitted over television auxiliary broadcast stations. The FCC also proposed to change its licensing rules for such stations and proposed to change its restrictions limiting the kinds of entities that can receive material from them.

Under current rules, TV auxiliaries are used primarily to transmit program material to be broadcast by TV stations under common ownership or control of the auxiliary's licensee. When so used, the material may not be broadcast by any other television station.

PBS, however, proposed that auxiliary stations be allowed to transmit material to any entity, even when that feed is not being used by the primary licensee. PBS said that, given such amendment, it could use excess capacity on its system to deliver video teleconferencing and other video services to an assortment of telecommunications users.

PBS also proposed that licensees of in-

tercity relay stations and studio transmitter links be permitted to share their facilities on a nonprofit, cost-sharing basis to transmit material to others. It said such sharing would promote more efficient use of the spectrum, encourage fuller use of domestic satellite facilities and permit the auxiliary service to retain its primary function as a delivery service for TV stations.

The FCC proposed to change its licensing policy for auxiliary stations by deleting any reference to exclusive frequency assignments; ending the limitation on the number of channels that can be authorized to one licensee, and relying primarily on an applicant's assurance that new authorizations won't interfere with existing stations. The FCC also requested comment on a proposal to allow use of auxiliary facilities on a "for profit" basis.

The FCC also proposed a rulemaking aimed at increasing the kinds of places eligible to use auditory training devices for the hearing impaired. One proposal would restrict use of auditory training devices to the 72-76 mhz band to which they're currently restricted, but would expand the variety of locations at which such devices could be used.

Although current rules restrict their use to institutional education programs, the rulemaking proposes to permit their use in such locations as theaters and auditoriums, too. Another proposal would permit the use of such devices on 530 khz and 1610 khz in the AM band, permitting the hearing impaired to use cheaper equipment (perhaps standard AM radio receivers) to receive transmissions, and would increase the power authorized for such uses.

In other action, the FCC dismissed a rulemaking petition by Chronicle Broadcasting Co. asking the FCC to delete its prohibition against use of off-network programming during prime-time access. Although the FCC said it thought there might be merit to Chronicle's request, it said the subject would be better taken up when the FCC reviews the entire prime-time access rule.

State of the art in TV's Hollywood

Entertainment division heads compare notes and miseries; high costs preoccupy all; movies of the week waning

The presidents of the entertainment divisions of all three commercial TV networks each expressed cautious optimism about the ratings outcome of the new prime-time season last Wednesday (Nov. 11) before a luncheon audience of the Hollywood Radio and Television Society in Beverly Hills.

"It's going to be an extremely competitive season," ventured CBS Entertainment President B. Donald "Bud" Grant, opening up the annual appearance by top

program executives at the Beverly Wilshire hotel. CBS has had a strong start in the early weeks of the new schedule, but Grant noted the rating success of ABC's *Monday Night Football* and World Series coverage, adding that "NBC is making substantial strides" with such series as *Hill Street Blues* and *Love, Sidney*.

NBC Entertainment President Brandon Tartikoff said that the late baseball season and last spring's Writers Guild of America strike made this "an atypical season, even more so than last year." He noted that the start of the season will be difficult to peg, since a number of new series will not premiere until December or January. "I think competition is good for all of us," said Tartikoff, "I just hope we get a little more competitive [at NBC] this year."

ABC Entertainment President Anthony Thomopoulos labeled it a "rough" season, citing the impact of the writers' and baseball strikes, as well as "a grouchy audience" and "stars that didn't perform." He reintroduced his concern for development of new writing talent in the entertainment industry, saying there is a shortage of incoming writers—a problem he thinks should be met by the production community in a united fashion.

During a question-and-answer session following the speakers' opening remarks, Tartikoff was pressed to give details of NBC's strategy for the remainder of the season, and said the network is committed to giving its current schedule a chance to prove itself and that the only shifts currently planned are "a couple of time period switches on two nights . . . We aren't making any radical changes." He said it will be early or mid-December before NBC will make a serious analysis of its program slate. Responding to a later question, Tartikoff said: "I don't see anything in our schedule that will catapult us to number one."

In terms of development, Tartikoff said that "development of comedy, dramatic, and series programming [at NBC] has not slowed down," but described a waning network interest in made-for-TV movies due to rising costs and increased competition from other media. That sentiment was echoed by CBS's Grant, who said the network isn't out of the made-for-TV movie business entirely but has "less interest" in it than it once had. Tartikoff predicted a return to more series programming in the face of competition for movies, saying "series TV may be a better product for us in the future."

Thomopoulos told a questioner increased competition and rising production costs are two of the most serious issues facing network programmers, noting that ABC is "looking for a way to do less pilots." He said the network is looking to develop more program ideas using scripts and other materials short of actual produced pilots.

Although program development at CBS is "about the same" now as it has been in the recent past, Grant warned that "production costs are a very serious problem.

Costs are going up faster than revenues." He called on all those involved to work collectively to try to control production expenses. "Unless we control it," Grant advised, "all of us are going to face some difficulty." Pressed for specific suggestions on cost control, Grant said: "It should be a collaborative effort, in my view, between intelligent production people and intelligent network people."

NBC's Tartikoff estimated that about half of the network's new series programs are arising from the script/pilot system, about 25% stem from spin-offs, and the remainder involve the network seeking out established stars or producers with the invitation to produce pilots.

Some things old, some things new on SDX agenda

Efforts by administration and Congress to control the media fall into first category, teletext editorial considerations highlight the second; keynoter Lesley Stahl contrasts Carter and Reagan styles with press

More than 1,200 journalists and students gathered in Washington last Wednesday through Saturday (Nov. 11-14) for the 72d anniversary and annual convention of the Society of Professional Journalists, Sigma Delta Chi. Conversation often turned to freedom of the press and apparent attempts by the Reagan administration and Congress to thwart it, but there also were sessions on the new frontiers of teletext and satellite broadcasting and the ethics of journalism.

Keynoting the convention Thursday morning was CBS White House correspondent Lesley Stahl, who compared the present administration to that of former President Jimmy Carter. The most striking



Stahl

difference between the two is their "attitude toward the press," she said.

Carter "believed strongly he had a responsibility to remain accountable to the public through the White House press," she said. "He was fairly accessible but at the same time disliked the press, especially some individuals, in a very personal way, and remembered who was 'with him and who was against him.'"

Reagan, she said, is "incredibly inaccessible... but maintains excellent relationships with reporters." Journalists "like him and like his staff," she said. "With a President, there's a feeling of 'us against them' and 'we've got to get the press.'"

Katharine Graham, chairman of the Washington Post Co. and also of the American Newspaper Publishers Association, also addressed Thursday's opening session and told those present that the "principle... that a democracy works best when its government's actions are open to the scrutiny of the people, is under the most serious attack in recent years." Minor changes in the Freedom of Information Act, to permit notification of parties whose files are the subject of a press investigation and setting a schedule of fees for government processing of FOIA requests would be admissible, said Graham, but "any significant cutback in the act would be a serious loss for us all."

Later in the day, syndicated columnist and television panelist Carl T. Rowan told a luncheon session that "most of the press has copped out, bugged out, freaked out, grown too tired and timid to tell 225 million Americans that they are being raped politically and intellectually by a cynical band of people who love the rich more than they love America." There are times when journalists have to "play offense" when covering the news, he said. "There will never be a day when a President doesn't get enough media exposure," and "we may give too much rein to those in power without enough exposure to other points of view."

Pioneers of the teletext frontier who offered their insight at a panel discussion were Don Sider of Time Inc., Dick Levine of Dow Jones Inc., Peter Winter of Field Electronic Publishing and John Wooley, who directs Viewtron, an experiment in teletext being conducted in Coral Gables, Fla., by Knight-Ridder Newspapers and AT&T.

Winter, who directed the British Broadcasting Corp.'s teletext system, "Ceefax," prior to becoming chief of "Keefax," a joint venture in teletext by the *Chicago Sun Times* and that city's Marshall Field Co., said: "Teletext is printed radio. Its essence is speed." Teletext journalists are not working to a particular deadline, but must set their own deadlines "every second" to produce a constantly updated, immediate magazine.

There are 25,000 new teletext subscribers each month in Great Britain, said Winter, and the BBC estimates there will be a quarter of a million people using its

teletext service by Christmas. The beauty of the medium is its convenience, he said. "Viewers are no longer subject to broadcast schedules or newspaper deadlines."

Sider said Time Inc. plans to begin experimenting with its service, which will use an entire TV channel rather than just the vertical blanking interval, as does Keefax, in May. Time anticipates offering from 4,000 to 5,000 pages of news, sports, business information, local newspapers in Orlando, Fla., San Diego and Littleton, Colo. The service is likely to include 3,200 pages of editorial copy and 1,800 pages of advertising.

Sources of news for teletext include wire services, computer data banks and TV and newspaper reporters who telephone news "wire service style" to their publications before writing their developed stories.

There are a number of editorial questions that remain to be answered in the "exploding field of teletext," said Levine. "We have to determine the difference between news and advertising and we have to learn how to prepare information for this media." Teletext providers "are best off taking small steps in bringing their services into communities," he said, and "the editorial quality of the data base is paramount."

Panelists disagreed on the permissible length for a teletext story. "I'm convinced

people won't read more than one page," said Sider, while Wooley said Viewtron has found that at least one-third of viewers who read the first page of a lengthy story will continue to its end. Winter and Levine said a straight story can be given in a single frame with reference at the end to more details and analysis elsewhere in the data bank.

Although teletext journalists currently spend much of their time before computer terminals condensing stories from news services and other immediate sources, technology will eventually allow them to cover stories on the scene, using portable terminals to file their reports.

The automation of electronic newsrooms is unlikely to replace many journalists any time soon, said John Watkins, Washington bureau chief of RKO Radio Networks, a panelist at a session on radio and TV journalism. "No one's developed a turnkey system," he said, "and until they do, I'd rather spend the extra money on more correspondents." Bill Scott, director of Satellite NewsChannels, a joint venture in 24-hour news for broadcast and cable TV by ABC and Westinghouse Broadcasting, said writing is the talent most needed in broadcast journalism today. According to Watkins, the most needed talents are an understanding of the use of sound and the ability to think.

NPR going private for public radio

Mankiewicz announces plan to shift funding burden from public to business sector, hopes to get half of revenues from that source in future

National Public Radio President Frank Mankiewicz last week announced an "invigorated" funding campaign designed to raise nearly half of the system's revenue through private-sector contributions. He told reporters on Wednesday (Nov. 11) that NPR—faced with substantial cuts in federal funding—is on a "course to produce an entirely different source of revenue for the next five to six years," in the hope of reducing NPR's dependence on federal funding.

Mankiewicz estimated that federal appropriations for fiscal year 1986 could drop by nearly 50%. That, he said, "tells us something has to be done." And he added, "we will do our best to see that funding remains as high as possible."

NPR will still depend on Corporation for Public Broadcasting funds for its individual station members, but will use the new monies to support its programing services.

To help initiate the project, NPR has hired Hannaford Co., Washington-based public relations firm operated by Peter Hannaford ("Closed Circuit," Nov. 2). Hannaford, a past Reagan campaign adviser, is also the former partner of Michael Deaver, White House deputy chief of staff. Hannaford, according to Mankiewicz, will



Mankiewicz

coordinate a series of presentations to corporations and foundations.

In addition, the NPR president said that task forces sponsored by the business community have been set up in Chicago, Los Angeles and New York. Fund raising efforts in New York are being led by TWA president and NPR board member C.E. Meyer Jr.

Mankiewicz noted that President Reagan has emphasized that public broadcasting seek funds from the business community, and that, "we are going to test the assumption that the private sector can

make up the bulk of it," Mankiewicz said.

In an "entrepreneurial" spirit, he remarked, NPR will enter almost every profession, "except the oldest," to raise money. NPR underwriters will be asked to contribute to news or entertainment performances funds; the credits they earn will be broadcast throughout the broadcast day, avoiding identification with particular programs.

Mankiewicz said NPR also is investigat-

ing a number of other "attractive ways" to raise funds, including entering cable audio, through audiocassette sales of its programs, and by developing the resources of its satellite distribution system. "We've already been approached by a number of companies interested in our satellite distribution center," Mankiewicz said. One possibility, he said, was to use it to tie into home computers.

Mankiewicz said that the gravity of

NPR's financial situation was forcing it to consider business opportunities outside the broadcasting industry. "It's chancy but we think it's the only way to go," he concluded.

Emphasizing that the project has "no fixed goals" and that NPR even expects it to lose money the first year, Mankiewicz said some \$75,000 was being budgeted to the program, including the fee for the Hanaford firm.

Heavying up the hierarchy at CBS/Broadcast

And designating the heir in news; Van Gordon Sauter will succeed Leonard; Leahy, Rosenfield named executive VP's; Pilson sports head; Malara to GM of TV network

The top management structure of the CBS/Broadcast Group was overhauled last week, easing the day-to-day load on President Gene F. Jankowski, and in the process Van Gordon Sauter got the long-awaited nod to succeed Bill Leonard as president of CBS News when Leonard retires next year.

Two group executive vice presidencies were created as part of what Jankowski, announcing the changes, described as "aggressive management moves for the 80's and beyond." The executive vice presidencies completed the formation of an administrative layer—started 10 months ago (BROADCASTING, Feb. 16)—between Jankowski and all but one of the group's operating divisions.

The only division still reporting directly to the group president is CBS News—a demonstration, other officials said, of corporate regard for the independence of the news operation. Although Jankowski didn't mention it, others said he had been under pressure from associates to ease the burden on himself by realigning the management structure.

The changes, all effective Nov. 23, included the following in addition to the designation of Sauter—a long-time newsmen currently president of CBS Sports—as deputy president of CBS News:

□ Thomas F. Leahy, senior broadcast vice president of the group, becomes a group executive vice president, with the recently formed CBS International marketing unit added to the list of respon-

sibilities given him when he became senior broadcast vice president last February. These include the television stations, radio and cable divisions. Leahy also will be responsible for the group's new ventures, including CBS's entry into cable system acquisition.

□ James H. Rosenfield, president of the CBS-TV network, becomes a group executive vice president, responsible for the TV network, entertainment and sports divisions.

□ Most of Rosenfield's responsibilities as president of the TV network will be taken by Anthony C. Malara, currently vice president for affiliate relations, who becomes CBS-TV vice president and general manager, responsible for affiliate relations and sales. (Engineering and operations will continue to report directly to Rosenfield.)

□ Neal H. Pilson, group senior vice president for planning and administration, will succeed Sauter as president of CBS Sports.

□ Edward M. Joyce, former newsmen, now vice president and general manager of CBS's WCBS-TV New York, becomes executive vice president of CBS News, a new post, and will be second in command when Sauter takes over the presidency.

Ron Tindiglia, vice president and station manager of CBS-owned KNXT(TV) Los Angeles, will succeed Joyce as vice president and general manager of WCBS-TV.

Gene P. Mater continues as the group's senior vice president for policy but gets responsibility for research and personnel in addition to his present assignments. These include service as principal liaison with CBS Washington and with the CBS law department on all operational and policy matters affecting the group, plus

responsibility for program practices and CBS's teletext project.

David C. Fuchs, group vice president, communications, becomes vice president and assistant to the president of the group, responsible for communications, audience services and educational and community services.

Timothy Reynolds, group vice president, finance, continues as chief financial officer for the group.

Scott T. Michels, vice president for station services, CBS-TV affiliate relations, will succeed Malara as vice president in charge of affiliate relations.

The changes reduce to six the number of executives and departments reporting directly to Group President Jankowski. In addition to executive vice presidents Leahy and Rosenfield, these are senior vice president Mater, vice presidents Fuchs and Reynolds and the CBS News division.

Sauter, designated to succeed Leonard as CBS News president, had been considered one of the front-running prospects for the job ever since CBS officials asked Leonard to stay one year beyond his normal age-65 retirement date last May 1. The rare post-retirement stint gave top management extra time to sort out the prospects and make its choice. Having Sauter move in as deputy president on Nov. 23 would give him several months to phase into the presidential duties before Leonard leaves.

President Jankowski, announcing the changes, said they "will result in greater efficiency without altering the basic responsibilities of those in charge of the major operating and staff functions."

The broadcast group, Jankowski said, "is about to complete the most successful



Leahy



Rosenfield



Sauter



Joyce



Pilson



Malara

year in its history. It is as large in sales revenues today as all of CBS was only a few years ago. We are confident of continued growth, not only in our traditional areas of broadcast expertise but also in developing fields such as cable programming, cable systems, teletext and other new ventures both here and abroad."

Sauter, now 46, joined CBS in 1968 as news and program director at WBBM(AM) Chicago. A former newspaperman, he subsequently served in various posts with CBS News, including Paris bureau chief in 1975-76, then was program practices vice president for CBS-TV in 1976-77 and vice president and general manager of KNXT(TV) Los Angeles from 1977 until he became president of CBS Sports in 1980.

Joyce, the new CBS News executive vice president, also has served in various network and CBS-owned station news posts and was one of those, along with Sauter, considered prime prospects to succeed Leonard. (Others mentioned most frequently in speculation included Roger Colloff, vice president and director of public affairs broadcasts, and Ed Fouhy, vice president and director of news.) More recently Joyce had served as vice president and general manager of WBBM-TV Chicago (1978-80), KNXT(TV) Los Angeles (1980) and WCBSTV New York (since last February).

Leahy, one of the broadcast group's two executive vice presidents, started with CBS as an account executive in 1962. He rose to vice president and general manager of WCBS-TV in 1973 and to president of the CBS Television Stations division in 1977, before becoming senior broadcast vice president of the broadcast group last February.

Rosenfield, the other group executive vice president, joined CBS as an account executive in 1965 and rose through the sales department to become vice president and national sales manager of CBS-TV in February 1977 and president of the network eight months later.

Malara, who inherits most of Rosenfield's responsibilities at CBS-TV, joined CBS from WNY-TV Watertown, N.Y., three years ago as vice president, station services, in the network's affiliate relations department. He has been in charge of affiliate relations since last November.

Pilson, new president of CBS Sports, started in that division in 1976 and rose through its business affairs, administration and compliance activities until he was named senior vice president for planning and administration in the CBS/Broadcast Group last February. In that role he was responsible for strategic planning, personnel, research and new ventures.

Tindiglia, new vice president and general manager of WCBS-TV, started in news at WCBS-TV in 1972, left to become news director of WABC-TV New York and also served in a similar post at WPVI-TV Philadelphia before returning to CBS as head of news for CBS-owned TV stations in 1979. Since last February he has been vice president, station manager, KNXT.

ANA consensus: new media gradualism

Status quo will change in evolutionary, not revolutionary, way, panelists declare, with broadcast media still holding lion's share of business in 1990

Veteran radio and television personality Hugh Downs opened a panel discussion on new video technologies at the annual Association of National Advertisers convention in San Francisco last Monday (Nov. 9) by observing "that there will be dislocations as a result of the new media is probably true, but there seems to be room for all." One constant in the continuing communications revolution, ventured the host of ABC-TV's *20/20*, is that information media of the past have always seemed to manage to survive.

Downs's conclusion was echoed by the panelists who followed him. The first—CBS/Broadcast Group President Gene F. Jankowski—cited recent research suggesting that, even in communities that have had access to basic and pay cable services for many years, over-the-air television generally attracts 88% to 99% of the available audience. Jankowski estimated that by 1990, advertiser-supported basic cable will generate about \$2 billion in annual revenues, pay cable will draw about \$4.4 billion, and the three commercial networks combined, about \$15 billion. He estimated that in 1990 broadcast stations will attract about 92% of the available TV audience, with pay cable accounting for 5.5% and basic cable taking the remainder.

Jankowski used a slide presentation to bolster his claim that network television remains the backbone of the entertainment industry, generating more original programming in a year than the major Hollywood movie studios combined. He estimated that the networks are spending about \$150 million each season in developing new TV product.

Gerald M. Levin, Time Inc. video group vice president, said he would neither "preach the new gospel of the 100-channel, two-way cable systems" nor play "the prophet of doom for the broadcast networks." Instead, Levin cautiously predicted that "when the dust settles, around the end of the decade, the video world, while profoundly changed, will probably not have turned upside down."

Levin countered Jankowski's statistics with some of his own. He cited a report that during the July Nielsen sweeps, "in Home Box Office-Cinemax homes, the duo picked up a 45% prime-time share—some dent. I know that broadcasters will be quick to point out that their audience levels are at their lowest ebb during the summer, but a 45 share is a powerful performance under any circumstances, especially for a medium that went national only six years ago."

Levin conceded he doesn't think cable TV "will kill off the networks any more than television killed off magazines."

Following an adjustment period, "the broadcast networks will still be a major force—but not a dominant one."

Levin downplayed the potential demand for projected two-way video services, such as shopping at home. "You won't be able to squeeze the bananas, and that's important," he noted. On a related theme, Levin argued that "franchise battles have gotten completely out of hand. In order to win them, cable companies have been promising stratospheric levels of service, including two-way capability, at rock-bottom prices. The stakes have gone beyond the point of prudent business, particularly because projections are based on revenue streams that are speculative at this point."

Richard H. Frank, president of Paramount Television Distribution, offered a novel, although unscientific, analysis of the cable-versus-network audience question by presenting a series of videotaped excerpts from available programming monitored over the 26-channel Gill Cable system in San Jose, Calif., on Nov. 3. Frank gave audience share estimates during the 9-9:30 p.m. time period made by Arbitron researchers. According to Arbitron data, 71% of the local audience was tuned to commercial network affiliates during the test period, 17% watched independent stations, 9% viewed pay cable, and 3% chose other channels.

"When all these choices are available," concluded Frank, "the viewer tends to go to the programming with the big production values." He noted that all but one of the programs seen by 97% of the audience were produced in Hollywood, primarily by major studios or producers.

Frank acknowledged that the specialized audience should not be overlooked, but suggested that future programming for all video forms will likely continue to be dominated by the Hollywood creative community. "Mass appeal programming from these sources will continue to be the primary vehicle for most consumer product advertisers," Frank stated.

In a question-and-answer session, Jankowski said his network is sensitive to change in American viewers' habits, as more women join the work force, more portable receivers are sold and more individuals watch TV alone. These trends, he noted, may result in such programming changes as introduction of soap operas in new day parts.

Asked if Home Box Office, the Time-owned pay cable network, would consider selling advertising, Levin said: "It's hard to say never," but he added that most viewers are attracted to such services in large measure because they are commercial free. Earlier, Levin said that advertising on cable "is clearly in the infant state—[but] it won't be long before cable becomes a meaningful advertising medium."

Leonard H. Marks, a partner in the Washington law firm of Cohn & Marks,

called attention to recommendations for "a new world information order" being supported by Third World members of the United Nations ("Closed Circuit," Nov. 9). Marks, the secretary-treasurer of the World Press Freedom Committee, described proposals to restrict news-related

activities in many Third World nations as a threat not only to news but also to advertising. "I have little doubt that the militants in the Third World will continue their assault on advertising claims, just as they attacked the Nestle products before the World Health Organization," said

Marks. "Your voices, as advertisers, have not been very loud. The time has come for you to make your views known to defend the vital role that industrial nations have played in the developing world and the assistance that their products have rendered to their economies."

Reagan makes it official at ABC News bureau in Washington

President dedicates new plant with references to his early experience as radio personality in Des Moines; \$22-million facility is medium's largest, most modern

The President of the United States reached back into his broadcast background last Thursday (Nov. 12) to put into perspective ABC News's new \$22-million Washington headquarters, which he dedicated at noon that day. Remarking that even the five-person staff that was on duty in the capital for ABC in the 1950's seemed large to him, he recalled how he and H.R. Gross had pioneered broadcast news at WHO(AM) Des Moines, Iowa, during the middle 1930's.

Ronald Reagan said that Gross (who later became a congressman from Iowa) was hired by the WHO owner, Dr. B.J. Palmer, whom Reagan called a "free soul," to do the news, he did the sports and the third member of the team was a Western Union ticker providing sports scores. Reagan also told how he used to go out late at night to get the early morning edition of the *Des Moines Register and Tribune*, from which he would ad lib to supplement—albeit illegally—his news reports. "We've come a long way" in broadcast journalism since then, the President remarked, looking around the main newsroom and on-air studio of the ABC News building, in which the dedication ceremony was held. (The building, the subject of a four-page report in *BROADCASTING'S* Nov. 9 issue, houses some 450 news and operations personnel.)

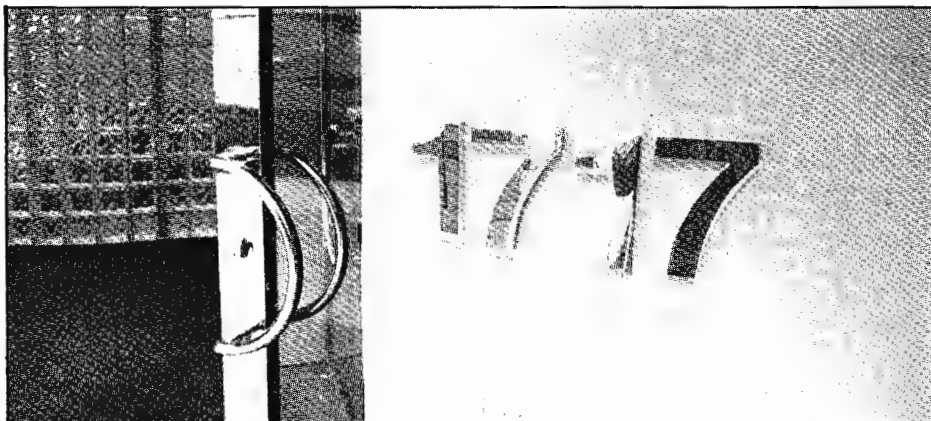
President Reagan also had a word for the broadcast executives in his audience. Although he said he would deliver "no great dissertation about freedom of the

press," he said everyone knew how he felt about that subject and about deregulation of the broadcast industry in general. One of his principal architects of that effort—FCC Chairman Mark S. Fowler—was in the audience, along with a number of his fellow commissioners. Among other ranking guests: National Security Council chief Richard Allen; Caspar Weinberger, secretary of defense; Charles Z. Wick, director of the International Communication Agency, and William H. Webster, director of the FBI.

A number of ABC News personnel were in evidence, although *World News Tonight* anchorman Frank Reynolds was in Florida for the space shuttle takeoff. Barbara Walters, who will interview the President at his West Coast ranch for a special that will air Thanksgiving night (Nov. 26), was among the greeting committee that awaited Reagan as he descended to the B2 level via a cargo elevator. White House correspondent Sam Donaldson asked the captive President a

question about the David Stockman imbroglio that was the day's leading news story and a follow-up about "trickle-down" economics. ABC management seemed embarrassed by the aggressive Donaldson's initiative; News and Sports President Roone Arledge cut off the incipient press conference Donaldson's questions invited by saying that wasn't the purpose of the President's presence. Responded Donaldson: "Fire me." A smiling Arledge indicated the idea had crossed his mind.

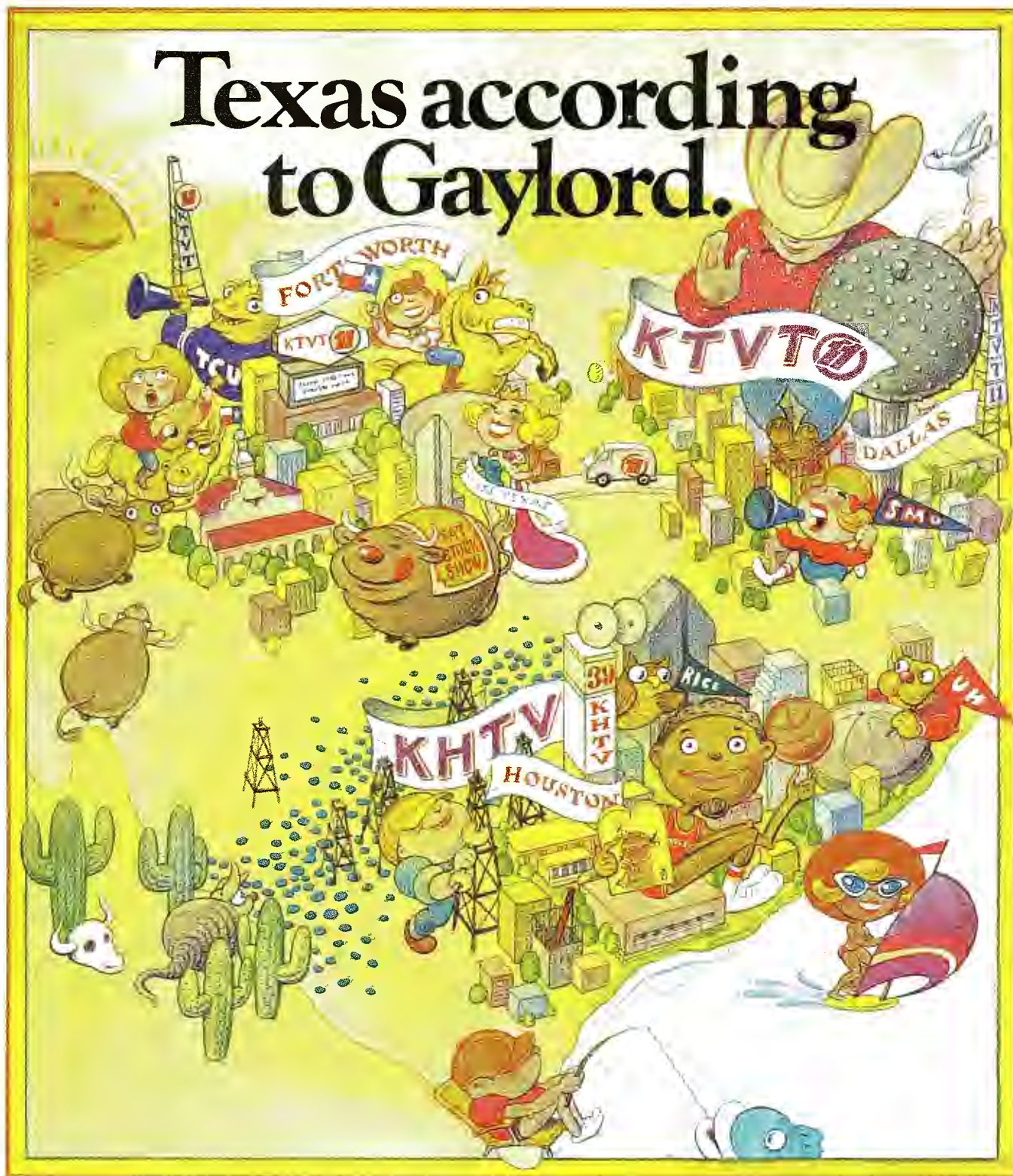
ABC Inc. Chairman Leonard Goldenson, introducing the President, took the occasion to repeat ABC's ambition to become the leading broadcast news organization, and said the building—and the news team staffing it—were evidence of the company's determination to reach that goal. Goldenson was accompanied by the company's president and chief operating officer, Elton Rule, of whom fellow Californian Reagan said: "We used to go walking on the beach together."



Who let this newsman in? The occasion was ceremonial, but that didn't stop ABC White House correspondent Sam Donaldson from his appointed rounds. *At left:* President Reagan with ABC Inc. Chairman

Goldenson and Roone Arledge, head of news and sports. *Center:* the President signing the dedicatory plaque. *At right:* Donaldson asking a hard-news question about David Stockman.

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STATE OF THE ART

T E C H N O L O G Y

Upward march of technology remains relentless; electronic photography continues its takeover of the visual arts; quality and versatility of broadcast equipment grow ever higher, leading to promise of better pictures and sound and, eventually, to the realization of high-definition television; worldwide digital standard promises acceleration of movement away from analog production; radio developments, on smaller scale, rival television's

The ever-expanding possibilities of video

The medium grows more and more flexible as cameras adopt the best features of film, ENG gear becomes more compact and artists turn to a screen instead of canvas

Video is taking over.

Over the past decade, video technology has been gradually encroaching into areas of television that had once been the exclusive domain of film.

Broadcast journalists are shelving perfectly good 16 mm cameras and replacing them with high-quality compact video cameras and recorders. And more and more pre-recorded prime-time network programming is coming up video. According to Joseph Flaherty, vice president, engineering and development, CBS-TV, the "preponderance of situation comedies, documentaries and the new breed of 'magazine' shows are now multicamera video productions."

(Even the home movie makers of America are trading in their super 8 cameras for low-cost video equipment and its promise of an instant picture and instant gratification.)

What's more, the signs were clear in 1981 that video is poised to trespass into film's last sanctuary in television: the high-budget adventure, mystery and dramatic series and made-for-TV movies that Flaherty said make up as much as 80% of the prime-time schedule.

The producers of the high-ticket programming have stuck with film not only because film produces a better picture than video, but also because the equipment and techniques in film, after nearly a century of evolution, conform to the producers' creative needs and desires.

Work is going on around the world on high-definition television (HDTV) standards that would elevate the images of video to parity with film. Although such a standard is still several years off, new video cameras designed to mimic their film counterparts are now available to seduce film producers, who are willing to sacrifice picture quality but not the artistic flexibility of film, into the video medium.

"We think HDTV is an important piece of the future," Flaherty said, "but the present cannot be ignored." There are immediate benefits in time and money that can be derived from the conversion from film to video, he said.

According to Ikegami, by using video instead of film, television production costs could be reduced up to 20%. Shots may be viewed immediately without having to wait for the "film dailies" and without the cost of processing the film. Videotape can be reused over and over again at enormous savings and can be edited on computer assisted editing systems more quickly and cheaply than on film.

Film technology has been creeping for-

ward for the past 100 years. The conversion to video would permit film producers to be part of a medium that is bounding ahead at an astonishing pace on the strength of its union with digital and computer technology. Images on videotape can be manipulated in hundreds of different ways by digital special effects machines and sophisticated character generators, and computer-based videoart systems permit the creation of video images without the aid of the camera.

Perhaps the first "electronic cinematography" camera was shown by Ikegami at the National Association of Broadcasters convention in Las Vegas last April. The EC-35 "handles a lot like a film camera," said Ikegami Vice President Herman Schkolnick following the camera's second appearance at the Society of Motion Picture and Television Engineers convention last month. "It feels like a film camera and the performance is much better than an ordinary television camera in terms of horizontal resolution and dynamic range."

According to Schkolnick, the camera's improved performance stems from special circuitry and lenses developed for the camera. It employs three low-capacity, diode-gun Plumbicon tubes and boasts a signal to noise ratio of 57 db.

The camera, developed jointly by CBS and Ikegami, is made for single-camera production, as familiar to film producers as it is foreign to television producers. In single-camera production, each scene is set, lighted and shot. Editing is strictly a post-production process. In the multicamera production, favored by television producers, the same scene is shot simultaneously from various angles by various cameras. Editing can often be done on a switcher by cutting from one camera to another. Consequently, the lighting on the video set is "flat," the same from every angle and the creativity of the producer is severely limited.

Canon has built a zoom lens for the EC-35 and Fuji is working on one, Schkolnick said. More important, each of the companies is developing a series of fixed focal length lenses, common in film production but virtually unused for video production.



Ikegami's EC-35 electronic cinematography camera

In film production, the camera's aperture is used to control depth of field. Since each scene is lit individually, the lighting can be adjusted to accommodate a certain aperture setting. If lighting cannot be controlled (often the case outside) neutral density filters can be used to let more or less light into the camera without affecting depth of field. The aperture (or iris) serves as a creative device, Flaherty said. It permits the filmmaker to decide "where the center of focus and plane of focus should be."

In standard video cameras without filters, depth of field is dictated by the lighting, a situation intolerable to the true cinematographer.

A cinematographer ordinarily operates with the lens wide open, Schkolnick said, so that only the object of interest is in focus. "He doesn't care about the foreground or background. He doesn't want to distract the viewer from the object of interest."

The lenses being developed for the EC-35, Schkolnick noted, are "designed for optimum operation wide open, f 1.4." Television lenses operate best at narrower settings of f 5.6 or f 8, he said.

To edit the stream of videotape into a coherent program, a unique editing system is needed. CBS and Sony unveiled such a system in October 1980. The off-line editing system, which is still being worked on by Sony, includes six Sony Betamax (half-inch) recorders, a computer-based editor controller with cathode ray tube and light pen, a floppy disk memory, all built into a console.

In a typical application, the EC-35 pictures are recorded on a one-inch videotape recorder. Each of the "takes" on the one-inch machine transferred to individual Betacassettes and a "rough cut" is produced. Editing commands are recorded in the computer.

It is in the re-editing, however, where the system is most different. The first step is to preview the rough cut in real time, in the proper sequence and with frame accuracy. The host computer, using the editor's decision list from the first sequence of edits, automatically dubs the required positions on each good take. The material is arranged in sequences and the system records extra material before and after each edit point allowing for modification later on. Inserts or entirely new material can be added at will.

A separate viewing copy is made, and an edit decision list is produced on the floppy disk, which is used to assemble a master one-inch tape, containing the finished product with all the special effects. The EC-35, which costs around \$100,000 (with a set of lenses), can be put to good use without the Sony editing system, but it should be used to "optimize your cost effectiveness," Schkolnick said. "If you are going to con-

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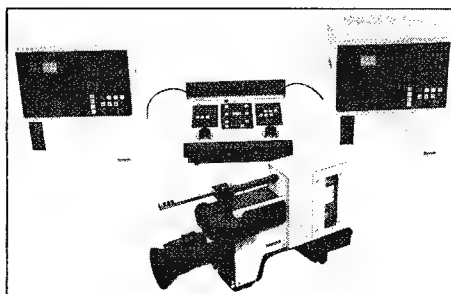
sider one, you should consider the whole system." Flaherty has estimated that the cost of the editing system would be around \$125,000.

Flaherty does not expect the conversion from film to video production in television to happen all at once. But, he said, one by one, producers will discover the cost savings and benefits of video and climb aboard.

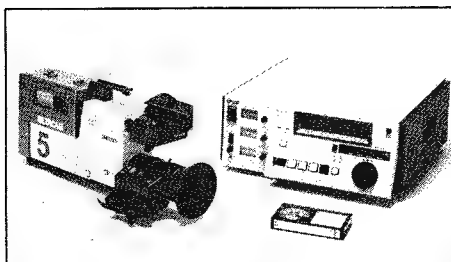
The widespread use of electronic cinematography gear should set the stage for the coming of HDTV and its use in both television and motion picture production. By the time an HDTV standard is finally settled on, producers should have had extensive use of video in conventional film application. "All you have to do [to convert to the new standard] is put new pickup tubes and optics in the same camera," Flaherty said.

A look at what that future HDTV standard might be like was afforded engineers at the SMPTE television conference in San Francisco last February. To the amazement of all, Takeo Fujio demonstrated the NHK HDTV system that had been more than 10 years in development. Although the system had the same frame rate and interlace ratio (two-to-one) as the NTSC system, it had twice the vertical resolution (1,125 lines) and twice the horizontal resolution. In addition, the aspect ratio (length to height) was stretched from the NTSC's four-to-three to a more panoramic five-to-three. Several months later, Sony showed in Tokyo two analog videotape recorders capable of recording to the extremely wide bandwidth of the NHK signal. The entire signal was captured on the one-inch VTR's by making a number of modifications including doubling the recording speed.

For many years film was the primary tool of broadcast journalists. The 16 mm camera was a reliable and convenient means of capturing the visual aspect of any news story. During the 1970's, broadcasters began the wholesale conversion from film to videotape as manufacturers flooded the marketplace with high-quality, lightweight video cameras and small videotape recorders, sturdy enough to withstand the rigors of producing broad-



Panasonic recording camera with two compatible VCR's and edit controller.



Sony BVW-1 recording camera and compatible BVW-10 cassette player.



RCA Hawkeye recording camera (top) with compatible edit controller and VCR, developed by Panasonic.

cast news. The electronic news gathering equipment, as it was dubbed, was revolutionary.

Videotape, of course, needs no chemical processing as did its celluloid predecessor. The moment a tape returned from the field it could be slapped into a player and edited or broadcast.

Although streamlined and considerably lighter than studio television equipment, ENG gear is still heavy and awkward. At least two men are needed—one to operate the camera and the other to monitor the recorder. In a business that demands mobility to find just the right shot, the two-man ENG crews, tied together by a camera cable, lack agility. And stories are lost whenever the cable is yanked from camera or recorders.

News cameramen will soon be able to recapture the freedom of movement and some of the picture quality they enjoyed in the old film days as several manufacturers have perfected or come close to perfecting integrated camera/recorders compact enough to be handled easily by one person.

RCA, Sony and Panasonic each introduced "recording cameras" at this year's NAB convention. While RCA showed a production model, Sony's and Panasonic's units were prototypes. A fleshed-out version of the Sony was shown at the SMPTE convention in Los Angeles in October, but company spokesmen were still calling it a prototype and no orders were being taken.

Ikegami also showed a recording camera prototype at the NAB, but, according to Ikegami, developers are still looking for a suitable videocassette recorder to latch on to the camera segment, essentially an HL-83 ENG camera now available from the company.

It is also reported that Thomson-CSF is diligently working on a recording camera, one it hopes to have in some stage of readiness by the time NAB rolls around next spring.

The RCA and Panasonic units have much in common, namely a half-inch videocassette recorder (VHS format) developed by Matsushita Electric Industrial Co., Panasonic's Japanese parent. Chroma Trak, the unique recording system, employed by the recorder, uses a standard VHS cassette which winds through the recorder at six times the speed of a conventional VHS home recorder. Consequently, a two-hour tape provides only 20 minutes of record/play time. Although the tape is narrower, RCA and Panasonic both claim that the new recording system delivers better picture quality than anything now possible with conventional ENG gear based on three-quarter-inch tape technology.

According to the two companies there is room on the tape for two audio tracks and an SMPTE time code track. (A built-in time code generator is optional.) To enhance its ruggedness, the developers have designed as few moving parts into the recorder as possible and developed a transport system to keep wear of the threading mechanism to a minimum.

Each of the companies has created its own cameras to attach to the Chroma Trak recorder. The RCA Hawkeye system

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(HCR-1) incorporates a camera with three half-inch pickup tubes which RCA says can perform with the best of the two-thirds-inch tubes now on the market.

The RCA Electro-Optics and Devices Division came up with the high-performance, half-inch Saticon tubes for the Hawkeye. According to the division, the tubes deliver high resolution (at 400 lines, amplitude response is typically 40%) accurate registration, low lag and low reflectivity.

Paul Amedick, an RCA spokesman, said the camera segment of the Hawkeye is equivalent to RCA's top-of-the-line ENG camera, the TK-86, which employs three two-thirds-inch tubes.

The Hawkeye viewfinder does more than compose the shot. LED displays tell the operator how much power is left in the battery, assure him that the image is being recorded, indicate shooting time and warn him when the tape is close to running out.

Hawkeye is powered by a Ni-cad battery pack which will keep camera and recorder running for 30-to-40 minutes on one charge, depending on the battery used.

The camera that Panasonic chose to couple with the Chroma Trak recorder is more conventional. Equivalent to the Panasonic 750, the camera has been shown in two variations. At the NAB, the three-tube prism camera contained two-thirds-inch Plumbicon tubes and at the SMPTE convention last month two-thirds-inch Saticon tubes were inserted.

Including lens, the Panasonic and Sony recording cameras weigh approximately 22 pounds each.

Herman Schkolnick, vice president of Ikegami, was unwilling to shed any light on his company's plans for a recording camera. Ikegami is talking to several manufacturers about developing a half-inch or quarter-inch recorder that it could couple with its HL-83 ENG camera, Schkolnick said. The recording camera that was shown at the Total Communications Systems truck at the last NAB, featured a quarter-inch built by Ikegami, but Schkolnick indicated that the final Ikegami product would probably incorporate a recorder designed and built by some other manufacturer.

Perhaps in reaction to the RCA and Panasonic announcements of their recording cameras at the NAB, Sony displayed a "pre-pre-production" model of its own recording camera in its hotel suite. The Betacam or BVW-1 also employs half-inch tape, but the tape is Betamax formatted and the recording system is incompatible with the RCA/Panasonic system.

The capabilities of the Betacam were not demonstrated at the NAB, but the unit was demonstrated on the exhibit floor of the SMPTE convention six months later. The unit was segmented so that the recorder portion could be uncoupled from the camera. Sony's Bill Park said splitting the unit down the middle simplifies maintenance, permitting each half to be sent to different repair shops or for either to be kept in the field coupled to a healthy mate.

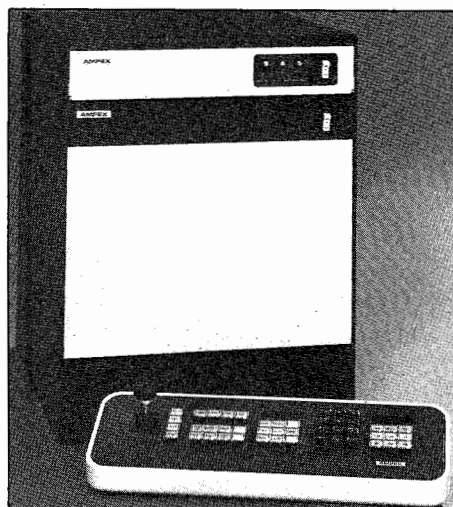
Unlike the Panasonic and RCA cameras, the Betacam camera works off a single

tube, a high-band Saticon Tricon with full NTSC bandwidth capability. According to Sony, the camera generates 400 lines of resolution and possesses a signal-to-noise ratio of 53 db.

Peter Lowten of Sony said at a SMPTE press conference that "electronically, a lot of work has to be done" on the Betacam, although he added, Sony believes it has the right tape format. Like the RCA/Panasonic recorder, the Sony recorder features two audio tracks and a time code track and promises quality "significantly better than the U-matic," Sony's three-quarter-inch tape equipment that now dominates the high-end ENG market.

If much has to be done, Sony is evidently prepared to do it. Park said the company hopes to begin accepting orders for the Betacam next April at a price of less than \$45,000.

The Betacam is lighter than either the Hawkeye or Panasonic model, weighing in at 17 pounds with batteries (good for one hour of service) and lens.



Ampex's Merlyn digital special effects system

Since the RCA/Panasonic and Sony recording systems are newly developed, special equipment is needed in the studio to play back and edit the tapes they produce. The compatible studio recorder, built for the Sony and Panasonic systems, delivers chrominance resolution, distortion and noise performance three times better than three-quarter-inch tape systems, according to RCA product literature. An editor features dial search control that quickly locates edit points and drives the recorder in 10 speeds (from eight times normal speed to one-sixteenth normal speed).

The Sony studio recorder, which can be rack mounted or set on a table, is a front loader, similar in design to the three-quarter-inch machine Sony introduced at the NAB.

The only company that is now taking orders for the recording cameras is RCA, which is promising delivery of the camera element (which can be used independently) in January and the recorder in March. RCA's Amedick said sales of the Hawkeye have so far been "moderate," because, he guessed, it involves an en-

tirely new recording format. "Once a few of the units are out in the field," he said, "sales should pick up dramatically." Panasonic hopes to be ready to accept orders at next year's NAB.

□

The attractiveness of video has been enhanced in recent years by the medium's increasing use of digital and computer technologies. Digital noise reduction units and time base correctors have contributed to the improvements in the quality of the video images, and digital special effects machines have given producers the power to perform all sorts of picture manipulations by simply pushing a few buttons.

The computer and microprocessors (computers on a chip) have aided in the production of editing controllers and systems that have drastically reduced the complexity and cost of editing videotape. The computer also forms the basis of character generators and videoart systems that permit artists to "draw" or "paint" elaborate pictures directly on a video monitor.

The International Radio Consultative Committee (CCIR) last month adopted a worldwide digital standard that should do much to erase the incompatibilities among the television standards in use around the world today, permitting economies in equipment production and facilitating the international exchange of programming.

The CCIR, which was led to its conclusion to a large degree by the SMPTE and CBS, recommended (its decision still must be ratified by the International Telecommunication Union early next year) component coding of the television signal and a digital sampling rate of 13.5 mhz for the luminance channel and 6.75 mhz (half the luminance frequency) for the two color-difference components.

The adoption of the standard should itself hasten the transformation of broadcast and production studios from analog to digital facilities. Prototypes of digital videotape recorders have been shown repeatedly the last two years at major trade shows, and at this year's NAB, Panasonic added another prototype critical to the digital studio of tomorrow, a digital switcher.

The most talked about digital product of the-year was the new Ampex digital effect machine, originally called Merlyn, but after some copyright disputes now called simply Ampex Digital Optical Effects (ADO).

The machine is designed to take a video image and flip, spin and tumble it through three dimensions, all the while preserving the quality of the image and keeping the image in true perspective.

In addition the machine can compress or expand the video images. Ampex says that expansion to eight times normal size is possible without loss of resolution.

ADO, which costs nearly \$100,000, can be used for on-line or off-line productions. Each manipulation can be tested and combined into on sequential effect which plays back from the computer memory. Each special effect can include up to 24 different

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picture manipulations.

One the other end of the digital effects spectrum is Digifex, a new machine shown by Digital Services Corp. as a prototype at the NAB and as a production model at the SMPTE. DSC's machine carries a base price of \$29,500 and can perform over 200 effects, including spins, flips, expansion and compression in single or split images. An optional floppy disk drive (at a cost of \$5,000) is available to store effects. Up to 38 images can be stored on the dual floppies and recalled on demand.

DSC promises to keep its customers up to date with the state of the art by supplying them periodically with new circuit

boards capable of performing the latest digital trick.

□

Perhaps the best examples of the convergence of video and computer technology are the videoart systems that have been popping up in increasing numbers over the past year and a half. The computer or microprocessor-based machines allow the creation of hand-drawn video images without the use of any kind of camera.

Using an electronic pen or stylus and a "digitizing tablet," artists can electronically "draw" or "paint" pictures

on a video monitor. The resulting pictures can be stored in the computer memory, recorded on videotape or fed directly to a transmitter for broadcast.

The resolution, colors and cost of the half-dozen or more systems now on the market or in some final stage of development vary greatly, but they all have the same goal: to make the electronics as transparent as possible or, in other words, make the artist feel as though he were working in a conventional medium such as pencil, oil paint, watercolor or airbrush. To some extent all the systems have succeeded.

Although each system contains only one stylus which communicates with the computer through the digitizing tablet, the nature of the stylus can be changed electronically. In an electronic paint mode, for instance, the shape of the brush can be switched from round to rectangular and its thickness can be varied.

Limited only by the combinations of the three basic colors of the NTSC systems, the videoart systems can literally generate millions of colors for their artist/operators. Most of the systems, however, are limited in the number of colors that can be included in a single picture. The only exception seems to be the MCI/Quantel DPB 7000, shown as a prototype at the NAB. A company spokesman said a DPB 7000 picture can contain as many colors as the red, green and blue of NTSC can deliver.

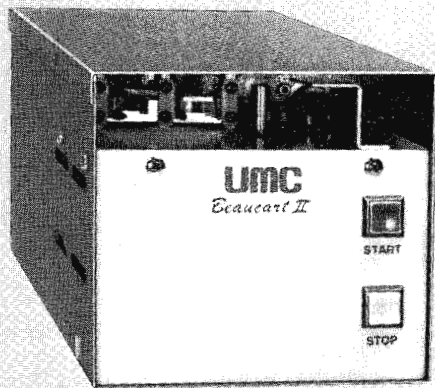
Although the machines are designed primarily for the creation of original images, they can be a handy tool for "retouching" conventional video pictures. Judson Rosebush, president of Digital Effects Inc., the developer of the yet unmarketed Video Palette videoart system, said his system could be used to remove a smokestack or some other unwanted object frame by frame from a commercial in the same way an airbrush can eliminate obtrusive items from a 35 mm print.

Most of the videoart systems have a few other tricks in common. Particular geometric shapes created by the artist can be stored and promptly reproduced by the stylus which is electronically transformed into a "rubber stamp." And on most of the systems, the artist can "cut and paste." As Rosebush put it, he can isolate a portion of the completed video picture, lift it up and move it elsewhere in the picture.

The first videoart machine to hit the market was the Ampex AVA machine, which is based on research into computer graphics by the New York Institute of Technology. Like many of the videoart systems, the palette the AVA artist can create for a single picture can consist of as many as 256 combinations of colors and shades, according to Ampex's Glen Rose. Sixteen colors with 16 "intensity levels" for each color can be used, Rose said, or 32 colors with just eight levels of intensity each.

Bruce LaCentra, the MCI/Quantel spokesman, believes the DPB 7000 capabilities that go beyond that of

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Examples of electronic art: Logica Flair (left) and Ampex AVA.

of course, the transmitters, and three units are competing to supply the high-powered 50 kw units: Harris, Continental Electronics and McMartin. Since Continental introduced its top-of-the-line 317C-2 transmitter at the 1980 NAB convention, the company has sold 38 of the \$160,000 units. "We did everything we could do to make the transmitter as transparent as possible," says Vern Collins, vice president of domestic marketing for Continental. No matter how much the audio signal is processed, he says, "what-

ever goes into the transmitter is reproduced at the other end very faithfully."

Harris has improved its 50 kw transmitter (MW-50B) and is faring well in the head-to-head competition with Continental. The Harris high-speed input stage, designed for improved audio response, produces nearly "perfect square wave performance" and virtually eliminates low frequency tilt, according to Harris. A new modulation tracking circuit maintains modulation within a plus or minus 20% window.

Making it a three-way race is McMartin, which introduced its new 50 kw transmitter at last April's NAB, the BA-50K. The chief attribute of the unit is its simple, straightforward design that McMartin says "makes it reliable and easy to maintain and operate."

One of the design considerations of the BA-50K was efficiency. McMartin says that the unit achieves close to 90% efficiency in the RF amplifier. And solid state circuitry, McMartin says, results in even greater efficiency in the transmitter's driver stage.

To meet some of the lesser power demands of the radio industry, RCA introduced this year an all solid state 5 kw AM transmitter, the BTA-5SS. Because of the solid state circuitry, the new unit consumes less power and occupies less space than most tube-type transmitters of its class.

In the studio, the battle for the best sound in the market is being waged to a great extent with audio processors. The broadcasters, however, are becoming a bit more particular about the kind of processing they do. For many years, says Milford Smith, chief engineer, First Media Corp., there was "great status and significance" with being the "loudest station in the market." While this is still true in some markets, he said, some broadcasters are learning that loud can be offensive to listeners, "causing them to tune away, even if they are not sure why." Consequently, he says, the processor has to be

more than just loud, it has to be clean too."

When it comes to FM processors, Smith says, the Orban Optimod 8100A is the "benchmark against which everything else is judged." The Optimod, he said, is designed to deliver a sound that balances quality and loudness. The unit's limiter makes high frequencies sound brighter, he says, and because of the intermodulation distortion cancelling circuitry, the "sound comes off sounding clean as well."

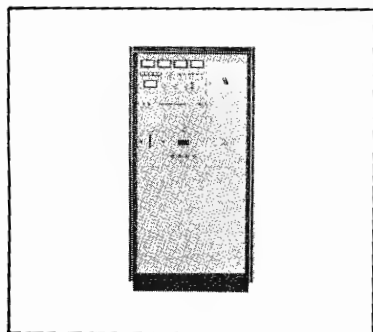
There are other FM processors, Smith says, competitive with the Optimod, including a unit from Gregg Laboratories and Durreau's Discriminate Audio Processor and the modular Circuit Research Labs system.

Also critical to a station's sound is the audio console it passes through, and like other electronic gear, the control of consoles is being improved by the use of microprocessors. The impact of microprocessors on consoles is exemplified by Harris' new Micro Mac. A keyboard allows the operator to program the unit to perform various functions, including command of the source machines, speaker muting and setting up the up/down timer and clock. The memory also guards against playing the same commercial back-to-back and assists in precise cueing of reel-to-reel machines.

Another attractive feature of the Micro Mac is its linear attenuators, which Harris claims are impervious to "the usual control room hazards, such as smoke, dust and dirt."

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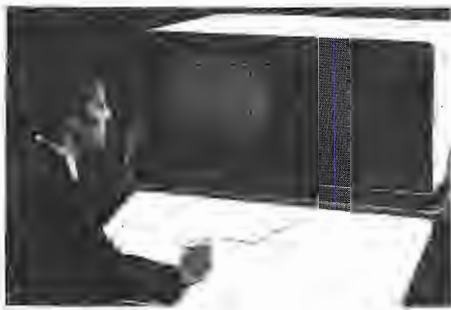
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Ampex's AVA

groundbreaking AVA system. The DPB 7000, LaCentra said, has "a stylus that responds to pressure just like a pencil or a paintbrush. If the artist wants a darker line or a bolder line he presses harder. If he wants a lighter one, he presses more lightly."

All the lines drawn on the DPB 7000 are smooth, LaCentra added. "If you draw a line on the Ampex system anywhere near horizontal you'll end up with a serrated jagged electronic look."

Although the machine, which MCI/Quantel expects will cost less than \$150,000 when it hits the market, can store only 20 completed pictures within its memory. LaCentra said the unit interfaces nicely with the MCI/Quantel digital library system (DLS 6030) which can store for instant recall as many as 6,400 video stills of any kind. The DLS 6030 includes some switching and digital effects capability and carries a price tag of \$88,000.

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Thomson-CSF's Vidifont V is a hybrid, part character generator and part videoart machine. According to Thomson-CSF's Tom Hindle, the Graphics V "is a prime character generator with all the advantages of a sophisticated word processor for manipulating and positioning characters." The microprocessor-based machine contains in its "printer's tray" eight full fonts per channel, each with up to 112 characters.

But the Graphics V has capabilities beyond those of a conventional character generator. In its "font compose" mode, an operator can create new fonts, logos and graphics, using a keyboard or a



Logica's Flair

stylus and tablet, characteristic of the videoart systems.

Demonstrating the machine at the SMPTE meeting last month, Hindle said the videoart function can also be used to touch up graphics recorded by a camera and digitized by the machine.

As many as eight operators can simultaneously operate the Graphics V, Hindle said. There are two high-resolution channels which the staff artist would use to design the layout and colors of each graphic. The six low-resolution channels would be used by others who could change the information in the graphics (the baseball scores, for instance) but not the graphic's layout. Hindle said the set-up obviates the need for a full-time graphic designer. Once the format is locked into the Graphic V memory, he said, information can be changed without affecting the format.

Hindle also claims that his \$63,000 product can take some of the load off the studio switcher. "We've included in the



Digital Effects' Video Palette III

basic architecture a sync generator so that it can be easily integrated into a station and a downstream keyer to do a lot of things a switcher would do." The machine is capable of a variety of "transitions": wipes, fades, dissolves and can also change the mask size, Hindle said.

Graphics produced on the Graphics V can be enlivened with a little animation, according to Hindle. Text and graphics can be made to change size, color, position, direction and speed on a frame by frame basis.

Another machine that doesn't know its place is the McInnis Skinner Weathergraphics system. Designed to interface with various weather services and create elaborate graphics for a broadcast station's weather reports, the Weathergraphics system has emerged as a low-cost videoart system that could be used throughout the broadcast plant.

The graphics are built into the machine which is built upon a Hewlett Packard 1000 computer to enhance the weather maps stored in the computer memory. A front line could be shown on a map of the United States, said Ron Hudson, the marketing director for M-S. But the system could easily be used to create simple high-resolution graphics (with 640 lines of horizontal and 480 lines of vertical resolution) to illustrate stories for the news department.

The system costs \$60,000 and has found its first customer, WHCC-TV Rochester, N.Y.

Richard Veith, video products manager, Logica Inc., admits that his company's Flair doesn't have all the features of AVA and some of the other videoart systems, but at between \$80,000 and \$90,000 it's considerably cheaper. The reason for the economy, Veith said, is that Flair is built on microprocessors rather than a mini-computer.

Flair has not been shown in the United States, Veith said, and the only units that have been delivered have been in Europe and built for the PAL format. Nonetheless, Logica is accepting orders in the United States and Veith promised delivery of NTSC Flair machines in 12 to 16 weeks.

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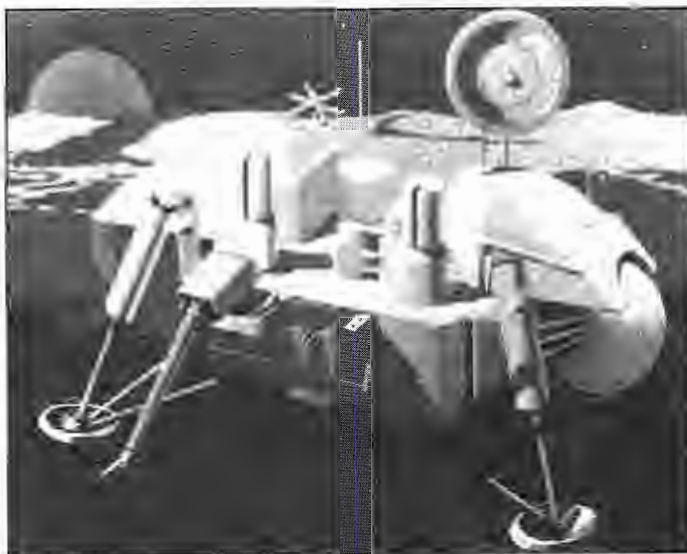
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Reagan on Reagan is a presentation of **NEWSFEED** and the Group W Radio Stations



Examples of electronic art: Logica Flair (left) and Ampex AVA.

of course, the transmitters, and three units are competing to supply the high-powered 50 kw units: Harris, Continental Electronics and McMartin. Since Continental introduced its top-of-the-line 317C-2 transmitter at the 1980 NAB convention, the company has sold 38 of the \$160,000 units. "We did everything we could do to make the transmitter as transparent as possible," says Vern Collins, vice president of domestic marketing for Continental. No matter how much the audio signal is processed, he says, "what-

ever goes into the transmitter is reproduced at the other end very faithfully."

Harris has improved its 50 kw transmitter (MW-50B) and is faring well in the head-to-head competition with Continental. The Harris high-speed input stage, designed for improved audio response, produces nearly "perfect square wave performance" and virtually eliminates low frequency tilt, according to Harris. A new modulation tracking circuit maintains modulation within a plus or minus 20% window.

Making it a three-way race is McMartin, which introduced its new 50 kw transmitter at last April's NAB, the BA-50K. The chief attribute of the unit is its simple, straightforward design that McMartin says "makes it reliable and easy to maintain and operate."

One of the design considerations of the BA-50K was efficiency. McMartin says that the unit achieves close to 90% efficiency in the RF amplifier. And solid state circuitry, McMartin says, results in even greater efficiency in the transmitter's driver stage.

To meet some of the lesser power demands of the radio industry, RCA introduced this year an all solid state 5 kw AM transmitter, the BTA-5SS. Because of the solid state circuitry, the new unit consumes less power and occupies less space than most tube-type transmitters of its class.

In the studio, the battle for the best sound in the market is being waged to a great extent with audio processors. The broadcasters, however, are becoming a bit more particular about the kind of processing they do. For many years, says Milford Smith, chief engineer, First Media Corp., there was "great status and significance" with being the "loudest station in the market." While this is still true in some markets, he said, some broadcasters are learning that loud can be offensive to listeners, "causing them to tune away, even if they are not sure why." Consequently, he says, the processor has to be

more than just loud, it has to be clean too."

When it comes to FM processors, Smith says, the Orban Optimod 8100A is the "benchmark against which everything else is judged." The Optimod, he said, is designed to deliver a sound that balances quality and loudness. The unit's limiter makes high frequencies sound brighter, he says, and because of the intermodulation distortion cancelling circuitry, the "sound comes off sounding clean as well."

There are other FM processors, Smith says, competitive with the Optimod, including a unit from Gregg Laboratories and Durreau's Discriminate Audio Processor and the modular Circuit Research Labs system.

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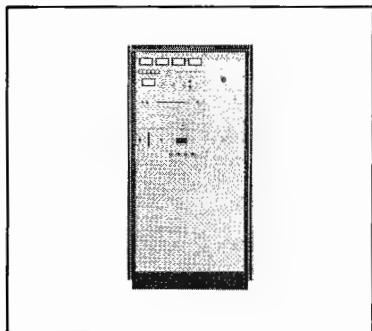
Also critical to a station's sound is the audio console it passes through, and like other electronic gear, the control of consoles is being improved by the use of microprocessors. The impact of microprocessors on consoles is exemplified by Harris's new Micro Mac. A keyboard allows the operator to program the unit to perform various functions, including command of the source machines, speaker muting and setting up the up/down timer and clock. The memory also guards against playing the same commercial back-to-back and assists in precise cueing of reel-to-reel machines.

Another attractive feature of the Micro Mac is its linear attenuators, which Harris claims are impervious to "the usual control room hazards, such as smoke, coffee, dust and dirt."

□

In the area of audio production, Ampex introduced a new audio recorder at the Audio Engineering Society convention three weeks ago. The ATR-800 can be converted for one-, two- or four-channel production. The \$5,500 machine has a cue amplifier built in to permit monitoring of a tape during editing. The editing process is further facilitated by a tape timer that accurately times recorded segments in all three standard tape speeds.

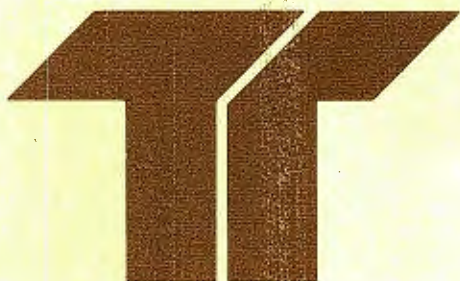
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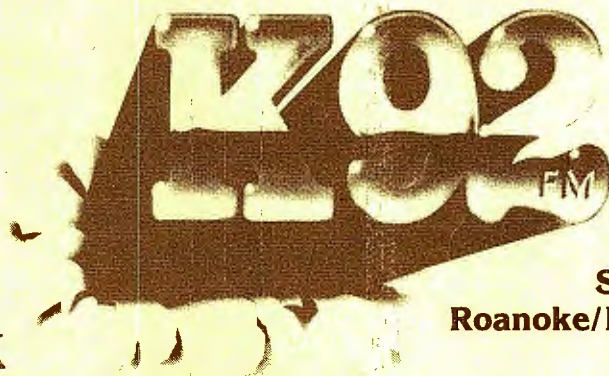
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AQH TSA; Total persons 12+ M-Sun 6AM - 12MID
All Virginia Arbitron measured markets Spring 1981.

In common carrier field, AT&T is only game in town

That's conclusion House staff report comes to in study of marketplace competition

Effective competition does not yet exist in common carrier telecommunications and the industry is overwhelmingly dominated by a single firm, AT&T. Although competition in that industry and AT&T's participation in new markets are in the public interest, the transition to a deregulated market must be carefully implemented and could take decades to accomplish.

That is the conclusion the House Telecommunications Subcommittee's majority staff appears to reach in the common carrier sections of a massive report on competition in telecommunications, released two weeks ago. The other half of that report concludes that broadcasting, with the exception of large-market radio,

also fails the competitive test (BROADCASTING, Nov. 9).

Telecommunications differs from other industries Congress has sought to deregulate because AT&T controls "over 80% of the industry's total assets, revenues and employees." According to the subcommittee's chief economist, Walter Bolter, "financial risks that are involved in precipitous deregulation of communications are hardly comparable to those of the airline industry or trucking. Bell alone has over six times the airline industry's total assets and over eight times those of the trucking industry."

Because AT&T can use the same facilities for a variety of services, it is difficult to separate services that can be deregulated in the near future from those that should remain under governmental supervision, according to the report.

Regulators can impose separations, but because services all rely on the same switched network, it would be difficult to allocate costs and monitor regulated rates.

Once AT&T is permitted to enter unregulated markets, its history as a regulated monopoly with guaranteed rate of return, will provide incentives for it to unfairly subsidize competitive services with revenues from rate-payer supported services, says the report. "These incentives arise, in large part, because rate-of-return regulation ties profit to levels of investment or costs," says the report, and they "lead to distortions in the regulated firms' choices of both inputs and outputs."

The public, both at home and at work, has rarely, if ever, faced a choice of telecommunications services, and its familiarity with Bell would naturally boost the company's market power in a competitive situation, the report said. Limited service and technical inferiority of specialized long-distance carriers also encourage users to stay with "the phone company."

Business users must invest resources to study alternatives in telecommunications offerings and once they buy, must invest more to learn how to operate new kinds of equipment, the report says. Small businesses and residential users have told the subcommittee staff it's often easier to stay with Bell.

Many users doubt the long-range stability of new long-distance carriers and they consider resellers, companies that do not have their own transmission facilities but lease them from Bell, "extremely vulnerable" because of their "reliance on traditional carrier tariffs and facilities."

Competition is growing in long-distance telephone service, but that market is dominated by AT&T and its "partnership" with 1,500 independent phone companies. The partnership's share of long-distance

revenues in 1980 was 98%. Other carriers, such as MCI and Southern Pacific Communications, do not possess enough market power to influence AT&T's pricing of long-distance services, the report says.

The FCC has been sluggish and inconsistent in following its mandate to promote competition in telecommunications, according to the report. It took eight years for MCI to secure a license as a specialized common carrier. Although the FCC decided in 1976 that a Uniform System of Accounts was needed to monitor Bell's pricing activities, it has yet to develop that system.

"The overall long-distance communications market is not now effectively competitive," the report concludes, and "while competitors of the traditional partnership are growing, we do not believe this market will become fully competitive during the 1980's."

International telecommunications is another market where competition "is likely to remain inconsequential for the near term," and where AT&T has a dominant and growing share of total revenues. The U.S. cannot easily pursue policy goals in regulating international common carriers, however, because other countries, many of which own and operate the only telecommunications services within their borders, select the foreign carriers that may interconnect with their markets.

"In this environment, there may be need for more, not less, oversight of the marketplace," the report said.

CBS turns down DNC's request for free time

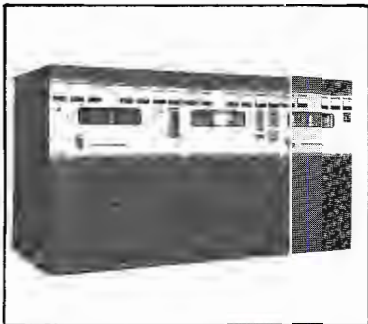
Like NBC, it denies GOP ads trigger fairness obligation

CBS has joined with NBC in rejecting the Democratic National Committee's request for free time to respond to the advertising campaign the Republican party waged on the two networks last month. Like NBC (BROADCASTING, Nov. 2), CBS said "there is no merit" to the suggestion it is "legally obligated to provide" the free time.

The CBS response, by Associate General Counsel Ralph Elliot Goldberg, was addressed to former FCC Chairman Charles D. Ferris, who as a partner in a Washington law firm is representing the DNC in its request for free time.

With both networks having rejected the request, a complaint to the FCC is expected. Indeed, Ferris virtually promised it in his letter to the networks (BROADCAST-

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Completely transparent. What you program in is what goes out. Faithfully reproduces the most sophisticated audio processing. Automatic Program Peak Controller gives you maximum loudness without overmodulation. Ready for AM stereo. Proven "On-Air" reliability.

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ING, Oct. 26). Ferris last week said that the decision had not yet been made. But if the decision is to file with the commission, someone else in the firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, perhaps Frank Lloyd, who was Ferris's administrative assistant at the commission, would have to take over the DNC's representation. Ferris is barred by the conflict-of-interest law from practicing before the commission in such matters for one year after his departure from the agency last April.

The two 30-second spots at issue promoted President Reagan's economic program and lauded the Republican party for its success in winning major tax cuts. To Ferris, the commercials triggered the fairness doctrine in raising two controversial issues of public importance—"the efficacy of the President's economic plan" and "which party should govern." He also said that CBS's programming had not offered the public "reasonable access to contrasting views" and added that the DNC is entitled to free time to respond.

Not so, according to CBS's Goldberg. To provide free time, he said, "would amount to a subsidy of a political party which is not contemplated either by the Communications Act or by any decision of the Federal Communications Commission. Indeed, the commission has made it clear that the fairness doctrine is not to be applied in this manner to the partisan political process."

What's more, Goldberg said, CBS has not left the public uninformed of views contrary to those expressed in the Repub-

lican spots. He said opposing views had been presented by "Democratic spokesmen and others." He also said the network has given extensive coverage to the Democratic party on a wide range of issues, "through regular appearances by Democratic leaders on CBS News and local station news broadcasts, interview programs such as *Face the Nation*, and replies to presidential addresses."

"For these reasons," Goldberg said, "we believe that CBS is in full compliance with respect to the matters raised by your letter."

Relief may be in sight in border problem

Reagan said to be readying message to Congress asking for legislation mirroring 1976 Canadian tax law

For months, U.S. broadcasters along the Canadian border have been frustrated by a bureaucratic snarl within the Reagan administration that has blocked U.S. action to help them in their tax war with Canada. Last week, President Reagan was said to have ended the uncertainty by siding with the Office of Special Trade Representative in its dispute with the Treasury Department over the manner in which the U.S. should attempt to persuade Canada to abandon a tax law the U.S. says is unfair to American broadcasters. The White House was preparing to send a presidential message to Congress requesting legislation to mirror the Canadian law.

The Canadian measure, enacted in 1976, denies Canadian advertisers a tax deduction for money spent in U.S. media, including broadcast stations. The President, in his message, said the bill he is proposing would do the same for Americans advertising on Canadian stations. But the "disincentive to the transfer of U.S. advertising revenues" to Canadian broadcasters would terminate if Canada repealed its law, the President added.

The proposal is similar to a measure President Carter submitted to Congress in September 1980 after determining, following an inquiry by the STR, that the Canadian law was "unreasonable." However, Congress adjourned without taking action on the measure.

The failure of Congress to act was a source of frustration to the American border broadcasters who had seen the more than \$20 million they were earning annually from Canadians before the Canadian law—C-58—was enacted decline to some \$12 million. The frustration continued to mount and no steps were taken to renew efforts to confront Canada on the issue.

For the past three months, action had been blocked by a disagreement between Ambassador William Brock, Reagan's STR, and Treasury Secretary Donald

Regan. While Brock favored a presidential message calling for legislation similar to the Carter proposal, Treasury was urging a broader approach, a bill that would enable it to respond "in kind" to any foreign government enacting tax legislation found to discriminate, even indirectly, against U.S. citizens or corporations. And as a means of gaining leverage for its proposal, it put a hold on the STR-drafted message, which had already made its way through the clearance process within the administration, and recommended the submission of both measures to Congress. The Treasury proposal has yet to get the necessary clearance.

The border broadcasters and their lawyer-lobbyists watching the conflict from the sidelines did not object in principle to the Treasury proposal. But they feared it would be more controversial, and thus less likely to win congressional approval, than the STR approach. They were principally anxious that the administration take some action that would be a signal to Canada.

Finally, after the STR and Treasury had failed in several efforts to resolve their differences, the White House placed the matter before the President. It was included in a number of Canadian issues that the Cabinet Council on Trade and Commerce—whose members include Brock and Regan—discussed with the President two weeks ago. It was said to be the only item on the agenda that was resolved.

Although representatives of the border broadcasters had not been overly enthusiastic over mirror legislation as an answer to their problems when presented by Carter, they feel the Reagan message is stronger. It makes it clear that U.S. retaliation will not stop with the mirror legislation if it fails to persuade Canada to back down on C-58—something the Canadian government has insisted it will not do.

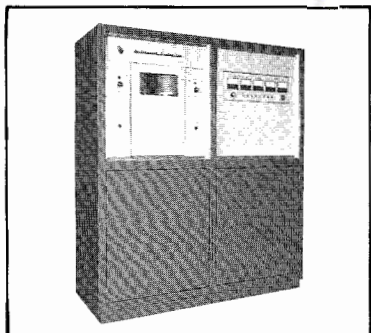
The intent of the mirror legislation is "not to erect new barriers to trade, but rather to encourage the Canadians to eliminate their unreasonable and restrictive practice," the President said. If necessary, he added, "I retain the right to take further action, if appropriate, to obtain the elimination of the practice, on my own motion under the authority [of the Trade Act of 1974]."

Public broadcasting upheld again in 'Princess' matter

Appeals court abides by earlier decision of district court and says KUHT-TV cannot be forced to broadcast show

It was almost a rerun of the decision of another panel of the U.S. Court of Appeals for the Fifth Circuit in a case involving the decision of a public broadcasting facility to cancel an airing of the controversial show, *Death of a Princess*. A three-

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judge panel on Oct. 30 issued a brief unsigned opinion reversing the decision of a district court requiring the University of Houston's KUHT-TV Houston to broadcast the film. The panel said it was bound by the decision of a panel which on Sept. 21 had held that the Alabama Educational Television Network's cancellation of the program did not violate the First Amendment (BROADCASTING, Nov. 2). And where the AETN court was split, 2-1, one of the judges in the KUHT-TV case wrote a concurrence that sounded like a dissent.

A U.S. district court in Houston had acted in a suit brought by KUHT-TV viewers who objected to the station's cancellation of the scheduled May 12, 1980, showing of the film, which deals with the relationship of a Saudi Arabian princess and her lover and their execution. The district court held that KUHT-TV is a "public forum" and, as a result, could not deny access to speakers unless the reasons for denial could withstand the strict scrutiny to which "prior restraints" are traditionally subjected.

Besides defending that holding, the plaintiffs supported the district court's order on the ground that the station's decision was based on the political content of the program. They contended the can-

cellation was in response to concerns expressed by the Saudi royal family, which made it clear it wanted the film suppressed.

The appeals court panel noted that both arguments had been considered and rejected by the panel that heard the AETN case, and added, "we are bound" by that decision. The panel directed the district court to dissolve its order to the station to show the film, an order the appeals court had stayed pending appeal.

The decision was unanimous on the part of the panel, which consisted of Judges Homer Thornberry, Henry A. Politz and Thomas Reavley. But Reavley issued a concurring statement making it clear he joined in the panel's opinion only because he agrees the panel is bound by the decision in the earlier *Princess* case. He also made it clear he disagreed with the reasoning in that decision.

Reavley said he believes the principal holding of the AETN panel that a government-owned station is protected by the First Amendment "has no precedent in American constitutional jurisprudence." He said the government's power to exercise editorial discretion over its own speech "is neither conferred nor protected by the First Amendment."

Indeed, he said that in holding that a government broadcaster's editorial discretion "is entitled to the near-absolute constitutional protection recognized" by the Supreme Court in a case involving the *Miami Herald*, the panel "has afforded government broadcasters more protection from private citizens than private broadcasters have from the government."

But Reavley's main point was that the primary issue in the case is not whether KUHT-TV is a "public forum"—he noted that the plaintiffs are not insisting on a right to put anything they demand on the air—but rather whether a program paid for with public funds was canceled by state officials because they did not like its political content. The issue, he said, is whether the government's action was an abridgement of speech prohibited by the First Amendment.

"To my mind," he said, "this case is quite similar to the case in which a librarian places a book on a library shelf, only to have it removed by the supervisory authorities because they object to the political views it contains." Most courts would agree that the state may remove the book for a variety of reasons, Reavley said, "but a desire to silence its political message is not one of them."

Business

The new FTC on view at ANA

Miller promises to clarify ad substantiation surveillance, praises industry self-regulation

James Miller, chairman of the Federal Trade Commission, told advertisers last Tuesday (Nov. 10) that he is "troubled" by aspects of the agency's ad substantiation policy and pledged to explore those concerns "over the coming months." Miller spoke before the Association of National Advertisers at its annual convention in San Francisco. The chairman has previously expressed doubts about the policy (BROADCASTING, Nov. 2).

Miller also said as chairman he will "expend considerable effort" to prosecute cases of fraudulent and deceptive advertising.

"I have no problem with the concept that an advertiser be required to substantiate a claim, especially in the face of indications that a claim is false or deceptive," he said. However, Miller questioned whether the commission has made it "sufficiently clear" which claims need to be substantiated. He noted that the policy requires substantiation of all affirmative performance claims. But, he said, "the line between those claims that require substantiation and those that do not appears unclear to many advertisers."

Miller then cited an example: "A fruit juice vendor's plea for consumers to 'try my product and see if you don't think it's the best' would probably not require substantiation today. But what about a claim that 'people who try our product usually like it'? Although in most contexts the latter claim is not materially different in substance, it could be read to imply that the advertiser had supporting evidence."

He expressed concern that "uncertainty" over how the agency "exercises its discretion" costs the advertiser and, ultimately, the consumer.

Another problem with the policy, Miller said, involves the FTC's interpretation of the meaning of claims. "A tendency on the part of the commission to impute claims that were never intended or were understood by only a small minority of consumers could lead to restrictions on useful information and thus harm to consumers in general," he noted.

Miller voiced concern that if objective claims require more substantiation than subjective claims, advertisers may "tend towards slogans and puffery," and away from hard information that may be more useful to consumers.

"And even in the extreme, I think we should re-evaluate whether the commission should impose any requirement for substantiation prior to the making of claims," he added.

The chairman spoke favorably of advertising, saying it provides consumers with valuable information and that it facilitates

"the emergence of new competitors, and thus the maintenance of a viable competitive environment."

He praised the industry for its self-regulation which he said is "one of the most significant inducements to truthful advertising."

PTAR repeal finds no friends with TVB

Networks seen in position to gain \$260 million from spot if they win repeal of rule

Delegates to the Television Bureau of Advertising's annual meeting last week were told that \$260 million a year in spot TV billings would be diverted to networks if the FCC repeals its prime-time access rule.

"Ask your congressman to lean on the FCC," said Ken Bagwell, president, stations division, Storer Broadcasting. Bagwell was joined in supporting PTAR by the other members of a panel assembled by the Station Representatives Association on Tuesday: Crawford Rice, executive vice president of Gaylord Broadcasting; Larry Gershman, executive vice president in charge of worldwide syndication for MGM Television, and panel host Joel Chase-man, president of the Post-Newsweek stations. (Asked from the floor if they couldn't find someone to oppose PTAR, the panelists said no—and certainly no one in the audience rose to support the

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Should a malfunction occur in your primary on-line components, protection switching devices are included in the Model 8502 package which will automatically switch those functions over to the redundant stand-by units without interrupting on-line reception.

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Canada: 1640 Bonhill Road, Unit 6, Mississauga, Ontario L5T 1C8, Canada. Telephone 416-677-6555, Telex 06983600

Europe: Horton Manor, Stanwell Road, Horton, Slough SL3 9PA, England. Telephone Colnbrook (02182) 3211, Telex 849406

repeal of the rule).

Chaseman and Bagwell presented a quick computation they made before the meeting that \$260 million a year in advertising would move from spot to network without PTAR.

Responding to questions posed by Chaseman, Rice maintained that repeal of PTAR would do economic harm not only to network affiliates but also to independent stations. Independents, he said, stood the risk of losing ratings to increased network competition.

Rice and Bagwell defended PTAR as "our Sherman Antitrust Act," a device that doesn't "regulate" stations but rather acts to "strike a balance" between networks and affiliates.

Critics' suggestions that access has been devoted to "junk" programming were condemned by the panel, which said only 37% of total access programming was now devoted to game shows. Until "a few months ago," the FCC erroneously believed access was "filled with game shows," Bagwell said, adding: "We must convince the FCC we're serious and want it [PTAR]." He said since the matter is not yet *ex parte* before the commission, it was still possible to "talk to individual commissioners" about the situation.

Chaseman closed the meeting by calling PTAR a necessary tool for stations faced with future competition from new media and in need of maintaining their own identities. "Those who make this an economic issue miss the point . . . For many stations it will be a matter of survival . . ."

Afternoon

Evening

Late Evening

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"Sales and the Bottom Line." Efficiency was the watchword of this TVB session that dealt with business costs. The panelists above—Paul Bures, general sales manager, KTRK-TV Houston; John J. Walters Jr., president of Harrington, Richter & Parsons, and Roger Lowery, business manager of Post Newsweek's WPLG (TV) Miami—emphasized efficiency, by not only looking at revenues and the bottom line, but also expenses.

Light sees this as sensation generation

**TVB keynoter says America seeks
"quality of experience" and
sees return to old-fashioned values**

"The sensation generation" provided the focus of Tuesday's luncheon speech by Larry Light, executive vice president of Ted Bates & Co., at the Miami Beach TVB meeting. "I don't believe those who tell us this will be a decade of doubt and uncertainty," Light told his audience. "It will be a decade of dreams," he insisted, because "this generation of consumers believes in dreams," a factor of importance to marketers who increasingly "must realize we sell dreams."

Light used the label "sensation generation" for today's consumers because of what he sees as their interest in "sensation," in "the quality of experience." That's what is behind the trend in designer clothes, colognes and chocolates, in Light's view, because "the brand sensation is as important as brand performance" to today's consumer. Emotions and values are important to them as well, he maintained, with some of their values fairly old-fashioned, among them ambition, patriotism, and a sense that success is legitimate, and not "a dirty word."

Light also tracked a number of demographic changes in society that are reflected in the recently released census figures. The most important legacy of the 70's, said Light, is "the fractionalization of our society." The stereotyped family of four with a working male head and non-working mother doesn't exist "if it ever existed."

People are still getting married, although Light quipped "they're getting married more often" as divorce and remarriage rates rise. "Shacking up is up" as well, while household size is down,

though the number of households is growing. And in a geographic shift even more important than the growth of the Southwest, according to Light, people are moving to nonurban areas—the "exurbs."

Numbers of working women are up, which Light tied to a desire to increase discretionary income. The average discretionary income for a family of four with \$20,000 in income is \$1.42 per person per day—which is why people are trying so hard to save, Light maintained. Light proposed a cycle for discretionary income—where young singles have high discretionary income, which drops tremendously as those singles marry and assume the responsibilities of family, mortgage, etc., only to soar again when the children finally leave home. Thus, because there are people in the market with relatively high discretionary income, and others with low discretionary income, the market has assumed a "dumbbell" shape, with a bulge in price brands and premium brands, while "marketers in the middle are fighting for their lives."

Salesmen sing high praise for MMP system

**TVB panel on maximizing media
performance is laden with
success stories of calculator**

A \$100,000 campaign from a bank, a similar buy from a five-store chain and an added \$750,000 over a year in station business—those were three of the successful case histories presented as examples of the effectiveness of TVB's Maximizing Media Performance (MMP) program at an "early-bird" workshop last Tuesday.

Blair Television President Walter A. Schwartz hosted the panel that included presentations by David B. Ludwig III,

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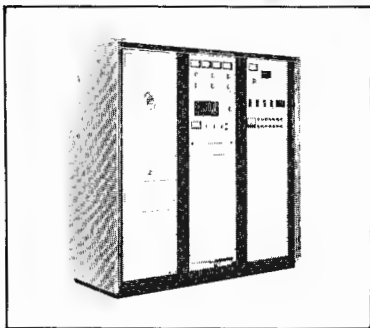
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general sales manager, KATU(TV) Portland, Ore.; H. Dean Hinson, vice president, director of marketing for WNEP-TV Wilkes Barre-Scranton, Pa., and Larry Keenan, general sales manager of KOAA-TV Pueblo, Colo. In opening the panel, Schwartz noted that since the introduction two years ago of the desktop calculator, over 370 MMP systems are now in use—with units at 252 stations, 10 reps, 33 agencies and 8 advertisers.

Designed to show reach and frequency comparisons for various media, MMP, according to Ludwig, enabled KATU to show an optical company that was considering a switch from TV to newspaper circulars that a television/newspaper combination media plan delivered 90% reach and a frequency of 4 versus 14.6% and 1.1 for the circulars alone. The comparison helped the station keep \$16,000 in business. The station also used MMP to turn a bank's planned \$100,000 radio/newspaper campaign into TV revenue.

WNEP-TV's Hinson claimed that the sophistication of clients today has changed the pattern of selling, requiring the sort of sophistication on the part of stations that MMP can provide. A local auto dealer who thought television was "too big" a

medium was convinced by MMP that "TV can be shrunk," leading to a 52-week \$50,000 commitment; the five-store chain mentioned, Hinson said, showed that TV offered an economic alternative to buying space in 30 papers.

Hinson also noted an added advantage MMP has provided the station—saving \$50,000 a year by helping WNEP better target the media plan for its own promotions. And it was Hinson who claimed MMP has been responsible for \$750,000 of new business for his station.

KOAA-TV's Kennan, who said his station has four MMP units, moved \$70,000 of a supermarket's business out of newspapers and into television, thanks to the units. A further measure of their value, Keenan suggested, was that several agencies are "always borrowing" his MMP's.

Beyond the straight revenue considerations, the station personnel praised the effect MMP has on station sales personnel—"it's broadened the scope of our individuals... enhances their relationship with the client," said Hinson, adding that "MMP is getting us out of the spot and dollar business" and strengthening the focus on achieving advertising results for the client.

Bottom Line

Common Cox. Cox Broadcasting has filed registration with SEC for offering of 1.2 million new shares of common stock, to be handled by First Boston Corp. Initially, proceeds of sale are to be used to reduce outstanding bank debt under existing revolving credit arrangement—Cox has \$125-million credit line, tied to prime rate, and cable expansion needs have ballooned corporate interest expense. (Cox also has \$128.9 million in long-term notes.) It was also noted that company is "in the midst of an extensive capital expenditure program" and that proceeds of offering will be used to fund that program. Stock has been trading in \$35 range on New York Exchange, which would give new share package face value of \$42 million.

Marginal changes. Foote, Cone & Belding Communications, Chicago, said net income for third quarter, ended Sept. 30, was slightly above year-ago figures on revenues that were slightly lower. Net income for quarter: \$1,674,000 or 60 cents per share as compared with \$1,646,000, also 60 cents per share. Revenues were \$39,390,000, down from \$39,459,000 year earlier. For first nine months of 1981, revenues were \$122,149,000, up from \$117,580,000 in comparable 1980 period, while profits were \$5,673,000 or \$2.04 per share as against \$7,110,000 or \$2.63 per share, with three-fourths of earnings decline attributed to currency exchange losses and provisions for anticipated bad-debt loss in 1977 sale of agency's Hall & Levine subsidiary.

First-quarter slippage. Columbia Pictures Industries reported net income for first 1982 fiscal quarter (ended Sept. 26, 1981) dropped 38% from year earlier, totalling \$10,284,000 or \$1.27 per share, as compared with \$16,728,000 or \$1.64 per share. Revenues dipped to \$171,134,000, down 8.1% from \$186,170,000 in first fiscal quarter year ago. In first quarter, revenues from sales of feature films to TV came to \$31,601,000, double year-ago total of \$15,012,000, while production of TV programs yielded \$26,061,000 in revenues, down from \$60,110,000 in year-ago period.

Some down. Interpublic Group net income dropped 1.6% in third quarter to \$2,195,000, 47 cents per share on gross income that was up 2.8% to \$104,534,000. BBDO International reported 30% drop in net income to \$1,924,000, 72 cents per share, on revenues that fell 10% to \$38.8 million.

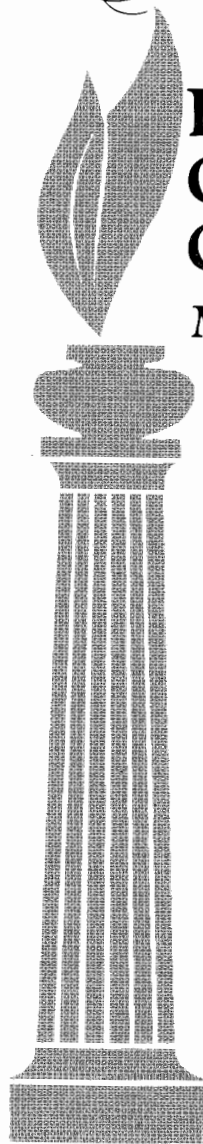
More credit. Technicolor Inc. said it replaced \$25-million bank commitment with \$90-million revolving-credit package from Bank of America, Manufacturers Hanover Trust Co., Marine Midland and Mellon Bank. Line will be used to help fund planned expansion of company's one-hour photo processing retail operations.

Infinity moves. Infinity Broadcasting Corp. announced private placement of \$35-million package of secured notes and stock warrants. Proceeds will fund \$32-million purchase of three stations acquired from San Juan Racing Association (BROADCASTING, Sept. 28).

Citation of Achievement

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Bob McDill
Parker McGee
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Hugh Moffatt
Dennis Morgan
Danny Morrison
Voni Morrison
Roger Murrah
Willie Nelson
Roy Orbison
Randy Owen
Dolly Parton
Norman Petty
Don Pfrimmer
Sandy Pinkard
Chris Price

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Curly Putman
Eddie Rabbitt
Chick Rains
Jerry Reed
Don Reid
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Johnny Russell
Ronny Scaife
Troy Seals
Pebe Sebert
Billy Sherrill
Shel Silverstein
Paul Simon
Johnny Slate
Even Stevens
Ray Stevens
Mike Stoller
Bob Stone
Bruce Sudano
Sonny Thackmorton
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John Wills
Tammy Wynette
Bill Zerface
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the country hears most!

Stock Index

Exchange and Company	Closing Tue. Nov 10	Closing Wed. Nov 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	35 5/8	37	-1 3/8	- 3.71	7	997
N Capital Cities	79 1/2	79	+ 1/2	+ .63	14	1,046
N CBS	53 1/2	55 3/8	-1 7/8	- 3.38	8	1,491
N Cox***	33	36 3/4	-3 3/4	-10.20	9	894
A Gross Telecasting	29 3/4	28	+1 3/4	+ 6.25	9	23
O LIN	35 1/4	34 3/4	+ 1/2	+ 1.43	12	195
N Metromedia	157	150	+7	+ 4.66	14	702
O Mooney	5 3/4	5 3/4				2
O Scripps-Howard	21 1/4	20 1/2	+ 3/4	+ 3.65	3	219
N Storer	31 1/2	29 3/8	+2 1/8	+ 7.23	20	413
N Taft	33 1/4	31 1/8	+2 1/8	+ 6.82	12	325
O United Television	7 7/8	7 3/4	+ 1/8	+ 1.61		94

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	20 3/8	21 5/8	-1 1/4	- 5.78	19	67
A Affiliated Pubs.	28 3/4	28 5/8	+ 1/8	+ .43	11	148
N American Family	7 1/8	7 3/8	- 1/4	- 3.38	6	88
N John Blair	22 1/2	21 7/8	+ 5/8	+ 2.85	8	83
N Charter Co.	9 7/8	10	- 1/8	- 1.25		270
N Chris-Craft	32 1/2	31 7/8	+ 5/8	+ 1.96	10	102
N Coca-Cola	35 1/2	35 1/2			10	4,388
N Cowles	31 1/4	30 7/8	+ 3/8	+ 1.21	20	124
N Dun & Bradstreet	63 1/2	65 7/8	-2 3/8	- 3.60	17	1,771
N Fairchild Ind.	13 5/8	14 5/8	-1	- 6.83	3	155
N Gannett Co.	41 3/8	42	- 5/8	- 1.48	14	2,237
N General Tire	25 3/4	24 1/2	+1 1/4	+ 5.10	8	620
O Gray Commun.****	42	42			9	20
N Harte-Hanks	37	36 3/4	+ 1/4	+ .68	15	352
O Heritage Commun.	12 3/8	12 1/4	+ 1/8	+ 1.02	35	67
N Insilco Corp.	16 7/8	17 3/8	- 1/2	- 2.87	8	181
N Jefferson-Pilot	27 1/4	26	+1 1/4	+ 4.80	7	597
O Josephson Intl.	17 1/2	17	+ 1/2	+ 2.94	8	41
N Knight-Ridder	34 3/8	34 1/2	- 1/8	- .36	12	1,112
N Lee Enterprises	27 3/4	26 1/8	+1 5/8	+ 6.22	12	198
N Liberty	14 1/4	14 1/4			6	181
N McGraw-Hill	51 1/2	52 3/4	-1 1/4	- 2.36	14	1,279
A Media General	36 5/8	36	+ 5/8	+ 1.73	9	264
N Meredith	59 5/8	61 1/2	-1 7/8	- 3.04	7	187
O Multimedia	36	36 1/4	- 1/4	- .68	16	362
A New York Times Co.	33 3/4	34 1/8	- 3/8	- 1.09	10	404
N Outlet Co.	36 3/4	36 3/8	+ 3/8	+ 1.03	16	92
A Post Corp.	27 3/8	25 1/2	+1 7/8	+ 7.35	19	49
N Rollins	17 7/8	18	- 1/8	- .69	12	487
N San Juan Racing	22	21	+1	+ 4.76	27	55
N Schering-Plough	26 1/2	26 3/4	- 1/4	- .93	6	1,407
O Stauffer Commun.	43	43			11	43
A Tech Operations	15 3/8	14 3/4	+ 5/8	+ 4.23	7	16
N Times Mirror Co.	47 7/8	47 1/2	+ 3/8	+ .78	12	1,633
O Turner Bcstg.	11	10 1/2	+ 1/2	+ 4.76		220
A Washington Post	32	31 1/8	+ 7/8	+ 2.81	14	449
N Wometco	20 5/8	20 1/8	+ 1/2	+ 2.48	12	273

CABLE

A Acton Corp.	13	10 7/8	+2 1/8	+19.54	11	39
N American Express	46 1/2	46 5/8	- 1/8	- .26	9	3,314
O Burnup & Sims	14 1/8	14 1/2	- 3/8	- 2.58	15	126
O Comcast	22 1/4	21 3/4	+ 1/2	+ 2.29	27	85
N General Instrument	43 3/4	45	-1 1/4	- 2.77	6	1,112
O Rogers Cablesystems	7 5/8	8	- 3/8	- 4.68	15	144
O Tele-Communications	23	20 3/8	+2 5/8	+12.88	59	547
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	37 1/4	38 1/8	- 7/8	- 2.29	8	2,096
O Tocom	10 3/4	8 1/8	+2 5/8	+32.30		35
O UA-Columbia Cable	89 1/8	88 7/8	+ 1/4	+ .28	33	299
N United Cable TV	23 3/8	23 1/2	- 1/8	- .53	28	229
N Viacom	27 1/4	28 1/8	- 7/8	- 3.11	5	243

Exchange and Company	Closing Tue. Nov 10	Closing Wed. Nov 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Industries	2 1/4	2 1/4			2	7
N Columbia Pictures	41 1/2	41	+ 1/2	+ 1.21	8	420
N Disney	53 3/8	51 3/4	+1 5/8	+ 3.14	13	1,736
N Filmways	5 7/8	5 3/4	+ 1/8	+ 2.17		37
O Four Star	2	2			20	1
N Getty Oil Corp.	65 1/2	68 7/8	-3 3/8	- 4.90	7	5,381
N Gulf + Western	16 1/8	16 1/2	- 3/8	- 2.27	4	1,203
N MCA	41 3/8	42	- 5/8	- 1.48	230	972
O Medcom	9	9			21	15
N MGM Film	7 3/8	6 5/8	+ 3/4	+11.32	14	239
N Reeves Commun.	29	28	+1	+ 3.57	17	157
O Telepictures	7 1/8	6 5/8	+ 1/2	+ 7.54	32	17
N Transamerica	24 1/8	24 7/8	- 3/4	- 3.01	6	1,576
O Video Corp. of Amer.	7	8	-1	-12.50	11	6
N Warner	54 3/8	56 1/4	-1 7/8	- 3.33	21	3,195
A Wrather	22	22 1/2	- 1/2	- 2.22		50

SERVICE

O BBDO Inc.	36 3/4	36 3/4			7	92
O Compact Video	8 7/8	8	+ 7/8	+10.93	7	26
N Comsat	56 5/8	57 1/2	- 7/8	- 1.52	12	453
O Doyle Dane Bernbach	16 1/2	15 3/4	- 1/4	- 1.49	9	20
N Foote Cone & Belding	29 5/8	27 1/4	+2 3/8	+ 8.71	7	81
O Grey Advertising	65	62 1/2	+2 1/2	+ 4.00	6	39
N Interpublic Group	30 3/4	29 3/4	+1	+ 3.36	7	137
N JWT Group	29 3/4	29 3/4			7	90
O MCI Communications	32 7/8	30 5/8	+2 1/4	+ 7.34	183	1,203
A Movielab	3 3/4	3 7/8	- 1/8	- 3.22	5	6
A MPO Videotronics	5 3/8	5 1/2	- 1/8	- 2.27	18	3
O A.C. Nielsen	43 3/4	43	+ 3/4	+ 1.74	18	491
O Ogilvy & Mather	30 3/4	30 3/4			9	127
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	3	3				2
N Western Union	30 3/4	31 1/2	- 3/4	- 2.38	17	466

ELECTRONICS/MANUFACTURING

O AEL	14	14			14	26
N Arvin Industries	14 5/8	15 1/8	- 1/2	- 3.30	13	114
O C-Cor Electronics	16 3/4	16 3/4				50
A Cetec	5	5			7	10
O Chyron	18	17	+1	+ 5.88	30	22
A Cohu	5 5/8	5 3/4	- 1/8	- 2.17	7	9
N Contrac	23 5/8	23	+ 5/8	+ 2.71	17	50
N Eastman Kodak	65 3/8	67 1/4	-1 7/8	- 2.78	9	10,550
O Elec Missile & Comm.	12 3/4	13 1/2	- 3/4	- 5.55	61	35
N General Electric	56	56 1/4	- 1/4	- .44	8	12,693
N Harris Corp.	40 1/4	39 5/8	+ 5/8	+ 1.57	14	1,238
O Microdyne	14 3/4	14 1/2	+ 1/4	+ 1.72	17	39
N M/A Com. Inc.	29 1/2	31 1/4	-1 3/4	- 5.60	32	984
N 3M	51 5/8	50 3/4	+ 7/8	+ 1.72	9	6,012
N Motorola	70 3/4	73	-2 1/4	- 3.08	12	2,019
O Nippon Electric	78 7/8	79 1/8	- 1/4	- .31	34	2,590
N N. American Philips	36 7/8	38 1/2	-1 5/8	- 4.22	7	443
N Oak Industries	32 1/8	35 1/2	-3 3/8	- 9.50	17	349
A Orrox Corp.	10 3/4	11	- 1/4	- 2.27	38	17
N RCA	17 1/4	17 5/8	- 3/8	- 2.12	6	1,293
N Rockwell Intl.	30	29 3/4	+ 1/4	+ .84	8	2,250
A RSC Industries	4 3/8	4 1/2	- 1/8	- 2.77	31	10
N Scientific-Atlanta	31 1/4	31 3/4	- 1/2	- 1.57	39	662
N Sony Corp.	18 3/4	19 3/8	- 5/8	- 3.22	14	4,042
N Tektronix	54 1/8	53 1/2	+ 5/8	+ 1.16	12	988
O Telemet (Geotel Inc.)	1 3/4	1 5/8	+ 1/8	+ 7.69		5
A Texscan	16 1/8	18 7/8	-1 3/4	- 9.27	30	50
N Varian Associates	29 1/2	30 1/4	- 3/4	- 2.47	14	227
N Westinghouse	24 1/2	25 5/8	-1 1/8	- 4.39	5	2,081
N Zenith	11 7/8	13	-1 1/8	- 8.65	9	223

Standard & Poor's 400

Industrial Average 136.86 139.19 - 2.33

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Cox stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

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The Positives	Male	Female	12-17	18-34	35-49	50-65	Total
Rated Excellent or V.G.	48	53	51	43	48	62	50
Want to see as a Series	50	43	43	40	50	58	47
Make every effort to watch	39	30	35	31	37	41	35
"For the Whole Family"	78	93	83	93	79	78	84
The Negatives							
Not Interested	15	15	4	18	26	10	15
Would Not Watch	12	7	4	14	13	6	10
All numbers in % of total SOURCE: ASI MARKET RESEARCH, Inc.							

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LPTV reality seen as 18 months away

NTA convention hears causes for low-power TV delay; delegates urged to lobby FCC via Congress

The word at the National Translator Association convention at the Albuquerque Hilton Inn Nov. 5-7 wasn't exactly what the 500 delegates wanted to hear. Industry prognosticators and government representatives there indicated that the licensing logjam that is retarding the growth of the translator and low-power television (LPTV) businesses will not be broken up until 1982 or, more likely, mid-1983.

Michael Couzens, a Washington LPTV consultant and an adviser to the NTA, said in his keynote address that the logjam was created by the changes in the FCC's make-up, increased competition for radio spectrum and budget cutbacks at the FCC in the face of some 6,000 applications for new LPTV stations and translators.

None of these problems are insoluble, said Couzens, "but taken together they can keep the originating translator in outlaw status for a long time. The word has to go out from this convention that we will not let that happen. . . . The only administrative resource needed to authorize existing translators to originate is the affirmative voice of the commissioners on a report and order that abolishes, at last, the old 30-second [maximum origination] rule. The report and order could be written and that vote could be had within 90 days, if we act individually and collectively to demand it."

The perceived need to lobby the FCC and Congress to expedite action on low-power service came up repeatedly in the three-day meeting. Couzens, a former FCC attorney closely involved in drafting the FCC's proposed LPTV rulemaking, told delegates that during his tenure with the agency he witnessed several instances in which direct intervention by members of Congress resulted in quick action on pending proposals.

"Only Congress can put the pressure on the FCC to resolve these issues," Couzens concluded. "It is up to us to put the pressure on Congress."

NTA President Milt Davis began the Thursday afternoon session by reading a letter sent to the Salt Lake City-based association by President Reagan.

"The promise of low-power television," said Davis, "is yet to be realized." He called on attendees to contact Reagan and "your legislative people in Washington" to solicit their help in launching an expanded television service.

The scope of the FCC's current LPTV dilemma was laid out in a videotape presentation by Commissioner Anne Jones, who explained that budget constraints prevented any representative of the agency from attending the convention in person. "I have great enthusiasm for the potential of low-power television," said Jones. "Many of us at the commission would like to see LPTV on the air as a competing broadcast service."

The greatest obstacles to that eventuality, she continued, are potential budget cutbacks and a shifting of FCC priorities away from low power. The sheer volume of applicants, most of which are mutually exclusive, has created the problem of how to process LPTV and translator applications. When the current freeze on applicants is lifted, said Jones, FCC research suggests that 8,000 more applications might be added to the 6,000 already awaiting processing.

"The implications are serious," she said, noting that use of current procedures might delay action on some applications for decades. "Processing of these applications may become unmanageable without computer assistance."

Jones said her best guess is that low-power service could be phased in for underserved rural areas within 18-24 months after an FCC rulemaking, with construction permits for urban areas not expected until later.

Despite the gloomy predictions, many attending expressed cautious optimism about the future of low-power television. Several prospective operators said they were sobered not only by the bureaucratic roadblocks, but by high start-up costs and increasing competition in the video marketplace.

"I came here thinking I could operate as a nonprofit, community station," confided an LPTV applicant from rural Texas. "I'm leaving convinced that I'm going to have to run scrambled STV programming at night just to break even."

Another attendee, who has operated rural cable and translator systems in California, said he had revised his estimate for the cost of building a 100-watt UHF LPTV station with STV capacity from \$50,000 to \$100,000 during the first two days of the convention. The hopes and fears of many potential LPTV operators appear to be riding on the success or failure of John Boler, recipient of the first low-power TV station construction permit. Boler's Bemidji, Minn., facility is expected to sign on with 1 kw (17.5 kw ERP) over channel 26 on Dec. 5.

"I feel there is a responsibility we do have to succeed," Boler told a news conference Friday afternoon. "I'm looking forward to it."

Boler, who has built five full-sized radio and TV stations in his 48-year broadcasting career, estimated it will cost \$463,000 to put the Bemidji station on the air and about \$600,000 to operate it for the first year. He noted that some expenses, such as a \$100,000 mobile unit and a \$102,000 building, might not be duplicated by other operators. The station will also install signal scrambling equipment developed by Oak Industries to convert to STV operation between 7 p.m. and sign-off.

SelecTV of Los Angeles has been signed to supply Boler's station with its satellite-delivered STV programming service, for which subscribers will be charged \$18.50 per month. "If we do a little praying," said Boler, "hopefully we will sign up about 1,500 people in the first year."

On-air testing of Boler's station has already begun, and a usable signal has been reported over a 40-mile radius from the transmitter (28 miles without an outside antenna). The station's EMCEE transmitter and Bogner antenna are located at a tower site on the Continental Divide, about seven miles north of Bemidji. Boler estimated there are about 40,000 people within the station's primary service area, most of whom are not served by cable or more than one high-quality TV signal, via translator.

Although many LPTV applicants attending the convention expressed keen interest in STV as a revenue producer, there was repeated emphasis on the need for a strong local presence in future LPTV programming.

"We had the chance to form a statewide network among our 91 translators," pointed out Bill Humphrey, an educational television equipment specialist for the New York State Education Department's public TV translator service, "and we decided not to give up our localism. . . . We are a bridge of communication for communities that don't have any other voices."

NTA officials said they were pleased with the number of vendors exhibiting at the convention this year, about double last year's turn-out. Most of the approximately two dozen exhibitors were selling legal or engineering expertise, receiving and transmitting equipment, or accessories. Only one program supplier, National Entertainment Television, was on hand to promote software.

The NTA's Davis characterized attendees as "about half being those who have been involved in low-power and translator circles for some time, and about half composed of those who are hopeful of getting into LPTV in the future." He noted that although the largest representation was from the mountain states, where translator service is the primary source of TV for

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many viewers, there were delegates from almost every state in attendance.

Bonneville International President Arch L. Madsen, missing his first NTA convention in the group's history, told delegates by videotape that they should "beware of blue sky predictions about new technologies." Recommending "constructive caution," Madsen advised hopeful LPTV operators to seek an understanding of their markets, secure technical expertise, and develop good, inexpensive programming. He expressed surprise that the NTA had not received more help from over-the-air and network broadcasters in their "heroic struggle, against overwhelming odds."

The National Association of Broadcasters' vice president for television, Jane Cohen, assumed Madsen's role as luncheon speaker Friday afternoon, assuring her audience that "there is no question that NTA and NAB compete against the same industry—cable television." Cohen called on NTA members to join with the NAB in pressuring Congress and the FCC for regulatory changes that would benefit both segments of the broadcast industry, characterizing cable operators as "very politically astute."

In his introduction of Cohen, NTA legal counsel Leon Knauer of the Washington law firm of Wilkinson, Cragun & Barker reported that 200 construction permits have recently been granted for low-power stations and that another 200 are expected by the end of 1981. "Fortunately, our

movement has been started," said Knauer. "These grants make it extremely unlikely that LPTV will be halted." Knauer argued that the implementation of LPTV has become a political issue, and stated that if the FCC uses budget cuts as a justification for further delays in rulemaking, "in my view, it's copping out."

One of those legislators, Senator Harrison Schmitt (R-N.M.), was the featured speaker at NTA's Friday night banquet. Schmitt updated the group on the activities of the Senate's Communications Subcommittee, of which he is a member, and repeated the need for continuing political pressure on behalf of those who feel strongly about LPTV's future.

At least one conference participant had words of praise for some regulatory work done by the FCC. Roy Easley, vice president of the Association of Maximum Service Telecasters, maintained that "the 'let the marketplace decide' approach is wrong in principle when it comes to spectrum allocation." He pointed out that there might be no public broadcasting, no UHF TV service, no mileage separation, or even TV channel allocation if the FCC and Congress had not acted to conserve and plan spectrum use. "Management of the spectrum is an appropriate activity of government" that ought to continue as LPTV is developed, Easley cautioned.

Changing Hands

PROPOSED

KGRZ(AM)-KDXT(FM) Missoula, Mont.

□ Sold, respectively, by Silvertip Broadcasting Co. and Robert Ingstad Broadcasting Co. to Windpoint 1970 Holding Co. for \$1,750,000. **Seller**, Silvertip, is owned by Robert Ingstad (80%) and general manager, Daniel Gittings (20%). **Seller** of KDXT is wholly owned by Ingstad, and his wife, Janice. They also own WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Mo., and KGFX(AM) Pierre, S.D., where they are also applicants for new FM. **Buyer** is

owned by Samuel C. Johnson and family. Johnson is Racine, Wis.-based businessman and real estate investor and has no other broadcast interests. KGRZ is on 1450 khz with 1 kw day and 250 w night. KDXT is on 93.3 mhz with 43 kw and antenna 2,550 feet above average terrain. **Broker: Richard A. Shaheen Inc.**

WXCM(AM)-WIBM(FM) Jackson, Mich.

□ Sold by Booth American Co. to Casciani Communications Inc. for \$1.1 million. **Seller** is Detroit-based MSO and group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They also bought, subject to FCC approval, WSAI-AM-FM Cincinnati for \$5 million (BROADCASTING, Aug. 31). **Buyer** is owned by John B. Casciani, former owner of WNRS(AM) Saline and WQBF(FM) Ann Arbor, both Michigan, who has no other broadcast interests. WXCM is on 1450 khz with 1 kw day and 250 w night. WIBM is on 94.1 mhz with 50 kw and antenna 320 feet above average terrain. **Broker: Blackburn & Co.**

KGAB(FM) Camarillo, Calif. □ Sold by Hot Air Radio to Pacific Horizons Broadcasting Inc. for \$700,000. **Seller** is owned by Chester Coleman who will retain 20% in new licensee. **Buyer** is owned by Charles M. Cowan (70%), brother, Kenneth Cowan (10%), and Coleman (20%). Charles Cowan is San Bernardino, Calif., physician. Kenneth Cowan is former general manager of KIFN(FM) San Diego. Coleman is general manager of KGAB. None have other broadcast interests. KGAB is on 95.9 mhz with 3 kw and antenna 296 feet above average terrain.

WQIM(FM) Prattville, Ala. □ Sold by Hagler Broadcasting Inc. to Downs Broadcasting Inc. for \$675,000. **Seller** is owned by Joe F. Hagler (98.8%) and wife, Katherine T., and William A. Stewart (.1% each), who have no other broadcast interests. **Buyer** is owned by Paul H. Downs (60%) and William Sanders (40%). Downs is vice president of Rollins Inc., Atlanta-based home services company. Sanders is former vice president of finance, Turner Communications Corp., Atlanta, and

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Programing

ABC makes it one, two, three

'Grease' helps network win its third week of ratings

Make it three in a row for ABC-TV.

The week ended Nov. 8 brought another prime-time victory for ABC and this time without a World Series boost (BROADCASTING, Nov. 9). ABC scored a 19.2 rating and 30 share, followed by CBS-TV's 18.4/29. NBC continued to trail, at 16.1/26.

If anything put ABC in the winner's circle, it was Sunday night's "Grease" (25.1/38). The two-hour John Travolta film rescued ABC's nightly score and stopped CBS from delivering its usually commanding Sunday lead to its weekly average.

CBS's regular series still managed to pull out the night on the whole, but by only two-tenths of a ratings point. CBS had a 20.1/30 and ABC a 19.9/30.

Night-by-night, ABC took Monday, Tuesday and Saturday; in addition to Sunday, CBS won on Thursday and Friday, and NBC scored best on Wednesday.

Of the new series on the schedule so far, only one made it on the top-20 ratings list: NBC's *Love, Sidney* (20.7/32). That, in fact, also was the only one to score a 30-share or better—although almost at that level were ABC's *Best of The West* (18.2/29) and *Fall Guy* (premiering at 18.1/29) and CBS's *Walt Disney Presents* (17.1/29).

The rest of the newcomers inauspiciously fell into the bottom 20 of the week's 69 programs: CBS's *Mr. Merlin* (15.6/24), NBC's *Gimme a Break* (13.9/21), CBS's *Jessica Novak* (premiering at 13.4/24), NBC's *Nashville Palace* (12.8/21), ABC's *Making a Living* (12.6/21), ABC's *Code Red* (12.4/19) and *Maggie* (11.2/19) and NBC's *Lewis and Clark* (10.4/16).

Among other entries, NBC scored an 18.3/27 with a special two-hour introduction to its hour *Father Murphy* series and the same network continued to experience a turnaround from last season on *Hill*

Street Blues (18.4/33).

From Oct. 28 through Nov. 8, the first 12 days of the "sweeps," according to Arbitron's count, ABC led with a 19.5 rating to CBS's 19.1 and NBC's 15.9. In the Nielsen count, begun a day later, CBS leads with a 19.7 to ABC's 18.1 and NBC's 15.8.

The difference a day makes here involves the final World Series night (35.8/52 in prime time) on Oct. 28, averaged into the Arbitron score but a day before the Nielsen count started.

For the season-to-date, however, numbers are considerably tighter for CBS and ABC. The first five weeks—with CBS taking the first two and ABC the rest—show CBS averaging a 20.0 rating, ABC only a tenth of a point behind at 19.9 and NBC a far third at 15.4. Compared to the same period a year ago, both CBS and ABC are up 10%. NBC is down 19% but last year it had the World Series to beef up its average.

Outside prime time in the early-evening network news competition, ABC had another win, with *World News Tonight* (13.5/24) beating the *CBS Evening News with Dan Rather* (13.2/23) and the *NBC Nightly News* (12.7/22). ABC acknowledged, however, that its news aired earlier than usual in some Pacific time markets due to live coverage of Friday's Holmes-Snipes championship boxing match.

For the first six weeks of the fourth quarter, ABC figures have CBS still in front but all three networks close: CBS 12.8/24 (down 9% in rating and 8% in share); ABC 12.5/24 (up 9%/up9%) and NBC 12.3/23 (down 1%/down 4%).

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The First 20

1.	<i>Dallas</i>	CBS	27.4/45
2.	"Grease" (movie)	ABC	25.1/38
3.	<i>60 Minutes</i>	CBS	24.8/39
4.	<i>Dukes of Hazzard</i>	CBS	24.1/39
5.	<i>Three's Company</i>	ABC	23.1/34
6.	<i>Facts of Life</i>	NBC	22.2/34
7.	<i>Love Boat</i>	ABC	22.1/37
8.	<i>Magnum P.I.</i>	CBS	22.1/34
9.	<i>M*A*S*H</i>	CBS	22.0/32
10.	<i>NFL Monday Night Football</i>	ABC	21.9/36
11.	<i>Too Close For Comfort</i>	ABC	21.8/33
12.	<i>Archie Bunker's Place</i>	CBS	21.6/32
13.	"Born To Be Sold"	NBC	20.9/32
14.	<i>Benson</i>	ABC	20.7/35
15.	<i>Love, Sidney</i>	NBC	20.7/32
16.	<i>One Day At A Time</i>	CBS	20.3/29
17.	<i>Real People</i>	NBC	20.0/31
18.	<i>Fantasy Island</i>	ABC	19.8/38
19.	<i>Happy Days</i>	ABC	19.7/29
20.	<i>Mork and Mindy</i>	ABC	19.4/31

The Final Five

65.	<i>Here's Boomer</i>	NBC	11.3/17
66.	<i>Maggie</i>	ABC	11.2/19
67.	<i>The Legacy Of Maggie Walsh</i> (movie)	NBC	11.0/18
68.	<i>Lewis And Clark</i>	NBC	10.4/16
69.	<i>Fitz and Bones</i>	NBC	6.8/13

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Disney, Group W detail G-rated cable venture

Schedule to comprise new, old and acquired product; \$100 million to be committed by partners

A mix of original production, films from the expansive Walt Disney library and programs acquired from other sources, will form the family-oriented 16-hour-a-day pay cable programming service planned by Westinghouse Broadcasting and Walt Disney Productions and scheduled to start in early 1983 (BROADCASTING, Nov. 9). The two venturers will commit a total of \$100 million for program production over the next four years. Once program licensing agreements between Disney and a number of programmers expire, in mid-1982, the joint venture will have exclusive rights to the entire Disney library.

The details were sketched by Daniel L. Ritchie, president of Westinghouse Broadcasting, and Card Walker, chairman of Disney Productions, at a news conference in New York last Tuesday. Jonathan Hayes, president of Westinghouse's Group W Satellite Communications, and Jim Jimirro, president of Walt Disney Telecommunications, also participated.

The new venture's programming, they said, will be delivered via two transponders on the Western Union Westar V satellite, to be launched in the fall of 1982. The venture will be based at Stamford, Conn., and will be headed by a president to be chosen by the end of this year, officials said. It will operate independently, staffed with its own programming, administrative and marketing support personnel, but will also draw support from the expertise of Group W Satellite Communications and Disney Productions.

Although specific titles and schedules were left for announcement "in the near future," officials said the programming would provide "entertainment concepts offering high appeal to pre-schoolers, pre-teens and adults of all ages."

Westinghouse's Ritchie said that "the roots of both companies are grounded in a dedication to bring to the viewer the very best in programming for the family."

Disney's Walker said that "our entry into pay cable television is the most significant new opportunity for our company since we opened Disneyland and Walt Disney World. We plan an unprecedented effort in original programming production designed for the American family—a startling departure from what is currently available in the home."

The new production, Walker said, will be built upon the "strong base" provided by "our existing library, probably the largest single resource of family films in the world, and we will supplement that base by searching the world to acquire quality programming that is appropriate for our channel."

Monitor

Drinking prime time. Results of study conducted by Michigan State University professor show drinking was depicted average of more than eight times per hour of programming on top-rated prime-time shows. Bradley S. Greenberg, professor of communication, looked at incidence of smoking, drinking and drug taking on top prime-time series and two most popular soaps for 1979-80 season. Most drinking was recorded on *Archie Bunker's Place*, where there was average of 16.5 incidents per hour. Following closely were *Dallas* and *Taxi* with roughly 13 drinking episodes. Another finding of study shows incidence of drinking has increased in recent years. During hours of 8-9 p.m. in 1976-77 drinking was 1.78 per hour and 3.36 between 9 and 11 p.m.

Cable serial. Showtime announced start of production of "pay television's first serial"—project to be titled "Romance" and produced by Paul Klein. Each week is to see new five-episode "storyline" with new plot and characters run Monday through Friday with all five episodes run sequentially on weekend. Pilot for proposed series is to premiere early next year.

Across the water. 20th Century-Fox Telecommunications has signed multipicture licensing agreement with "Starview," Great Britain's first STV channel. Service, operated by Rediffusion Ltd., currently has about 60,000 subscribers in Wales and England. Spokesman for Fox said similar agreements with other British pay TV systems are expected in near future.

Ad hoc network a first for Drake-Chenault

It will offer 52-hour show, 'History of Country Music'

Drake-Chenault Enterprises will establish an ad hoc radio network next spring as the distribution vehicle for the syndicator's 52-hour *History of Country Music*. The program, offered through the Drake-Chenault Country Network, is scheduled for broadcast over four consecutive weekends beginning April 17, 1982.

"The whole syndication arena is changing substantially," explained Jim Kefford, executive vice president of the Los Angeles-based program producer. "This is brought on primarily by the proliferation of radio networks. As a company, we needed to shift our emphasis."

Kefford said that since the country music documentary is not a time-critical product, it will be distributed to stations on tape rather than by satellite. He left open the possibility of Drake-Chenault distributing "big event" programming by satellite "when timeliness is more important than the flexibility gained by non-satellite distribution."

The company is also departing from its usual cash sales approach for the *History of Country Music*. Drake-Chenault is retaining four minutes per hour, which it is selling to national advertisers mostly in the form of 30-second spots. The stations will retain six commercial minutes for each hour of programming.

According to Kefford, the special is being offered on an exclusive basis in each market. Among the 44 stations already committed to carry the program are KLAC(AM) Los Angeles and WVFX(FM) Alexandria, Va. (Washington).

"The days of the 'cash to syndicator' market are probably numbered," concluded Kefford, whose company currently

syndicates several music specials, series and formats. He disclosed Drake-Chenault is currently negotiating with various radio networks for production of feature programs, with announcement of production agreements expected soon.

Snyder out, Letterman in at NBC late-night

Comedian to get hour slot following Carson; unclear whether Snyder will leave network

Add *The David Letterman Show*. Put a question mark behind Tom Snyder's *Tomorrow: Coast to Coast*.

NBC last week publicly gave David Letterman the 12:30-1:30 a.m. slot following *The Tonight Show Starring Johnny Carson* (BROADCASTING, Nov. 9) for a "free-form talk/variety show." The new show begins Feb. 1.

As for Snyder, the network said only that he completes his hosting duties Jan. 28, with "details of the *Tomorrow* show after Feb. 1 [to be] announced shortly."

According to Snyder's agent, Ed Hookstratten, the network had offered Snyder a 1:30-2:30 a.m. berth for *Tomorrow*—a time period that his client found "objectionable." Hookstratten said that NBC and Snyder had not yet come to terms about the remaining year of his contract. He said it was unlikely, though possible, that Snyder would remain at the network.

Letterman, a frequent guest host on *Tonight*, last year had a daytime talk/variety stint on NBC, with a series that was a critical success but a ratings failure. NBC Entertainment President Brandon Tartikoff last week described Letterman's talents "uniquely suited to late-night television."

The new Letterman series will be produced in New York by NBC in association with Carson Productions.



The heat was on the station. Their stock footage illustrating an arson report showed her building blazing. She thought it made her look like an arsonist. So she sued for libel. But the T.V. station won. And ERC coolly paid their expenses. Because for just this kind of unforeseeable conflagration, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

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For the Record

As compiled by BROADCASTING Nov. 2 through Nov. 6 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 of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—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.

New Stations

AM applications

■ Waimea, Hawaii—Algeria II Inc. seeks 670 khz, 10 kw-D, 10 kw-N. Address: 210 North Bascom Avenue, San Jose, Calif. 95128. Estimated construction costs: \$265,000; first-quarter operating cost: \$68,250; first-year revenue: \$500,000. Principals: Gilbert J. Solano Sr., Joseph L. Corpuz (26% each), Thomas F. Muller

and Richard A. Bowers (24% each). Solano is director of San Jose, Calif., educational foundation. Muller is general manager of San Jose restaurant. Corpuz is clerk at supermarket. Bower is county administrator. They are also applicants for new AM at Marina, Calif. Filed Oct. 30.

■ Mount Holly, N.J.—Mt. Holly Radio Co. seeks 640 khz, 1 kw-D, 500 w. Address: 411 Tillou Road, South Orange, N.J. 07079. Estimated construction costs: \$235,000; first-quarter operating cost: \$25,000. Principals: John H. Vivian and John J. Farina (50% each). Vivian is president of New York film processing firm. Farina is general manager and 90% owner of WMVI(AM) Mechanicville, N.Y., and vice president and one-third owner of WWLE(AM) Cornwall, N.Y. Filed Aug. 6.

FM applications

■ Jonesboro, Ark.—CLB of Arkansas seeks 100.1 mhz, 3 kw, ant. 300 ft. Address: 3712 Cornell Drive, Shreveport, La. 71107. Estimated construction costs: \$95,500; first-quarter operating cost: \$19,700; first-year revenue: \$104,400. Format: Religion/gospel. Principals: A.T. Moore (75%) and Wesley Godfrey Jr. (25%). Moore owns 98% of KFLO(AM) Shreveport, La. Godfrey owns 25% of KDKS(FM) Benton, La. Filed Oct. 28.

■ Jonesboro, Ark.—Flinn Broadcasting Co. seeks 101.1 mhz, 1.7 kw, ant. 385 ft. Address: 25 Wychewood, Memphis, Tenn. 38117. Estimated construction costs: \$86,000; first-quarter operating cost: \$28,000; first-quarter revenue: \$15,000. Principals: George S. Flinn Jr. (100%), who is Memphis, Tenn., radiologist and permittee of WGSF(AM) Arlington, and KGSA(AM)-KHRF(FM) Kellogg, Idaho, and

also holds interest in permittee WBAH(TV) Memphis, Tenn. Filed Oct. 29.

■ Jonesboro, Ark.—Whispering Sounds Inc. seeks 101.1 mhz, 3 kw, ant. 300 ft. Address: 3109 East Broadway, West Memphis, Ark. 72301. First-quarter operating cost: \$33,000. Principal: Ben McGee (100%), who owns wholesale liquor business and has no other broadcast interests. Filed Oct. 28.

■ Stuttgart, Ark.—Larry A. Duke seeks 105.5 mhz, 3 kw, ant. 275 ft. Address: P.O. Box 1691, Jonesboro, Ark. 72401. Estimated construction costs: \$75,800; first-quarter operating cost: \$40,000; first-quarter revenue: \$40,000. Format: CW. Principal: applicant owns KFIN-FM Jonesboro, Ark., and owns 51% of Duke Corp., which was granted FCC approval to buy KGLC(AM)-KORS(FM) Miami, Okla. (BROADCASTING, Nov. 9). Filed Oct. 28.

■ Owingsville, Ky.—Gateway Radio Works Inc. seeks 107.1 mhz, 2.07 kw, ant. 367 ft. Address: 15 Glenhaven R.R. 4, Versailles, Ky. 40383. Estimated construction costs: \$40,000; first-quarter operating cost: \$20,000; first-year revenue: \$86,000. Principals: Hays McMakin (75%) and Anthony C. Warren (25%). McMakin is regional sales representative for WLEX-TV Lexington, Ky. Warren is sales representative for Sterling, Ky., newspaper. Neither have other broadcast interests. Filed Oct. 28.

■ Boise, Idaho—Contemporary Media Corp. seeks 105.9 mhz, 40 kw, ant. 267 ft. Address: 218 East 56th Place, Tulsa, Okla. 74105. Estimated construction costs: \$156,000; first-quarter operating cost: \$86,000; first-quarter revenue: \$48,000. Principals: Edwin F. Guth III, Kenneth R. King (45% each), Guth's wife, Debra W., and King's wife, Joan E. (5% each). Edwin Guth is program director at WMJC(FM) Birmingham, Mich. Kenneth King is engineer at KOKI(TV) Tulsa, Okla. Debra Guth is nurse. Joan King is assistant traffic manager at KOKI. They have no other broadcast interests. Filed Oct. 28.

■ Eagle, Idaho—K-106 Inc. seeks 105.9 mhz, 55 kw, ant. 2620 ft. Address: 1725 Evangeline Drive, Vidor, Tex. 77662. Estimated construction costs: \$151,000; first-year operating cost: \$23,100. Principals: Ken Stephens (100%), who owns KIOC(FM) Orange, Tex., and is also new FM applicant for Carthage, Tex. (BROADCASTING, Feb. 12). Filed Oct. 28.

■ Garden City, Idaho—William F. Clayton seeks 105.9 mhz, 36 kw, ant. 2628 ft. Address: 4050 Davana Road, Sherman Oaks, Calif. 91403. Estimated construction costs: \$10,000; first-quarter operating cost: \$70,500. Principals: Applicant is Sherman Oaks-based producer of radio and TV commercials and has no other broadcast interests. Filed Oct. 28.

■ South Jacksonville, Ill.—Big Country of Missouri Inc. seeks 105.5 mhz, 3 kw, ant. 300 ft. Address: P.O. Box 127, Boonville, Mo. 65233. Estimated construction costs: \$86,000; first-year operating cost: \$97,000; first-year revenue: \$100,000. Principals: Richard L. Billings and wife, Patricia A. (100% jointly). They own KWRT(AM)-KDBX(FM) Boonville, Mo., and are applicant for new FM at Warrensburg, Mo. Filed Oct. 29.

■ Flemingsburg, Ky.—Fleming County Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 450 ft. Address: Box 62, Flemingsburg, Ky. 41041. Estimated construction costs: \$38,000; first-quarter operating cost: \$12,000. Principals: Robert J. Spradlin, president (50%), James M. Hay, A. Dale Bryant, Ernest Sparkman (12.5% each), Elmer Whitaker (6.6%) and L.D. Gorman (5.9%). Spradlin is general manager and 5% owner of WMST-AM-FM Mt. Sterling, Ky. Hay is president and 51% owner of WGRK-AM-FM Greensburg, Ky. He also owns 50% of WEKG(AM)-WJSN(FM) Jackson and 50% of WIRV(AM) Irvine, both Kentucky. Bryant owns 50% of WEKG-WJSN and WIRV. Sparkman owns 50%, Whitaker 22.25% and Gorman 23.75% of WKIC(AM)-WSGS(FM) Hazard, Ky. Filed Nov. 3.

■ Chatham, Mass.—Cannon Communications Corp. seeks 107.3 mhz, 10 kw, HAAT: 199.4 ft. Address: 10 Henshaw Drive, Chatham 02633. Estimated construction costs: \$181,700; first-year operating cost: \$58,500; first-year revenue: \$200,000. Principal: Lynn L. Landy

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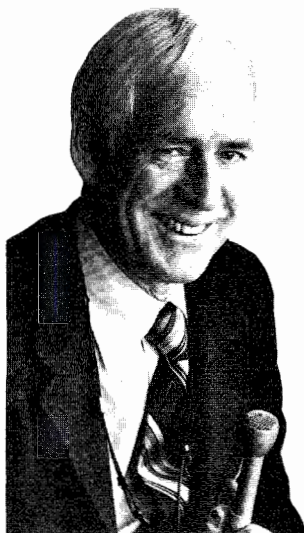
Somewhere in your town...right now...an argument is raging. As a matter of fact, it may be on your air. Should Hank Aaron's career home run record really be compared with that of Babe Ruth's? What about Ruth vs. Maris? How fast was Walter Johnson's fast ball? Has it gotten just a little faster in the memory of those who saw him? Who would you rather have on base? Cobb? Brock? Wills? Or Henderson? Is the modern player better? How would Musial or Mantle or Williams or DiMaggio or Hornsby or Sisler have done in a league that spread talent over 26 franchises? It goes on and on and on. Just imagine the game that could decide it all. Just imagine **broadcasting** the game that could decide it all. The Interest. The Audience. The Sales. The Promotional Possibilities. The Excitement. The History.

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(100%), who has no other broadcast interests. Filed Nov. 2.

■ Hanover, N.H.—North Star Communications Inc. seeks 92.1 mhz, 3 kw, ant. 300 ft. Address: Box 326 Dinkam Notch Road, Jackson, N.H. 03840. Estimated construction costs: \$99,000; first-year operating cost: \$200,000; first-year revenue: \$200,000. Principals: Gladys Powell (60%), Robert R. Powell (20%) and Cecile S. Powell (20%). Gladys Powell is bookkeeper at WMOU(AM)-WXLQ(FM) Berlin, N.H., where Robert Powell is sales representative. They have no other broadcast interests. Filed Oct. 28.

■ Franklin, N.H.—Central New Hampshire Broadcasting seeks 94.3 mhz, 850 kw, ant. 529 ft. Address: RFD No. 7, Carriage Road, Gilford, N.H. 03246. Estimated construction costs: \$94,000; first-year operating cost: \$26,000; first-year revenue: \$100,000. Principals: Nancy C. Howard (60%), Gary A. Howard (20%), Gary W. Hammond (10%) and two others. Nancy Howard is Laconia, N.H., salesperson. Husband Gary Howard is general manager of WEMJ(AM) Laconia, N.H. Hammond is technical operations director at WZID(FM) Manchester, N.H. Filed Oct. 28.

■ Wolfeboro, N.H.—The Fifth Estate Inc. seeks 104.9 mhz, 3 kw, ant. 300 ft. Address: 653 Main Street, Laconia, N.H. 03246. Estimated construction costs: \$107,800; first-quarter operating cost: \$35,200; first-quarter revenue: \$23,000. Format: MOR standard pops. Principals: James P. Williams (45%), James M. Sweeney (25%), Francine H. Heizer and husband, William J. (15% each). Williams is general manager of WVBF(FM) Farmington, Mass. Sweeney is Cambridge, Mass., trial judge. William Heizer is operations manager at WSNY(AM)-WHUE(FM) Boston. They have no other broadcast applications. Filed Oct. 28.

■ Hilton Head Island, S.C.—Suncoast Television Inc. seeks 105.5 mhz, 3 kw, ant. 284 ft. Address: 1463 Reynard Drive, Fort Myers, Fla. Estimated construction costs: \$35,000; first-quarter operating cost: \$33,000. Principals: A. Gordon Thiessen, Charles W. Jordan, Bedros D. Daghlion, Jerry E. O'Neill and Abraham G. Thiessen (20% each). Thiessen is Toledo, Ohio, tax representative. Jordan is Chattanooga, Tenn., Amway products distributor. Daghlion is Chattanooga anesthesiologist. O'Neill is Toledo sales manager. Abraham Thiessen is Chattanooga broadcast consultant. Jordan and Abraham Thiessen are also low power applicants for East Ridge, Tenn. Filed Oct. 28.

■ *Bristol, Tenn.—Appalachian Educational Communication Corp. seeks 91.5 mhz, 158 w, HAAT: 2290 ft. Address: 2028 Gregory Road, Kingsport, Tenn. 37665. Estimated construction costs: \$58,000; first-quarter operating cost: \$11,000. Principal: nonprofit, noncommercial corp.; Kenneth C. Hill is president. He is Fort Wayne, Ind., educator and has no other broadcast interests. Filed Oct. 30.

■ Crockett, Tex.—Amanda Steed Kelton seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 604 East Houston, Crockett 75835. Estimated construction costs: \$79,000; first-quarter operating cost: \$21,000; first-quarter revenue: \$36,000. Principal: applicant owns commercial offset printing business and has no other broadcast interests. Filed Nov. 3.

TV applications

■ Middleton, Mass.—Metrovision Inc. seeks ch. 62; ERP: 4508 kw vis, 450.8 kw aur., HAAT: 552.3 ft.; ant. height above ground: 495 ft. Address: P.O. Box 458,

Chilmark, Mass. 02535. Estimated construction cost: \$1,000,000; first-quarter operating cost: \$225,000; first-year revenue: \$1,000,000. Legal counsel: Vener, Liipfert, Bernhard & McPherson, Washington. Consulting engineer: E. Harold Munn Jr. & Associates. Principals: Franklin D. Graham (90%) and wife, Judith D. (10%). Franklin Graham is former administrator with Council of Churches of City of New York. Judith Graham is Stamford, Conn., social worker. They are also applicants for new low power TV's at Stamford, Vineyard Haven and New Haven, all Connecticut. Filed Oct. 30.

■ Salem, Mass.—Seacost Broadcasting Inc. seeks ch. 62; ERP: 2805 kw vis, 280.5 kw aur., HAAT: 811.75 ft.; ant. height above ground: 876 ft. Address: 2640 Peerless Road, N.W., Cleveland, Tenn. 37311. Estimated construction cost: \$218,800; first-quarter operating cost: \$210,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: James E. Price, Chattanooga, Tenn. Principals: Robert W. Harrison III (90%) and Farrell B. Jones (10%). Harrison is Nashville, Tenn., medical school professor. Jones is Cleveland, Tenn., real estate investor. Neither have other broadcast interests. Filed Oct. 30.

■ Kingston, N.Y.—Ulster County Communications Corp. seeks ch. 23; ERP: 1,542 kw vis, 154 kw aur., HAAT: 1619 ft.; ant. height above ground: 362 ft. Address: Lost Clove Road, Box 8, Big Indian, N.Y. 12410. First-quarter operating cost: \$172,000. Legal counsel: Tepper, Edmundson & Stoer, Washington. Consulting engineer: Edward M. Johnson & Assoc., Knoxville, Tenn. Principals: Dean L. Gitter (57.97%), James E. Alexander (28.99%) and three others. Gitter is Big Indian, N.Y., real estate investor. Alexander is Oklahoma City video producer. Applicants are also applicants for new UHF at Big Indian. Filed Oct. 28.

■ Bayamon, P.R.—Church Faith is the Victory seeks ch. 36; ERP: 984 kw vis, 184 kw aur., HAAT: 365 ft.; ant. height above ground: 204.2 ft. Address: 804 Conrado Avenue, Santruce, P.R. 00908. Estimated construction cost: \$134,000; first-quarter operating cost: \$26,000. Legal counsel: Baraff, Koerner & Olender, Washington. Consulting engineer: Peter V. Gureckis, Potomac, Md. Principal: nonstock corporation. Israel Rodriguez is president. He has no other broadcast interests. Filed Oct. 30.

■ Rock Hill, S.C.—York County Television Corp. seeks ch. 30; ERP: 744.7 kw vis, 74.5 kw aur., HAAT: 678 ft.; ant. height above ground: 627 ft. Address: 744 West Church Street, Orlando, Fla. 32805. Estimated construction cost: \$880,000; first-quarter operating cost: \$195,000; first-year revenue: \$250,000. Legal counsel: Fletcher, Heald & Hildreth, Washington. Consulting engineer: Arthur K. Peters, Gainesville, Fla. Principals: F. Francis D'Addario, chairman, David Antoniak, president, Jerome Kurtz (21.5% each), Benton Barry, Multicor Ltd. (10.65% each), Frank Outlaw (10%), Joseph Buerry Jr. (4%) and Phyllis B. Giles (1%). D'Addario owns WDJZ(AM) Bridgeport, Conn., 26.8% of KTNW(TV) Riverton, Wyo., 27% of WVG(TV) Valdosta, Ga., and 12% of WOCA-TV Ocala, Fla. Antoniak owns 27% of WVG, 26.6% of KTNW, and 20% of applicant for new UHF at Bridgeport, Conn. Barry owns 4.75% of WVG and 5% of KTNW. Outlaw owns 75% of WAIM-AM-FM Anderson, S.C. Buerry is general manager at WVG. Giles owns 51% of WTTX(AM) Appomattox, Va. Multicor is owned by William F. Cooke, who owns 5% each of KTNW and WVG. Filed Oct. 30.

AM action

■ Wichita, Kan.—Delta Radio Inc. returned application for 1030 khz, 1 kw-D, 1 kw-N. Address: 10202 West Washington Boulevard, Culver City, Calif. 90230. Action Oct. 27.

FM action

■ Avon Park, Fla.—Highlands Ridge Inc. granted 106.3 mhz, 3 kw, HAAT: 310 ft. Address: Suite 711, 1605 Main Street, Sarasota, Fla. 33577. Estimated construction costs: \$55,000; first-year operating cost: \$45,000; first-year revenue: \$60,000. Principals: Ralph B. Hunter and wife, Mary L. (50% jointly) and Chester S. Miller and wife, Betty B. (50% jointly). Ralph Hunter is former general manager and 19.5% owner of WVLC-AM-FM Orleans, Mass., where wife Mary was former public service director. Chester Miller is general manager and 9% owner of WOGB-AM-FM West Yarmouth, Mass. Betty Miller is Wellfleet, Mass., bank manager. Action July 23.

TV actions

■ *DeKalb, Ill.—Northern Illinois Public Telecommunications Corp. dismissed application for ch. 48; ERP: 4560 kw vis., 456 kw aur., HAAT: 1093.1 ft.; ant. height above ground: 1045.2 ft. Address: 203 Altegeld Hall, Northern Illinois University, DeKalb 60115. Action Oct. 15.

■ *New Orleans—Educational Broadcasting Foundation Inc. granted ch. 32; ERP: 2455 kw vis., 246 kw aur., HAAT: 1020 ft.; ant. height above ground: 1045 ft. Address: 7887 Walmsley Avenue, New Orleans 70125. Estimated construction cost: \$2,837,000; first-quarter operating cost: \$150,000. Legal counsel: Robert A. Marmet, Washington. Consulting engineer: Jules Cohen & Associates, Washington. Principal: noncommercial corp.; Norman C. Francis, president of Xavier University, is president. He has no other broadcast interests. Action Oct. 15.

■ Greenwood, S.C.—Metro Communications South Inc. returned application for ch. 48; ERP: 1095 kw vis, 190.5 kw aur, HAAT: 1550 ft.; ant. height above ground: 1548.4 ft. Address: 303 South Adair Street, Clinton, Ark. 29325. Action Oct. 15.

Ownership Changes

Applications

■ WRLD(AM) Lanett, Ala. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WRLD Inc. to Valley Broadcasting Inc. for \$16,000 plus assumption of debt. Seller: principally owned by E. L. Pearce who has no other broadcast interests. Buyer: Helen F. Zachry (50.24%) and brother, Miles H. Ferguson Jr. (49.75%). Zachry is West Point, Ga., businesswoman. Ferguson is employed with Atlanta, Ga., bank. They each own 10% of WJHO(AM) Opelika, Ala. Filed Nov. 2.

■ WQIM(FM) Prattville, Ala. (95.3 mhz, 3 kw, ant. 230 ft.)—Seeks assignment of license from Hagler Broadcasting Inc. to Downs Broadcasting Inc. for \$675,000. Seller: Joe F. Hagler (98.8%) and wife, Katherine T. (0.1%) and William A. Steward (0.1%) who have no other broadcast interests. Buyer: Paul H. Downs (60%) and William Sanders (40%). Sanders is former vice president of finance, Turner Communications Corp., Atlanta, Ga., and owns 35% of WGUL(AM)-WPSO(FM) New Port Richey, Fla. Downs is vice president of Rollins Inc., Atlanta, Ga.-based home services company. Filed Oct. 29.

■ KGAB(FM) Camarillo, Calif. (95.9 mhz, 3 kw, ant. 296 ft.)—Seeks assignment of license from Hot Air Radio to Pacific Horizons Broadcasting Inc. for \$700,000. Seller: Chester Coleman (100%), who has no other broadcast interests. Buyer: Charles M. Cowan (70%), brother Kenneth Cowan (10%) and Chester Coleman (20%). Charles Cowan is San Bernardino, Calif., physician. Kenneth Cowan is former general manager of KIFM(FM) San Diego, Calif. Coleman is owner and general manager of KGAB. None have other broadcast interests. Filed Oct. 29.

■ KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 38 w, ant. 2,650 ft.)—Seeks assignment of license from San Bernardino Broadcasting Investment Corp. to Kotcom Broadcasting Investment Corp. for \$2,600 (BROADCASTING, Oct. 26). Seller is owned by Thomas M. Jones and sister, Sally Jones Lenart, who also own KKON(AM) Kealahou, Hawaii, hold CP for new FM there, and are applicants for

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November 2, 1981

new FM at Needles, Calif. Buyer is owned by Dana M. Kott and wife, Carole A. Dana Kott is former owner of WCOD(FM) Hyannis, Mass., and has no other broadcast interests. Filed Nov. 2.

■ **KMGN(FM)** Shafter, Calif. (97.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Brandon-Dorsey Communications Inc. to Consolidated Communications Corp. of California for \$400,000 (BROADCASTING, Nov. 9). Seller: Anthony S. Brandon (92.7%) and Terry Dorsey (7.3%). Brandon owns 35% of KERN(AM) Bakersfield, Calif.; 33.3% of WWWG(AM) Rochester, N.Y.; and 16.67% of KKQV(FM) Wichita Falls, Tex. Buyer: Alexander S. Klein and wife, Barbara (100% jointly). Alexander Klein is former salesman at WCAU(FM) Philadelphia. Barbara Klein is therapist at Philadelphia hospital. They have no other broadcast interests. Filed Oct. 29.

■ **WGFS(AM)** Covington, Ga. (1430 khz, 1 kw-D) —Seeks assignment of license from Newton Broadcasting Inc. to Bohanan Broadcasting Inc. for \$400,000 (BROADCASTING, Nov. 9). Seller: R. William Hoffman and wife, Betty Jean (50% each), who have no other broadcast interests. Buyer: Olin D. Bohanan (100%), who is newscaster at WKRQ-AM-FM-TV Mobile, Ala., and has no other broadcast interests. Filed Oct. 28.

■ **WXRS-AM-FM [CP]** Swainsboro, Ga. (AM: 1590 khz, 2.5 kw-D; FM: 103.9 mhz, 3 kw, ant. 299 ft.)—Seeks assignment of license from WSJ Radio Inc. to Lacom Communications Inc. for \$220,000. Seller: Murphy A. Witt, executrix of estate of Charles R. Witt, Grady Spires (35%), Dona B. Nasworthy, executrix of estate of E. Raymond Nasworthy (25%) and Donovan Jones (5%), last two will keep 5% interest in buyer. Buyer: Lamar Studstill (20%), wife, Doris A. (15%), sons Owen L. (20%) and Cole C. (13.33%), Normal L. Sams, Lou Truemper (13.33% each) and Donovan Jones (5%). Lamar Studstill is Perry, Ga., teacher/coach and sports director at WRBN-AM-FM Warner Robins, Ga., where son Owen is sports announcer. Doris Studstill, Sams and Truemper are engineers, Southern Bell, Macon, Ga. Son Cole is student. Jones is chief engineer and 5% owner of WXRS. Filed Nov. 2.

■ **KUZZ-FM** Namba, Idaho (96.9 mhz, 44 kw, ant.

2520 ft.)—Seeks assignment of license from First National Broadcasting Corp. to Boise/Namba Broadcasting for \$630,000 (BROADCASTING, Nov. 2). Seller is owned by Brent T. Larson, who owns 85.5% of KCKO(AM) Spokane, Wash.; 17.5% of KXA(AM)-KYYX(FM) Seattle; 51% of KSVU(AM)-KKWZ(FM) Richfield, Utah, and 40% of KSIT(FM) Rock Springs, Wyo. Buyer is owned by Independent Radio and Television Operations Inc., partnership of Eugene D. Adelstein, Edward B. Berger and Frank I. Lazarus. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Berger is Tucson, Ariz., attorney. Lazarus is Cincinnati, Ohio, department store manager. Adelstein and Berger hold general and limited partnership interests in KZAZ-TV, KGSW-TV Albuquerque, N.M., and KTEE(AM) Idaho Falls, and KADQ(FM) Rexburg, both Idaho. Lazarus is general partner along with Adelstein and Berger in KIOY(FM) Fresno, Calif., and, by himself owns KXEW(AM) Tucson. Lazarus is also limited partner in KGSW-TV, KTEE and KADQ. Filed Oct. 20.

■ **KLPL-AM-FM** Lake Providence, La. (AM: 1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw, ant. 145 ft.)—Seeks assignment of license from Lakeside Broadcasting Co. to Turner Broadcasting Inc. for \$180,000. Seller: Ernest R. Sandidge (80%) and Tom D. Gay (20%) who also own KCTO-AM-FM Columbia, La. Buyer: Walter H. Turner (51%) and Dixie Business Investment Co. (40%). Turner is station manager of KLPL. Dixie Business Investment Co. is group of Lake Providence investors. Jerry Donahoe is manager. None have other broadcast interests. Filed Nov. 3.

■ **WULT-TV [CP]** New Orleans—Seeks assignment of license from New Orleans Area Telecasters to Video CP from New Orleans Area Telecasters to Video expenses. Seller: Philip Y. Hahn Jr., Robert H. Rines, Julian P. Freret and William G. Baker Jr. (25% each). Hahn owns 40% of applicant for new UHF at Miami, and is vice president of applicant for new AM at Tamarac, Fla. Rines owns .5% of WWHT-TV Newark, N.J. Baker owns 28.5% of applicant for new TV at Nashville, Tenn., and 23.08% of applicant for new TV at Norfolk, Va. They will keep 9.6% interest in buyer. Buyer: Dana Broadcasting Corp. (75%), Coastal Television Co. (15.31%) and Crescent City Television Corp. (9.6%). Dana Broadcasting is subsidiary of International Broadcasting Consultants Inc.; owned by Robert H. Ruark, president, and family. Coastal Television is New Orleans-based group of 16 stockholders. Constantine Demmas is president and 7.22% owner. Ruark is Austin, Tex., broadcast consultant. Demmas is self-employed New Orleans insurance agent. Crescent City Television is owned by sellers. Filed Oct. 21.

■ **WKLT(FM)** Kalkaska, Mich. (97.7 mhz, 3 kw, ant. 500 ft.)—Seeks assignment of license from Peninsula Broadcasting Inc. to Northern Radio of Michigan Inc. for \$320,000 (BROADCASTING, Nov. 9). Seller: Roger Watson and Roy E. Henderson (50% each). Henderson also owns 70% of KYST(AM) Texas City, Tex. Buyer: subsidiary of Northern Investment Co., Fargo, N.D., which is principally owned Frank C. Gokey and family. They are Fargo soft drink manufacturers and have no other broadcast interests. Filed Oct. 29.

■ **WRDI(AM)** Hammononton, N.J. (1580 khz, 1 kw-D) —Seeks assignment of license from Rodio Radio Inc. to Normandy Broadcasting Inc. for \$185,000 (BROADCASTING, Nov. 2). Seller is principally owned by James N. Rodio who also owns WRDR(FM) Egg Harbor, N.J. Buyer is owned by Norman D. Sanders, who is president of Holmdel, N.J., management consulting firm and has no other broadcast interests. Filed Oct. 30.

■ **WMVQ(FM)** Amsterdam, N.Y. (97.7 mhz, 3 kw, ant. 135 ft.)—Seeks assignment of license from WMVQ Corp. to Mark Anthony Communications Inc. for \$250,000 (BROADCASTING, Oct. 19). Seller: Joseph M. Isabel, who also owns cable systems in Amsterdam area. Buyer: Mark S. Manafa, who is Knoxville, Tenn., broadcast consultant and applicant for new FM's at Hilton Head, S.C., Grifton, N.C., and Bath, N.Y. Filed Oct. 30.

■ **WKOK(AM)-WQX(FM)** Sunbury, Pa. (AM: 1070 khz, 10 kw-D, 1 kw-N; FM: 94.1 mhz, 50 kw, ant. 875 ft.)—Seeks transfer of control of Sunbury Broadcasting Corp. from Estate of Harry H. Haddon Sr., deceased (100% before; none after) to Roger S. Haddon and others (none before; 100% after). Consideration: settlement. Principals: transferor owns 54.9% of stock. Transferees are Roger S. Haddon and wife, Lois W. He is Sunbury attorney and has no other broadcast interests. Filed Oct. 30.

■ **WDIX(AM)-WPJS(FM)** Orangeburg, S.C. (AM:

1150 khz, 5 kw-D, 500 w-N; FM: 106.7 mhz, 100 kw, ant. 580 ft.)—Seeks assignment of license from Smiles of S.C. Inc. to Keymarket Communications of Columbia Inc. for \$1,100,000 (BROADCASTING, Nov. 9). Seller: Derwood H. Godwin, Norman J. Suttles (35.4% each), Donald W. Curtis (19.5%) and John E. Ingraham (9.7%). Goodwin, Suttles and Ingraham own WVBS(AM)-WPJC(FM) Burgaw, N.C.; WPJL(AM) Raleigh, N.C.; WFOG(FM) Suffolk, Va. Curtis owns WEWO(AM)-WSTS(FM) Laurinburg, WTAB(AM)-WKSM(FM) Tabor City, and WTNC-AM-FM Thomasville, all North Carolina. Buyer: Paul H. Rothfuss and Kerby E. Confer (50% each). They each own 35% of WKPT(AM)-WNOZ(FM) Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% of permittee, WKFT(TV) Fayetteville, N.C. They were granted FCC approval to buy WGXL(FM) Laurens, S.C. for \$2.5 million (BROADCASTING, Aug. 10), and WJDX(AM)-WZZQ(FM) Jackson, Miss. (BROADCASTING, Nov. 2, and below). Filed Oct. 28.

■ **WCLE(AM)** Cleveland, Tenn. (1570 khz, 1 kw-D) —Seeks assignment of license from Southeastern Enterprises Inc. to C. H. Curenton for \$300,000. Seller: A. Thomas Joyner, who bought WCLE-AM-WQLS(FM) Cleveland for \$1.3 million (BROADCASTING, Sept. 7) and seeks waiver of three year rule to sell WCLE(AM). He has no other broadcast interests. Buyer is Columbus, Ga., real estate investor and has no other broadcast interests. Filed Oct. 30.

■ **KDHN(AM)** Dimmitt, Tex. (1470 khz, 500 w-D) —Seeks assignment of license from Plains Media Inc. to JLP Media Inc. for \$280,000. Seller: Gerald M. Hanners (60%) and wife, Susan J. (40%) who have no other broadcast interests. Buyer: Linda Haldane (50%), brother, Johnnie S. Cain (33.33%) and their mother, Madeline Cain (16.67%). Linda Haldane and Madeline Cain are Bard, N.M., ranchers. Johnnie Cain is announcer at KTNM(AM)-KQAY(FM) Tucumcari, N.M. They have no other broadcast interests. Filed Nov. 3.

■ **WKLP-AM-FM** Keyser, W.Va. (AM: 1390 khz, 1 kw-D; FM: 94.1 mhz, 6 kw, ant. 790 ft.)—Seeks assignment of license from Four Star Broadcasters Inc. to Starcast Systems Inc. for \$300,000 (BROADCASTING, Nov. 9). Seller: Thomas B. Butscher, president; Kenneth E. Robertson, Gary L. Daniels (17.78% each). Butscher's wife, Brenda J., and Daniels' wife, Pearl K. (15.56% each), and Robertson's sons, Todd E. and Christopher K. (7.78% each). They own WCST-AM-FM Berkeley Springs, W. Va., and WMSG(AM)-WXIE(FM) Oakland, Md. Buyer: Jack I. Mullen (55%), William P. Kelly Jr. (20%), Curtis E. Durst and Mullen's son, Jack I. Mullen II (12.5% each). Elder Mullen is Westernport, Md., attorney. Kelly is Westminster, Md., stockbroker. Durst is account executive at WMSG(AM)-WXIE(FM) Oakland, Md. Younger Mullen is student. They are applicants for new FM at Buckhannon, W. Va. Filed Oct. 28.

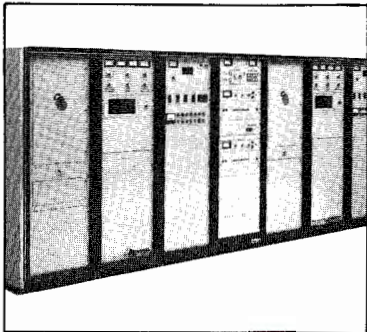
Actions

■ **KFAY(AM)** Bakersfield, Calif. (550 khz, 1 kw-U) —Dismissed sale of Sunset Broadcasting Corp. to Oro Spanish Broadcasting Inc. for \$1.1 million. Seller is principally owned by Daren F. McGavren, who has no other broadcast interests, although he was founder of McGavren-Guild, New York-based station representative firm. Buyer is owned by Rene De La Rosa, who also owns KIQI(AM) San Francisco. Action, Oct. 28.

■ **WCOB(AM)** Marietta, Ga. (AM: 1080 khz, 10 kw-D) —Granted assignment of license from Marietta Broadcasting Inc. to Devlin Allen Communications Inc. for \$300,000. Seller: Estate of James M. Wilder (75%) and Elizabeth E. Hagwood (25%) who also sold co-located WBIE(FM). Buyer: Francis D. Ward, Stephanie Ferry, Robert Klein and Keith E. Putbrese (one-quarter each). Ward has been granted FCC approval to buy WROD(AM) Daytona Beach, Fla. (BROADCASTING, Sept. 7). Klein is Ardmore, Pa., management consultant. Putbrese is McLean, Va., attorney. Ferry is housewife. Except Ward, they have no other broadcast interests. Action Oct. 26.

■ **WKTJ-AM-FM** Farmington, Me. (AM: 1380 khz, 1 kw-D; FM: 99.3 mhz, 1.5 kw, 400 ft.)—Granted transfer of control of Franklin Broadcasting Corp. from Elder. Shute Jr. (100% before; none after) to Alfredo E. Ibarguen and wife, Nancy T. (none before; 100% after). Consideration: \$212,000. Principals: Seller has no other broadcast interests. Alfredo Ibarguen is engineer at WKTJ. Nancy Ibarguen is teacher. They have no other broadcast interests. Action Nov. 16.

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■ **WJDX(AM)-WZZQ(FM)** Jackson, Miss. (AM: 620 khz, 5 kw-D; 1 kw-N; FM: 102.9 mhz, 100 kw, ant. 1,800 ft.)—Granted assignment of license from WJDX Inc. to Keymarket Communications of Mississippi for \$4,437,000. Seller is closely held group of more than 50 stockholders; 44.12% which is owned by Clint W. Murchison Jr. and family. He owns 60% of KLTE(FM) Oklahoma City, Calif., and is liquidating partner of Murchison Brothers partnership, 83% owner of Dallas Cowboys. Buyer: Paul H. Rothfus and Kerby E. Confer (50% each). They each own 35% of WKRT(AM)-WNOV(FM) Courtland, N.Y., and 25% of KSSN(FM) Little Rock, Ark., and bought, subject to FCC approval, WDIX(AM)-WPJS(FM) Orangeburg, S.C. (BROADCASTING, Nov. 9, and above). Action Oct. 21.

■ **WPMP(AM)-WPMO(FM)** Pascagoula-Moss Point, Miss. (AM: 1580 khz, 1 kw-D; FM: 99.1 mhz, 100 kw, ant. 386 ft.)—Dismissed assignment of license from Crest Broadcasting Inc. to Sandia Broadcasting Corp. for \$1,500,000. Seller: principally owned by Sarah S. Jones, her son James O. II and W. R. Guest Jr. James Jones owns 64.7% of WRJW(AM)-WJOJ(FM) Picayune, Miss. Buyer: David B. Talbot Jr. (50.02%) and William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Action Oct. 27.

■ **WBBG(AM)-WWWM(FM)** Cleveland, Ohio (AM: 1260 khz, 5 kw-U; FM: 105.7 mhz, 27 kw, ant. 900 ft.)—Granted assignment of license from Embrescia Communications Corp. to Robinson-Communications Inc. for \$6.2 million. Seller is owned by brothers, Thomas and James Embrescia, and Joseph Restifo, who have no other broadcast interests. Buyer is owned by Larry J.B. Robinson, executive with New York-based W.R. Grace & Co., who has no other broadcast interests. Action Oct. 27.

■ **WAYZ-AM-FM** Waynesboro, Pa. (AM: 1380 khz, 1 kw-D; FM: 101.5 mhz, 3.2 kw, ant. 21 ft.)—Granted assignment of license from Richard F. Lewis Jr. Inc. of Waynesboro to WHJV Ltd. for \$550,000. Seller: John P. Lewis and family, who are Winchester, Va.-based group owners of five AM's and three FM's. Buyer is owned by John D. Verstandig and family who own WCEM(AM)-WESP(FM) Cambridge, Md. Action Oct. 19.

Facilities Changes

AM applications

■ **WSST(AM)** Largo, Fla.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 50 kw; install DA-N; change frequency to 820 khz; and make changes in ant. sys. Ann. Nov. 6.

■ **WCIT(AM)** Lima, Ohio—Seeks CP to change ant. system. (modification of daytime pattern). Ann. Nov. 4.

■ **WBCI(AM)** Williamsburg, Va.—Seeks CP to change hours of operation to U by adding 500 w-N; change frequency to 640 khz; and make changes in ant. sys. Ann. Nov. 6.

■ **WOKL(AM)** Eau Claire, Wis.—Seeks CP to change city of license to Altoona, Wis.; change hours of operation to U by adding 250 w-N; increase D power to 10 kw, DA-N; change TL; change SL and RC; and change frequency to 1030 khz. Ann. Nov. 4.

■ **KUUY(AM)** Orchard Valley, Wyo.—Seeks CP to change frequency to 870 khz; and change N power to 1 kw. Ann. Nov. 4.

FM applications

■ **WOAB(FM)** Ozark, Ala.—Seeks CP to change TL; change type trans.; change type ant.; increase ERP to 2.52 kw (H&V); increase HAAT to 272 ft. (H&V) and change TPO. Ann. Nov. 4.

■ **KBGX(FM)** Alturas, Calif.—Seeks modification of CP (BPH-781018AD, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); increase HAAT to 106.1 ft. (H&V) and change TPO. Ann. Nov. 4.

■ ***KPCC(FM)** Pasadena, Calif.—Seeks modification of CP (BPED-800201AK) to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 700 w (H&V); increase HAAT to 2758 ft. (H&V) and change TPO. Ann. Nov. 4.

■ **KRNO(FM)** Reno—Seeks CP to change TL; change ERP to 70 kw (H&V); change HAAT to 2214

ft. (H&V); change type trans. and make changes in ant. sys. Ann. Nov. 6.

AM action

■ **WYNX(AM)** Smyrna, Ga.—Granted CP to change D site to N site TL; increase D power to 50 kw, DA-D; and make changes in ant. sys. Action Oct. 16.

FM actions

■ **WTOS-FM** Showhegan, Me.—Granted modification of CP (BPH-800527AO) to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase HAAT to 2430 ft. (H&V) and change TPO. Action Sept. 28.

■ ***WLOZ(FM)** Wilmington, N.C.—Application dismissed for CP to increase ERP to 113w; change HAAT to 109 ft. Action Aug. 26.

TV actions

■ **KTTU-TV** Fairbanks, Alaska—Granted CP to change ERP to 28.2 kw vis., 5.5 kw aur.; and change trans. Action Oct. 5.

■ **KECC-TV** El Centro, Calif.—Granted Authority to operate trans. by RC from SL at KECC-TV studios, 770 State St., El Centro, Calif. Action Oct. 8.

■ **KECC-TV** El Centro, Calif.—Granted CP to change ERP to 316 kw vis., 31.6 kw aur.; change trans.; and make changes to ant. sys. Action Oct. 19.

■ **WXAO-TV** Jacksonville, Fla.—Granted authority to operate trans. by RC from SL at 2117 University Blvd., South, Jacksonville, Fla. Action Oct. 5.

■ **WRDW-TV** Augusta, Ga.—Granted authority to operate trans. by RC from SL at 1301 Georgia Avenue, North Augusta, S.C. Action Oct. 5.

■ **WFLD-TV** Chicago—Granted MP (BPCT-4711) to change ERP to 500 kw vis., 50 kw aur.; and change trans. Action Oct. 9.

■ ***WCVN(TV)** Covington, Ky.—Granted authority to operate trans. by RC from WKMR(TV), 1.6 miles east of Morehead, Ky. Action Oct. 8.

■ **WWMA-TV** Grand Rapids, Mich.—Granted MP (BPCT-5166) to change ERP to 1300 kw vis., 120 kw aur.; change trans. and make changes to ant. sys. Action Oct. 7.

■ **KETV(TV)** Omaha, Neb.—Granted CP to change ERP to 316 kw vis., 31.6 kw aur.; and change trans. Action Oct. 5.

■ **KSTF(TV)** Scottsbluff, Neb.—Granted authority to operate trans. by RC from SL at 1402 First Avenue, Scottsbluff, Neb. Action Oct. 5.

■ **WCMH-TV** Columbus, Ohio—Granted CP to change ERP to 100 kw vis., 15 kw aur.; change TL; change trans.; and change HAAT to 903 ft. Action Oct. 7.

■ **WSEE-TV** Erie, Pa.—Granted CP to change ERP to 1186 kw vis., 118.6 kw aur.; and change trans.; and make other changes to ant. sys. Action Oct. 7.

■ **KRIV-TV** Houston—Granted CP to install auxiliary ant. at 4 miles S.E. of Missouri City, Tex.; change ERP to 6.95 kw vis., 69.5 kw aur.; change trans. and change type ant. Action Oct. 9.

■ **KCEN-TV** Temple, Tex.—Granted authority to operate trans. by RC from SL at one mile south of Eddy, Tex. on I-35. Action Oct. 7.

■ **WRJK-TV** Bluefield, W.Va.—Granted MP (BPCT-801024KE, as mod.) to change station location and studio location from Bluefield, W. Va. to Bluefield, Va. Action Oct. 7.

■ **WSVN-TV** Norton, Va.—Granted authority to operate trans. by RC from WMSY-TV trans. site atop Walker Mountain, 8 miles north of Marion, Va., .3 miles west of Highway 16. Action Oct. 20.

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In Contest

FCC decisions

■ U.S. Court of Appeals for District of Columbia Circuit remanded to FCC case involving McGraw-Hill Broadcasting Co.'s complaint that FCC should have held hearing before approving Indianapolis-area educational radio station's request to relocate its transmitter and increase its power. Court said FCC should first decide whether McGraw-Hill raised "material" issues

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in case, and, if it cannot make public interest determination on basis of written submissions, it should hold full hearing on disputed facts. In 1978, FCC granted, without hearing, application of educational WBDG(FM) to move its transmitter back to its original location, despite McGraw-Hill's allegation that this would result in interference to its WRTV(TV) Indianapolis. McGraw-Hill appealed, but case was remanded to FCC at its request. In 1980 FCC affirmed its earlier grant of WBDG's request on grounds that McGraw-Hill had not sufficiently shown amount of interference "actually" being experienced. McGraw-Hill again appealed. Court questioned FCC's insistence on showing of *actual* versus *potential* interference before granting hearing in this case, and said there was no indication FCC had considered merits of alternative proposal by McGraw-Hill. Thus, court said it could not accept FCC's claim that it had balanced public interest factors for and against WBDG's proposal. Ann. Nov. 3.

■ Federal appellate court upheld FCC's Aug. 2, 1979, decision granting short term license renewals to WHAM(AM)-WHFM(FM) Rochester, N.Y., licensed to Rust Communications Group Inc. FCC renewed licenses for one year instead of customary three having found that while Rust's equal employment opportunity showed performance at stations was deficient, it showed dramatic improvement after designation of renewal applications. It also subjected the stations to periodic EEO reporting requirements. FCC's decision was appealed in U.S. Court of Appeals for District of Columbia Circuit by Metro-Act of Rochester Inc., and Action for a Better Community, both of which asked FCC to deny Rust's renewal applications. Ann. Nov. 6.

Designated for hearing

■ Guymon, Okla. **new FM** (92.7 mhz)—Panhandle Communications Inc., High Plains Broadcasting Corp., and Texas County Broadcasting: to determine if Panhandle is financially qualified; whether proposals by Panhandle and Texas to locate main studio outside community of license is in compliance with Section 73.1125 of rules and whether circumstances warrant waiver of that section; whether Panhandle has complied with requirements of Section VI of FCC Form 301; whether High Plains is legally qualified to be FCC licensee; whether there is reasonable possibility that tower height and location proposed by High Plains would constitute hazard to air navigation; which of proposals, comparatively, would best serve public and which to grant. (BC Docket No. 81-738-740). Action Oct. 16.

■ Buffalo, Wyo. **new FM** (92.7 mhz)—KBBS Inc. and Buffalo Communications Corp. to determine whether there is possibility that tower height and location proposed by KBBS would constitute hazard to air navigation; which of proposals, comparatively, would better serve public interest and which of applications to grant (BC Doc. 81-723-724). Action Oct. 13.

■ Bentonville, Ark. **new FM** (98.3 mhz)—Elvis Lee Moody and Rocky Haven Investments Inc.: to determine whether Moody's proposed tower height and location would constitute hazard to air navigation; whether Rocky Haven is financially qualified; which of proposals would, on comparative basis, better serve public interest and which of applications should be

granted (BC Doc. 810760-761). Action Oct. 29.

■ Leadville, Col. **new FM** (93.5 mhz)—Radio Leadville Inc., and Sears Broadcasting of Colorado Inc.: to determine which of proposals would, on a comparative basis, better serve public interest and which of applications, if either, should be granted (BC Doc. 81-762-763). Action Oct. 29.

Procedural ruling

■ Portland, Me. **TV proceeding** (Crosby Family Television Inc., et al)—ALJ James F. Tierney granted joint request by Crosby and Greater Portland Trileasting Inc., and approved agreement; authorized reimbursement to Crosby by Greater Portland for \$15,000 and dismissed with prejudice Crosby's application (BC Doc. 81-115-117). Action Oct. 28.

■ FCC scheduled oral argument for Jan. 12, 1982 at 9:30 a.m., to consider application for transfer of control of KPEN(FM), Los Altos, Calif. FCC initiated proceeding because of questions concerning basic qualifications of proposed transferee, Signal Enterprises Inc. In previous proceeding, Signal and its president, Don W. Burden, had been disqualified to be licensees. Action Nov. 2.

Other

■ Granted request by Citizens Center and withdrew petition for rulemaking in matter of request for rule requiring all communications common carriers who operate within interstate switched message telephone system to provide telephone directory listings for two adult subscribers at no extra charge to the subscribing unit. Action Oct. 19.

■ Granted request by National Association of Educational Broadcasters and extended through Nov. 16 and Dec. 16 time for filing comments and reply comments, respectively, in matter of revision of programming policies and reporting requirements related to public broadcasting licensees (BC Doc. 81-496). Action Oct. 28.

Fines

■ Two commercial operators, Steven J. Powell, Fort Scott, Kan., and Jim Rogers, Nevada, Mo., each paid \$100 fines for failure to maintain authorized operating power of broadcast station. Both Powell and Rogers were issued forfeiture notices last August by FCC's Kansas City, Mo., district office.

■ FCC fined Atlantis Sound of Fairfax, Va., \$750 for unlicensed operation of a radio station. Atlantis Sound was fined after investigations confirming illegal operation were made by Baltimore, Md., field office.

■ Thomas J. Preston and Bruce Quinn of Indianapolis, Ind., and Philip R. Hatch of Carmel, Ind., have each paid \$250 fine for their unlicensed operation of a 6,210 khz pirate broadcast station known as "Jolly Roger Radio." Pirate broadcasters' station was located

on Nov. 10, 1980, by engineer of FCC's Chicago, Ill., district office after receiving complaints about station's interference.

■ Test of Emergency Broadcast System has been scheduled during week of Nov. 30, 1981. Only ABC, MBS, NPR, AP Radio, CBS, IMN, NBC and UPI Audio radio network affiliates will receive test program for closed circuit test. AP and UPI wire service clients will receive activation and termination messages of test. Television networks are not participating. Network and press wire service affiliates will be notified of test procedures via their network approximately 30 to 45 minutes prior to test. This is closed circuit test and will not be broadcast over air. Action Nov. 3.

Call Letters

Applications

Call	Sought by
New AM's	
KVLD	Prince William Sound Broadcasters, Valdez, Alaska
WREI	Jose J. Arzuaga, Quebradillas, PR.
WBLP	BLP Inc., Fairview, Tenn.
KZZI	Western Broadcasting Inc., West Jordan, Utah
New FM's	
KBPS-FM	Benson Polytechnic School, Portland, Ore.
WHCA	Chapel of the Holy Spirit Church and Bible College, London, S.C.
New TV	
KAVU-TV	Community Broadcasting of Coastal Bend Inc., Victoria, Tex.
Existing AM's	
KCNL	KGTL Homer, Alaska
WHRF	WVOB Bel Air, Md.
WWJQ	WJBL Holland, Mich.
KKSS	WAYL Richfield, Minn.
WNCR	WLAB St. Pauls, N.C.
WCEL	WEEB Southern Pines, N.C.
KTNL	KFIR Sweet Home, Ore.
WVKX	WPXX Alexandria, Va.
WMBG	WBCI Williamsburg, Va.
Existing FM's	
WBLU	WFTZ Hinesville, Ga.
WQKS	WJR-FM Detroit
WMKC	WIDG-FM St. Ignace, Mich.
KMZU	KAOL-FM Carrollton, Mo.
KINE-FM	KPUP Kingsville, Tex.
WINC-FM	WQUS Winchester, Va.
WPKX-FM	WVKX Woodbridge, Va.

Grants

Call	Assigned to
New AM	
WYLV	Radio Action Co., West Hazelton, Pa.
New FM's	
KNTD	All-American Broadcasting Co., Delhi, Calif.
WFAN	Mystic-Stonington Broadcasting Corp., Stonington, Conn.
KMZQ-FM	Pargo Broadcasting Corp., Henderson, Nev.
KATH	FM Broadcasters Inc., Douglas, Wyo.
Existing AM's	
WSWF	WAYK Lehigh Acres, Fla.
KGUM	KATB Agana, Guam
WKXJ	WCKQ Campbellsville, Ky.
WAVG	WAVE Louisville, Ky.
WCSY	WJOR South Haven, Mich.
WAAV	WGNI Wilmington, N.C.
Existing FM's	
WSWF-FM	WSWF Lehigh Acres, Fla.
WQCK	WFRM-FM Manchester, Ga.
KSHO-FM	KJYE Kailua, Hawaii
KTXJ	KJFF Jefferson City, Mo.
WGNi	WAAV Wilmington, N.C.
WREI-FM	WREI Quebradillas, PR.

Summary of broadcasting

FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3	1	4,628	124	4,752
Commercial FM	3,340	2	1	3,343	179	3,522
Educational FM	1,115	0	1	1,116	61	1,177
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,035	141	1,176
FM Translators	401	0	0	401	214	615
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Excellent Sales Manager with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest biller at their station okay. Compensation package proves we want a winner. Letter and resume Box K-118.

Station Manager. Exceptional opportunity to manage small New Jersey daytimer. We seek an aggressive sales achiever looking for the chance for General Manager opportunity. Box M-12. EOE.

I want a General Manager for my middle Georgia area, WIZY-AM-FM Combo. Must be capable of taking over operations and building a complete air and sales staff. EOE. Contact, Marshall Rowland, WQIK, Jacksonville, FL 32207. 904-396-4001.

Shamrock Communications needs a sales manager for its newly acquired adult contemporary AM in Westminster, Maryland. WTRR is 1 kw daytime at 1470 khz. Excellent compensation, outstanding environment in the Baltimore/Washington suburban metroplex. Reply to Ken Stevens, Vice President/General Manager, Post Office Box 200, Westminster, Maryland 21157. EOE.

Manager/investor to manage and buy interest in small market station in Upper Midwest. Reply Box M-41.

General Manager opening soon at AM in medium size (100,000) Midwestern city. Previous managerial and sales experience necessary. Prefer sales manager or general manager background. Salary and commissions negotiable. Send resume to Box M-105.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box M-27.

Development Director with strong, documented fundraising skills. Includes corporate, grants, on-air and underwriting fundraising, identifying sources and initiating contacts. Public radio station in Orange County, CA. Base salary \$18,600 to \$23,600 plus 25% commission on all funds raised above base salary level. Liberal fringe benefits, medical/dental/retirement plan. BA in communications, business or marketing preferred. Three years business experience in marketing or sales required. Non-profit experience desirable. Affirmative action/EOE. For application, contact Administrative Svcs., KSBR Saddleback College, 28000 Marguerite Pkwy, Mission Viejo, CA 92690 or call 714-831-4850.

Experienced general manager for 100,000 watt Christian radio station needed. Send qualifications to: Kelli Bullard, 810 N. Pierce, Amarillo, Texas 79107.

HELP WANTED SALES

Sell at a professional station. Salary plus commission. Midwest applicants only. Sales Mgr. a possibility. No phone calls. Dale Low, KLSS & KSMN, Box 1446, Mason City, Iowa 50401.

Two Mid-West family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Thirteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701. Mid-West Family Stations (EOE).

Monterey Bay - California: 10,000 Watt daytime station with heavy emphasis in news and information, seeking dynamic local salesman. Attractive salary/commission package. Sales history to: Grant Norlin, KMFO, Box 836, Capitola, CA. 95010.

Very fast growing FM country station looking for aggressive salesperson with radio sales experience. Must be self motivated and willing to work. Send resume or call WLJE, Post Office Box 149, Valparaiso, Indiana 46383, L. Ellis. 219-462-8125.

Colorado sales position available within growing broadcast organization. We are looking for an aggressive, mature, team oriented individual. Send your resume and references to Dan Robbins, KWDE FM, 36 South Selig, Montrose, Colorado 81401.

50,000 watt FM and fulltime AM, both contemporary in midwest has immediate opening for street wise and organized sales manager. With performance, high pay is no problem. EOE M/F. Resumes to: Box M-96.

Miami/Ft. Lauderdale's hottest FM, JOY 107 FM, is looking for a sales person. It's beneficial to know your way around the agencies, but we need a person to: (1) get to the decision maker, (2) sell at much better than average rates, (3) create business and, (4) sell large accounts. If you're this person, we offer competitive draw, excellent commissions & benefits, major market exposure and an unparalleled opportunity to learn from sophisticated management and the nation's foremost sales consultant. Equal Opportunity Employer. Diane Rosenthal, General Sales Manager, JOY 107 FM, PO. Box 5333, Ft. Lauderdale, FL 33310.

Want My Job? Come and earn it. Our company believes in promoting from within. We are a top rated AOR FM station. If you are interested in growth and can handle an established list, send resume and references with a cover letter stating why you are right for the job to Dave Ianni, Sales Manager, KWXL, Box 737, Albuquerque, New Mexico 87103.

Account Executive. If you are interested in earning \$25,000 plus a year, if you have a minimum of three years radio sales experience, if you are a self-starting street fighter, if you want to work for a number one radio station and a first class operation, if you are looking for future advancement with one of the nation's most progressive radio groups. We want you! Only two openings available. Contact Walter Broadhurst, General Sales Manager, WKEE, Inc., PO. Box 2288, Huntington, WV 25724. EOE. M/F.

KSOA, Ava, Missouri, is looking for announcer/salesperson with management capabilities. You produce, we reward with salary and stock. Community-oriented. No short termers should apply. Contact Betty Floyd, 417-683-6191.

HELP WANTED ANNOUNCERS

Experienced daytime personality with mature sound on the air. Creative production sense mandatory. Send tape/resume to Gregg Albert, WDUZ AM/FM, PO. Box 36, Green Bay, WI 54305.

New FM Facility in Beautiful Southern Gulf Coast Area is looking for adult announcers. Must be mature, with good attitude and willing to follow format. EEO Employer. Send resume to Box M-78.

KNEV FM, Beautiful Music for Reno, Nevada seeks a morning announcer/assistant operations person. I am looking for someone to build a morning audience, and assist in station operations. Automation experience preferred. No beginners please. If you have the experience and qualifications, let's talk. Send tape and resume to: Steve Grelley, PO Box 2271, Reno, Nevada 89505. 702-356-8000.

Immediate. Staff Announcer needed for top-rated FM-Stereo Beautiful Music station. Must have production & copy skills. Tape & resume to WSRF, West Side Station, Worcester, Mass. 01602. Equal Opportunity Employer.

Experienced Morning Personality for Adult Contemporary AM in Northern Rhode Island. Strong production skills important. Send tape, resume and references to: Norm Deragon, WNRI Radio, 786 Diamond Hill Road, Woonsocket, R.I. 02895. 401-769-6925.

Number One Beautiful Music station in beautiful Rocky Mountains seeks exceptional announcing talent. Must be experienced in beautiful music and love format. Excellent pay and benefits. State of the art facility. Send tape, resume and salary requirements to 1202 Windsor Street, Salt Lake City, Utah 84105.

Morning drive NY State. Salary in mid-200 range. Fringe benefits. Substantial commercial on-air board experience essential. Mature voice-good commercials. Box M-100.

Classical Music personality. Broadcast experience preferred. Call Jane Graffam or Fred Miller, 207-883-9596.

WGIR, Manchester, still looking for the right experienced personality for our A/C format. Minimum three years on air. No phone calls. Mail tape and resume to Ed Brouder, Program Director, WGIR, PO. Box 610, Manchester, N.H. 03105.

The Time Has Come for me to hire at last a real announcer-type person. I want someone who will work forty hours per week, 25 on the board, and 15 in good solid production. No floaters, drunks, or potheads! Will consider prima donnas! Please be good, because I will probably hire the first one who calls. 703-935-2587.

Fine Arts Announcer/Producer Youngstown State University, an urban, non-residential institution of approximately 15,000 students, invites applications and nominations for the position of Fine Arts Announcer/Producer for the University operated 22.5 kw fine arts station. Telecommunications Department. Duties include: produces and announces fine arts programs; prepares program scripts, PSA's, promotion copy, etc.; selects and logs program materials; keeps station logs and operational records required by FCC; operates control board and transmitter; monitors broadcast functions and program signal quality and related functions; and performs other duties as assigned. Qualifications: B.A., or B.S. or equivalent. Knowledge of classical music and is i-s pronunciation essential. 2-3 years experience at Fine Arts station. FCC Third class broad license. Deadline for Applications: November 30, 1981. Candidate should submit a letter of interest, a resume, an official transcript reflecting highest degree earned, and audition tape, and have three letters of reference forwarded to: Mr. Stephen J. Grceovich, Director of Telecommunications, Youngstown State University, Youngstown, Ohio 44555. Youngstown State University is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED TECHNICAL

Want A Change? Upstate N.Y. Independent TV looking for engineer for maintenance department. If interested, contact: Chief Engineer, WUHF-TV, 360 East Ave, Rochester, N.Y. 14604. EOE.

AM/FM combination in S.E. Wisconsin needs Chief Engineer. AM is 500w, non directional daytime only. FM is 50 KW Top 40, with new studios. Salary commensurate with experience. For additional details contact Jack Fischler at 513 874-5000, or send resume to 8686 Michael Lane, Fairfield, Ohio 45014, attention Mr. Fischler. E.O.E.

Chief Engineer Wanted for northwest Indiana AM/FM, AM daytimer directional, FM Class C automated. Constantly growing and building. Need someone to keep stations in good condition. Need person who will be proud of a job well done and someone who wants to grow with a very fast growing operation. Salary plus. Send resume or call L. Ellis, WLJE Radio, Post Office Box 149, Valparaiso, Indiana 46383. 219-462-8125.

HELP WANTED TECHNICAL CONTINUED

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

The Sunbelt is waiting for a first class Chief Engineer with top notch experience. Please call Michael S. Raymond, General Manager, KRLY-94 FM at 713-780-1646 or send a resume to 2630 Fountainview, Suite 210, Houston, Texas 77057. EOE.

Chief Operator for dominant Midwest medium market 5 kw AM and class A FM. Must be experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering. EOE. Send resume with references and letter of application with salary requirements to General Manager Radio Stations KWEB and KRCH(FM), Broadcast Plaza, Rochester, MN 55901.

Chief Engineer for class IV AM and Class A FM. The right applicant will construct new remote controlled class C FM. Must be aggressive with RF and studio construction experience. First Class or general certificate required. Send resume and salary requirements to Box M-102.

Immediate Opening, Chief Engineer. 5 KW, DA-N AM and 100 KW FM in Colorado. Above average pay for experienced engineer ready to become chief. Part of a growing group operation with a great future. Contact Bill Croghan, Group Chief Engineer - 209-883-0433.

KTRH/KLOL, Houston, has an opening for a full-time studio engineer. 5 years experience in FM transmitters, studio maintenance, and construction required. First/General and/or SBE certification. Send salary requirements and resume to Don Meredith, Chief Engineer, KTRH/KLOL, P.O. Box 1520, Houston, TX 77001. E.O.E.

Lansing Michigan is a great place to live and be a chief engineer. 14 station group member needs an ambitious, experienced chief. Many benefits and opportunities for intelligent, innovative person. Send resume to P.O. Box 21212, Lansing, Michigan 48909. An EOE/Affirmative Action Employer.

HELP WANTED NEWS

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

News Reporter - Immediate opening. Some basic experience necessary, but you can start here. To anchor and report in three person department at WDLF-AM/WGNE-FM on beautiful Florida coast. Initiative can count as much as experience. E.O.E. M/F Call Steve at 904-234-6622.

Newsperson - who can do it all! Must be strong in local news gathering and must have excellent delivery. In return excellent money, five-day week and great place to work. E.O.E. Tapes & resume to Jack Bell, 1645 Central Avenue, Billings, Montana 59102.

Radio Talk Talent - We're looking for stimulating, controversial talk radio people. We are a 50 KW fulltime news/talk station with a unique opportunity for the right person or team. We'll provide an opportunity to do TV talk too. Send your resume to Box M-90. An Equal Opportunity Employer. M/F

Reporter to gather news and anchor afternoon drive newscasts on New England CBS Affiliate. Experienced preferred. Strong writing ability a must. EOE, women encouraged. Send resume to Box M-88.

KELI, Tulsa is looking for excellent news people. Positions available include assistant news director to news trainee. Only professional news people need apply. Salary commensurate with experience. Send tape and resume to News Director, Jim Ellis, P.O. Box 52185, Tulsa, OK 74152. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

We offer stable, challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKEE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you. If you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager. Expertise turnaround, sales, programming. Black formats currently employed. Bottom line oriented, excellent references, let's talk. Box K-215.

General Manager. Available 1/1/82. 28 years experience; all phases broadcasting, including GM of radio and TV station 11 years. Seeks East Coast location, Carolinas to Maine. Station or cable system. Box K-227.

Billboard, Gavin award winner, currently employed PD. Seeking PD slot at AC or Country station. Type Y management approach. Bottom line oriented. I program for ARB, but to the audience. Box M-46.

Highly successful General Manager desires change. Consider medium or large market radio station in Southeast USA. Good organizational ability, tough on sales and general radio station management. RAB, CRMC. Available in 60 days. Send replies to Box M-92.

Sales and Programing professional desires general manager position in small market. Currently in Top Fifty market. Prefer Virginia or neighboring states. Box M-95.

Proven Turnaround Team - seeking profit sharing situation. Reply Box M-91.

Infinite marketing possibilities—Shortest broadcaster in U.S. Radio's answer to Herve Villechaize. Have small market experience, now looking toward medium market. Phone now—My aircheck is even taller than me. Kerry (215) 566-1550.

Promotion Director —formerly of Y-100 (WHYI-FM, Miami-Ft. Lauderdale), available immediately. Strong references. Please call Dan Smigrod at 305 474-3179 or write 1870 S.W. 81st Lane, Davie, FL 33324.

SITUATIONS WANTED ANNOUNCERS

Motivated to produce listeners and sponsors Aggressive DJ, news, sales, excellent appearance. Broadcast trained. Jeff 212-767-5068.

Experienced minority broadcaster with eleven years, 7th market background in Beautiful Music, Country and Adult Contemporary. Nine years automation. BS and technical schools. Stable family man. Telephone 617-524-0885 today.

Announcer with 4 years experience. Also interested in part time sales. Box M-74.

Former 50 kw AM DJ/announcer is returning to radio. (Left radio to manage family business, now sold.) Will send resume to any size station anywhere. Call or write Arne 219-589-2849 or Box M-65.

Experienced, versatile personality with first, looking for nice medium market. Box M-51.

DJ-News Announcer. All formats. I'm bright, eager and very dependable. Call Dale Whitworth 312-335-4542. Try me.

Gary Hopkins - College grad; first phone; assistant producer, top NY talk show; production director on-air 2 stations; aggressive, young, talented. For sparkling audition tape call 212-891-5725.

Seasoned Performer with freelance experience wants full-time staff position. DJ, News, Sports PBP. Jordan 212-371-2356.

"Give Me A Home Where the Buffalo Roam." Trained Broadcaster, ready for small market and Big work load. Call Darryl after 7 p.m. 212-731-4384.

Major market morning personality looking... Heavy into humor/entertainment. Serious offers only. Box M-94.

Northeast Country stations: former Providence personality Bob Chase is looking. 401-943-4003.

Production Director: for MOR Station. Call Ron 316-524-7626 from 10 AM-3 PM CST.

Helicopter Pilot Reporter with two years' experience in Boston. I can untangle your traffic problems, plus on the scene news reporting. Write Carl Towle, 320 Lynnfield St., Lynn, MA. 01904 or call 617-581-1728.

Good voice, read well, good attitude. Anywhere. Steve Leist, 1725 S. 23rd St., Milwaukee, Wisconsin. 53204. 414-672-1134.

Talented, experienced female seeks fulltime employment in broadcasting. Able to do creative copywriting. Prefer Bay area—but will relocate. Contact Dana Copeland, P.O. Box 1394, Lafayette, Calif. 94549 or call 415-482-1278 after 6 p.m.

New York Based Experienced Broadcaster Top commercial actress, film and television credits. Seeks to relocate other major market. Great on phones. Talk Format. Experienced Interviewer. Box No. 1, 312 West 81 Street, N.Y., N.Y. 10024.

SITUATIONS WANTED TECHNICAL

My years of experience can work for you. Multi-tur exp. and new construction exp. Will relocate. 603-673-6635.

SITUATIONS WANTED NEWS

Eighteen Years in broadcasting. Good track record in sports, small market radio ownership and television sports. I want a good sports or news anchor job with a solid company. Family man. Iowa Native. Box M-75.

Talented sports reporter, 6 years experience, wants solid sports position. Could combine with news, aggressive local reporting, sports talk, major college PBP Ready Immediately, any market. Jim 614-436-6133.

Anchorman/reporter seeking superior station that wants excellence. Major market experienced veteran. Strong credibility, authority. Expert initiative/investigative news skills. Interested East. Box M-14.

News Director-Operations Manager ... Take charge professional. 20 years experience. First Phone. Good on-air skills. Ability to get most from staff. Prefer Texas Major Market. Will consider all. Let's talk winners. Box K-121.

Talented News Reporter seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years' experience, ready immediately, any market. Jim 614-436-6133.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

If you need a morning show that's local, humorous, highly saleable and priced right, call Program Director Bob West at KQAM, Wichita, Kansas 316-838-7744. Ask him about the Charlie & Harrigan Program.

PD, Sports, Talk Specialist available. Experienced Major College Sports. Major market talk. Presently 50 kw. Taylor 303-245-8747 nights. 303-242-5000 days.

Major market pro wants to program Top 50 station out of the red. Morning air slot. Box M-93.

14 Years PD/MD looking for great place to work. Top 40-A/C music expert. Call Dan at 804-946-2259.

Lexington, Kentucky Area And 40 Mile Radius. Good Combo Sales, Sports, C&W D.J. 30 years PR experience. Presently employed Pro Sports Management and PBP Reason for moving to your area, my son in Horse Training Business Keeneland. PBP Voice Check Available. 406-443-6470.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager, WFLD-TV, the Field Communications station in Chicago, seeks promotion manager. Send resume stating your qualifications to Robert Hartman, General Manager, WFLD-TV, 300 N. State St., Chicago, Illinois 60610. An Equal Opportunity Employer M/F.

HELP WANTED SALES

Account Executive. Top 20 Network Affiliate in Southeast seeking an ambitious A. E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box M-42.

Local Account Executive opening with NBC affiliate in medium size market. Established list. Experience in media sales desired. Being a self-starter and a professional are key ingredients. Send resume to WTVO-TV, P.O. Box 470, Rockford, IL 61105.

HELP WANTED TECHNICAL

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

Assistant Chief Engineer: Immediate opening at Upstate New York Independent UHF. Must be a self starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, 360 East Ave., Rochester, N.Y. 14604. EOE.

Maintenance Engineer: Experience in state-of-the-art television and microwave E.N.G. systems. First class license, S.B.E. certified broadcast engineer with drivers license. Not entry level position. Equal Opportunity/Affirmative Action Employer. Send resume to Box M-39.

Major Market UHF independent needs a chief engineer. Must have UHF experience and good leadership ability. Send salary requirement and resume. Box M-11. EOE.

Excellent career growth opportunities exist for an experienced UHF television transmitter engineer. Background should include maintenance and operation of a UHF TV transmitter, microwave system, and studio equipment including cameras and 3/4" VTRs. FCC 1st Class License required. Please send resumes or direct inquiries to: Mr. Ansel Wayne Smith, Director of Engineering, Focus Broadcasting Company, Suite 1922, 875 N. Michigan, Chicago, IL 60611, 312-751-0785. EEO Employer.

Chief Engineer Sioux Falls-Mitchell, South Dakota KXON-TV. Call Gene Monday (605) 996-7501. EEO.

Maintenance Engineer live on beach in Southern California resort city. Good pay, excellent benefits, chance to advance. Resume to: Creative Broadcast Services, 6290 Sunset Blvd. Hollywood, CA 90028. Call: 213-467-8151.

Wanted: Person with EE degree or physics degree with 2 to 5 years of klystron design experience. Should have detailed technical understanding of the European and American television broadcast industries. Should have engineering management capability to assume responsibility for directing new klystron related product development. Should be capable of extensive world travel to implement new product lines. Salary: up to \$28,000. per year plus many fringe benefits. Send resume to Steven Thomas, 334 St. Paul Place, Baltimore, MD 21202.

Master Control Operating Engineer—Midwest Christian television station is accepting applications for the position of Master Control Operating Engineer. Experience with RCA TR600, TK46 and TK28 is preferred. Must have 2nd class FCC license. Send salary requirements and resume to Douglas W. Garlinger, Director of Engineering, WHMB-TV, P.O. Box 50250, Indianapolis, Indiana 46250. An Equal Opportunity Employer.

Operating Engineer needed. Savannah's CBS affiliate offers great opportunity to work in Historic Downtown and enjoy a mild winter along the beautiful beach. Very competitive salary, excellent benefits, advantages of major group broadcaster with a sound future. Requires videotape, camera, remote transmitter operation and operator maintenance experience. 1st phone required. For details contact LaVaughn Thompson, WTOG-TV, P.O. Box 8086 Savannah, Ga. 31412 or call 912-232-0127. EEO M/F.

The University of Alabama has an opening for an experienced TV maintenance person for its public broadcasting production center. Requires good trouble shooting and maintenance experience with studio and ENG camera, switching, recording (U-matic, 2 inch and quad) and editing equipment. This position has responsibility for maintenance of equipment and supervision of engineering personnel. In return we offer a creative and happy staff and generous benefits, including 22 days annual leave, 2-3 weeks of paid holidays, sick leave and retirement plans, tuition reduction for staff and dependents (after 3 years employment) and a schedule for which night and weekend hours are the exception, not the rule. The salary is \$18,000. For further details call Joe Stuckey, 205-348-6210. To apply send full resume to Employment Office, Box 6163, University, Alabama 35486. AA, EOE/MF.

Television Maintenance Engineer with 1st class license. Must have experience with 3/4" equipment. Advancement opportunities within broadcast group. Company paid benefits. Send resume to: WBOY-TV, P.O. Box 1590, Clarksburg, WV 26302 EOE.

Assistant Chief Engineer—Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employee.

Director of Engineering State ETV Network. Duties include direct supervision of staff of 28 operating 4 VHF, 1 UHF transmitters, one translator, 10 station microwave interconnection system, and a network origination center. Experience should include system design in addition to management of operation, maintenance and installation of production and transmission equipment. Salary \$23,452. Contact: Personnel, AETN, Box 1250, Conway, AR 72032.

HELP WANTED NEWS

Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. EOE. Send resume and tape immediately to: News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701.

KBTB-Denver is looking for producer for major weeknight newscast. Also, seeking a producer for noon show/weekend position. Two years' news producing experience required. Send tapes and resumes only to Tom Kirby, P.O. Box 5667, Denver, CO 80217. KBTB is an equal opportunity employer.

Aggressive Nightbeat reporter with two years ENG and live experience needed for top 50's market. If you're interested in working in a very competitive area near New York and Philadelphia for a salary in the mid to upper teens send tape, resume and salary history to: Patrick Dennis, News Director, WBRE-TV, 62 S. Franklin St., Wilkes-Barre PA 18773. EOE. Weather Communicator also needed who can take AccuWeather information and relate it to viewer. Opening in December. Tape and resume to Pat Dennis at above address. EOE.

Reporter. We have experts in economics, consumerism, health and the law... why not religion? We are a major market sunbelt station, and we want the best. Two years street experience only. Knowledge of the bible and various religions highly desirable. We want objectivity, so if you are not committed to spreading the word of god, forget it. Box M-79. EOE.

Anchor/Producer. Midwestern ABC affiliate seeks a writer as well as a communicator. We need an experienced and creative journalist with a strong grasp of production; and authoritative reporter with sharpened street sense; someone who wouldn't call a newscast a "show." Immediate opening. Call Dan French, News Director, WSJV-TV, South Bend-Elkhart, Indiana. 219-679-4545.

Reporters for Midwestern ABC affiliate where good reporting is appreciated and rewarded. Need sharpened street sense, excellent writing skills, good production understanding and an absolute commitment to journalism excellence. Immediate openings. Call Dan French, News Director, WSJV-TV, South Bend-Elkhart, Indiana. 219-679-4545.

Weather Anchor—Denver television station is looking for Weather Anchor for weekends and/or daytime news programming. Experience is a necessity, but a seal isn't. If you are interested in moving up to a top-20 market and living in one of America's most desirable cities, send your resume to Box M-89. An Equal Opportunity Employer M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

News Graphic Artist. Design and prepare newscast graphics, reporting to art director at desirable station in 10th market. Requirements: Degree in commercial art or equivalent, 3-5 years experience, minimum 1 year broadcast design. Send resume to: Box M-33.

P.M. Magazine Co-Host—No. 1 Station, top 50 market. E.O.E. If your experience with features stands out and you care about quality, send resume and videotape to Program Manager, WSAZ-TV, Box 2115, Huntington, WV 25701.

Producer/Writer WLBT-TV, Mississippi's number one television station is seeking a top flight Producer/Writer for our award winning program, Probe. Must be experienced in investigative reporting with through knowledge of ENG. Must be self starting, take charge person. Send tape and resume to Walter Saddler, News Director, WLBT-TV, Box 1712, Jackson, Mississippi 39205. No phone calls. An EOE employer.

Established cable TV service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network background most helpful. Forward salary requirements and resume to Box M-56.

National Cable Satellite pay TV service seeks experienced individual knowledgeable in TV film scheduling, inventory control, film operations, and operational details. Reply with salary requirements to Box M-84.

Commercial Producer with strong conceptual, production and editing skills, to work with sales staff and clients. Persons without hands-on experience need not apply. Send resume and current salary info to: Jim Waterbury, KTIV, P.O. Box 87, Sioux City, Iowa 51102. An EOE employer.

Sunbelt PM Magazine station looking for a female co-host with proven delivery and story producing abilities. We're not looking for just another pretty face. Applicant must have television news or magazine experience. Send resume to Box M-104.

Experienced producer/anchor will produce late evening news and co anchor weekends. Must have producing experience in a commercial operation. Equal Opportunity Employer. Reply to Box M-98.

Producer-Director capable of airwork needed for minority affairs series to air on an Alabama PTV Network. Experience in field and post-production essential. Working ability is helpful, as is B.A. in related field. This position is currently funded for one year. Salary \$12,220, plus full University benefits. Send resume to Employment Office, Box 6163, University, Alabama 35486. For further information call Judy Stone, 205-348-6210. Applications must be received by 5 PM November 23, 1981. AA, EOE/MF.

Oklahoma State University, Department of Agricultural Information, is presently accepting applications for Television Production Specialist. The incumbent should be skilled in movie or video tape photography and editing. The individual will match story line with script and video shots and will edit video tape. Minimum qualifications are a Bachelor's Degree and three years demonstrated skill in television news or documentary. Salary commensurate with education and experience. To receive full consideration, resume and samples of work should be received no later than December 1, 1981. Submit to: Charles N. Voyles, Agricultural Information Services, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Traffic Manager. Excellent opportunity in top 20 sun-belt market with network affiliated station; Experience with bias system preferred. Send resume to Box M-58.

SITUATIONS WANTED MANAGEMENT

General Manager with over 25 years experience in television. Leadership in all phases of operation with emphasis on sales, programming and news; a problem solver. Excellent background, outstanding industry references, proven track record. Box M-48.

P.D./Station Manager. 12 years Management. Excellent record. Outstanding, knowledgeable pro. 714-423-4144.

SITUATIONS WANTED TECHNICAL

Washington D.C. Area TV tech, 8 years' local experience, 1st phone, seeking metro D.C. position. Call Bill 703-521-7572.

College graduate, Communications degree, 1st Phone, References. Will relocate, want entry level job with good engineering dept. Box M-99.

SITUATIONS WANTED NEWS

Bureau Chief—Looking to move to news operation with room for a hard worker!!! Bureau work means digging. Let me put this to work for you. 813-988-6710.

Hands-On News Director/anchor seeks anchor or same position. Currently in medium market. Box M-49.

Experienced, hard-working, small market reporter looking for the right step up. Prefer Northwest or upper Midwest. Box M-61.

Words Tell 'Em... pictures show 'em. Experienced ENG videographer/editor seeks new challenge in your medium to major market news organization. Current and future opening inquiries welcome. Box M-62.

Energetic female searching for entry level position in sports reporting. Experienced in writing and production. Interested? Write/Call: Joan Petersen, 1939 Quincy Ave., Racine, Wisconsin 53403, 414-637-2721.

Sharp Looking TV Meteorologist college graduate seeking full time position in medium market. Communicates weather on interesting, personal level. Available early January. For resume, tape contact: Don Chilo 815-753-0631 Daily, 815-756-9101. Evenings, weekends.

Mature anchorman with vivid vocabulary that reflects real understanding and concern for our society. I also do solid street reporting and features that highlight the human side of reality. Box M-103.

Dynamic, experienced news director with several years service to the same company—seeking challenging, new opportunity. I'm a solid news director-producer on which to build an excellent news department. Reply Box M-87.

ALLIED FIELDS

HELP WANTED TECHNICAL

Unique Opportunities for executives/managers. Rapidly expanding national communications company specializing in new technology has openings for qualified persons experienced in Microwave Services, MDS, S.T.V., Cable T.V., Teletext, Program Development, Engineering and Marketing. Send resume, in strict confidence, including salary requirements to: Personnel Director Affiliated Communications Corporation, 3200 Expressway Drive South, Central Islip, New York 11722.

Chief Technician for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doren, Director of Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124. by December 1, 1981.

Faculty member to teach broadcast journalism beginning Fall, 1982. Candidates should have an M.A. (Ph.D. preferred), professional experience, and potential for scholarly research. Rank and salary dependent on qualifications. Send CV and have three letters of reference sent to Dr. A. L. Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, La. 70118. Deadline: December 31, 1981. Loyola University is an equal opportunity, affirmative action employer.

Assistant Professor to teach media writing, basic audio and television production and related undergraduate and graduate courses. Conduct Research. Ph.D. required. Salary \$16,000-\$18,000. Application deadline January 4, 1982. Send letter of application and vita to Dr. Gregg Phifer, Department of Communications, Florida State University, Tallahassee, FL, 32306. Florida State is an Equal Opportunity Affirmative Action Employer.

Radio-TV: Faculty position available in Fall, 1982 to teach courses in broadcast management, programming, and sales. Assistant or Associate Professor rank, 9-month tenure track appointment. Qualifications: For Associate Professor, applicant must have Ph.D. and significant professional experience in management/sales and evidence of successful teaching and research at the collegiate level. Evidence of publications in referred journals. For Assistant Professor: Ph.D. or equivalent with significant professional experience in management and sales. Salary competitive. Deadline for application: January 15, 1982. Send letter of application, Curriculum Vitae, and three letters of reference to: Dr. Sam Swan, Acting Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, Illinois 62901.

The Kiplinger Program in public affairs reporting invites applicants for its 1982-83 program, beginning Sept. 22, 1982, at The Ohio State University. Professionals with 2-5 years experience can earn a Master's degree in journalism. Substantial teaching associate-ship funds available. Write or call: The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH, 43210; or telephone 614-422-7438.

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 For Broadcast Equipment: Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Want to Buy CBS loudness meter. Contact Chris Hood at 412-921-4357 or 921-2911.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring. Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26" mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

Revox PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Harris 2.5KW transmitter FM. Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, quality Media, 800-241-7878. In GA call 404-324-1271.

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angienieux power zoom lens ... 25K 714-283-9355.

Telecline Specials! Phillips 35mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071—Int Cinema Mia.

**FOR SALE EQUIPMENT
CONTINUED**

Microwave Equipment. 2 Channels CARS Microwave. (2) MA12G TX, Rack MT W/PS. (3) MA12XC RX (2) 6' PARA, ANT., 400' ELL W/G, (2) PRESS kit (2) Dehydrator. New \$27,000. Best Offer. MCC, Inc., P.O. Box 232, Monticello, IL 61856. 217-762-9402.

For Sale: Tektronix 1480R Monitor, Opt 1, 520A Vectorscope 1405 TV Sideband Adapter. Less than 100 hours "on" time, 25% off catalog price. Call Tom Leung or Bob Gornick, CTS Corporation, 219-293-7511.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Outrageously Funny parody of "Night Before Xmas". Spoofs Radio, News, and everything else. Perfect Xmas audience pleaser! Specify complete show 8:23 or Drop-in format of 3 segments-Send \$10.00 to: Broadcast City, 1126 S. Big Bend, St. Louis, Mo. 63117.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-823-3733. Drawer 84, St. Petersburg, FL 33731.

Seeking stations to run ads on 50% commission of sales basis. Freetreck, Box 757, Detroit, Mich. 48206.

Public Domain Films. 60 features, 50 westerns, 30 shorts. Very best quality prints transferred to 3/4 inch. Meets all broadcast specs. Lowest prices. Call 612-435-6600.

RADIO PROGRAMMING

Photo Tips radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181, Domain Communications, Box 337, Wheaton, IL 60187.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO

Help Wanted Technical

CBS Radio

Systems Engineer

It's radio responsibility as you like it—AM, FM, FCC, microwave, 2-way communication, satellite distribution—virtually the whole spectrum of responsibility.

Your responsibilities would include: RF design and installation supervision of AM, FM, microwave and 2-way communication systems. Also project budget preparation and planning—including FCC applications. You'd be New York-based...with possible occasional travel to Washington and company station locations.

We require a BSEE, a minimum of 4 years experience and strong interpersonal skills. Plus the ability to integrate technical specifications into cogent written reports—some of which will be for FCC proceedings. Thus, we'd like some knowledge of FCC procedures. Familiarity with satellite distribution systems would be helpful.

We ask a lot, but also offer a lot—including excellent salary and comprehensive benefits. Please forward your resume/salary history in strict confidence to: Manager of Technical Recruitment, CBS Inc, 51 West 52 Street, New York, NY 10019.

CBS RAD

A Division of CBS Inc.

Men and Women of All Races Desired

Help Wanted News

NEWS DIRECTOR

WSNE Providence has an immediate opening for an on-air News Director. We're looking for someone who is aggressive with good management skills; good news judgment; good writing skills and a mature, dynamic on-air sound. Minimum 3 years radio news experience. EOE M/F.

Send aircheck & resume to:

Peter Mokover
WSNE Radio
111 Dorrance Street
Providence, R.I. 02903

Situations Wanted Announcers

TELEPHONE TALK PERSONALITY

One of radio's best. Mature, skilled, issue-oriented talkmaster; assertive but sensitive and humorous. 7 years talk experience; 20-plus all phases including Metro N.Y.C. and major network. Strong interviewer. Prefer East or NE but all offers considered. Phone 301/744-1583 or write Box M-108.

Situations Wanted News

Award Winning Sportscaster

Best Play-by-Play in California -- Football, Basketball, Baseball, Soccer ... Sports Director & Talk-host. Box M-83.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR/OPERATIONS MANAGER

For A.O.R., A/C or CHR formats. Experienced in all phases of the industry. Hard working, dedicated, community oriented, and is not a prima donna. Experienced with automated and non/automated stations. 1st class license holder. Will consider all serious offers from stations that offer stability and growth. Contact: Richard A. Pantaleo, 2211 Raymond Avenue, Latrobe, PA 15650. Phone: 412/539-0649 or 412/375-3662.

INTERVIEWER/TALK HOST

A seasoned but youthful professional with dynamic personality; asks the hard questions but is sensitive to varied subjects and guests. Network calibre. 801-266-3164 or 801-972-2915.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION Help Wanted Programing, Production, Others

PRODUCTION MANAGER

Major market independent station needs an experienced qualified Production Manager to handle on-air requirements and Commercial Production.

Reply in writing to: Box M-18.

EEO/MF

GRAPHIC DESIGN DIRECTOR

Progressive top 20 market seeking individual familiar with all phases of TV station's graphics needs: Advertising, news, sales, and commercial production with emphasis on advertising and promotion. Five years experience preferred. Will make equipment recommendations for immediate purchase and will supervise graphic designer and press operator. Conceptual ability a must. Salary, \$20's. Ideal position for assistant now working in large market. Send resume to

RICHARD W. ROBERTS
Corporate Personnel Director
WFLA INC.
905 East Jackson Street
Tampa, FL 33602
Equal opportunity employer M/F

ASSIGNMENT EDITOR

WCIV seeks Assignment Editor to manage day-to-day operations in a highly competitive market. On-air reporting is included. Sunny Southern Coastal living. Send tape and resume to Harry W. Bowman, WCIV-TV, P.O. Box 10866, Charleston, S.C. 29411.

An Equal Opportunity Employer

PRODUCER

Washington, D.C. affiliate of major communications company seeks an experienced Producer for weekly half-hour children's program. Will also assist in the production of other regularly scheduled programs, and one-time specials.

We require an extensive background in television production, as well as a working knowledge of field videotape and studio operations.

Salary commensurate with experience. Excellent benefits package offered. Please send resume with salary history in confidence to:

Box M-109
Equal Opportunity Employer M/F

POST- PRODUCTION SUPERVISOR

Programming supplier seeks post-Production supervisor. Responsibilities include personnel management & training; scheduling, quality control, client interface & participation in editing. Requirements are extensive knowledge in creative & technical aspects of the editing process & experience with CMS 340X editing, digital video effects & stereo/audio. Call or send resume to:

Joann Purcell
516-364-8450, ext 257
Cablevision
Program Services Co.
3 Media Crossways,
Woodbury, N.Y. 11797

Help Wanted News

TALENT-TALENT-TALENT

KPIX-TV, now the top-rated news in San Francisco, is recruiting top talent: Reporters, Secondary Anchors, Staff Writers. We're looking for special people—men and women with distinctive skills who want to be a part of a winning organization. Strong experience and a successful track record are required for consideration. Write, don't call, with a resume and tape to: Bill Applegate, News Director, KPIX-TV, San Francisco, CA 94111 E.O.E.

NEWS ANCHOR

Group-owned network affiliate is seeking experienced anchor to write and deliver interesting newscasts. We're a strong number one and planning to stay there. Send tape, resume and salary requirements to: News Director, WFIE-TV, Box 1414, Evansville, IN 47701. An Equal Opportunity Employer.

Top rated PM Magazine

In major southern market looking for top notch photographer editor. Video production and editing experience required. Write, call, or send tape to: Executive Producer, PM Magazine, P.O. Box 367, Columbia, SC, 29202. 803-799-1010. An Equal Opportunity Employer.

Help Wanted News Continued

WEATHER COMMUNICATOR

Top 20 market station searching for Weather Communicator or Meteorologist who can communicate. Environmental reports necessary. Our commitment includes color radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave units and live helicopter. Please send resume to Box M-101. E.E. M/F.

Help Wanted Technical

KTVV-TV Austin, Texas

Opening for Assistant Chief Engineer at a well-equipped, major group-owned television station in Austin, Texas. Duties include direct supervision of engineers at studio facility, master control operation, and maintenance. Room for advancement with salary commensurate to experience. Contact Bill Hutchison, Chief Engineer, KTVV-TV, P.O. Box 490, Austin, Texas 78767 or call collect 512-476-3636. Equal Opportunity Employer.

Due to Thanksgiving holidays Thurs. Nov. 26 and Fri. Nov. 27, the deadline for classified advertising for the Nov. 30 issue will be **Thursday, Nov. 19.**

Situations Wanted News

AWARD-WINNING FEATURE TEAM

One shoots and edits. The other writes and works as "talent." Both develop and produce unique, witty, entertaining features that are proven ADI boosters. Will consider going separately, but first see the tape. Box M-97.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Consultants

ED MULLINAX

"Experience Counts"

Broadcast/CATV Consultant

Sales
Appraisals
Rate Increases
Franchises

(404) 882-6119
P.O. Drawer 1649
LaGrange, Ga 30241

JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

Television Operations Systems Network Controllers

RCA American Communications, Inc. is in its 6th year of dynamic growth in the satellite communications industry. This growth offers career opportunities for Systems Network Controllers.

Responsibilities will include monitoring satellite video traffic, scheduling services, evaluate/resolve anomaly reports, implementing system restoration plans as required, and first-line customer contact.

Prefer technically-oriented individual with 3 to 5 years experience in video/audio, common carrier, or television broadcasting environment. This opening is located in our Vernon Valley, N.J. facility.

For prompt consideration, forward your resume and salary requirements to:

Mrs. Shirley Sasor, Box BL
RCA American Communications, Inc.
400 College Road East
Princeton, NJ 08540
(609) 734-4101

Equal Opportunity Employer

RCA



A Tradition On The Move!

**BROADCAST
CONSULTANTS**

P.O. Box 60, West Hartford, CT 06107

MEMORANDUM

**TO: GENERAL MANAGERS,
NEWS DIRECTORS AND
PRODUCERS
FROM: Bruce Williams - Director**

A Talent or Executive Search targeted to your specific requirements, carefully planned and smartly executed.

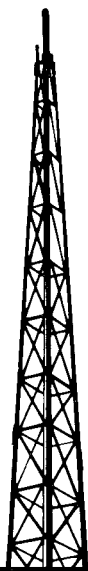
Sound expensive? It isn't!

Everyday BROADCAST CONSULTANTS is working with stations, in large and small markets, to provide them with the best talent in all areas of our industry.

If you're looking for the competitive edge in your marketplace, call us... We'll tell you more. 203-233-6291.

The Communications Consulting Firm That Does Complete Application Preparation!

Low Power Television



The Federal Communications Commission's Low Power Television service has attracted thousands of groups and individuals who have submitted over 5,000 applications to date, responding to the rare opportunity to own the communications medium that has fascinated an entire generation.

A Low Power TV Station is limited in coverage area, approximately a 12-15 mile radius, but free to originate programming to any extent they wish and inexpensive enough to appeal to entrepreneurs with modest resources.

The FCC says that "Low Power Television" broadcasting is the first new broadcast service considered by the Commission in 20 years.

Cost of construction is in a range of \$15,000 to \$150,000 and the cost of operation is up to the imagination of the license holder.

Low Power stations will be authorized on all TV channels, 2-69.

WHAT DOES EDWARD M. JOHNSON & ASSOCIATES DO?

Our communications consulting firm, with experienced multiple broadcast owners, engineers, lawyers, and strategists, has filed over 300 LPTV applications for clients for almost every state in the U.S.

We prepare all aspects of the clients application including computerized channel search, acquisition of tower site, preparation of financial, engineering, FAA, and legal exhibits, as well as all public notice requirements. Under normal conditions, our firm is able to prepare and file a low power television application within fifteen (15) days.



Edward M. Johnson & Associates, Inc.

Suite 450, One Regency Square, Knoxville, Tennessee 37915

[615] 521-6464

Washington, D.C. [202] 775-1802

Public Notice

PUBLIC NOTICE

KSCU-FM Santa Clara, CA—seeks construction permit to change frequency from 89.1 mhz to 103.3 mhz. Application filed February 1981. Applicant Paul Moore, PhD. Location: Swig Hall, Univ. of Santa Clara, CA. Public File address: P.O. Box 1207, Santa Clara, CA 95053.

Wanted To Buy Stations

WE'RE ACQUIRING!

AAA Investors, doctors, seek AM or FM broadcast properties in Northeast or South. Small to medium sized markets; all considered. All stations considered, regardless of financial condition. Profitable, bankrupt, or off the air. Our group seeks attractive owner financing. We are highly qualified buyers. We seek to buy several properties immediately. Please write in confidence with complete details.

Mr. Rod A. Callahan
924 Washington Road
Mt. Lebanon
Pittsburgh, PA 15228

For Sale Stations

AM-FM STATION

in Mid-West with 1M cash flow. Only financially qualified need respond to: Suite 1030, 1019 19th St., N.W., Washington, D.C. 20036.

Audience Research

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W Medium	Fulltime	\$1475K	Terms	Elliott Evers	(213) 366-2254
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S Metro	FM	\$1300K	\$780K	Bill Cate	(904) 893-6471
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MW Metro	AM/FM	\$3500K	\$1000K	Corky Cartwright	(303) 741-1020

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KS	FM	480K	Medium
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Ga. small mkt, FM, 160K
Missouri small mkt, AM-FM, 525K
NC. medium mkt, fulltime, 350K
Ohio, small mkt, AM-FM, 750K
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- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- Daytimer. Powerful big city in Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
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- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$820,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn. — AM — day. Near Nashville. \$290,000.
- FM Ark. — Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
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PUBLICITY & PROMOTION, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T434 RADIO PRODUCTION TECHNIQUES

, by Jack Hoffer. Here's an all-around book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio ... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use,

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T462 CATV PROGRAM ORIGATION AND PRODUCTION

, by Donald Schiller. For anyone currently operating or interested in starting a CATV system. This book explains how to produce effective audience-building programming and how to show an operating profit. Topics include developing and scheduling CATV shows, conducting market surveys, and how to meet FCC requirements. There's also a full chapter on how to manage a CATV programming department. Learn how to assess the most pertinent types of shows needed to attract a given audience. Both veteran cablecasters and those new to the field can benefit from the wide range of topics covered in this handy volume. 252 pages, 73 illus. **\$14.95**

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Fates & Fortunes

Media

William Taylor, chief executive officer, Affiliated Publications, Boston-based publisher of *Boston Globe* and owner of six AM and six FM stations, elected chairman, succeeding his father, William Davis Taylor, who retires at end of year.

Robert Lee, general manager, WTVM(TV) Columbus, Ga., elected VP of station's licensee, Western Broadcasting of Columbus.

David Donovan, VP-general manager, WGSO(AM)-WQUE(FM) New Orleans, joins UPI Audio Network, New York, as general manager.

Keith Moon, general manager, KSBW-TV Salinas, Calif., named president of licensee, Blair Broadcasting of California, wholly owned subsidiary of John Blair, New York. Moon will remain at KSBW.



McGuire

H. Ray McGuire, VP-general manager of WALA-TV Mobile, Ala., from 1963 to 1981 and most recently independent consultant for TV and cable, has retired after more than 40 years in broadcasting.

Charles Macatee, independent consultant, Washington, joins WLMD(AM) Laurel, Md., as executive VP-general

manager.

Robert Hartman, general manager, WFLD-TV Chicago, named VP-general manager.

Doug Auerbach, VP-sales, WFTL(AM)-WWJF(FM) Fort Lauderdale, Fla., named president and general manager.

Tom Eaton, regional VP, Post-Newsweek's WFSB(TV) Hartford, Conn., joins Connecticut Yankee Broadcasting, New London, as VP-general manager. Yankee is applicant for new UHF TV in New London.

Verners Ore, station manager, KSCS(FM) Fort Worth, joins KZLA-AM-FM Los Angeles as general manager.

Peter Locke, director of marketing, Comcast, cable division, Bala-Cynwyd, Pa., named general manager, Comcast Cablevision of Montgomery county, Pa.

Timothy Montgomery, national sales manager, WXKS-AM-FM Boston, joins WYYS(FM) Fairfield, Ohio, as acting general manager.

Bob Mayben, general manager, WKXC(FM) Chattanooga, joins WHIN(AM)-WWKX(FM) Gallatin, Tenn., in same capacity.

Jon VanHoogenstyn, sales manager, WFEA(AM) Manchester, N.H., named station manager.

Lee Buhr, sports director, KKOY(AM)-KQSM(FM) Chanute, Kan., joins KETR(FM) Commerce, Tex., as operations-production director.

Ted Garcia, advertising manager, creative services department, KMOX-TV St. Louis, joins non-commercial KCET(TV) there as director of operations.

Sharon Clark, district affiliate marketing manager, Showtime Entertainment, Dallas, joins Harte-Hanks as director of marketing, Harte-Hanks Cable, Houston area operations.

Patrick Lopker, director of corporate development, finance, Times Mirror Cable Television, Irvine, Calif., named assistant VP, corporate development.

Paul Sonkin, VP-affiliate research, ABC-TV, New York, elected VP-news and affiliate research. **Roy Rothstein**, director of audience research, elected VP-entertainment research, ABC-TV, Los Angeles.

Harold Christianson, VP, director of business affairs and controller, Metromedia, Secaucus, N.J., elected senior VP.

Advertising

Appointments, BBDO, New York: **Ted Newlin**, senior VP, director, to executive VP; **Alan Goldin**, media director, and **Alfred Sanno**, director of network programming, local, spot and broadcast services, to senior VP's; **Mark Battista**, assistant media director; **Jeff Fischgrund**, senior producer; **Peter Friedman**, executive producer; **Mike Hedge**, assistant media producer, and **Ed Pollack**, executive producer, to VP's.

Carmine Cicchino, executive VP of Ed Libov Associates, New York, elected chief executive officer following death of Founder-President Ed Libov (BROADCASTING, Nov. 9). **Avram Butensky**, senior VP, named chief operating officer; **Jack Gracian**, assistant to Libov, elected chief administrative officer, and **Sam Selig**, senior VP, finance, named chief financial officer.



Tintera

Glenn Tintera, executive VP-director of marketing, Psychological Associates, St. Louis, joins D'Arcy-MacManus & Masius there as executive VP-general manager.

Victoria Nelson, account supervisor, Needham, Harper & Steers, Chicago, elected VP.

Bruce Hoban, director of research and systems development, ABC Radio, New York, joins Cabletelevision Advertising Bureau there as director of research.

James Scully, executive VP and **Penelope Hawkéy**, **Ira Madris** and **Bruce Nelson**, senior VP's, McCann-Erickson, New York, named group creative directors.

Patricia Porter, account supervisor, Benton &

Bowles, New York, elected VP.

Elected VP's, Doyle Dane Bernbach, New York: **Bob Gill**, administrative manager; **Herb Jacobs**, **Bill Mattes** and **Chris Miller**, account supervisors.

Elected VP's, N W Ayer, New York: **Jeanne Chinard**, creative supervisor, and **Judith Laughren** and **Judith Leibman**, account supervisors.

Sid Brown, VP, sales, John Blair, Dallas, elected VP, office manager. **Thomas McKee**, assistant general counsel, Colt Industries, New York, joins John Blair there in same capacity.

Eve Frumkin, senior broadcast producer, McCann-Erickson, New York, joins Waring & LaRosa there as senior broadcast producer.

Jeri Sedlar, Needham, Harper & Steers, New York, named account supervisor.

Shari Reisman, research analyst, Petry, New York, named group research manager.

Mark Zapico, designer, communications graphics, Maritz Communications, Detroit, joins D'Arcy-MacManus & Masius there as art director. **Norman Simon**, graphic designer, Obata Design, St. Louis, joins DM&M there as associate art director for agency's Budweiser and Red Lobster Inns accounts.

AP Radio—The News Network



Wide World Network

Carol Craig, assistant producer, KRON-TV San Francisco, joins Peters Productions, San Diego, as sales development coordinator.

Robert Hebenstreit, research manager, Avery-Knodel, New York, joins Petry Television there as group research manager. **John Thomas**, sales and promotion director, KSTP-TV Minneapolis-St. Paul, joins Petry as account executive.

Clifford Matis, account executive, WCAU-FM Philadelphia, joins Blair Radio, New York, in same capacity. He replaces **Caroline Riley**, who moves to Chicago office.

John Howard, account executive, John Blair, New York, joins Bernard Howard & Co. there in same capacity.

Martin Steadman, VP-Midwest manager, H.R. Stone, New York-based rep firm, joins Major Market Radio Sales, Chicago, as account executive.

Rudy Taylor, sales manager, Top Market Television, San Francisco, joins Katz Television there as account executive.

Stuart de Lima, VP-media director, Horlick Levin Hodges, Los Angeles, joins USA Cable Network there as advertising sales manager, Western region.

Keefe Werner, account executive, Arbitron, New York, joins Independent TV Sales there in same capacity.

Nancy Barr, media buyer, Lord, Sullivan & Yoder, Marion, Ohio, named account executive.

Vicki Conklin, regional sales manager,

KSLM(AM)-KSKD(FM) Salem, Ore., joins The Tacher Co., Portland, Ore.-based rep firm, as account executive.

Lynn Feinman, VP-group account supervisor, Trout & Ries, New York, joins USA Cable Network, Glen Rock, N.J., as account executive.

Stephanie Mellone, traffic manager, WMMR(FM) Philadelphia, joins WCAU-FM there as advertising coordinator. **Daniel Smythe**, account executive, Transit America Philadelphia, joins WCAU in same capacity.

Gregg LeMiere, office manager, Group W, Atlanta, named general sales manager for Group W's KYW-TV Philadelphia.

David Plowden, VP-general manager, WRNW(FM) Briarcliff Manor, N.Y., joins KOME(FM) San Jose, Calif., as general sales manager.

Thomas Miller, television sales manager, WHP-TV Harrisburg, Pa., named general sales manager for WHP-AM-TV. **Bruce Holcombe**, television sales, succeeds Miller.

Joe Cooper, local sales manager KFDM-TV Beaumont, Tex., named general sales manager.

Steve McDonald, from sales department of WTVD(TV) Raleigh, N.C., joins KVUE-TV Austin, Tex., as national sales manager.

Jack McGurk, account executive, WWSH(FM) Philadelphia, named local sales manager.

Christine Sams, co-op director, WBNS-AM-FM Columbus, Ohio, joins WRFD(AM) there as local sales manager.

Maureen Knorr, senior account executive, WLEQ(FM) Fort Meyers, Fla., named local sales manager. **Brenda Hawkins**, account executive, WLEQ, named client services manager.

Catherine McFarlane, national sales manager, KBPI(FM) Denver, joins KPKE(FM) there as sales manager.

Louise Crawford, local sales manager, WHBQ(AM) Memphis, joins KBPI(FM) Denver in same capacity.

Paul Fey, broadcast director, Hughes Advertising, St. Louis, joins KMOX-TV there as manager of advertising.

Kelly Williams, advertising sales representative, *Columbia (Mo.) Missourian*, joins WRC(AM) Washington as sales promotion administrator.

Jack Mulderrig, VP-national sales manager, Katz, New York, joins WNUJ-TV Linden, N.J., as director of marketing.

Stan Elgart, account executive, WWSH(FM) Philadelphia, joins RKO Radio Sales there as sales representative.

Diana Yamada, eastern sales manager, Radio Advertising Representatives, New York, named account executive WABC(AM) there.

Claudia Cole, assistant research director, WDIV(TV) Detroit, named to newly created position of retail coordinator. **Mary Ann Courtright**, sales assistant, WDIV, named research assistant. **Joseph Kreder**, account executive, WABX(FM) Detroit, joins WDIV in same capacity.

Cindy Kerofsky, sales representative, WZZC(FM) East Moline, Ill., joins WQUA(AM) Moline as account executive-account specialist.

Victoria Forbes, assistant account executive, Foley MacQueen Sheinfeld, Philadelphia, joins KYW(AM) there as account executive.

Programing



Law

Alexander Law, VP-general manager, WYNY(FM) New York, named VP-programing for parent, NBC Radio Stations.

John C. Ranck, senior VP, director of sales, Lexington Broadcast Services, New York, elected executive VP for both advertiser and station sales. **Milt Strasser**, head of own

independent TV rep firm, New York, joins Lexington as manager of station sales.

Penny Price, producer, *NBC Magazine*, New York, joins 20th-Century Fox, Los Angeles, as director of development, daytime, syndication and pay TV programs.

Appointments, CBS Entertainment, Los Angeles: **Lawrence Jones**, assistant general counsel, Ringling Brothers-Barnum & Bailey Combined Shows, to associate director, business affairs, talent and program negotiations; **Douglas Bergmann**, assistant director of planning, business affairs, to talent and program negotiator, business affairs; **Hugh Del Regno**, director of finance, noncommercial KCET(TV) Los Angeles, to controller.

Lin Bolen, head of own production company, in New York, joins Intermedia Entertainment, newly formed independent production company, as VP-creative affairs. Bolen will alternate between New York and Culver City, Calif., offices.

Marshal Backlar, director for dramatic series development, ABC-TV, Los Angeles, joins Gloria Monty Productions there as VP-development.

Alyce Finell, president of L'Etoile Productions, New York, joins Hearst/ABC/Video Services as director of development and supervising producer for new *Daytime* cable TV network. **Ellen Abrams**, writer for ABC-TV's *Good Morning America*, joins *Daytime* as producer. **Andrea Girard-Levis**, New York public relations and broadcast consultant, joins *Daytime* as talent coordinator.

Peter Michaelson, account supervisor, Ted Bates, New York, joins Rainbow Programing Services there as director of marketing.

Andrea Black, researcher, Whitney Communications, New York, joins Nickelodeon there as manager, program operations.

Diane Latore, assistant director of creative services, WABC(AM) New York, named director of creative services.

George Sepulveda, air personality-music director, KATY(AM) San Luis Obispo, Calif., joins KKIQ(FM) Livermore, Calif., as production manager-afternoon air personality. **Shelley Adams**, weekend air personality KEZR(FM) San Jose, Calif., joins KKIQ as music director-air personality.

John Flanders, meteorologist, WTHR(TV) Indianapolis, joins WPRI-TV Providence, R.I., in

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same capacity.

Lester Strong, special projects manager, WSB-TV Atlanta, named executive producer.

Varley Smith, director, film and video production center, Capitol Records, Hollywood, joins VHD Programs there as executive producer.

Travis Edenfield, marketing manager, Walt Disney World, Orlando, Fla., joins ON TV, Fort Lauderdale-Miami, as director of marketing.

Suzanne Larimer, researcher-writer, Jameson Broadcast, Columbus, Ohio, radio syndication firm, named production manager.

Jim Van Sickle, management consultant, Midwest, TM Programing, Dallas, named general sales manager. **Richie Allen**, sales manager, KFJZ(AM)-KEGL(FM) Fort Worth, joins TM Programing as management sales consultant.

Keith Andre, VP-radio, Black Hawk Broadcasting, Waterloo, Iowa, joins Pro Farmer Audio, Cedar Falls, Iowa-based supplier of farm market commentaries, as executive director.

Bob Agnew, managing editor, KCBS(AM) San Francisco, named associate director of programing. **Ed Cavagnaro**, associate managing editor, succeeds Agnew.

William Lamb, senior VP, EET Interprises, program syndication subsidiary of noncommercial WNET(TV) New York, named director of program development and marketing, national division.

Appointments, *PM Magazine*, WQVM-TV Washington: **David Ward**, producer, *PM Magazine*, KUTV(TV) Salt Lake City, to departments producer; **James Cummins**, writer-producer, WRC-TV Washington, to stories producer; **Robin Sestero**, assistant producer for public affairs, Maryland Center for Public Broadcasting, Owings Mills, Md., to associate producer, production coordinator; **Steve Douglas**, news director, WSAI-FM Cincinnati, to host.

Christine Minor, freelance producer, WPTV(TV) West Palm Beach, Fla., joins noncommercial WPBT-TV Miami as associate producer.

Ronald Meyer, independent producer, joins noncommercial KPTS(TV) Hutchinson, Kan., as senior producer.

Robert Woodruff, executive producer, WXYZ-TV Detroit, named executive producer-creative director.

Tony Rudel, producer, WQXR-AM-FM New York, named associate program director.

Bill Martin, production manager, WLYH-TV Lebanon, Pa., joins WMUR-TV Manchester, N.H., in same capacity.

Mark Burnette, producer-director, WXEX-TV Richmond, Va., joins WIS-TV Columbia, S.C., in same capacity.

Sue Carter, air personality, WWJ-FM Detroit, joins WXYZ(AM) there in same capacity. **Jerry Whitman**, air personality, WJR-FM Detroit, joins WXYZ in same capacity.

Wes Goforth, sports anchor-reporter, KMBC-TV Kansas City, Mo., joins WGR-TV Buffalo, N.Y., in same capacity.

David Russell, associate farm service director, WRFD(AM) Columbus, Ohio, joins WOWO(AM) Fort Wayne, Ind., as farm service director.

Jonathan Green, air personality, WDAE(AM)

Tampa, Fla., joins WZUU-FM Milwaukee in same capacity.

News and Public Affairs

Edward Pile, senior editor, KFVB(AM) Los Angeles, named news director.

Steve Winer, news editor, WHDH(AM) Boston, joins WNLK(AM)-WLYQ(FM) Norwalk, Conn., as news director.

Jay Hasting, news director, WKXC(FM) Chattanooga, joins WHIN(AM) Gallatin, Tenn., in same capacity.

Kenneth Srgan, news director, WBNG-TV Binghamton, N.Y., joins WPTF-TV Raleigh, N.C., in same capacity.

Wayne Lynch, reporter-anchor WMAR-TV Baltimore, named executive news producer.

Appointments, news department, WVUE(TV) New Orleans: **Joe Duke**, news reporter, to weekday assignment editor; **Louis Manito**, weekend news producer, to weekday news producer; **Cari Weiss**, assignment editor, Independent Television News, New York, to WVUE as weekend news producer; **Ed Eubanks**, reporter, to weekend anchor.

Dave Douglas, reporter-anchor, WLTX(TV) Columbia, S.C., joins Cable News Network, Atlanta, as reporter.

Liz McDaniel, anchor-producer, 6 p.m. news, KCEN-TV Temple, Tex., joins KVUE-TV Austin, Tex., as weekend anchor.

Todd Ulrich, news anchor, reporter, WBRE-TV

Wilkes-Barre, Pa., joins WHP-TV Harrisburg, Pa., as weekend anchor, reporter. **Tony Romeo**, reporter, WLYH-TV Lancaster, Pa., joins WHP-AM-TV in same capacity. **John Anthony**, sports reporter-anchor, WKXO-TV Kalamazoo, Mich., joins WHP-AM-TV in same capacity.

Laura Diaz, Santa Maria, Calif., bureau chief, KSBY-TV San Luis Obispo, Calif., named co-anchor, 11 p.m. weeknight news. **Rebecca Felig**, reporter, KSBY-TV, named weather reporter.

Rob Seide, reporter-anchor, WFMZ-TV Allentown, Pa., joins WLYH-TV Lebanon, Pa., as reporter.

Frank Warlick, anchor, KTAR(AM) Phoenix, joins KSFD-FM San Diego as financial reporter-news director.

Ruth Ann Leach, weekend co-anchor, WTVF(TV) Nashville, named weeknight co-anchor.

Mary Beth Zolik, morning news anchor, WSPD(AM) Toledo, Ohio, joins WHND(AM) Birmingham, Mich.-WMJC(FM) Monroe, Mich., as midday anchor, public affairs producer.

Diana Williams, reporter, WSOC-TV Charlotte, N.C., joins WBTB(TV) there as weekend anchor.

Donna Marie Kessler, newscaster-reporter, WGBB(AM) Freeport, N.Y., joins WTAJ-TV Altoona, Pa., as news photographer-editor.

John Samples, producer-reporter, WFYI(TV) Indianapolis, named public affairs manager.

Claudette Sims, director of community services, KTRK-TV Houston, named manager, community services.

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.

BRIGHT BLUE is Adult Contemporary or MOR.

SONSHINE brings you MOR Christian programming.

TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call Dick Denham person-to-person collect at (901) 320-4433.

WILLIAM B. TANNER COMPANY, INC.

Rosemary Chu Curley, producer, KTVU(FM) San Francisco, named assistant community affairs director.

Sandra McNabb, on-air personality, WHNT-TV Huntsville, Ala., named director of community affairs.

Technology



Thompson

H. Brian Thompson, president, Subscription Television of America, Washington, joins MCI there as senior VP.

George Arneson, head of own management consulting firm, Kansas City, Mo., joins Integrated Technology, supplier of broadcast newsroom computer management systems, there as president and

director.

Jerry Wade, recording engineer, Sound Smith Recording Studios, Indianapolis, joins Telex, Minneapolis, as product manager.

Daniel Fili, logic design engineer, Honeywell, Covina, Calif., joins Conrac there as product specialist.

Bhaskar Pant, product specialist, Grass Valley Group, Amsterdam, the Netherlands, named senior sales engineer, Tektronix video products, New York.

James Pagliaro Jr., manager, market development, Eastern U.S., Panasonic, Secaucus, N.J., named marketing development manager, video systems division.

Colette Eisele, partner, Kessler & Eisele Advertising, Los Angeles, joins Compact Video there as advertising manager.

Robert Pellino, Midwest regional sales manager, Ampex, magnetic tape division, Redwood City, Calif., named Western area sales manager.

Pat Smith, manager of marketing, L-W International, Woodland Hills, Calif., joins Vlahos-Gottschalk Research, Reseda, Calif.-based manufacturer of image compositing devices, as sales manager.

Greg Buzzell, engineering director, WMTV(TV) Madison, Wis., named chief engineer, succeeding Elmer Weisensel, who will continue to serve station as senior engineering consultant.

Jerry Dixon, staff engineer, Taft Broadcasting Co.'s WKRC-TV Cincinnati, joins co-owned WTVN-TV Columbus, Ohio, as chief engineer.

Jerome Miller, supervisor, WCCO-FM Minneapolis-St. Paul, named chief engineer.

William Riker, manager of engineering, Showtime, New York, named director of engineering.

Geoffrey Mendenhall, engineering manager, FM products, Broadcast Electronics, Quincy, Mass., named VP-engineering.

James O'Neill, president, general manager, WRPT(AM)-WMDK(FM) Peterborough, N.H., joins Blairsat, New York, as VP-marketing director.

Burton Mahoney, threading tools division, TRW, New Haven, Conn., joins Times Fiber Communications, Wallingford, Conn., as direc-

tor of management information services. **C. Dean Taylor**, director of marketing, Scientific Atlanta, Phoenix, joins Times Fiber as product line manager, coaxial cable systems, CATV division.

Valerie Weinstein, programmer-analyst, ACS Data Services, Nashville, to Jefferson in same capacity.

Aaron James, tape operator, WREG-TV Memphis, named supervisor of videotape operations there.

Mike Birdsill, Moseley Associates, Goleta, Calif., joins KUDE(AM)-KJFM(FM) Oceanside, Calif., as chief engineer.

Timothy Naddy, sales engineer, GTE, Santa Monica, Calif., joins Harris Corp., satellite communications division, as account executive.

Promotion and PR

Rosemarie Gulley, reporter, WLS-TV Chicago, named director of community relations.

Adele Abrams, coordinator, advertising marketing division, defunct *The Washington Star*, Washington, joins WRC(AM) there as administrator of program promotion and commercial production.

Diana Fredel, promotion assistant, WPLG(TV) Miami, named writer-producer, promotion department.

Vivi St. Amand, promotion manager, KSBY-TV San Luis Obispo, Calif., named director of programing and promotion. **Madeline Palasewski**, creative services director, KSBY-TV, named promotion coordinator.

Anne Birch, writer-producer, WCCO-TV Minneapolis, named assistant promotion manager.

Wendolyn Morton, public relations coordinator, Designgroup, Dayton, Ohio, joins WKBF-TV there as promotion assistant.

Michele Stein, intern, WTAE(AM) Pittsburgh, joins WLEQ(FM) Fort Meyers, Fla., as promotion assistant.

Linda Rutherford, traffic and promotion director, KETR(FM) Commerce, Tex., named promotion/community relations director.

Appointments, Hill & Knowlton, Chicago: **Kathleen Connelly**, **Joan Krga**, **Louis Williams**, VP's, named senior VP's; **Lawrence Walsh**, public affairs department, Gannett satellite information network, Washington, joins Hill & Knowlton, Chicago, as account executive; **Neal Gregory**, information policy liaison, Committee on House Administration, U.S. Congress, Washington, joins Hill & Knowlton there as director of government relations; **Susan Wright**, public affairs anchor, noncommercial KUHT(TV) Houston, and **Sherry Helms**, recent graduate, University of Houston, join Hill & Knowlton there as assistant account executives.

Edward Menninger, public relations director, Sears, Roebuck, New York, joins Burson Marsteller there as VP-senior counselor.

Edward Collins, public relations director, Society of the Plastics Industry, New York, joins Lars & Associates, Hibernia, N.J., as VP, public relations.

Pamela Koltz, promotion assistant, WLS(AM) Chicago, joins WCFL(AM) there in same capacity.

Marcia Burns, from Peter Mayer Advertising, New Orleans, joins WWL(AM)-WAJY(FM) there as assistant promotion director/radio.

Keris Dalkiewicz, with KESQ-TV Palm Springs, Calif., named promotion and public service director.

Debra Grobman, public service coordinator, KSMA(AM) Santa Maria, Calif., joins KCOY-TV there as assistant promotion director.

Pat Rial, traffic manager of WMUR-TV Manchester, N.H., named traffic-promotion manager.

Allied Fields

Len Hensel, director of broadcast relations, Broadcast Music Inc., Nashville, elected VP.

Thomas O'Connell, manager, J. Walter Thompson, Dallas, joins Tricom Industries, Dallas-based communications consulting firm, as president.

Frederick Barber, VP-general manager, WSB-TV Atlanta, elected secretary, board of governors, ABC-TV Affiliates Association, filling unexpired term of Alan Perris, who resigned after taking position as head of corporate development program, Post-Newsweek stations.

Charles Wright, president-general manager, WBYS-AM-FM, Canton, Ill., elected director emeritus, Illinois Broadcasters Association.

Richard Swift, partner, Dow, Lohnes & Albertson, Washington, forms new partnership with John Tierney, Tierney & Swift, there.

Don Bouloukos, VP-general manager, WLS-AM-FM Chicago, elected president, Radio Broadcasters of Chicagoland, group of Chicago-area radio general managers.

Steve Shannon, general manager, KCMO(AM)-KCEZ(FM) Kansas City, Mo., elected president, Missouri Broadcasters Association.

Thomas Patterson, director of field operations, National Cable Television Association, Washington, named special assistant to executive VP, James Mooney.

Deaths

Stephen Clifford, 53, assistant director of communications, ABC, New York, died Nov. 8 at Westchester Square hospital, Bronx, of carcinoma of the colon. He is survived by three brothers.

Howard Langdon Tullis, 64, founder of Tullis Advertising, Los Angeles, and owner-operator of KFXM(AM) San Bernardino Calif., and co-owned KDUO(FM) Riverside, Calif., died of heart attack Oct. 29, while on vacation in Hawaii. He is survived by his wife, Ruth, and sister.

Lee Little, 79, former owner of KTUC(AM) Tucson, Ariz., and producer of *Professor Quiz* on CBS Radio in 1940's, died Aug. 27 in Tucson of cancer. He is survived by wife, Lou, and brother, Donald Little of Decatur, Ill.

Charlie Kearns, 57, sports director, WKTY(AM) La Crosse, Wis., died Oct. 27 of complications following series of strokes. Kearns is survived by his wife, La Vonne, and three children. Mike Kearns, son, succeeds his father as play-by-play announcer for WKTY.

Profile

RCA's Gene Murphy: steering a course for satellites

As anyone who follows current business trends knows, satellite communications is one of the fastest growing industries of the decade. Technological developments are occurring at such a rapid pace that new products are almost obsolete by the time they hit the marketplace.

That RCA Corp. is preparing to play a significant role in the future of satellite communications was indicated earlier this year when it realigned two of its operating companies—RCA Americom and RCA Global Communications—under the direction of a newly formed subsidiary, RCA Communications Inc. Also falling under the RCA Communications banner is another recently created company, RCA Network Services Inc., which, with a little help from the deregulatory movement currently thriving in Washington, will be responsible for developing new domestic telecommunications services as well as for RCA's corporate communications network.

The man in charge of all this activity is the one who formulated the proposal for the realignment, which was put into effect in February—Eugene F. Murphy, group vice president of RCA Corp., and president of RCA Communications.

And planning for the future is exactly what Gene Murphy's job is all about. "Long-term thinking is indeed the primary priority within RCA Communications," he says. "We've seen fundamental changes in the operating environment of the communications industry over the last several years." In addition to the changes in the political atmosphere, which occurred almost overnight with the election of Ronald Reagan to the Presidency, Murphy points to the dramatic increase in competition that the communications industry has seen—added players who seek to take advantage of the multiplicity of technological breakthroughs.

Murphy's career with RCA began in 1964 when he joined RCA Globecom as an attorney. His interest in the communications industry was first aroused, however, when Congress started work on what was to become the Communications Satellite Act of 1962 that gave birth to Comsat. He became interested in the technology and followed the legislation in conjunction with his graduate degree program in international law at Georgetown University. "I got to know a number of people in the industry," he said, and when a position became available at RCA Globecom a while later, he took it.



Eugene Francis Murphy—group vice president, RCA Corp. and president and chief executive officer, RCA Communications Inc. b. Feb. 24, 1936; Flushing, N.Y.; BA, Fordham University, 1956; bachelor of laws, Fordham, 1959; U.S. Marines, 1961-62; executive management trainee, N.Y. Telephone Co. 1961-62; attorney, Metropolitan Life Insurance Co., 1962; Central Intelligence Agency, general counsel's office, 1962-64; master of laws degree, Georgetown University, 1964; attorney, RCA Globecom, 1964-67; senior counsel, 1967-68; general attorney, 1968-69; vice president and general attorney, 1969-71; vice president and general counsel, 1971-72; executive vice president, operations, 1972-75; president and chief operating officer, 1975-81; present position since February 1981. m. Mary Cullen, 1960; children—Eugene Paul, 21; Terrance, 19; Mary Kerry, 18; Colleen, 17; Thomas, 16; John, 13; Timothy, 1; Michael, 1.

Five years after joining the company, in 1969, Murphy was elected vice president and general counsel. A year later, he was elected executive vice president, operations, with responsibility for Globecom's worldwide satellite, cable and radio operations, government leased channels, regulatory affairs, network management and administration of district operating offices. He became president and chief operating officer of Globecom in January of 1975. RCA Globecom is an international carrier which provides, among other things, voice/data and leased channel services.

Of the three operating companies under Murphy's command, the one grabbing most of the headlines currently is RCA Americom, with its auctioning last week of seven transponders, a controversial move that is contingent upon FCC acceptance of an RCA-filed tariff providing for that method of allocation. The tariff is

scheduled to go into effect on Jan. 15, 1982, and if the commission takes no action on it at all, it would become effective automatically. However, with 17 petitions on file opposing the tariff-auctioning process, the likelihood is great that the commission will address the issue in one form or another before the effective date. As to the outcome, Murphy is unwilling to speculate, other than to say that the company is "hopeful" that the decision will be favorable.

Assuming that all of the winning bidders come up with the money, RCA stands to gain about \$90 million in revenues from the auctioning of the seven transponders—\$20 million more than if it had leased them on a first-come-first-served basis.

Murphy adamantly defends the auctioning process, however, and RCA's right to collect the added premium. The process is "fair and objective," he suggests. "It seems clear that the carrier really is entitled to retain that premium and that it's in the public interest to do so." Murphy makes that claim on the basis of RCA's pioneering contribution to the domestic satellite business as well as the fact that the proceeds will be reinvested toward the development of additional and possibly more sophisticated satellites. In the past, he notes, "We've seen many speculators gain the benefit of any premiums ... money not being reinvested in the communications industry."

Murphy does take credit for the idea to combine the RCA operating communications companies into one group. "I think the need for RCA to better organize itself in the new environment we're seeing coming into the 80's was recognized by a number of people. And I formulated the proposal which was reviewed in depth by the responsible people within the RCA corporation."

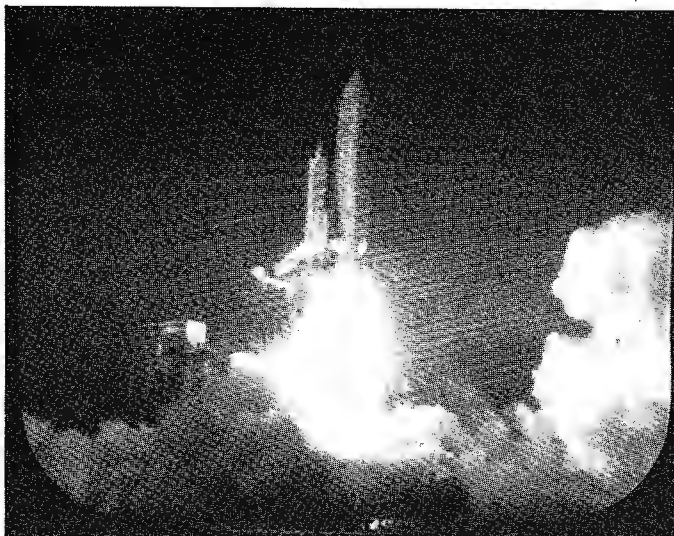
Murphy reports directly to William Hittinger, executive vice president, RCA Corp., responsible for communications, RCA Laboratories, patents, licensing and international operations. Hittinger, in turn, reports to RCA Chairman Thornton Bradshaw.

Of RCA Americom's direct broadcast satellite applications, Murphy says, "we have put together a very formidable proposal," which has generated a lot of interest from the industry.

Murphy spends a lot of time in Washington, confronting regulatory issues head on, which, he says, in the communications business, "is vital." Over the past several years he has testified before congressional committees on numerous occasions and also coordinated activities concerning the FCC and the National Telecommunications and Information Administration.

FCC's proper mandate from Communications Act is to insure **efficient use of spectrum**, not promulgate social regulations. FCC Commissioner **Mimi Dawson** told Oregon Association of Broadcasters last week. In maiden speech as commissioner, Dawson said that "placing social engineering above technical engineering may make us new friends in the short run but will come back to haunt us in the long run." To insure that FCC isn't prejudging policy decisions with obsolete technical standards, however, Dawson said commission should re-examine its Grade B contour and objectional interference standards. Dawson added that it was "imperative" that FCC hamper technological development as little as possible. "This is why regulation is so dangerous," she said. "Free competition will spur technological development but regulation that has fallen behind technology can do nothing but impede development."

CBS News photo



Broadcasters were back at Cape Canaveral last Thursday (Nov. 12) for **live coverage of second launch of space shuttle, Columbia**, with remotes from Mission Control in Houston and elsewhere and expertise from past and present astronauts ranging from Senator Harrison Schmitt (R-N.M.) to Bonnie Dunbar. Both ABC's *Good Morning America* and NBC's *Today* originated from Cape; continuous coverage on both networks ran 7 a.m.-noon (NYT). CBS began live there at 6 a.m., later switched back to New York for *Morning with Charles Kuralt and Diane Sawyer* (with frequent shuttle reports), then back to Cape through 10:40 a.m. Cable News Network began coverage earlier, with live inserts starting at 3 a.m., then continuous from 5 a.m. to 11 a.m. Radio coverage, aside from regular news reports and specials, included Mutual Broadcasting System's 40-50 planned live updates from lift-off to landing (at press time mission was scheduled to end Saturday afternoon); UPI Audio's 44 three-minute "space features" begun Oct. 31; AP Radio's hourly updates, and RKO Radio Networks 10 bulletins.

House Subcommittee on Courts, Civil Liberties and Administration of Justice met Thursday (Nov. 12) for informal briefing on **cable copyright agreement** being negotiated by National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America. Parties **appeared to have reached stalemate in negotiations last week**, primarily over transition period demanded by NCTA board of directors, but also, according to NCTA spokesman, over must-carry rules. NAB wants assurances that stations not initially protected by must-carry but later gaining enough viewership to qualify will be guaranteed carriage on local cable system. Although NAB and MPAA want transition period of "about a month," NCTA reportedly wants something closer to two years.

Subcommittee, which tentatively plans hearing on agreement during second week of December, and markup shortly thereafter, may end up resolving differences. Meanwhile, NCTA President Thomas Wheeler plans to hold closed-circuit teleconference this Friday (Nov. 20) to advise cable operators on merits of agreement. Conference will air from 4 to 5 p.m. on Satcom I, transponder 21.

Call for opposition to UNESCO's effort to establish so-called "**New World Information Order**" voiced Friday (Nov. 13) by **Corydon B. Dunham**, executive VP and general counsel of NBC. He spoke at Washington workshop on issues in international information co-sponsored by American Bar Association's Section on International Law, Georgetown University's International Law Institute and The Media Institute. Dunham said that UNESCO's plan embodied ominous proposals that would tighten government control and censorship of news around world. He also noted that "television's own powerful technology makes it vulnerable to government control. Cameras must be permitted into the country. Uplinks for satellite transmissions must be permitted out. Because TV technology is hardware intensive and requires government-allocated spectrum it is easier for governments to get hold of television." Dunham further pointed out that governments everywhere view electronic transmissions as different from printed word. "Even in this country," he said, "government has no reluctance to regulate television and even new forms of electronic news transmissions that do not use the spectrum and have no elements of scarcity."

RCA Americom's **Satcom III-R**, replacement satellite for ill-fated Satcom III, is **set for launch** from Cape Canaveral, Fla., by NASA Thursday (Nov. 19) at 8:30 p.m. NYT. NASA's television coverage of blast-off will be distributed to interested cable systems and broadcast stations via Satcom I, transponder 16, courtesy of Christian Media Network. Cable programmers on Satcom I will move to Satcom III-R when it becomes operational in December, making it new Cable Net One. Satcom III was lost in space shortly after its launch from same site in December 1979.

MGM is seeking \$100 million in damages related to its \$380-million purchase of United Artists from Transamerica. Suit filed in Los Angeles Superior Court by MGM charges fraud and deception by Transamerica with regard to tax credits buyer claims belong to United Artists. Transamerica said tax issues have been focus of continuing dispute with MGM, and that it will "now be pursuing our remedies in court."

Home Box Office's suit against Advanced Consumer Technology has resulted in grant of permanent injunction against alleged signal pirates. HBO had already secured temporary injunction and was awarded \$10,000. ACT was fined for violating temporary injunction. In issuing permanent injunction prohibiting sale and advertising of devices to intercept HBO signal, U.S. District Judge Abraham Sofaer in New York said "attempt by defendants to exploit a television service offered by plaintiff" violated Section 605 of Communications Act.

NBC last Thursday (Nov. 12) became second commercial TV network to demonstrate its experimentation with **teletext information services**, with introduction to news media in Los Angeles of *Tempo NBC Los Angeles*, 80-page electronic magazine broadcast by network O&O KNBC(TV). Magazine, which began broadcasting last month, is similar in style and make-up to those transmitted by CBS O&O KNXT(TV) and non-commercial KCET(TV), both Los Angeles, since last April. According to project director Robert Geline, Antiope-based test is in cooperation with KNXT and KCET and co-financed by NBC and CBS. About 100 test homes will be selected during December to monitor and use three magazines beginning in January 1982. NBC-TV Network President Raymond J. Timothy told

news conference, "It was the [NBC] affiliates that first piqued our interest in teletext technology." Network launched experiment, he added, "to find out whether or not there might be a business there for us, and for them."

□ **Knight-Ridder** announced agreement with **Capital Cities** Communications which may lead to formation of **joint venture to provide videotext services** in Kansas City, Mo., and Fort Worth, where Capital Cities publishes daily newspapers (*Kansas City Star/Times* and [Fort Worth] *Star-Telegram*). Initially, agreement calls for sharing of market data derived from Knight-Ridder-AT&T videotext experiment (known as Viewtron) in Coral Gables, Fla., and larger market test scheduled to begin in south Florida in 1983. If results of 1983 Viewtron test are "positive," two companies will go ahead with plans for Kansas City and Fort Worth markets. Announcement came two weeks after Knight-Ridder announced similar arrangement with Affiliated Publications, publisher of *Boston Globe*, to provide videotext services to Boston.

□ **NBC** will be among some 200 exhibitors at **Western Cable Show** next month. It will have two booths and two reasons for being there. NBC Enterprises will be there to sell old network programming to cable operators. According to spokesman Curt Block, NBC itself will be there to "observe what's going on in cable." Network wants to be fully informed before it makes leap into cable, he said.

□ **Gaylord Broadcasting Co.**, group station owner, through its Gaylord Production Co. subsidiary, **has acquired Yongestreet Productions**, producer of widely syndicated *Hee Haw* series, and its library of 352 one-hour shows for undisclosed sum. Alan D. Courtney, president, and other key Yongestreet personnel will continue in present roles, and Courtney also becomes president of Gaylord's TV entertainment division. Elmo Williams, executive VP of Gaylord Productions, becomes president of Gaylord motion picture division and continues in charge of all Gaylord production.

□ **Public television broadcasters** this week begin discussing development of four-plan for **Public Broadcasting Service** during FY 1983-86. In series of regional meetings, PBS President Lawrence Grossman will discuss with members which direction PBS should take to meet reduction in federal funding and maintain services provided by PBS to stations. Among proposals broadcasters will consider are models for station funding of PBS services. Broadcasters will also be asked to take look at various services provided and decide if any should be added or eliminated and determine ways to compete with growing competition from cable and other programming services. Grossman will hold four regional meetings—Nov. 18 in Atlanta; Nov. 19, Phoenix; Nov. 23, Washington; Nov. 24, Chicago.

□ Texas Supreme Court has ruled that **Southwestern Bell Telephone Co. must pay court costs in lengthy dispute** with Texas Daily Newspaper Association **over electronic information service** Bell wanted to test in some 600 Austin homes. Controversy ended last summer when Bell called off plans for test after Texas publishers association had protested plans to state's public utility commission. That agency ordered Bell to suspend preparations while protest was being considered. Although Texas appeals court said utility commission lacked authority to require suspension, company said prospect of months of litigation before courts and commission compelled it to abandon its plans.

□ **Financial News Network** will inaugurate its Monday-through-Friday, 10 a.m. to 5 p.m. EST, business programming on **Nov. 30**. Service will be from Santa Monica, Calif., via Westar III satellite. President Glenn Taylor said seven-hour block will provide business commentary, interviews and reports on national

and international economic activity. There will be continuous display of New York and American Stock Exchange ticker tape running across screen. Thirteen affiliates in nation's top markets have already signed with FNN, subsidiary of Three Ring Productions, Santa Monica.

□ FCC administrative law judge has **denied renewals** for Gross Telecasting Inc., licensee of stations **WJIM-AM-FM-TV Lansing, Mich.** Partly in response to petition to deny filed by American Civil Liberties Union, Gross's renewal applications were designated for hearing in 1974. Among Gross's offenses, judge concluded, were that it had broadcast taped weather reports without notifying public, "repeatedly and intentionally" cut network programming to present local news or advertising and misrepresented its actions to FCC and its affiliated network (CBS), and used deceptive maps to obtain advertising clients. James Gross, company president, said company plans to appeal.

□ **FCC** last week unanimously **voted to renew licenses** of Storz Broadcasting Co. for **KXOK(AM) St. Louis** and **WIL Music Inc.** for **WIL-AM-FM St. Louis**, rejecting petitions to deny renewals on EEO grounds. St. Louis Broadcast coalitions had filed petitions against both licensees, alleging that they discriminated against black men by hiring only black women (because women would count as both blacks and women for EEO purposes). FCC said petitions were without merit.

□ **Donald Sipes**, VP, MCA Inc., and former president, MCA's Universal Television, named president and chief operating officer, MGM Film Co. He succeeds David Begelman, now chairman and chief executive officer of MGM's United Artists Corp.

□ **Satellite NewsChannels**, cable joint venture of Group W and ABC, will shortly announce appointment of news director of NewsChannel 1—**Adam Powell**, associate producer with CBS News's *Morning with Charles Kuralt*. Another announcement, expected this week—**David Horowitz**, executive producer of ABC News's *Good Morning America*, named executive producer with NewsChannels.

Up4Coming

On Capitol Hill: House Telecommunications Subcommittee will hold hearing on H.R. 4727, bill to increase criminal penalties for unauthorized reception and reproduction of satellite broadcasts, on Tuesday at 1 p.m. in room 2123, Rayburn House Office building, and hearing on FCC's Track One legislative proposals on Thursday at 9:30 a.m. in room 2218 RHOB. □ Senate Commerce Committee will hold confirmation hearing on nomination of Robert Garrick to board of directors of Communications Satellite Corp. (Comsat) on Friday at 9 a.m. in room 235, Russell Senate Office building. **Also in Washington:** National Association of Broadcasters executive committee meets today and Tuesday at NAB headquarters. Broadcast Inter Association Council meets Wednesday, also at NAB headquarters. □ National Captioning Institute and ABC will hold press conference at National Press Club Tuesday at 10 a.m. to announce live closed-captioning of *World News Tonight* beginning Nov. 23. □ FCC Commissioner Henry Rivera will speak before National Black Lawyers Conference at Marriott hotel on Tuesday, 12:30 p.m. □ FCC General Counsel Stephen Sharp will address Federal Communications Bar Association luncheon at Touchdown Club Thursday. □ Federal Bar Association's two-day seminar on international communications opens Thursday at Mayflower hotel. **In San Francisco:** FCC Chairman Mark Fowler and NTIA's Dale Hatfield will be among speakers at National Association of Regulatory Utility Commissioners convention opening today at St. Francis hotel.

Try again

It is bad law that has pushed the FCC into considering the use of lotteries to settle contests for unoccupied telecommunications facilities. The indecisiveness reflected in the commission's request for comments (BROADCASTING, Nov. 9) is traceable directly to the passage in the Omnibus Budget Reconciliation Act that gives the FCC the power of random selection if it wants to use it.

The reconciliation act, faithful readers will recall, was passed in a frenzy of negotiation between Senate and House as Congress was pawing the ground to go off on its August vacation. What started as a complicated budget bill picked up other baggage, some of it good, such as the extension of radio license terms to seven years and television to five, and some of it bad, such as the lottery provision.

The act gives the FCC the option to use lotteries if the agency can devise rules of execution by next Feb. 27, 180 days after the act became effective. The option, however, is clouded by the requirement that "underrepresented" individuals or groups be given preference in the selection process.

The act itself does not define underrepresentation. The conference report emerging from a weekend of wrangling mentions, in addition to the conventional minorities, labor unions and community groups. Hence the commission's inclusion of unions and "community organizations," whatever that term means, in its proposed eligibility list for "underrepresented" preference, along with blacks, Hispanics, American Indians, Alaska natives, Asians, Pacific islanders and women. The omission from the list of children, clearly an underrepresented group, was presumably an accident.

The exercise of devising the mechanics of a lottery that includes odds favoring some and disfavoring others belongs more properly to a casino operator than to an agency of government. It has been said on this page before that lotteries to make choices among qualified applicants are worth serious consideration. The process cannot be sensibly fashioned, however, under the present law. Congress needs to go back to the drawing board on this one.

By any other name

The corporate underwriting plan that Frank Mankiewicz announced last week for National Public Radio takes the noncommercial system another long step toward commercial operation. It is called by other names. NPR will sell shares in funds for news and entertainment programs and, in return, broadcast credits for the share purchasers throughout the broadcast day. In the frankly commercial radio and television business, it would be called selling spots in a scatter plan.

To be sure, the credits will contain no product or service advertising, but if Mankiewicz felt that the credits were without commercial value, he would hardly be offering them as an inducement for corporations to contribute to the funds. Nor would corporations with advertising savvy kick in.

The NPR scheme is merely a radio adaptation of underwriting that has been going on for years on noncommercial television—with NPR's embellishment of the scatter plan for credits. The truth is that the noncommercial system has been on the fringe of commercial operation all along. The biggest names in public broadcast underwriting are among the biggest names in advertising in all media. They know what they get for their money in whatever medium they buy.

The next step in evolution toward openly commercial service is

to be taken under authorization of Congress. Noncommercial stations will be allowed experimentally to sell advertising under the supervision of the Temporary Commission on Alternative Financing for Public Telecommunications, headed by FCC Commissioner James Quello. By mid-December the stations participating in the experiment will be selected by Quello's commission, and the selling will begin.

No one denies the precariousness of financing in a noncommercial system from which federal funds are inexorably being withdrawn. To survive, public radio and television must find sources for money outside the U.S. treasury.

If, however, the noncommercial system is to compete in the commercial marketplace, it can no longer be called the noncommercial system; the broadcast channels it occupies can no longer be said to be reserved for noncommercial use. As things are going now, there will be one big commercial system, with all its functions responding to the marketplace, including station trading.

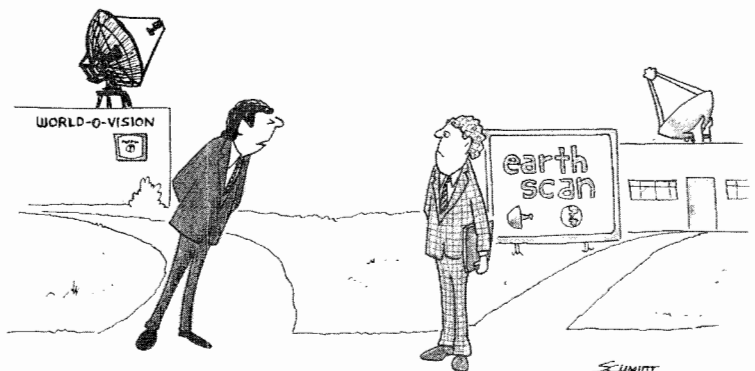
News in the news

ABC's Rooney Arledge, only a few years ago the junior among network news bosses, will in a few months become the dean, when Van Gordon Sauter takes over—as he was designated last week to do—as head of CBS News.

We mention this not to suggest that the news business ages its people rapidly, but to illustrate the kind of ferment that is forever going on. Bill Small, who left CBS to head NBC News, has taken some first-class CBS journalists with him. David Brinkley, an NBC News mainstay for decades, has moved to ABC. John Chancellor is leaving the NBC News anchor seat next April, to be replaced by Tom Brokaw and Roger Mudd. Dan Rather has already replaced Walter Cronkite as CBS's main anchor.

Aside from the investments in talent—which alone would probably rival total operating costs a decade or so ago—ABC has just completed a \$22-million building in Washington for its news operations, and CBS is starting one in New York with news as a prime beneficiary.

What does it all mean? Just that, as always, alert news organizations never stand still, never stop looking for the competitive advantage, and that, whoever may come out on top in the competition, the real winner will be the radio and television audience.



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Talk about New York and you're talking about streets. Streets like Fifth Avenue which teem with shops and tourists. Streets like Broadway that conjure up dreams of footlights and opening nights and hit shows. Streets like the Bowery where the residue of the unwanted and lost hide in the shadows of life. And streets like Second Avenue where an active and vibrant New York goes to party and play. No station in New York takes it to the streets like WRKS-FM.

For the past seven years WRKS has been the official station of the New York City March of Dimes Walk-A-Thon. During this period the station has raised over five million dollars to eradicate the spectre of birth defects from the lives of children. Christmas comes to New York twice a year thanks to WRKS: In winter with the Children's Christmas Fund which provides gifts for underprivileged and institutionalized youngsters, and in summer with Christmas in July which

supports the efforts of over thirty recreational programs to help keep kids out of trouble during the hot summer months. This summer WRKS went to the streets literally with the Neighborhood Cleanup Campaign to promote pride and concern among the residents of the city. Free live entertainment was offered to community groups holding all-day cleanups with artists such as Vickie Sue Robinson, Jocelyn Brown and The Jones joining WRKS throughout the five boroughs.

Whether it's cleanup days in the neighborhood, Christmas in July or walking down Fifth Avenue for the March of Dimes, no radio station has a feel for its city like WRKS. That's why RKO is proud to say that in The Big Apple, WRKS is New York.



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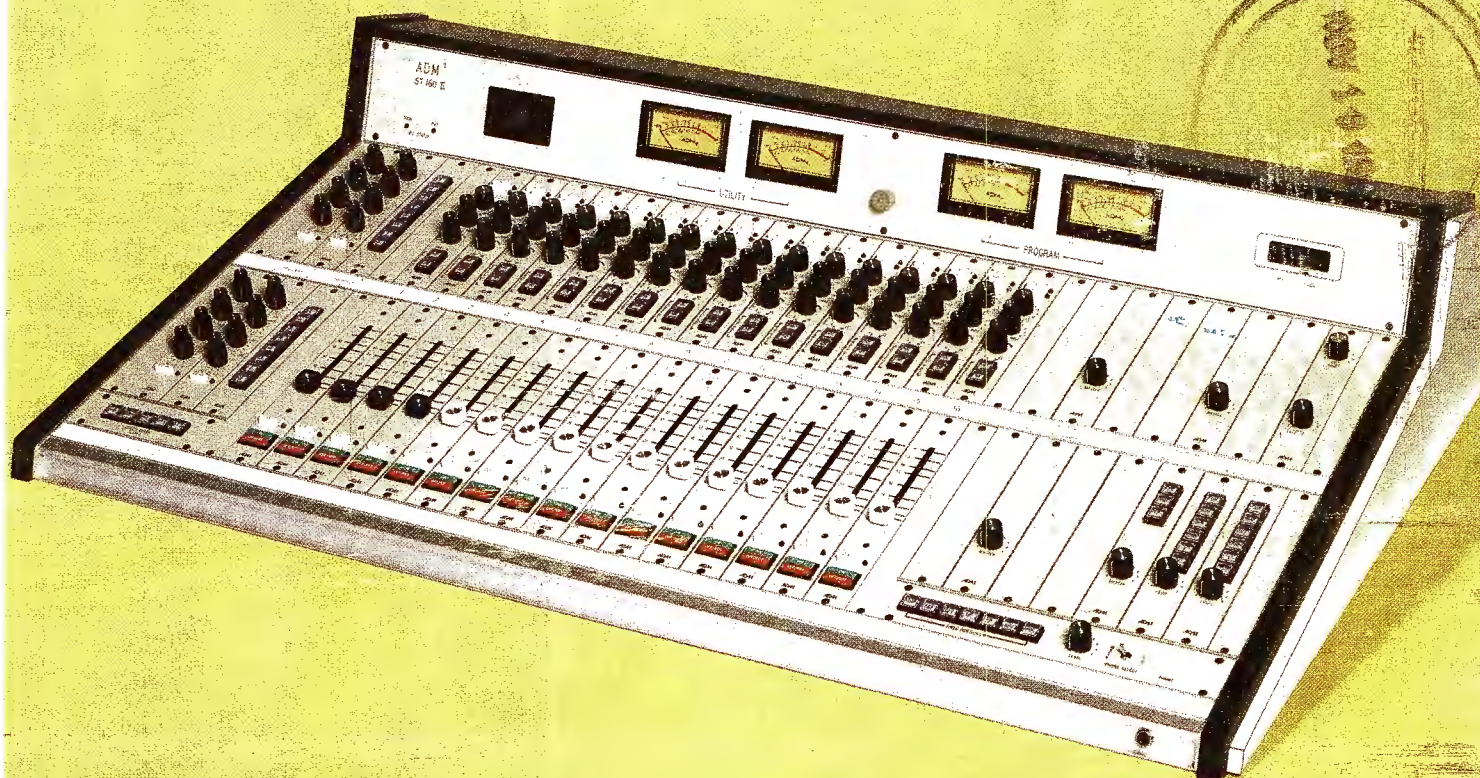
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