**CBS, Fox latest in new media betrothals**
**STC poised for DBS go-ahead**


# Broadcasting Feb 22

The News Magazine of the Fifth Estate □ Vol. 102 No. 8 Our 51st Year □ 1982


# Custody Court



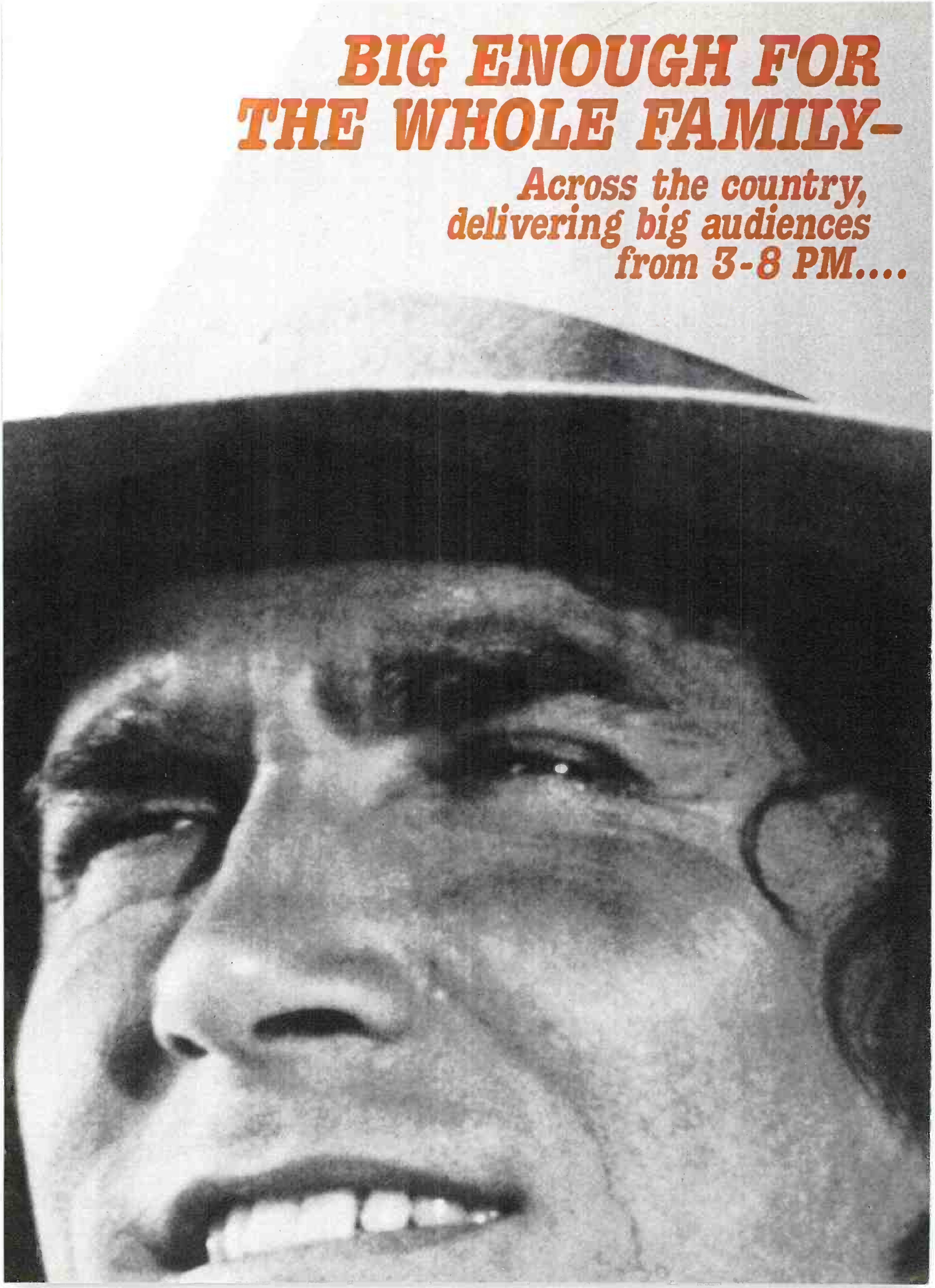
othing can match the drama and emotion of parents battling one another for the love a child. Witness the enormous appeal of mer Vs. Kramer.

Now, Stewart Cheifet, who produced and directed more than 250 episodes of Divorce Court and who wrote many of those episodes as well, has created a new, first-run, daily half-hour reality-based strip that captures all of the suspense and human drama of these classic struggles.

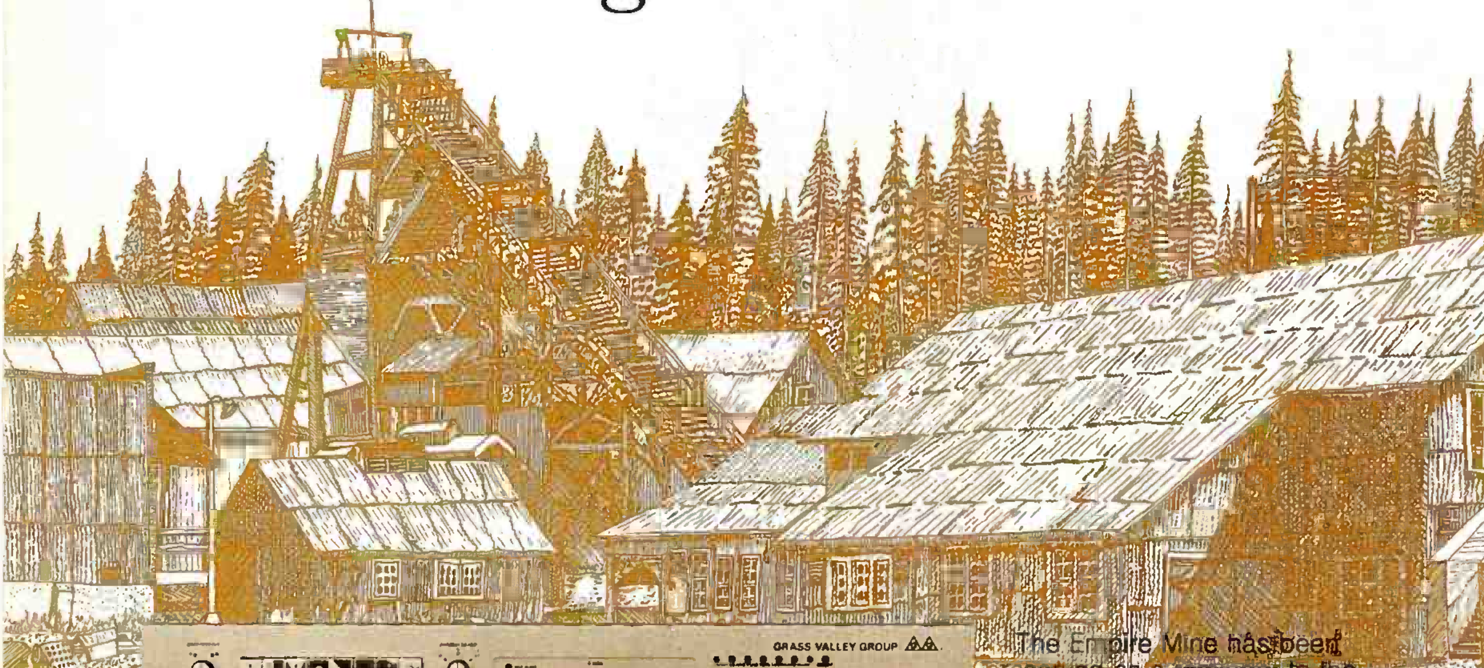
Custody Court is available for Fall 1982.

MCA TV

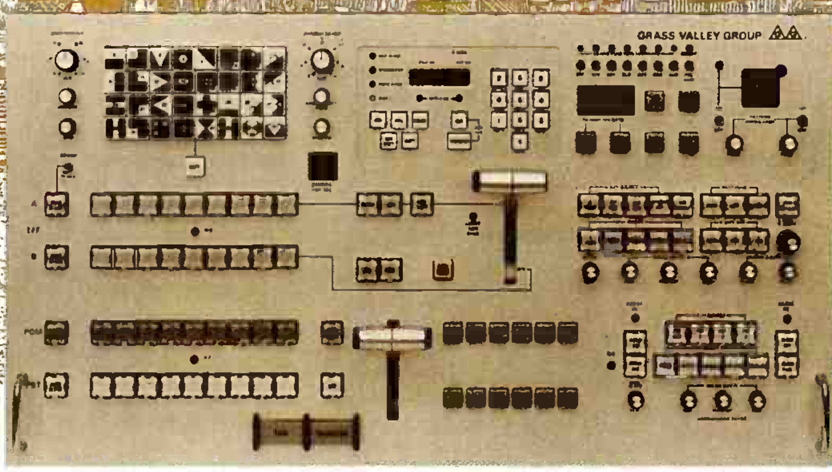
AT NATPE
SUITE
2976
EAST TOWER
LAS VEGAS HILTON


BIG ENOUGH FOR
THE WHOLE FAMILY–
Across the country,
delivering big audiences
from 3-8 PM....

# Maintaining the Gold Standard



Drawing by: Ron Menet, Grass Valley

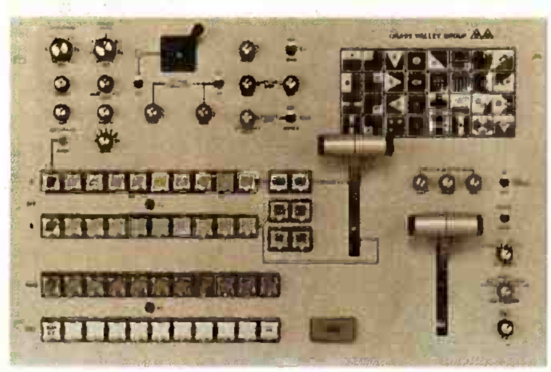



The Empire Mine has been preserved as a reminder to the people of Grass Valley of a period in history when hard work and advancing technology sustained the area's growth under the gold standard.

The traditions and standards of that period continue today at Grass Valley Group, based on the philosophy that the true value of a product is determined by its reliability and performance.

The universal acceptance of GVG® 1600 Production Switchers exemplifies how standards are created and maintained...

# Establishing New Standards




Even the smaller 1600-1A and -1L (right) switchers satisfy today's advanced production requirements including digital effects and post production editing.

The basic edit decision list was defined around GVG switchers and today the 1600 Series has been interfaced with every major editing system.

The development of the innovative E-MEM™ Effects Memory System extended the capabilities of switcher/editor interface to the point where virtually all switcher functions can be placed under editor control via the E-MEM Serial Interface. The 1600-1X (above) combines all the features of the largest 1600 Series switchers, including E-MEM II control, for powerful post-production switcher capabilities, at a very reasonable price!

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3:30 PM
KARK-TV
Little Rock
#1 Women 18-34
#1 Total Viewers

WORLDVISION
ENTERPRISES INC
A Taft Company

Nov. '81 ARB TP Competition

4 PM
KOCO-TV
Oklahoma City
#1 Women 18-49
#1 Total Viewers

WORLDVISION
ENTERPRISES INC
A Taft Company

Nov. '81 NSI TP Competition.

Little House:
Make
your
station
#1 Total Viewers

WORLDVISION
ENTERPRISES INC
A Taft Company

**4:30 PM**
**KMSP-TV**
**Minneapolis**
**#1 Women 18-49**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC
A Taft Company
Nov. '81 NSI TP Competition

**3 PM**
**KTVK-TV**
**Phoenix**
**#1 Women 18-49**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC
A Taft Company
Nov. '81 NSI TP Competition

**4 PM**
**WESH-TV**
**Orlando**
**#1 Women 25-54**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC
A Taft Company
Nov. '81 NSI TP Competition

**4:30 PM**
**KMSP-TV**
**Minneapolis**
**#1 Women 18-49**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC.
A Taft Company
Nov. '81 NSI TP Competition

**7 PM**
**WTTV**
**Indianapolis**
**#1 Women 18-49**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC.
A Taft Company
Nov. '81 NSI TP Competition

**5 PM**
**KTLA**
**Los Angeles**
**#1 Women 18-34**
**#1 Total Viewers**

WORLDVISION ENTERPRISES INC.
A Taft Company
Nov. '81 NSI TP Competition

5:30 PM

WGN-TV

Chicago

#1 Women 25-54

#1 Total Viewers

WORLDVISION ENTERPRISES INC

A Taft Company

Nov. '81 NSI TP Competition

4 PM

WGAN-TV

Portland

#1 Women 25-54

#1 Total Viewers

WORLDVISION ENTERPRISES INC

A Taft Company

Nov. '81 NSI TP Competition

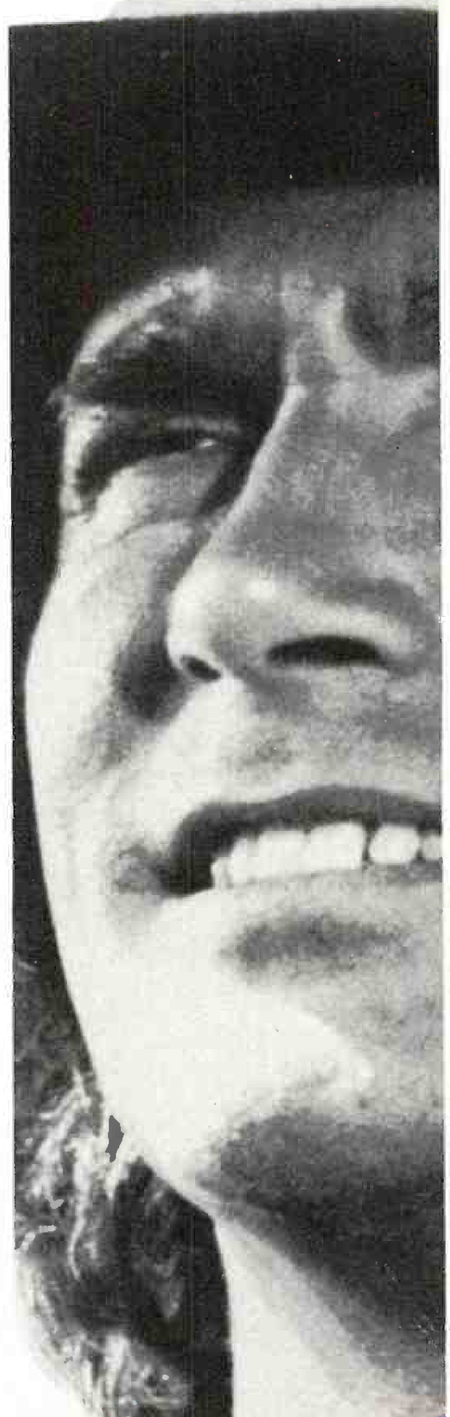
3:30 PM

KARK-TV

Little Rock

#1 Women 18-34

#1 Total Viewers



WORLDVISION ENTERPRISES INC

A Taft Company

Nov. '81 ARB TP Competition

# The Week in Brief

TOP OF THE WEEK

**A FOX IN CBS'S EYE** □ Broadcaster and 20th Century-Fox plan alliance. Specifics, to be worked out in next 30 days, expected to include expanded cable services and distribution of programing for emerging home video market. **PAGE 31.**

**BUCKING ECONOMIC TIDE** □ Broadcast ad revenues grow at record rate. Spot up 20% in first quarter; TV networks all strong. But analysts warn it can't last. **PAGE 32.**

**TWO FOR FAIRFAX** □ Race for cable franchise in Virginia county outside Washington narrows down to General Media and joint venture of local investors and Tele-Communications. **PAGE 33.**

**POSTMAN RINGS TWICE AT FCC** □ Wirth chastises FCC for refusing to implement lottery for license applicants. In second letter, he urges FCC to create task force on children's TV. **PAGE 33.**

**HOLD THE PHONE, PLEASE** □ Wirth subcommittee advised that major common carrier bill should await AT&T settlement. **PAGE 34.**

**FIGHTING CLOCK IN BOSTON** □ RKO asks Supreme Court to review ch. 7 case. New England Television petitions FCC to deny RKO request to operate past March 7 deadline. **PAGE 35.**

SPECIAL REPORT

**ON LAUNCHING PAD WITH STC** □ Willingness to gamble billions on DBS puts Comsat and subsidiary Satellite Television Corp. at forefront of TV's next frontier. Here's definitive look at plan that awaits anticipated FCC go-ahead this spring. **PAGE 38.**

BUSINESS

**SORRY, WRONG NUMBERS** □ JWT Group discloses investigation of its syndicated arm that had been overstating sales activity and revenues for four years. Sole purpose, says JWT, was to fake success in recouping capital investment and achieving profit objectives. **PAGE 46.**

**AS COMMERCE SEES IT** □ Annual industrial study forecasts big increases in broadcasting and cable revenues this year and in decade ahead, but expects heavy expenses to depress earnings. **PAGE 46.**

PROGRAMING

**CONSERVATIVE SEX** □ Playboy channel entrepreneurs claim that so far most complaints are that software isn't hard enough. They cite self-imposed code that leaves room for lots of implicit sex, frontal nudity and explicit talk. **PAGE 56.**

LAW & REGULATION

**FCC BACKING OFF** □ Commissioner Jones tells EIA session that agency will be reluctant to impose certain technical standards, leaving more decisions to marketplace. **PAGE 64.**

**AM STEREO PREFERENCE** □ Harris survey of broadcasters finds majority disagree with FCC, prefer single standard. **PAGE 64.**

MEDIA

**NCTA GETS HOUSE IN ORDER** □ Board elects Saeman as chairman, reaffirms intent to monitor AT&T settlement, and plans to support FCC rulemaking that would reduce satellite spacing. **PAGE 70.**

**ADVICE FOR MINORITIES** □ Washington conference offers short course in getting piece of cable action. Sutton says multiple franchising is key to entry. **PAGE 70.**

TECHNOLOGY

**SPARE THOSE ENG CREWS** □ CBS and NBC ask FCC to reconsider decision that would permit ordering news cameras and equipment to be shut down when necessary to protect life and property. Petitioners say rule is not needed and raises First Amendment problems. **PAGE 79.**

PROFILE

**WINNING RESPECTABILITY/CREDIBILITY** □ Norm Pattiz recalls that radio syndication had "a terrible name" when he founded Westwood One. But that didn't deter him from turning a $10,000 investment into a highly regarded, multimillion-dollar enterprise within six years. **PAGE 103.**



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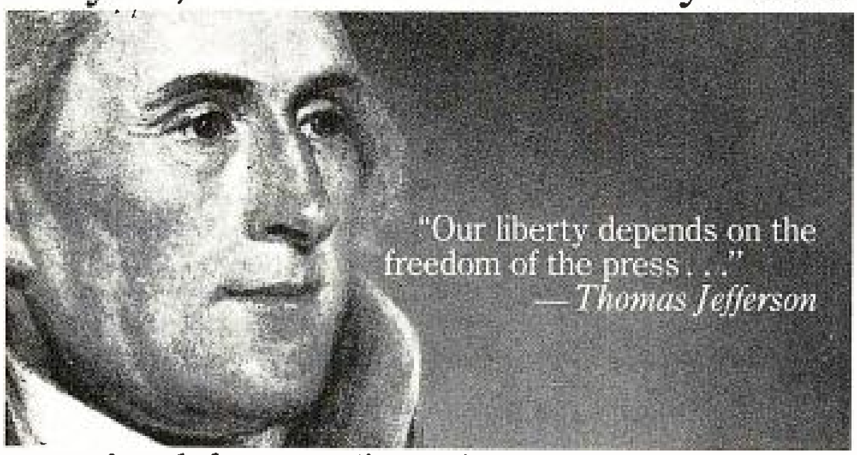
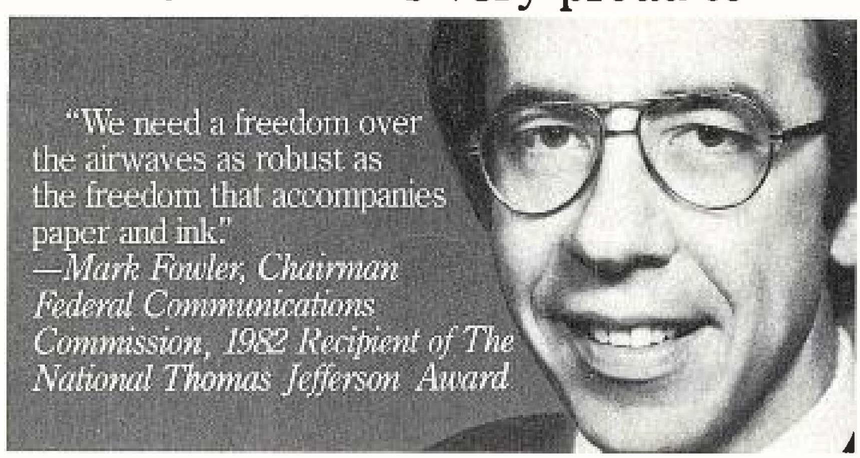
# THE REVOLUTION IS STILL GOING ON.

The fight to preserve freedom of the press is as important now as it was in Jefferson's day. Each year, Texas Tech University reminds us of this by honoring an outstanding public official with the national Thomas Jefferson Award. This year's recipient, FCC Chairman Mark Fowler, was cited for leading the move to repeal excessive federal regulation of broadcasters, including removing barriers to technological progress.




Harte-Hanks Communications is very proud to support this unique award given by Texas Tech and its three sponsoring groups: the Texas Daily Newspaper Association, Texas Association of Broadcasters and the Texas Press Association. Their program helps recognize worthwhile efforts to preserve our First Amendment freedoms.




HARTE-HANKS COMMUNICATIONS, INC.

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### Ballpark figures

Preliminary indications are that consideration paid by local media to professional baseball clubs for broadcasting and cablecasting rights during 1982 season will pass $60-million mark for first time, meaning gain of at least 25% over last year's local rights figure of $48.4 million. And that doesn't include more than $40-million total being paid by ABC, NBC and CBS Radio for network TV and radio coverage of sport. Throw in USA Network cable contract and it is reasonable to conclude that total 1982 rights figure for baseball may be in $110-million range.

### Out of character

Spot radio sales seem to be lagging behind projections for first quarter, with estimates for period of 8% to 10% over 1981, lower than 12% to 15% spot specialists had predicted. January was brisk, February was slow, and March appears sluggish, confounding conventional wisdom that radio flourishes in recessionary periods. But spot sales executives are confident that ensuing quarters will pick up.

### Uncle Ab

Abbott Washburn, FCC commissioner most interested in children's television programing, is conducting survey to find out whether that specialty will suffer under deregulation. Peggy Charren, head of Action for Children's Television, has charged networks with reducing children's fare. Washburn says network executive told him "heat's off."

Washburn is polling commercial networks, PBS and selected stations on volume of children's programing. Results will be reported in his appearance at NATPE International program conference in Las Vegas, March 11-16.

### Figures' end?

Special meeting of FCC March 4, quietly called by Chairman Mark S. Fowler, will take final action on whether to continue or drop annual financial report (Form 324) by radio and television stations, and reading of tea leaves augurs its termination as part of deregulation process. Action is needed because of April 1 annual filing date.

While National Association of Broadcasters has supported abolition, along with other major entities, Radio Advertising Bureau has made plea for retention of scaled-down reports. Various public interest and noncommercial groups likewise have inveighed against termination.

### Howard to McGavren

Viacom International, New York, is reported to have reached agreement in principle to sell its radio representative firm, Bernard Howard & Co., New York, which has been in business for 23 years. Majority owner will be McGavren-Guild, minority owner Bernard Howard, who will continue as president of firm which will retain Howard name.

### Lawyers' delight

Affluent resort community, high per capita income, tourist trade and FCC deregulation were among reasons given for deluge of 18 applications for new FM at Hilton Head Island, S.C. Total includes three applications proposing nearby Bluffton, S.C., as community of license. Attorneys involved cannot recall that many applications for same channel—including AM and TV—ever filed before and say proceeding is likely to take years and cost those who stick it out well over $100,000 each before first brick is laid.

### One of those cruises

While Ted Turner enjoyed Fidel Castro's hospitality in Havana two weekends ago, Cable News Network crew, headed by reporter Mike Boetcher, was at Bay of Pigs waiting for invitation from Turner and his host to come in for videotape interview. Invitation never came. But crew did have chance to tape short segment of Castro, who recently installed earth station, saying in Spanish that he likes CNN and tunes into network when anything important is happening in world. Back in Atlanta, staff is working tape into promo. CNN meanwhile is still hoping it will get chance for in-depth interview with Cuban dictator.

Despite his repeated anticommunist statements, Turner told Washington Ad Club audience last week that after weekend of fishing and talking he concluded Castro is "a pretty nice guy. You have to look for the good in people and nations . . . instead of the garbage."

### Takes all kinds

Consumer activist Ralph Nader has agreed to debate First Amendment issues with leaders of broadcast news establishment during National Association of Broadcasters annual convention April 4-7 in Dallas. Appearing on panel with Nader will be William Leonard, CBS News president, Frank Reynolds, *ABC World News Tonight* anchor, Julian Goodman, former chairman, NBC, and former FCC Chairman Richard Wiley, now attorney with Kirkland & Ellis, Washington.

### Widening circle

Supreme Court apparently has not received last appeal of U.S. Court of Appeals decision in RKO General Inc. case (see page 35). Challengers for RKO's licenses for KHJ-TV (ch. 9) Los Angeles and WOR-TV (ch. 9) New York are also expected to seek review. They do not quarrel with court's decision affirming denial of renewal of license for WNAC-TV Boston; they say appellate court erred in not affirming commission's denial of renewal for other two licenses in case as well.

But lawyers for Fidelity Television Inc., seeking Los Angeles facility, and Multi-State Communications Inc., which is after New York, would have to do unusually artful job to gain their goal. Persuading Supreme Court to grant review is difficult enough; but how can they persuade high court to hear their cases without helping RKO win review too? Tactically, that is not something they want to do. They have until April 19 to develop arguments, but would probably not wait until that deadline to file.

### Obstacle course

Leaders of National Association of Broadcasters hope to meet this week with Senator Bill Bradley (D-N.J.), who has blocked passage of broadcast deregulation bill (S. 1629) with proposed amendment to get VHF service for New Jersey and Delaware. "We don't agree with those who say that bill is dead," said NAB spokesman. NAB has no specific alternatives to Bradley's proposal, but will argue that there may be ways to bring VHF service to those states more quickly than provided by his amendment.

### Which animal?

FCC staff and perhaps majority of FCC's seven members are in favor of licensing multipoint distribution service (MDS) as broadcasting, rather than common carrier as it is now. Latter is subject to rate regulation (as are telephone and other services for sale to all comers). Broadcast licensees (AM-FM-TV) are free to charge what marketplace dictates in free competition.

Question emerged with proposal for expansion and restructuring of MDS filed with FCC last week by Microband Corp. of America (BROADCASTING, Feb. 15, 1982). MDS will figure in forthcoming redistribution of functions of FCC's several divisions and, if licensing judgment is made, would become part of what now is Broadcast Bureau, instead of Common Carrier Bureau.

TV ONLY

**Sporti** □ Sunlamps. TV campaign begins Feb. 22 for 18 weeks in about 100 markets. Day, fringe, news and weekends. Agency: Bernard K. Pawlan Associates, Cincinnati. Target: adults, 18-34.

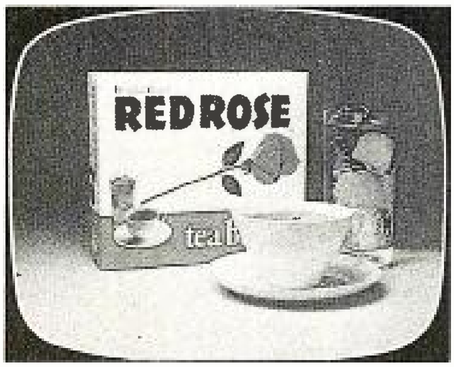
**Quincy's Steak House** □ Restaurant franchise. Begins March 8 for 12 weeks in 12 markets. Prime, prime access, news, sports and specials. Agency: Thompson, Torchia & Dymond, Charlotte, N.C. Target: adults, 25-54.

**Mrs. Filbert's** □ "I Can't Believe It's Butter" spread. Begins March 1 for nine weeks in six markets. Day, early fringe, late fringe, prime access, news and weekends. Agency: Albert Jay Rosenthal & Co., Chicago. Target: women, 25-54.

**A&W Beverages** □ Root beer. Begins March 22 for eight weeks in over 10 markets. Fringe and weekends. Agency: Humphrey Browning MacDougall, Boston. Target: women, 18-49; teen-agers, 12-17.

**Vigaro** □ Lawn fertilizer. Begins Feb. 24 for seven weeks in about 15 markets. Fringe and weekend times. Agency: Cunningham & Walsh, Chicago. Target: adults, 25-54.

**Red Rose** □ Tea. Begins this month for varying flights in 17 markets. Agency: Warwick, Welsh & Miller, New York. Target: adults, 25-54.




**Gulf Power** □ Electric utility. Begins March 1 for six weeks in Mobile, Ala.-Pensacola, Fla.; Panama City, Fla., and Dothan, Ala. Early fringe, news and prime times. Agency: Cargill, Wilson & Acree, Atlanta. Target: total adults.

**Anheuser-Busch** □ Busch beer. Begins this week for five weeks in about 100 markets. Early fringe, late fringe, sports, prime access, news and weekends. Agency: Needham, Harper & Steers, Chicago. Target: men, 18-49.

**Francis A. Bonanno** □ Zonin wines. Begins March 15 for four weeks in 10 to 20 markets. All dayparts. Agency: Kirchner, Helton & Collett, Dayton, Ohio. Target: adults, 18-49.

**VanderKamp** □ Frozen fish. Begins March 22 for three weeks in 29 markets. Day and fringe times. Agency: Benton & Bowles, New York. Target: women, 18-49.

**National Distillers** □ Various wines. Begins March 15 for four weeks in over 20 markets. All dayparts. Agency: Ally & Gargano, New York. Target: adults, 18-49.

**Arms Hardware** □ Begins March 30 for three weeks in 14 markets. All dayparts. Agency: Pringle Dixon Pringle, Atlanta. Target: adults, 25-54.

**Sunnyland Foods** □ Packaged meats. Begins March 15 for three weeks in eight markets. Day, fringe, prime and weekends. Agency: Burton-Campbell, Atlanta. Target: women, 25-49.

**International Harvester** □ Umbrellas. Begins this week for one week in 75 markets. Early fringe times and weekends. Agency: Foote, Cone & Belding Advertising, Chicago. Target: men, 25-54.

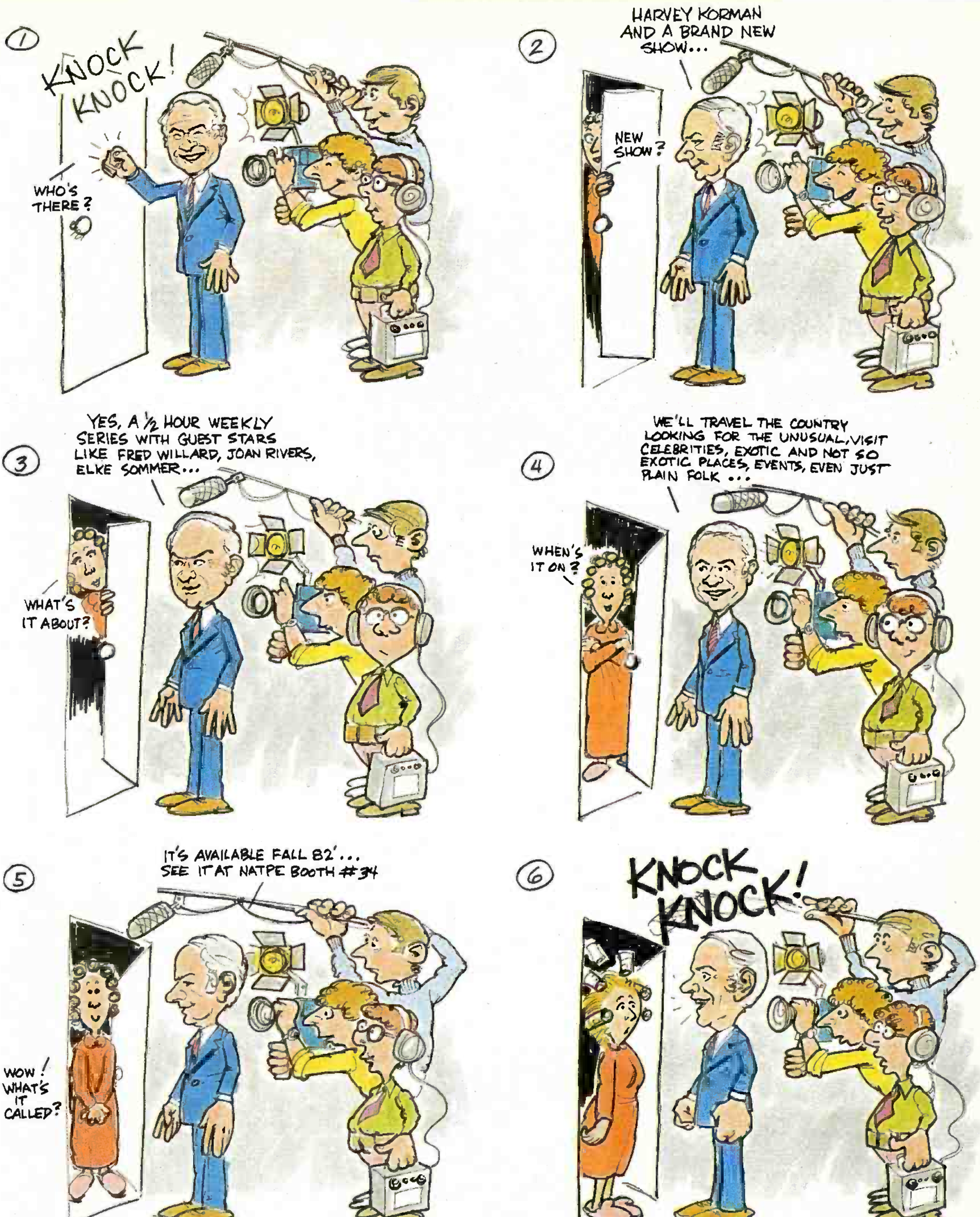
**U.S. Postal Service** □ Express Mail. Begins late February for varying flights in Boston, New York, Philadelphia and Atlanta. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Clorox** □ Hidden Valley Ranch salad dressing. Begins this month for varying flights in New York markets of Albany, Syracuse and Binghamton, plus Fargo, N.D. Agency: Young & Rubicam, New York. Target: women, 25-54.

RADIO ONLY

**E.I. du Pont de Nemours & Co.** □ Lucite paint. Begins March 13 for six weeks in about 40 markets. Agency: NW Ayer, New York. Target: adults, 25-54.

**Sunmark Industries** □ Sunoco oil. Begins in second quarter for varying flights in 22 markets. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.



1
KNOCK KNOCK!
WHO'S THERE?
2
HARVEY KORMAN AND A BRAND NEW SHOW...
NEW SHOW?
3
YES, A ½ HOUR WEEKLY SERIES WITH GUEST STARS LIKE FRED WILLARD, JOAN RIVERS, ELKE SOMMER...
WHAT'S IT ABOUT?
4
WE'LL TRAVEL THE COUNTRY LOOKING FOR THE UNUSUAL, VISIT CELEBRITIES, EXOTIC AND NOT SO EXOTIC PLACES, EVENTS, EVEN JUST PLAIN FOLK...
WHEN'S IT ON?
5
IT'S AVAILABLE FALL 82'... SEE IT AT NATPE BOOTH #34
WOW! WHAT'S IT CALLED?
6
KNOCK KNOCK!

# Ad⚡Vantage

**War on TV games.** Commodore Computers, in network TV push slated for debut on Wednesday, Feb. 24, Grammy Awards show on CBS-TV, is spending $5 million to pit its product against video games by Atari and Intellivision. Actor William Shatner, best known for *Star Trek*, is spokesman for computer, which he claims is "the wonder of the 80's." Media schedule for Commodore includes spots on sports events including Kentucky Derby, Indianapolis 500, the Preakness, major league baseball, Wimbledon tennis and NCAA college basketball playoffs.


Shatner for Commodore

WIB

**Generic test.** "Wallpaper's got your style" is theme for test campaign to break on spot TV this month for wallcovering manufacturers. Developed by Grey Advertising for Wallcovering Information Bureau, 30-second spots are "expected to be viewed by 98% of women aged 25-49, nine times in spring and again in fall," according to Jerry Marder, executive vice president at Grey. Test markets are Kansas City, Mo., and Charlotte, N.C., and commercials are scheduled for two, nine-week "waves" of advertising during peak wallcovering sales periods, spring and fall.

□

**TVB seminars.** Television Bureau of Advertising is holding series of 10 one-day regional sales seminars, starting on March 4 and ending on May 20. Meetings will focus on such subjects as retailing, banking, selling competitively against newspapers and cable and problem-solving through effective time management. Seminars will be in Cincinnati, on March 4; Seattle, March 23; San Francisco, March 25; Houston, March 30; Atlanta, April 1; Minneapolis, April 13; Buffalo, N.Y., April 12; Denver, May 14; Kansas City, Mo., May 18, and Washington, May 20.

□

**In-house activity cut.** American Home Products Corp., New York, which has maintained house agency, John F. Murray Inc., New York, to handle about $70 million of its estimated $200 million in advertising, is moving away from house concept. It has taken away from Murray its function in creative media planning, leaving it only with media buying responsibilities. This will reduce Murray's commission to 4%-5%. American Home Product agencies benefitting by change in policy are Wm. Esty Co., which has been assigned four Anacin brands billing about $35 million; Kornhauser & Calene, which has been given Preparation H, billing $12 million; Rosenfield, Sirowitz & Lawson, which has received Maximum Strength Anacin, with expenditures of $10 million; Cunningham & Walsh, which has been named for Easy-Off oven cleaner, billing $8 million, and Hicks & Greist which has been tapped for Sani Flush in the Tank, billing $4 million. Commissions to these agencies, which will be creating advertising and planning media, will not be conventional 15% but in range of 10% to 11%.



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Karen Parhas, *staff writer.*
Marie Leonard, Mona Gartner, *advertising assistants.*

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Phone: 213-463-3148.
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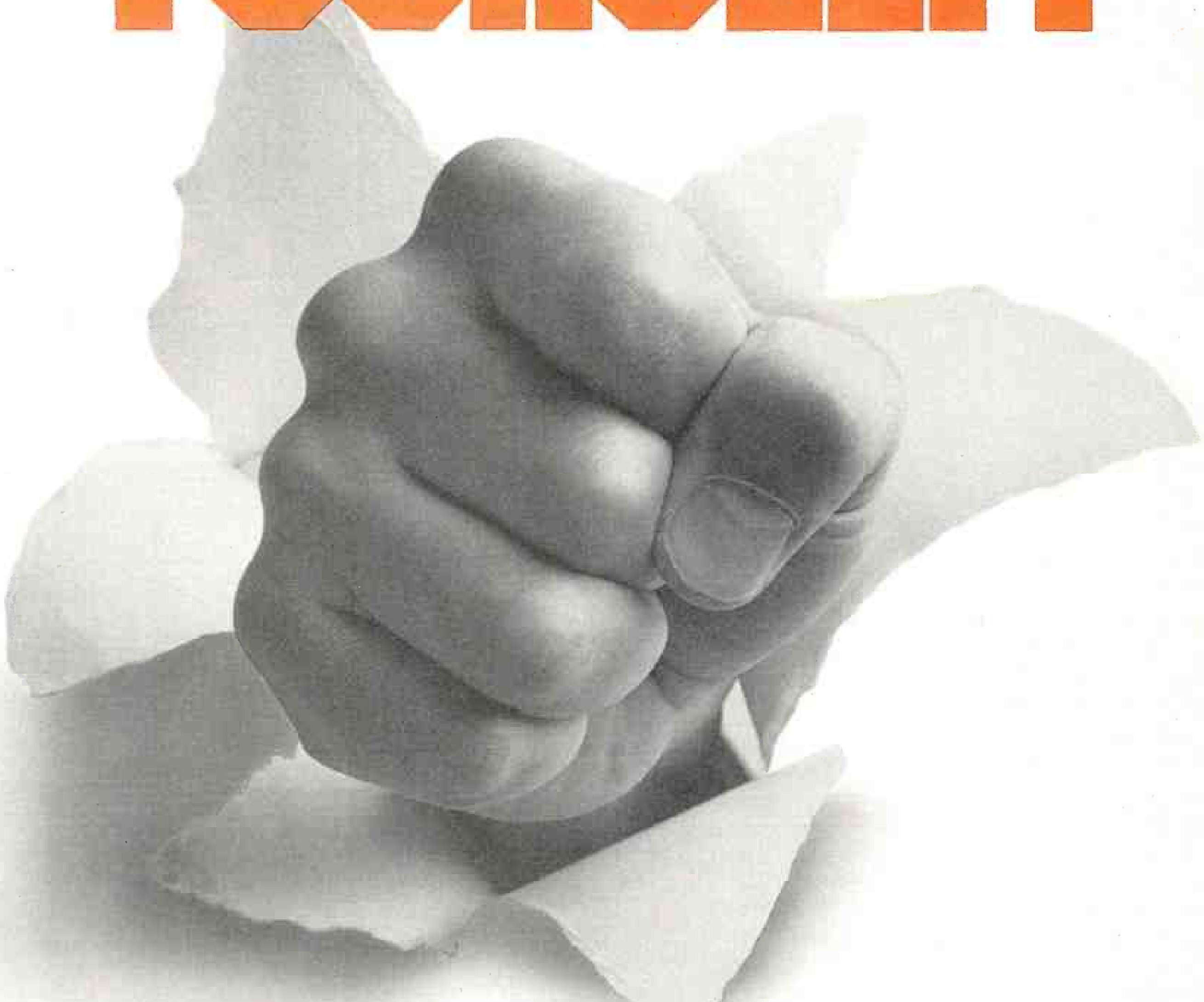

WNEW-TV, New York; KTTV-TV, Los Angeles; KTVU-TV San Francisco; KITV-TV, Honolulu; WGGT-TV, Greensboro; KRBK-TV, Sacramento; have learned Kung Fu and clobbered the competition with Black Belt Theater 1. Now they've gotten another big jump on their competition by signing up for the 26 brand new, all color, heart-stopping feature films in Black Belt Theater 2. They're going to hit'em again, even harder.

Thus far over 50 stations have karate chopped their way to big ratings with Black Belt Theater 1. If you want to match their demographic and ratings punch in your market you've got to get your black belt before it's too late.

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# Datebook

■ indicates new or revised listing

## This week

**Feb. 21-23**—*Institute for Graphic Communication's* "Satcom '82," focus on product opportunities, service applications, system planning, regulatory considerations, launch economics and international developments. Highlands Inn, Carmel, Calif.

**Feb. 22**—*Annenberg School of Communications* Colloquium on "AT&T's Monopoly—The End or a New Beginning." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

■ **Feb. 22-24**—*Scientific-Atlanta* product training seminar. Red Lion hotel, Seattle.

**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**—*National Academy of Television Arts and Sciences,* New York chapter, drop-in luncheon. Speaker: Mary Alice Dwyer, vice president, programing, Hearst/ABC Video Services. Copacabana, New York.

**Feb. 24**—*Association of National Advertisers* television advertising workshop. Speaker: John Chancellor, NBC News. Plaza hotel, New York.

**Feb. 24-25**—*NHK/CBS-TV's* high-definition television demonstration. Shoreham hotel, Washington.

**Feb. 24-26**—*American Newspaper Publishers Association,* Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

■ **Feb. 24-26**—*Scientific-Atlanta* product training seminar. Wrather hotel, Long Beach, Calif.

**Feb. 25**—*Federal Communications Bar Association* luncheon. Speaker: Gary Epstein, chief of FCC's Common Carrier Bureau. Touchdown Club, Washington.

**Feb. 25**—*Association of National Advertisers* media workshop. Speaker: J. Richard Munro, president, Time Inc. Plaza hotel, New York.

**Feb. 25**—*Philadelphia Cable Club* luncheon meeting. Speaker: Bill Scott, Group W. GSB Building, Philadelphia.

**Feb. 26**—Deadline for entries in 14th annual Addy Awards for excellence in advertising, sponsored by *Advertising Club of Metropolitan Washington.* Information: Suite 1200, 1000 Vermont Avenue, N.W., Washington, D.C., 20005.

■ **Feb. 26**—Deadline for entries in *San Francisco State University's* Media Awards. Information: Mary Ann Abaurrea, San Francisco State University, (415) 469-1626.

**Feb. 26-27**—*Country Radio Seminar,* Opryland hotel, Nashville. For information: (615) 327-4488.

**Feb. 26-28**—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

**Feb. 26-28**—*Mass Communication and Society Division of Association of Education in Journalism* spring conference, "The Impact of New Communications Technology on Society." Georgia State University, Atlanta.

**Feb. 28**—Deadline for entries in *Morgan O'Leary Award* for excellence in political reporting in Michigan. Information: Department of Communication, 2020 Frieze building, University of Michigan, Ann Arbor, Mich., 48109.

## March

■ **March 1**—*Annenberg School of Communications* Colloquium on "The Communications Scene in China—A Peking Experience." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**March 1**—Deadline for entries in Howard W. Blakeslee Awards, sponsored by *American Heart Association,* for excellence in reporting developments in cardiovascular disease research and patient care. Information: American Heart Association National Center, 7320 Greenville Avenue, Dallas, 75231.

**March 1**—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television.* Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

**March 1**—Deadline for entries in fourth annual Lowell Mellett award for improving journalism through critical evaluation. Information: Mellett Fund, Suite 835, 1125 15th Street, N.W., Washington, D.C., 20005.

**March 1**—Deadline for entries in *National Federation of Community Broadcasters* Community Radio Awards for outstanding radio programs. Information: NFCB, 1314 14th Street, N.W., Washington, D.C., 20005.

**March 1-3**—*Advertising Research Foundation* 28th annual conference and research expo '82. New York Hilton.

**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 2**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

■ **March 3**—*National Academy of Television Arts and Sciences,* New York chapter, drop-in luncheon. Speaker: Roger Fransecky, vice president, public affairs, Westinghouse Broadcasting/Teleprompter. Copacabana, New York.

**March 3**—*New Jersey Broadcasters Association* Washington legislative visit. Washington.

■ **March 3-4**—*Financial Analysts Federation* communications conference, "Telecommunications and Media in the 1990's." Sheraton St. Louis hotel. Information: FAF, Box 5539 GPO, New York 10249; (212) 957-2869.

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

**March 3-5**—*CBS Radio* network affiliates board meeting. Disney World, Orlando, Fla.

**March 7-9**—*Society of Cable Television Engineers'* sixth annual spring engineering conference. Copley Plaza, Boston.

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

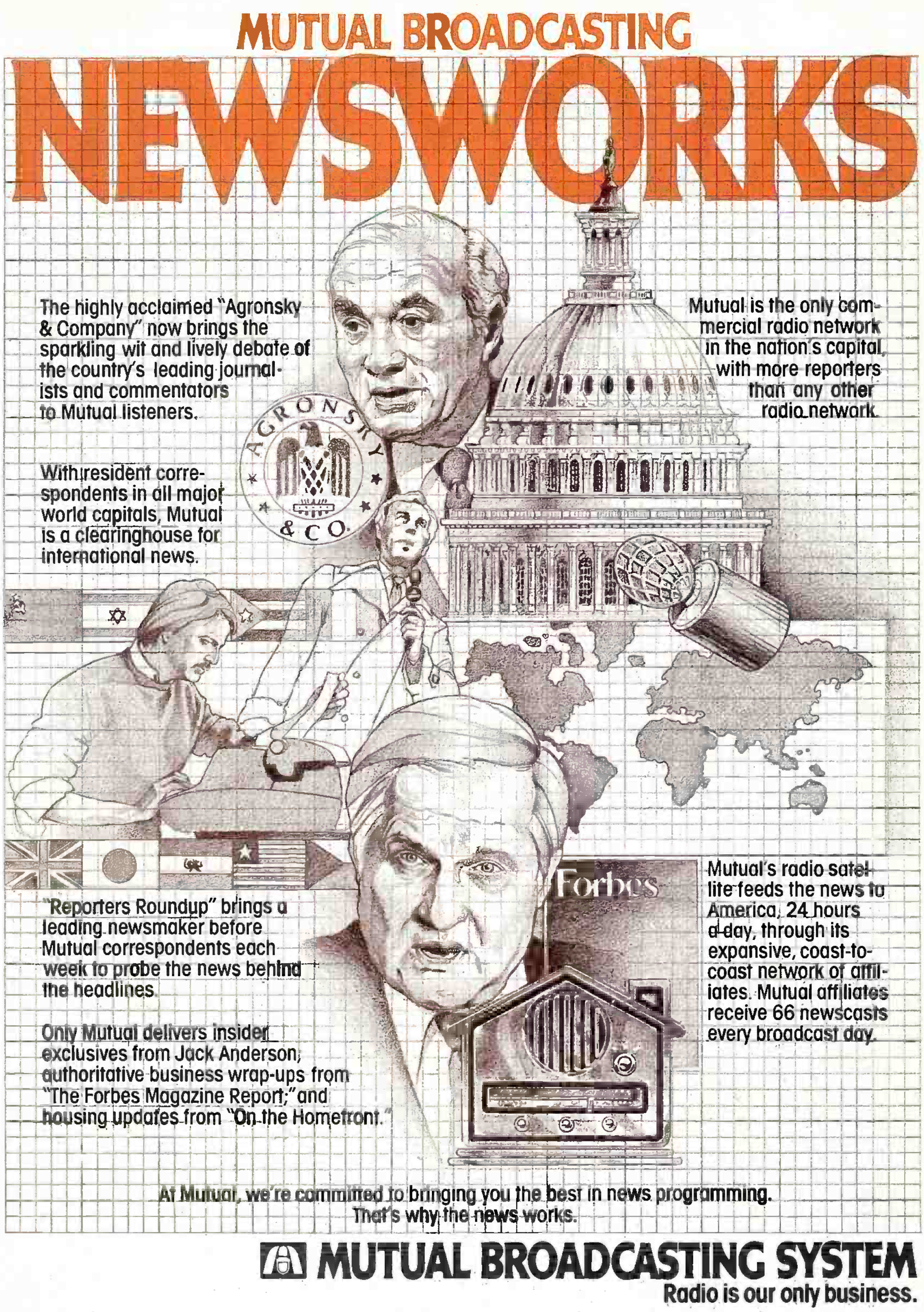
**March 7-11**—Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics.* Town and Country hotel, San Diego.

■ **March 8**—*Annenberg School of Communications* colloquium on "Growing Older with TV—Myth and Actuality." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**March 9**—*Society of Cable Television Engineers* annual membership meeting. Copley Plaza hotel, Boston.

**March 9**—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

■ **March 9**—*Southern California Cable Club*


MUTUAL BROADCASTING
NEWSWORKS
The highly acclaimed "Agronsky & Company" now brings the sparkling wit and lively debate of the country's leading journalists and commentators to Mutual listeners.
AGRONSKY & CO.
Mutual is the only commercial radio network in the nation's capital, with more reporters than any other radio network.
With resident correspondents in all major world capitals, Mutual is a clearinghouse for international news.
Forbes
"Reporters Roundup" brings a leading newsmaker before Mutual correspondents each week to probe the news behind the headlines.
Mutual's radio satellite feeds the news to America, 24 hours a day, through its expansive, coast-to-coast network of affiliates. Mutual affiliates receive 66 newscasts every broadcast day.
Only Mutual delivers insider exclusives from Jack Anderson; authoritative business wrap-ups from "The Forbes Magazine Report;" and housing updates from "On the Hometront."
At Mutual, we're committed to bringing you the best in news programming.
That's why the news works.
MUTUAL BROADCASTING SYSTEM
Radio is our only business.

# HOT COUN[T]

## YOUR NIGHTTIME PROGRAMMING COME[S] THE NEW MUSIC COUNTRY NETWORK!

## HOT TIMES!

Kick off a hot time in your town at night with the all new Music Country Network—the *only* satellite network package available today that offers a quality overnight music/variety format. It's on the air from 10 p.m. to 5 a.m. everywhere beginning April 1 and runs seven nights a week, 52 weeks of the year.

## HOT SOUNDS!

Music Country Network comes to you from country music's hometown—Nashville, Tennessee—with the sound and the stars America is tuning in to today. Your host, Chuck Morgan, will interview the nation's top country personalities—listeners can even call in and talk to such popular artists as Charlie Pride, Roy Clark, Barbara Mandrell, Mel Tillis, Ronnie Milsap and more. And in between, he'll be playing the hottest country sounds based on the computerized monitoring system, Billboard Information Network (BIN).

## HOT NEWS!

Your listeners also get the hottest news with their music! Up-to-the-minute Associated Press news, sports and weather is put on the air regularly—as it happens all around the world, all night long.

## A HOT TEAM!

Music Country is brought to you by two leaders in radio broadcasting: WSM, Inc., a pacesetter in country music broadcasting for over 60 years; and Associated Press Broadcast Services, the world's largest news gathering organization.

## A HOTLINE!

For immediate information on Music Country Network, call Glenn Serafin now, 212/621-1520.

MUSIC COUNTRY Network

Represented by the
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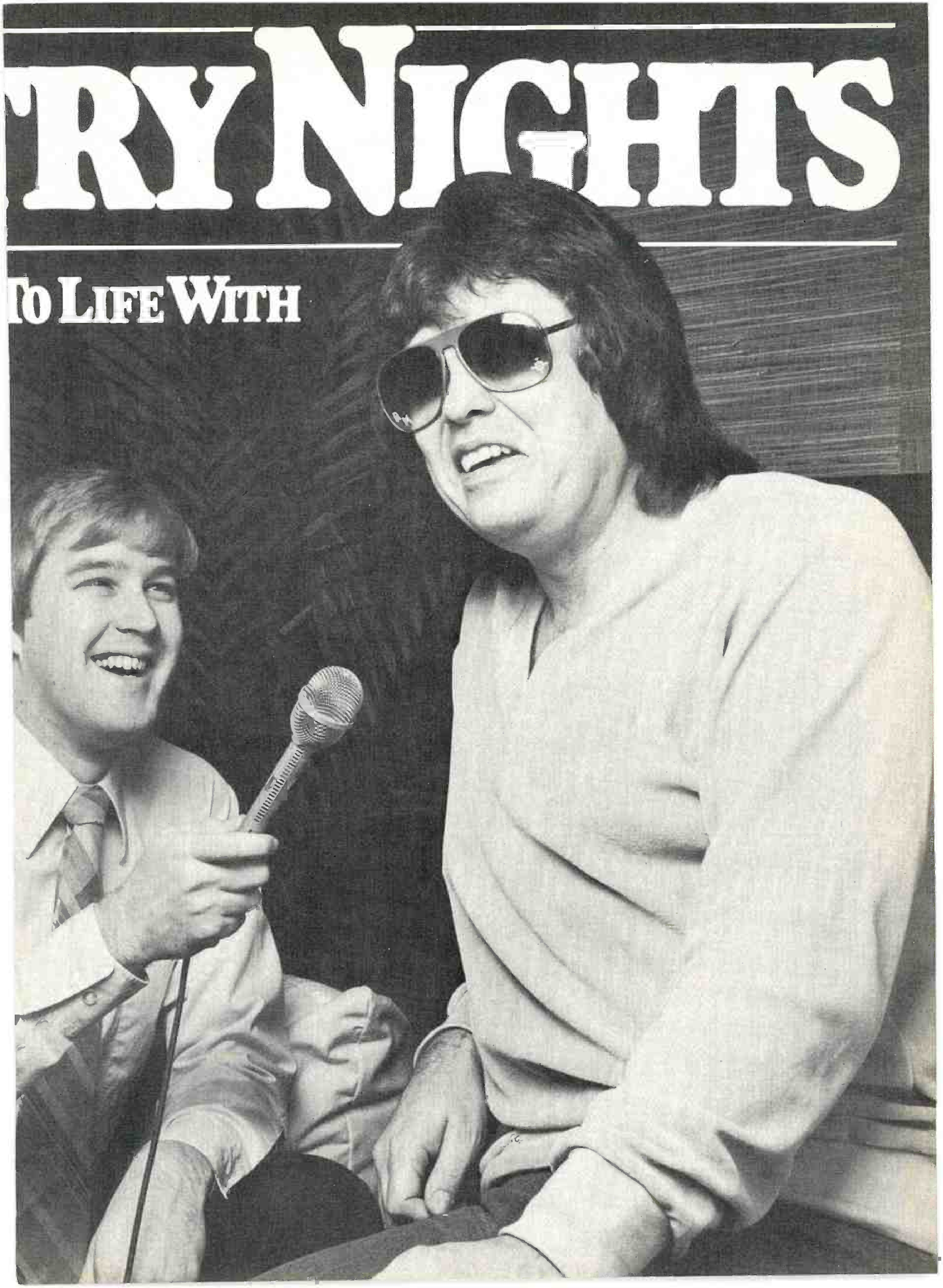
# TRY NIGHTS

## To Life With



luncheon meeting. Sheraton La Reina, Los Angeles.

■ **March 10**—*Association of National Advertisers* cooperative advertising workshop. Roosevelt hotel, New York.

**March 10**—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**March 10-13**—National Conference for Working Journalists, "International Affairs and the Media," sponsored by *Foundation for American Communications.* Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif., 90068 (213) 851-7372.

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

■ **March 12**—Deadline for comments on *FCC* proceeding to permit noncommercial FM licensees to use SCA's for profit (extended from Feb. 11).

**March 12**—Deadline for reply comments on *FCC* proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

**March 12-13**—*Oklahoma AP Broadcasters* annual convention. Lincoln Plaza, Oklahoma City.

**March 15**—Deadline for entries in *National Broadcast Editorial Association* national editorial awards. Information: Dick Gage, WHBF-TV Rock Island, Ill., 61201, (309) 786-5441.

**March 15-16**—Digital telephony course sponsored by *UCLA Extension* program. URC Conference Center, UCLA, Los Angeles.

**March 16**—Seventh annual Big Apple Radio Awards luncheon sponsored by *New York Market Radio Broadcasters Association.* Sheraton Center hotel.

**March 16**—Third annual John H. Crichton Symposium on "Issues in Communications," sponsored by *Educational Foundation of American Association of Advertising Agencies.* Pierre hotel, New York.

■ **March 16-18**—*Scientific-Atlanta* product training seminar. Sheraton Royal, Kansas City, Mo.

**March 18**—*International Radio and Television Society* newsmaker luncheon, featuring panel of Ted Turner, Turner Broadcasting; Kay Koplovitz, USA Network; Chet Simmons, ESPN, and Mike Weinblatt, Showtime. Waldorf-Astoria, New York.

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

**March 19**—*Broadcast Pioneers,* Washington area chapter, reception honoring the chairmen of the FCC. National Association of Broadcasters headquarters, Washington.

**March 19**—*UPI New England's* 26th annual Tom Phillips awards for excellence in broadcast journalism. Sheraton-Lincoln Inn, Worcester, Mass.

**March 19-20**—*Radio-Television News Directors Association* region nine and *Alabama United Press Broadcasters Association* meeting. Huntsville Skycenter, Huntsville, Ala., airport.

**March 23**—*Ohio Association of Broadcasters* salute to Congress and FCC. Four Seasons Washington.

**March 24**—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

**March 24-25**—*Alabama Cable Television Association* Citizen of the Year award meeting. Birmingham Hyatt, Birmingham, Ala.

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

**March 25**—*Radio and Television Correspondents Association* annual banquet, Washington Hilton, Washington.

**March 28-30**—*Virginia Cable Television Association* annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

**March 28-April 3**—European and North American

## Major Meetings

**March 11-16**—*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**—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 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**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29**—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**—*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 4-6**—*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**—*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.

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth 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.

**June 24-27**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

**July 18-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

**Sept. 9-11**—*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**—*National Association of Broadcasters* Radio Programing Conference. New Orleans Hyatt.

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

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

**Sept. 30-Oct. 2**—*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.

**Nov. 7-12**—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

**Nov. 17-19**—*Western Cable Show.* Anaheim Convention Center, Anaheim, Calif.

**Nov. 17-19**—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

**Feb. 6-9, 1983**—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

# HOW TO OUT-DELIVER, OUT-REPORT, OUT-FINESSE, AND OUTRAGE YOUR COMPETITION IN THE NEWS.

# INTRODUCING CNN2 FOR BROADCAST TELEVISION.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**The first total news program service available to broadcasters 24 hours a day—from the innovators of the Turner Broadcasting System.**

**For years you've been looking for a way to become the news leader in your market. This is it.**

**The services of CNN2 will give one station in each market an unprecedented edge in the competition to report the news. Exclusively.**

**Because CNN2 delivers a live 24 hour state-of-the-art worldwide newscast...updating the leading national and international stories every 30 minutes...giving you instantaneous contact with hundreds of news bureaus and reporting affiliates around the globe through the Turner Broadcasting System...all transmitting at satellite speed via Satcom III-R.**

**You'll never have to wait for the news again ...like your competition does...because CNN2 reports the news as it breaks from wherever it breaks...delivering approximately 40 stories every half-hour. There's no delay.**

# NEWS AS YOU WANT IT. WHENEVER YOU WANT IT.

But best of all, Turner Program Services offers you a unique programming flexibility. In addition to the half-hour CNN2 newscasts, we also give you access to our basic CNN 24-hour news and feature service. You can program CNN segments or large blocks of CNN2 news time whenever you want—around the clock. 48 hours a day of news programming to choose from.

With CNN2's exclusive excerpting rights you can schedule a half-hour newscast or a headline report any hour of the day. And within every half-hour newscast, there's an optional segment reserved for those local and regional stories you want to cover in detail.

In short, CNN2 eliminates the traditional limitations imposed by national newscasts, giving you programming advantages never before available in the history of broadcasting.

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# ONLY ONE TELEVISION STATION IN YOUR MARKET.

This is an opportunity to put your station at the forefront of a programming revolution...to gain a competitive edge in news capability...to become <u>the</u> station in your market with exclusive TV broadcasting rights for news delivered by the Turner Broadcasting System.

Nobody else in the communications industry offers such programming flexibility, economic advantages or instantaneous coverage of late-breaking news.

Nobody else offers a program-length service like this...a service that's destined to make news leaders out of stations that have never before held that rank...or solidify the leadership of those already out front.

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public television producers annual INPUT '82, *International Public Television Screening Conference.* Toronto.

■ **March 29-31**—Information Utilities '82 conference, sponsored by *Online Inc.* Categories of conference: hardware/media status reports; applications and marketing, and research and policy implications. Rye Town Hilton, Port Chester, N.Y. Information: Barbara Marshall, Online, 11 Tannery Lane, Weston, Conn.

**March 31-April 3**—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

**March 31**—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

**March 31**—*American Advertising Federation* advertising hall of fame luncheon. Waldorf-Astoria, New York.

## April

**April 1**—*Deadline Club, New York City chapter,* annual awards dinner. Sheraton Center hotel, New York.

**April 1**—Deadline for entries in *National Cable Television Association* Awards for Cablecasting Excellence. Information: Anne Herron, (202) 775-3611.

**April 2**—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

**April 2-3**—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas.

■ **April 2-3**—*Radio-Television News Directors Association* region six and *AP Broadcasters Association* joint meeting. Holiday Inn, Hastings, Neb.

**April 2-4**—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

**April 3**—*New Jersey AP Broadcasters Association* spring meeting. Trenton State College, Ewing Township, N.J.

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

**April 4**—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

**April 5**—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services,* nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

**April 6**—*New York Women in Film* seminar, "The TV Executive: Her Move Up and Yours." American Management Association, New York.

**April 6-7**—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

**April 6-8**—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

**April 7-10**—*International Television Association* 14th annual conference, "Video Horizons." Loew's Anatole hotel, Dallas.

■ **April 9**—*Radio-Television News Directors Association* region six meeting concurrent with 10th annual broadcast journalism seminar held by William Allen White School of Journalism, University of Kansas, Lawrence.

**April 9-10**—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

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

**April 14**—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

**April 14-19**—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

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

**April 16**—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

**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 19-20**—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

**April 20-21**—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

**April 20-22**—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

**April 23-25**—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

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

**April 24**—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

**April 24**—Fifth annual *Great Lakes Radio Conference.* Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

**April 24**—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

**April 25-27**—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

**April 26**—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

**April 30**—*New Jersey Broadcasters Association* program and news seminars. Cherry Hill Inn, Cherry Hill, N.J.

**April 30-May 1**—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Williamsburg, Va.

## May

**May 1**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International, Atlanta.

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

**May 4-6**—*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 7-9**—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

**May 8**—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

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

**May 14-16**—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

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

**May 16-18**—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis.

**May 20-22**—*First Amendment Congress,* comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

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

**May 25**—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

■ **May 25-27**—*Ohio Association of Broadcasters* spring convention. Kings Island, Cincinnati.

**May 31-June 3**—*Canadian Cable Television Association* annual convention. Sheraton Center, Toronto.

## June

**June 1**—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* in cooperation with *National Radio Broadcasters Association*. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, N.Y., 10027.

■ **June 1-3**—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunfey's Hyannis hotel and conference center, Hyannis, Mass.

**June 3-4**—*Northeast Cable Television* eighth technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

**June 3-5**—*AP Broadcasters* convention. Crown Center hotel, Kansas City, Mo.

**June 7-9**—Great Lakes Conference and Exposition, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers' Association* fifth annual seminar. St. Francis hotel, San Francisco.

**June 10-13**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

**June 11-18**—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

**June 12-16**—*American Advertising Federation* annual conference. Omni International, Atlanta.

**June 13-14**—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

**June 13-16**—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

**June 16-19**—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

**June 17-18**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

**June 20-23**—*National Association of Broadcasters'* Children's Television Conference. Capitol Hill Hyatt Regency, Washington.

**June 22-25**—*National Broadcast Editorial Association* national convention. Mayflower hotel, Washington.

**June 23-26**—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

### Errata

**Jerry Miller,** manager, corporate purchasing, ABC Inc., New York (not Los Angeles, as reported in "Fates & Fortunes," Feb. 15), named assistant director, corporate purchasing, Los Angeles. **James Richards,** purchasing manager, technical purchasing, New York, succeeds Miller.

**June 24-27**—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

**June 27-30**—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

## July

**July 11-14**—*New York State Broadcasters Association* 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

**July 14-16**—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

**July 14-17**—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

**July 18-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

**July 19-24**—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

**July 18-22**—*World Future Society*'s fourth general assembly. Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

**July 20-22**—WOSU-AM-FM-TV Columbus, Ohio, Broadcast Engineering Conference. Fawcett Center for Tomorrow, *Ohio State University*, Columbus, Ohio.

## August

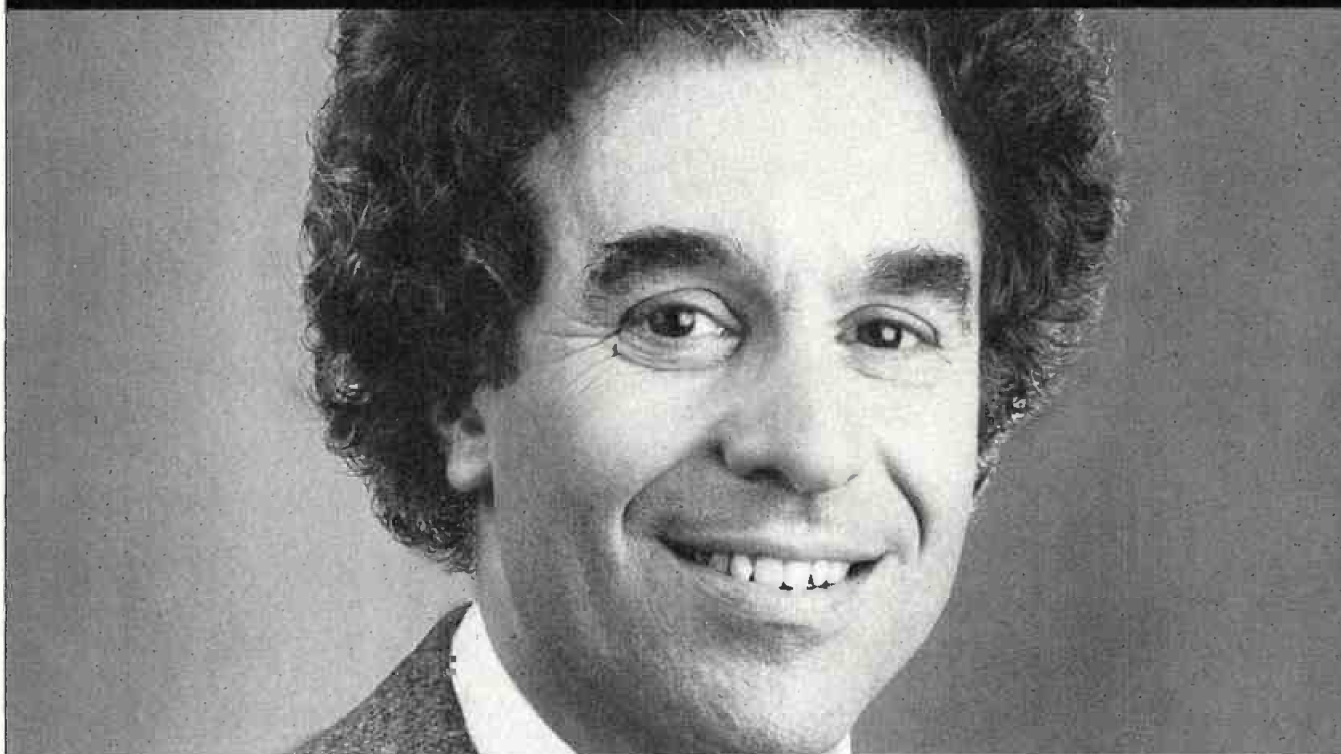
**Aug. 18-21**—*Michigan Association of Broadcasters* annual convention. Hidden Valley Resort, Gaylord, Mich.

**Aug. 19-22**—*West Virginia Broadcasters Association* annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 20**—*Kansas Association of Broadcasters* se-

# THE NEXT GENERATION IN TALK SHOWS.

## "Tom Cottle. Up Close."



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venth annual sports seminar. Royals Stadium, Kansas City, Mo.

## September

**Sept. 9-11**—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

**Sept. 12-15**—*National Radio Broadcasters Association* annual convention. Reno.

**Sept. 13-17**—*London MultiMedia Market.* Tower hotel, London.

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

■ **Sept. 19-20**—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

■ **Sept. 19-23**—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

**Sept. 21-24**—*CBS Radio* network affiliates convention. Arizona Biltmore, Phoenix.

**Sept. 26-28**—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

■ **Sept. 30**—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat.* Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, D.C., 20024.

**Sept. 30-Oct. 2**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas.

## October

**Oct. 3-5**—*Tennessee Association of Broadcasters* convention. Sheraton hotel, Gatlinburg, Tenn.

■ **Oct. 6-7**—*Ohio Association of Broadcasters* fall convention. New Marriott North, Columbus, Ohio.

**Oct. 8-12**—*Texas Association of Broadcasters* management and engineering conference. Hyatt Regency, Houston.

**Oct. 14-17**—*Federal Communications Bar Association* annual fall seminar. Castle Harbour hotel, Bermuda.

**Oct. 15-17**—*American Women in Radio and Television* Southern area conference. Peabody hotel, Memphis.

■ **Oct. 15-20**—*Vidcom/MIP-TV* fall international video marketplace. Palais des Festivals, Cannes, France.

**Oct. 22-23**—*Friends of Old Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261.

**Oct. 26-28**—*Atlantic Cable Show,* co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

# Open Mike®

### Ferreting out facts

EDITOR: A comment here on [Larry Spector's] "Monday Memo" of Feb. 1 where wonder was expressed as to why half of homes offered cable said no.

Overall industry figures, as used, obscure what is really going on. Generalizing to be brief, in urban new-build areas multi-channel cable is being sold to six or seven out of 10 homes marketed. The others can't be caught at home yet or never buy anything "new." After they learn what cable is like from the neighbors, most of them are picked up on later remarket. This continues to improve as cable marketing rapidly sharpens.

This is happening in major urban cable areas like Omaha, Dallas, Pittsburgh, Cincinnati, Miami, etc. These markets are required by franchise to complete construction within three to four years.

Meanwhile, all-encompassing industry figures are weighted down by several thousand 12 channel systems of lesser national advertising interest. The near-term future certainty of sky-high cable penetration in urban areas deserves not to be hidden under statistics weighted by relics of ancient cable history.

As for the disconnect rate, cable industry figures are bloated by a lack of standard reporting as to what is a real disconnect. Example: Guy disconnects cable at his old home as he orders cable for his newly-built home. Two weeks later, a new family moves into the old home and orders cable. One subscriber gained, right? End of month system report: 1 disconnect, 2 subscribers gained. Fact is product-related disconnects are in there and worth treating, but not a source of despair.—*Rod Warner, cable marketing consultant, Sarasota, Fla.*

### Place for slides

EDITOR: Mr. Shockey ("Open Mike," Feb. 1) is shocked that the Television Information Office produced a major slide presentation, rather than a tape, to tell the industry's story. We used slides because they are flexible, adaptable to the local situation, very economical for the large quantities needed, and member stations want them to use in schools, churches and other places that lack tape or film capability.

Of course, we also produce tapes, films, spots, radio interviews, books, booklets, ads, research, talks, debates and built the world's best library on TV.

Using new technologies doesn't mean losing the old ones. TIO still makes (and helps members make) personal appearances to tell TV's story. And Gutenberg's "Letter to the Editor" still works—for a modest 20 cents.—*Bert Briller, manager, creative services, Television Information Office, New York.*

# Monday Memo®

A radio advertising commentary from Jim Daniels, media director, Petroleum Products Group, Phillips Petroleum, Bartlesville, Okla.

## Radio networks help boost corporate image

For almost 10 years, Phillips Petroleum Co. has been a pace-setter in corporate advertising through its "Performance Campaign." The Arab oil embargo of 1973 brought about a shortage of most petroleum products. In view of that, Phillips discontinued promoting products and embarked instead on an advertising program designed to maintain consumer trust and confidence. Our goal was and still is to demonstrate Phillips's commitment to improve the quality of life while responsibly supplying petroleum products, chemicals and technology.

Phillips markets petroleum products primarily in 31 Midwest, Southern and mountain states. During the first years of the campaign, Phillips used regional network TV, spot TV and magazines circulated in those regions. The results were encouraging. Our research showed that the consumer perceived Phillips as a leader in the energy industry.

From 1973 to 1978, the development of effective radio commercials was given low priority due to the overall inefficiency of spot radio in the approximately 150 markets in the Phillips trading area. For years, we discussed the feasibility of buying coverage of 31 states through the networks. For numerous reasons it couldn't be done. But in the summer of 1978, we were able to purchase regional network radio and were soon airing commercials on ABC Information, CBS and NBC. That opened the door to broad, efficient radio coverage of the Phillips marketing area, through a base of regional network schedules.

A question that advertising specialists had long asked themselves is: Does radio really make media sense? As a result of the regional radio opportunities, the answer clearly was "yes," especially for our performance campaign.

The first reason was efficiency. We found the network radio cost per thousand to be about 35% of our regional network TV prime C-P-M. Of course, we were comparing a radio 60-second spot to a prime 30-second. This was important since we knew that each story could be better explained—and more dramatically, considering the innovative and technological nature of our concepts. Also, we could develop for radio concepts that had been delayed or eliminated since available TV exposure didn't warrant production expenditures. In addition, the network radio news environment was conducive to thoughtful and dramatic communication, adding impact and innovation to the campaign.

J.H. (Jim) Daniels is media director for the marketing division of the Petroleum Products Group of Phillips Petroleum Co., Bartlesville, Okla. He is a native of Houston and a graduate of the University of Houston. He has held various advertising and public relations positions at Phillips, and his responsibilities have included both media and advertising research. Daniels is first vice president and a director of the Tulsa (Okla.) Ad Club and a director of the American Advertising Federation's 10th District.

Creative execution was the final hurdle. We knew that TV and print worked. Lest we risk confusion and the effectiveness of the campaign as a whole, we had to replicate the realism, personalization and drama of the performance campaign in radio copy. In a word, radio could add efficiency, audience values and creative flexibility to an already proved campaign.

Thus was born the "performance report" format, using real people describing the innovative accomplishments of Phillips. At first, we patterned radio copy after TV executions. This method proved to be dramatic, memorable and effective. We found that the use of 60-second spots enabled us to explain the story in more detail and to develop more drama in the concepts. The format worked so well that today we produce radio concepts that are not executed on televison or in print.

Together with TV and print, Phillips research has shown continued improvement in consumer awareness, recall and attitude.

In our most recent survey Phillips ranked number one in our primary marketing area, when compared with five competitors on the following image attributes, as a company that is:

- Attempting to develop additional sources of energy.
- Concerned about protecting the environment.
- Manufacturer of high quality products for your car.
- Developing innovations that improve the quality of life for all of us.
- Doing a lot to help people.
- Attempting to locate new sources of petroleum.
- A good company to do business with.

The research demonstrates that the proof-of-performance campaign continues to generate strong, positive consumer perceptions.

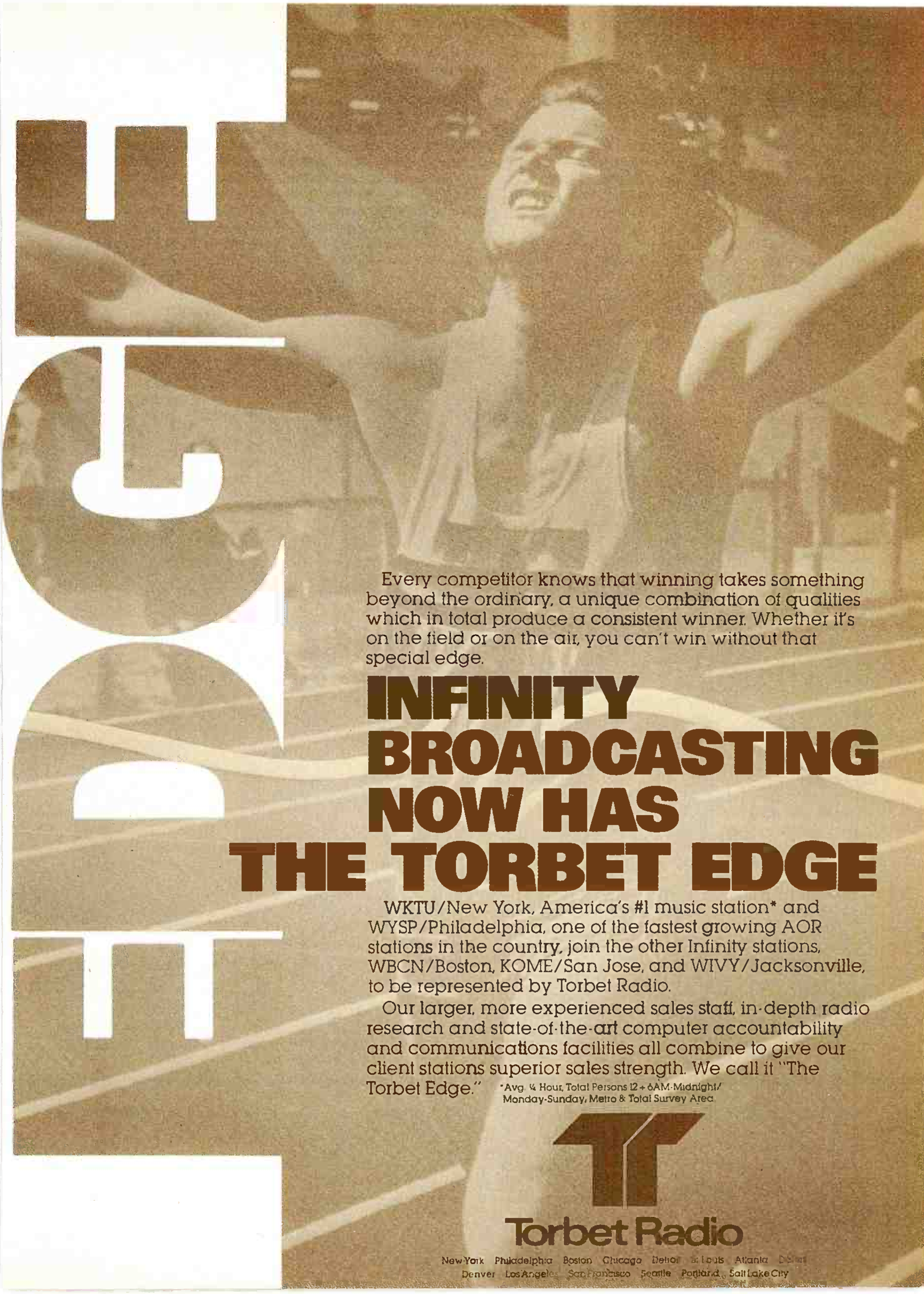
Today our use of radio includes network, spot and unwired networks. Our current schedules include ABC Information, CBS, Mutual and NBC radio networks.

Radio is often referred to as a frequency medium, providing reach and improving the distribution of impressions to the total target audience. In particular, we are able to reach more affluent, better educated, light television viewers in our marketing area. And we reach them more frequently with radio.

The future of network radio today is more exciting than ever. First there is the availablity of strong, local affiliates for the emerging radio networks. Since there are more stations today, new radio networks will be able to tap into local strength developed over the years.

Second, the diversity of network programing offers new opportunities. ABC, one of the four original networks, was itself instrumental in this diversification when it expanded from one to four networks in 1968. Today, there are more than two dozen networks offering not only three-minute programs, newscasts and features, but hour or longer dramatic series, music specials and news/talk programs. This programing is enhanced by local affiliates whose formats complement network programing, and vice versa.

Finally, new technology is providing the efficient distribution needed for radio stations to carry the programing that national sources are now able to provide at a reasonable cost. And, as new programing ideas are adapted to radio, there will be additional opportunities for even more effective communications.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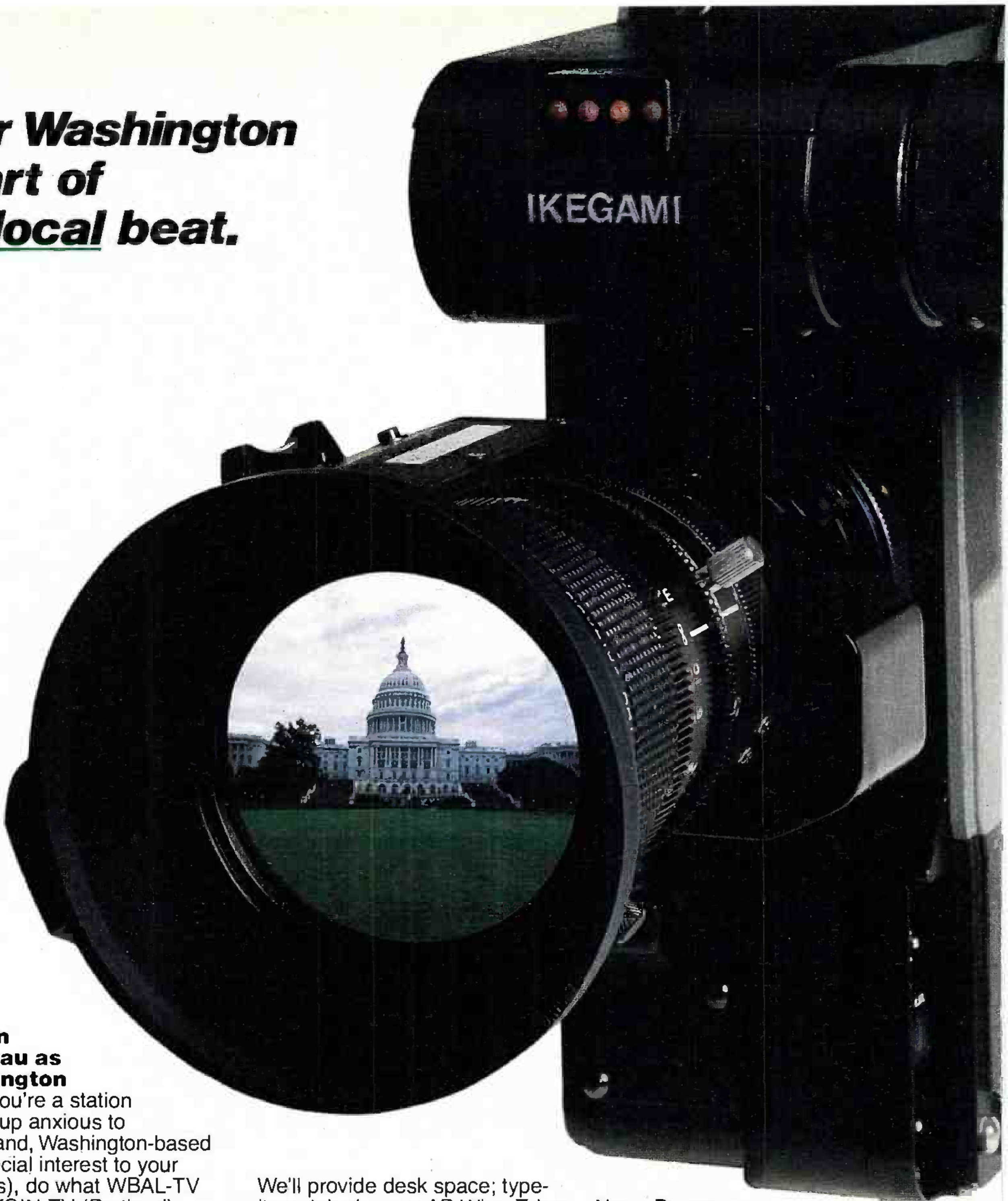


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Broadcasting Feb22
Vol. 102 No. 8

TOP OF THE WEEK

A MARRIAGE MADE IN NEW MEDIA HEAVEN

# CBS, Fox in cable-video alliance

**Broadcaster, major motion picture company each bring important assets to party; multiple cable offerings anticipated, plus marketing to home video; real estate figures prominently in deal**

The hardening determination of conventional broadcasters not to be left in the dust of the video revolution was demonstrated dramatically last week by the long-anticipated announcement of a joint venture between CBS Inc. and 20th Century-Fox in cable television and in the creation, marketing and distribution of programing "for the emerging home video market." The apparent priority on that list: enlargement of CBS Cable's horizons beyond its current cultural service to the provision of other channels that would provide movie services on either a pay or advertiser-supported basis, and even pay per view.

The announcement raised as many questions as it answered; indeed, at this stage of the game CBS would not go beyond characterizing the deal as an "agreement to agree." But assuming the fine print survives all the lawyers who will be working on it over the next 30 days, it appears that both companies will have enhanced their respective postures to compete in the new markets.

What's known now: that each of the companies' home video operation—20th Century-Fox Video and CBS Video Enterprises, with a combined valuation of $100 million—would be incorporated into the new venture, as would CBS Cable (into which CBS has already poured an estimated $30 million), and CBS's Studio Center production facility in Hollywood, a property considered to be worth $40 million for acreage alone. Those elements would give the joint venture starting assets of at least $200 million, not counting potential new business.

Specifically not included in the joint venture are CBS's Venture One electronic publishing operations, CBS teletext experiments, the recently formed CBS Theatrical Films unit, or Fox's theatrical film production and distribution operations. And at this stage of the process, it's believed that CBS's ambitions in direct satellite broadcasting also are outside the range of the compact with Fox.

But then there are the unanswered questions: Just what are the "many types of cable television services" the joint venture is "expected to encompass"? Films, sports, music and special events were mentioned as those they "potentially could offer" but whether that will mean separate channels of such services, pay or basic cable service, or whether the joint venture will have any special access to Fox film product were among the "further details" the prospective partners said would not be "available from either company until a final definite agreement has been signed," in perhaps 30 days.

Should CBS and Fox move toward those additional cable channels, they would have at least five possible transponders with which to distribute them. The first is CBS Cable's present transponder on Westar VI. Two others are on Satcom IV (Cablenet Two), although CBS's purchase is clouded by the current FCC inquiry into the practice of selling transponders. CBS also is in line for two now-silent transponders on Satcom I, the previous Cablenet One, all of whose customers moved to Satcom III-R earlier this year.

Another major question is what will become of the separate joint venture CBS Video has with MGM for the distribution of home video product. CBS is still conducting unilateral negotiations with MGM on the varied points raised for that partnership by the new relationship with Fox.

Neither company would comment on what the contemplated structure of the joint venture would be, other than to say CBS and Fox would be equal partners.

(Answers to a number of these questions may emerge tomorrow [Feb. 23] in New York when CBS hosts security analysts for a general briefing on the company's operations.)

This latest deal takes place against a background of cable and home video industries already replete with joint ventures, partnerships and associations. Most prominent, perhaps, was the one that failed—the pay cable Premiere partnership that would have united producers Fox, Columbia Pictures, Paramount and MCA with ESPN's parent, Getty Oil. ABC has an assortment of new media joint ventures—one in sports with ESPN, one with Westinghouse in cable news, another with

CBS's Paley and Wyman — Fox's Davis and Hirschfield

**The venturers and the ventured.** Prime movers in negotiations for the CBS/Fox joint venture included the chief executive officers of both companies, CBS President Thomas H. Wyman and Fox Chairman Alan J. Hirschfield, and the respective powers behind both those thrones: CBS Chairman William S. Paley and Fox owner Marvin Davis. To be rolled into the joint venture are the operations headed by Cy Leslie, president of CBS Video Enterprises; Steve Roberts, chairman of 20th Century-Fox Video, and Dick Cox, president of CBS Cable, plus the CBS Studio Center production facility. Twentieth Century-Fox Video is the recently renamed Magnetic Video, which the film producer acquired in 1979. Its operations are chiefly in the cassette area, and its list of titles runs over 400. The 40-acre CBS Studio Center site in Studio City has served not only as a production home for various CBS projects, but has leased space to independent producers including M-T-M and Marble Arch. ■ The CBS-Fox deal may not be the last joint venture entered into by that broadcasting company. It is known to be having discussions with such entities as Columbia Pictures, the Public Broadcasting Service and, most recently, with United Satellite Television, the Robert Howard-Pop Satellite SMATV company, which has leased transponders on Canada's Anik-C satellite ("Closed Circuit," Feb. 15).

Hearst in other cable programing.

CBS has found itself faulted recently on Wall Street by analysts who preferred the shared risk approach to new media development being taken by ABC. But lest last week's news might mislead anyone in that regard, CBS took pains to advise analysts not to reduce their estimates of future development costs for the company because they might presume the CBS Cable losses could be halved through the venture. CBS is hinting it will invest enough through the joint venture to offset any such savings.

Those analysts who were forming opinions despite the dearth of facts last week tended to interpret the alliance as yielding primary near-term benefits in the home video and real estate fields. Uniting the two video operations is bound to result not only in economies of distribution, analysts believe, but also help bolster the positions of both companies in the home video marketplace. One observer described the process that brought the two companies together as one of "spontaneous combustion."

On the land issue, Fox's new entree into Studio Center would free up that company to capitalize on the highly valuable real estate it has tied up in its own production facilities adjacent to Century City. That undervalued asset has been identified as one of the primary attractions Fox held for Denver oil magnate Marvin Davis, who with his partners took over Fox (and took it private) back in June.

David Londoner, of Wertheim & Co., sees the venture structured "as a real powerhouse in emerging markets." At the same time, he's betting that the MGM/CBS deal "falls apart," leaving cash-poor MGM in a position to sell rights to its library "as a free agent." Fox already holds domestic cassette and nonexclusive videodisk rights to the library of United Artists.

WHAT'S THIS BOOM DOING HERE?

# Swimming against the economic tide

**Broadcast advertising revenues proceeding at record rates despite recession; spot TV up some 20% in first quarter; networks all strong; analysts think it can't last forever**

"Surprisingly strong," "rather remarkable," "surprisingly well." Those are phrases being bandied about by broadcasters and financial analysts looking at the current state of the broadcast economy, particularly in comparison with the general economic recession. While there are some signs of weakening in the local television marketplace, and radio isn't doing particularly well, the network television economy is coming off a strong first quarter, seemingly well situated, with spot said to be even surpassing the mid-teens percentage increases noted on the network side (some accounts put spot ahead by 20%).

That's all following a fourth quarter where the major group broadcasters generally did rather well in their broadcasting operations: Capital Cities Communications reported broadcasting revenues up 18%, profit up 17%; Cox up 17% and 15%; Taft 12% and 12.5% (noting that radio growth was slower than television); LIN Broadcasting's total revenues advanced 19%, net income 7%.

With Storer still to report on the group side, Metromedia fell behind its colleagues in broadcast revenue gains, logging an additional 8% in the fourth quarter but advancing 14% on the profit side. ABC has yet to report for the quarter, but CBS said both revenues and profits in broadcasting set records.

Just how long this situation can last is the question now.

Howard Turetsky of Bache Halsey Stuart Shields is among those who "thought it would have weakened before this." Werthheim's David Londoner suggests that one of the factors supporting the market to this point has been advertising designed to promote sales, and another the NBC make-goods problem (BROADCASTING, Jan. 25) that boosted the scatter market. With the effect of the NBC inventory situation fading, once the promoted sales dump retailers inventories, "it will look like the recession has finally hit broadcasting." All the same, Londoner's looking for fairly quick recovery both in the recession and the general broadcast economy.

Ed Atorino of Smith Barney Harris Upham thinks some of the factors influencing broadcasting's bouyancy are continued spending by the airline and auto industries, and a couple of major new campaigns like the new Coca-Cola push (BROADCASTING, Feb. 8).

Separately, he's intrigued by one theory that in commodity-related goods, manufacturers that benefitted from some raw material pricing breaks reinvested those monies into broadcasting, with an eye to positioning themselves to take advantage of expected consumer spending increases in the wake of the proposed midyear tax cut.

CBS's chief economist, Dr. David Blank, takes a more sanguine view of the situation. Blank says broadcasting usually trails the general economy and is doing so in this case. Similarly, Dennis Leibowitz of Donaldson Lufkin & Jenrette notes that, generally, corporate profits did not turn down until late in the fourth quarter, pushing back any normal lag effect on broadcast spending.

CBS's Blank is looking for a slump, but one that will moderate growth, not reverse it. He's expecting the full broadcast economy, and its parts, to show about 11% to 12% growth for the year.

Right now, at both CBS and ABC, television network selling is supposed to be progressing well, with the first quarter 90% sold out, the second over 70% sold, and the third even into the high 60%.

On the spot side, Blair Television President Harry Smart thinks it's too early to tell whether the 20% plus level he thinks spot scored in the first will be repeated in the second quarter. He's sticking by a 10% to 11% annual growth forecast for spot in 1982, and figures the second and third quarters will show some flattening out.

Over at Katz TV Continental, President Peter Goulazian thinks spot will end the first quarter somewhat lower than that 20%-plus number. One factor that reps suggest is affecting the situation in smaller markets is a pullback in spending by

**AM stereo: the second time around.** In early 1980, the FCC thought it solved its problem of choosing among five proposed AM stereo systems. Simply approve all of them, the logic went, and allow the "marketplace" to decide which is best suited to be the standard. When word of the FCC's intention leaked, however, broadcasters, equipment manufacturers and four of the five system proponents (all but Leonard Kahn) mounted an intensive lobbying campaign and persuaded the FCC to select a single system. It picked Magnavox's, but after some broadcasters complained, the FCC issued a further notice aimed at building a record upon which a sound selection of one system could be based.

History now seems to be repeating itself. When the FCC takes up AM stereo on March 4, it will probably take the marketplace tack, even though the bulk of industry sentiment is still dead set against it. The National Association of Broadcasters radio board passed a resolution in favor of a single system just last month. And according to a Harris Corp. survey (see page 64), three out of four AM stations believe a single system is still the way to go.

Harris, one of the system proponents sent a mailgram to broadcasters and Congress last week, reiterating its endorsement of a single system, "regardless of the system selected." Allowing the five systems "to engage in an on-the-air survival contest ... would further delay or even kill the advent of AM stereo." Although the Harris mailgram implies that the company would not appeal the selection of any of the other systems in the courts, the other three system proponents against the marketplace would give no such assurances. Representatives of Magnavox and Motorola say they still oppose the marketplace, but could not say they would not appeal the selection of a system other than their own. Arno Meyer, of Belar Electronics, indicated that he would be happy if either Magnavox, Motorola or the Belar system were chosen.

One strong voice in favor of marketplace is that of Leonard Kahn, the fifth system proponent. He thinks the idea is "fantastic" and believes the industry will make up its mind in favor of his system "real quick." A number of leading broadcasters—ABC, NBC, Westinghouse, RKO and Meredith—have already decided to go with the Kahn system, he said.

General Foods, a hefty client for some stations.

Down the line, some boost is expected to come from campaign spending for the biennial congressional elections, but it won't be sufficient to offset the effects of the general recession, most observers believe.

The big question looming down the line in the spot market is whether ABC will proceed with its proposed expansion of advertising inventory (BROADCASTING, Feb. 1), and whether its rivals follow suit. The impact on such a move might drastically alter the fourth-quarter situation, quite apart from the general business conditions.

# Field of two for Fairfax cable contest

**There were 35 interested parties at the start but only Media General and a TCI-local coalition were willing to submit bids**

When Fairfax county, Va., released its request for proposals for its cable television franchise last year, some 35 companies picked up a copy. But when it came time to put the bids on the table last Thursday afternoon (Feb. 18), only two did: Media General Inc., a multimedia company based in Richmond, Va., and Fairfax Telecommunications Inc. (FTC), a joint venture of a large group of local investors and Tele-Communications Inc., the country's third largest MSO.

The sparse interest in wiring the wealthy Washington suburb of 212,000 homes came as no surprise to those following events in the county. Warner Amex Cable Communications and Storer Cable publicly condemned the RFP as too stringent and announced their withdrawal from the fray. And at the 11th hour United Cable told Fairfax officials that, despite its interest, it had decided that serving the county would be economically unfeasible.

The turnout in Fairfax was in marked contrast to that which occured three weeks ago in the neighboring and demographically similar Montgomery county, Md. There, eight companies, including Warner Amex and United, submitted bids.

The two bids that Fairfax received were every bit as extravagant as those Montgomery received, however. Media General promised a dual-cable, 126-channel subscriber system with a 63-channel basic tier for $2.95 a month. And FTC said it would build a 116-channel subscriber system with a 30-channel basic tier for $2.75 a month. Each also includes a dual-cable institutional network in its proposal. Both will offer two-way services.

In what may be some kind of first, FTC said it planned to reserve three of its channels for high-definition television, which "will provide viewers with the first substantial advance in television service since the advent of color TV." FTC also said it anticipates that its system "will include an electronic publishing service by the *Washington Post*."

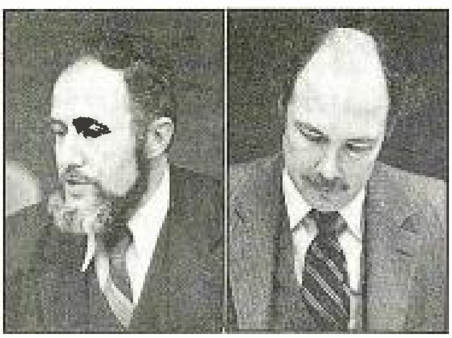
John Reel, executive vice president of FTC, who began poring over the Media General bid minutes after it was opened, said he was not surprised that he had only one competitor. "The RFP was fairly stringent and a lot of companies were not willing to make the commitment here," he said. For one thing, he said, it requires that half the system be built underground, even in "future growth areas" where there is currently low population density. By contrast, he said, Montgomery required only 25% underground construction.

"If you had asked me a year ago, I would have been surprised," said Bill Rossi, the county's cable official, "because of the intensity of interest. But over the last few months, the indications were that the interest was dwindling ... or perhaps just becoming realistic."

The cable chief said he did not think the RFP was too demanding. "It might have requested more information that other RFP's," he said. "But I don't think we are asking for more than other companies have offered elsewhere." Some of the would-be applicants, he said, were discouraged by the involved financial disclosure requirements.

In addition to its basis tier, the Media General system would offer an enhanced tier for $8.95 and an interactive tier for $10.95. Each of the 11 premium services would cost an additional $7.95 and a home security system would cost $9.95 and $49.95 for installation. Media General said it would make an initial capital investment of $85 million to build the system and that the construction would be completed in three years. It said that it "had reached an accord" with Prime Cable, the nation's 33d largest MSO, for its help in building and operating the system.

FTC would offer a 60-channel second tier for $4.25, a 72-channel third tier for $5.25 and an 89-channel fourth tier for $6.95. Each of the 13 premium channels would cost an extra $6.95. FTC said it would spend $107 million over five years to build the system.



**Interested parties.** Fairfax county official Bill Rossi (l) at the opening; John Reel (r) of FTC, the one bidder present, looks over the competing Media General bid.

FTC is 51% owned by TCI and 49% by a group of Fairfax residents who have been working to procure the county franchise since 1975. Although the locals will control the company at start-up, under their agreement, TCI will acquire an additional 12% and control of the company in 1989 or 1990 for $1 million—what the locals have already invested in the company—"plus interest at less than 9%." In 1994, the locals have the option of selling up to an additional 20% "at fair market value" to TCI. If they exercise that option, TCI would end up with 81%.

Although the FTC application takes great pains to point out that it is not a "rent-a-citizen" venture, the fact is that the locals will have recouped their $1 million investment and still own 39% of a system that will, according to their own accounting, cost more than $100 million to build.

Media General is the publisher of six newspapers, owns WFLA-AM-FM-TV Tampa, Fla., and operates a cable system in Fredericksburg, Va. It has bought, subject to FCC approval, WJKS-TV Jacksonville, Fla., and is selling WFLA-AM-FM (see "Changing Hands," page 76).

# Wirth chastises FCC on lottery, urges task force on children's TV

**Says commission has violated the law by ignoring order from Congress; Broyhill takes contrary position, backs agency; NEA proposal endorsed as way to avoid 'mandated' solution**

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) wrote to the FCC twice last week, saying it broke the law when it refused to develop a mechanism to choose among mutually exclusive license applicants by lottery and urging it to take steps to improve children's television. In reaction to one of those letters, Representative James. Broyhill (R-N.C.) told the FCC he supports its action on the lottery proposal.

The FCC's decision not to adopt a lottery mechanism (BROADCASTING, Feb. 15) is "a clear, direct and deliberate violation of the law," said Wirth in a letter also signed by Energy and Commerce Committee Chairman John D. Dingell (D-Mich.). "The lottery provision passed last summer provided ample guidance to the commission as to how to devise a workable random selection process," said Wirth, and the FCC should not have presumed as its rationale in rejecting the lottery that the commission does "not believe that Congress would intend for [it] to expend [its] limited resources to draft and defend rules creating a lottery framework which would not be used."

"It is not for the FCC to presume legislative intent when Congress clearly mandated an action be taken," said Wirth, and "moreover, the commission has never sought any type of formal direction or clarification from the Congress as to how a lottery system might be designed."

Wirth also blasted the FCC at a hearing on Wednesday (see story, right), saying Commissioner Joseph Fogarty, by dissenting on the lottery decision, is the only commissioner who understands "the clear principles under which the Congress and FCC operate." Wirth ordered the FCC to "go back and develop a lottery mechanism."

In spite of this order, Democratic leaders of the House committee have agreed to meet with those of the Senate Commerce Committee, according to Ward White, senior counsel to the Senate panel, to discuss how Congress can clarify what it wants from the lottery statute.

Broyhill, who is the highest ranking Republican on the Energy and Commerce Committee, said in a letter to the FCC he defers to its judgment that the statute requiring the lottery, "as drafted, is unworkable." The law was enacted last year as part of a budget package (BROADCASTING, Aug. 3, 1981).

"In view of the commission's conclusion that it can neither speed up the licensing process nor reduce costs by implementing the lottery statute, I cannot find fault with its decision to refrain from adopting implementing regulations," said Broyhill. "I do not think Congress intended the commission to perform a useless and wasteful task.

"I am not surprised that my distinguished colleagues would urge that the commission adopt wasteful rules in this case because they were the primary architects of the lottery law," he said. The lottery provision was the product of a series of meetings during a House-Senate conference last fall, said Broyhill, and "most of those meetings were closed to House Republican conferees."

Broyhill urged the FCC to continue trying to find ways to streamline its licensing process and said he hopes Congress will enact new lottery legislation.

On children's TV, Wirth endorsed a recent request by the National Education Association that the FCC create a temporary task force to explore ways to upgrade children's programing—similar, Wirth noted, to the approach it is taking toward financing of public broadcasting. The adoption of "responsive, voluntary industry guidelines and standards might satisfy the public interest in improving children's TV," he said, noting that voluntary solutions would be preferable to "mandated regulations."

Until a "marketplace of video abundance exists," said Wirth, "cooperative solutions to problems such as these might be very beneficial to the industry, the public at large and most of all the nation's children."

# FCC, NTIA would put H.R. 5158 on hold


Wirth


Fowler


Wunder


Fogarty

**Wirth and subcommittee told that major common carrier bill should await final settlement of AT&T deal; but he's reluctant to abdicate policymaking to those parties, as are independent telcos**

The FCC and the Reagan administration told a reluctant House Telecommunications Subcommittee last Wednesday (Feb. 17) that it should delay passing a major common carrier bill until after the Justice Department has completed its antitrust settlement with AT&T. The leaders of five independent telephone companies, however, argued exactly the opposite, saying enactment of legislation by the 97th Congress is critical to prevent a serious decline in national telephone service.

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) said he plans to continue advancing his bill (H.R. 5158) with amendments to modify the settlement. "It's the job of the Congress, not the Justice Department and AT&T, to set national telecommunications policy," he said, and reminded witnesses that that had also been the position of the White House prior to the settlement. Representative Thomas J. Tauke (R-Iowa) said that by acting now, the subcommittee can take advantage of a new awareness in Congress, caused by the settlement, of the need to revise the Communications Act.

FCC Chairman Mark S. Fowler and Bernard J. Wunder, chief of the National Telecommunications and Information Administration, urged the subcommittee to avoid addressing the structure of AT&T and the rest of the telephone industry in any bill it advances prior to completion of the settlement. Instead, they said, it should advance only a restricted, interim bill to prevent rapid increases in local telephone rates and to affirm the authority of the FCC to continue regulating parts of the telephone industry in the wake of the settlement.

Because no one knows what the final settlement will look like or whether the court will accept it, Congress might be drafting a bill "around something that will not occur," said Wunder. "It is not necessary to pass a structural bill now."

Fowler concurred, and said the FCC will work with the Justice Department in formulating the final details of the settlement, and also will file comments with the court that is reviewing the settlement. The settlement has not deprived the FCC of its authority to regulate the telecommunications industry, he said, and by implementing its Computer II decision, the FCC will be actively involved in overseeing the changing conditions in the long distance and telephone equipment markets.

Although the FCC's Computer II decision has been criticized by the General Accounting Office as inadequate for preventing anticompetitive practices by

AT&T, Fowler said the FCC "has no intention to revisit" the decision. "We must go forward because we have no new decree yet and because we believe the proposed decree and Computer II are compatible," he said.

The FCC will continue to have authority to regulate telephone equipment markets and to help set access fees paid by long distance carriers to connect with local telephone loops, said Fowler. What it may not have is authority to insure the viability of AT&T's divested local operating companies, he said, and it plans to ask the Justice Department to insert that authority into its final decree.

The local companies might not be able to survive if restricted, as they would be under the proposed decree, from offering anything but regulated local telephone service, said Fowler. The Justice Department should consider a sunset clause for this restriction or it should permit the court or some other entity to review the restriction periodically to determine whether it is still necessary.

FCC Commissioners Joseph Fogarty and Anne Jones disagreed, however, saying the local companies would already be destroyed before a sunset or review provision could be implemented. "It's imperative for Congress to preserve the viability of the local companies," said Fogarty. Commissioners Abbott Washburn and Henry Rivera declined to comment on the problem of local companies, but Commissioner James Quello said a sunset or review provision might "be a good start" toward preserving their viability.

Theodore Brophy, chairman and chief executive officer of General Telephone and Electronics Corp., said there appears to have been a "trade-off between a free AT&T and strongly chained local operating companies." He and the leaders of four other large independent telephone companies seemed to agree that permanent restrictions on the local companies would seriously hamper their ability to compete.

The independents were more concerned, however, with the future of network planning after AT&T has divested two-thirds of its plant. Congress must act, said Robert Reuss, chairman and chief executive officer of Central Telephone & Utilities Corp., to require some entity, perhaps the dominant carrier, to provide services to all areas of the U.S., even those that are not profitable.

Independents also were worried that the settlement would permit AT&T to bypass local networks when serving its biggest customers. According to Brophy, 60% of all long distance business traffic is generated by only 4% of business customers, and AT&T already has in place local switching equipment that would allow it to bypass local telephone companies.

The proposed settlement would transfer to an unregulated AT&T "a clear monopoly in long distance and equipment manufacture markets," said Brophy, who voiced a concern reiterated by the four other witnesses. Deregulation of both these markets must be conducted slowly and carefully, they said, as it would be under Wirth's H.R. 5158.

Although Wirth said he plans to move ahead with his bill, he also told the FCC to "turn up the temperature" on its efforts to get involved in the development of a final consent decree between the Justice Department and AT&T. Fowler assured him the FCC "is not asleep at the switch" and would "caucus on its comments" to the court soon.

# RKO takes ch. 7 case to Supreme Court; NETV presses for interim authority; other challenger heard from

The drawn-out RKO General Inc. case last week reached another plateau in its escalating survival crisis. RKO petitioned the Supreme Court to review the decision of a lower court affirming the FCC's denial of license renewal to WNAC-TV Boston.

On the same day, New England Television Corp., determined to take over the valuable property, urged the commission to deny RKO's request, filed earlier (BROADCASTING, Feb. 15), for permission to continue operating the station beyond a March 7 deadline. Instead, NETV said, the commission should grant NETV's application for the channel 7 facility and indicate approval of NETV's plan that it be granted authority to operate the station pending Supreme Court review.

The Supreme Court decision on whether it will consider the case is perhaps months away. But a commission decision on RKO's motion for extension of time and on NETV's alternative proposal is only days off. The commission is expected to act this Thursday (Feb. 25).

RKO is stressing in its Supreme Court appeal—as it did in its unsuccessful petition to the U.S. Court of Appeals in Washington for rehearing—that the lower court had erred in affirming termination of the Boston license on the one charge that the commission had not considered in a hearing—that RKO lacked candor regarding the alleged wrongdoing of its parent, General Tire & Rubber Co.

RKO contends that the commission in that action violated its statutory rights. It notes that the Communications Act declares that broadcast licenses may not be denied without full hearing and that the high court has held that such hearings are "essential" in such cases.

Yet, RKO adds, the appeals court's decision "creates a radically new power in the FCC to dispense with notice and hearing of any kind and terminate a broadcast license for bad character whenever the agency asserts its own certainty (arrived at without any safeguards) that the licensee has intentionally committed a disqualifying offense."

RKO also argues that the case sets a dangerous precedent in that it eliminates "a critical protection against arbitrary action by an agency that wields the broadest substantive powers over a major medium of communications" and opens the door for other agencies to decide adjudicative issues "without any procedural safeguards whenever they conclude that they are certain of the facts."

What's more, RKO contends that the court "flagrantly violated established principles of judicial review." It says the obligation of candor it was said to have violated was not the one applied by the commission. (The commission acted on its conclusion that RKO officials had been untruthful in testimony and had failed to report a Securities and Exchange Commission investigation of General Tire when the inquiry had reached a stage at which compulsory process was authorized; the court, instead, RKO says, "created a broad obligation to discover and disclose [alleged wrongdoing] and conclusively presumed that RKO intended to violate it.")

The commission based its denial of renewal on four grounds, but the court affirmed only on the basis of one. In the process, RKO adds, the court denied the commission the opportunity to consider "whether the sanction was appropriate in light of the court's very different conclusions . . ."

With the appeals court and, later, Supreme Court Justice William Brennan having refused RKO's request for a stay of the lower court's mandate, a 30-day period specified in the commission's order is now running, and will end on March 7. RKO has asked the commission to extend WNAC-TV's operating authority until after the Supreme Court has acted and a replacement has been chosen, if one is necessary—or at least until April 1, while the commission considers its motion.

But NETV, in its filing with the commission, contends that RKO's request must be denied because the commission does not have the authority to grant it. "The commission may not modify an order after that order has been affirmed by a reviewing court and the court's mandate has issued," NETV says. "For the commission independently to modify its order by extending operating authority would be an unconscionable intrusion into the U.S. Court of Appeals' jurisdiction to supervise agency action."

But NETV would not have the station go dark. That entity—comprising two original competing applicants for the ch. 7 license, Community Broadcasting of Boston Inc. and The Dudley Station Corp. says the commission should grant NETV's application for a construction permit, conditioned on the outcome of Supreme Court review of the case, and permit NETV to operate the station pending completion of that review.

NETV offers a two-point proposal:

■ The two sides would negotiate terms under which RKO would provide "facilities, personnel and all intangibles for the operation of WNAC-TV, subject to terms satisfying NETV's permittee or licensee responsibilities."

■ The net profits of WNAC-TV would be placed in escrow, "to be released to RKO if the Supreme Court reverses or otherwise vacates the RKO decision, or to be released to NETV should the Supreme Court deny" the petition to review or affirm the commission's decision. (NETV contends that "even if the commission had the authority to grant RKO's motion to continue operating beyond March 7, it would be obliged to impound any net profits RKO derived from the station after that date.)

NETV says that proposal would protect the public from even a temporary loss of service by WNAC-TV, the job security of the station's employes, business relationships with WNAC-TV advertisers, and RKO's rights in the event it is successful in its appeal to the Supreme Court—all objectives RKO says its proposed extension of deadline would achieve.

RKO received support for its proposal to remain on the air late last week from another would-be occupant of Boston channel 7, the Atlantic Television Corp. ATV, a majority of whose Boston area residents are from minority groups, filed pleadings to gain entry to the contest for the channel on Sept. 5, 1980, some 12 years after it began, and to block the creation of NETV through the merger of Community and Dudley. ATV contends that the commission does have the authority to allow RKO to continue operating WNAC-TV until the matter is resolved in the courts. On the other hand, it says the commission cannot, "as a matter of law," act on the NETV application until various steps have been taken—until the pending amendment substituting it as the successor applicant has been accepted for filing and an opportunity given for the filing of petitions to deny, as well as for additional applications to be considered by the commission along with NETV's.

Meanwhile, at the station, there appears to be a business-as-usual atmosphere. "We're working as hard as ever to get stories. The momentum is still there," said one news executive. The station staff generally appears to be intact. Employes are not leaving. "But two weeks from now, things could change," said one executive.

Station publicity director Robin Reibel reflects the attitude of determined optimism at the station. She said that no one believes the commission would allow the station to go dark. As for the uncertainty about the near future, that has become routine. "After all," she said, "We've been at this for years"—for 13 years, in fact.

# Another post-mortem on Rio conference

**Operation was success even if patient died, Schaefer maintains to FCC; attempts at resurrection are under way**

With the Rio de Janeiro conference concluded and, in the view of U.S. officials, a "success" for the U.S., thoughts are now focused on the follow-up work to be done. There is a lot of it, some aimed at resolving incompatibilities remaining between the inventories of the U.S. and neighboring countries. Talks with Canada, already under way, might lead to a freeze on applications for AM's on the recently broken down clear channels. Then, too, there remains the seemingly intractable problem of Cuba.

Kalmann Schaefer, adviser to the commission on international telecommunications and chairman of the U.S. delegation to the six-week western hemisphere conference on AM broadcasting, last week briefed the commission on the results. "All in all," he said, after noting that the Final Acts of the conference accommodate all major U.S. objectives—preserving the existing AM system, maintaining the capacity for growth and facilitating changes required by technological and other developments, among them (BROADCASTING, Jan. 18)—"it's been successful."

But in a sense, all of the results are not yet in. The U.S. has just begun talks with its neighbors on resolving issues stemming from the conference. Two weeks ago, U.S. officials held five days of talks in Washington with representatives of Canada on that country's announced intention to renounce the North American Regional Broadcasting Agreement, to which the two countries are signatories, and on the need for a treaty between them to supplement the provisions of the Rio agreement.

They also discussed incompatibilities, including those on the U.S. and Canadian clear channels. The U.S. has 25 clears, Canada six. And it was in the context of those talks that the possibility of a freeze on AM applications for the clears arose. The problem, one official said, was starting with a "solid base." "Do we put a freeze on new applications until the negotiations are completed?" he asked. Another option being considered would be to alert applicants that grants are subject to change as a result of the talks. The U.S. and Canada will have a second meeting, in Ottawa, late next month.

As for the question of incompatibilities generally, the U.S. is in a relatively good position. Only some 5% to 10% of the more than 5,000 stations, both planned and operating, in its inventory remain on the so-called B list—the list that includes stations that cause or receive undue interference and whose facilities and location, therefore, remain subject to negotiations.

Beyond the work involved in bilateral talks, Broadcast Bureau chief Laurence E. Harris said the commission faces several large tasks as a result of the conference. It must, first, verify the accuracy of U.S. assignments in the plan that was adopted in Rio and notify the International Frequency Registration Board of errors by March 31. The commission also must conform its rules and regulations to the provisions of the agreement written in Rio. And, as an "ongoing matter," he said, the commission must obtain "protected status" for U.S. assignments. That will involve talks not only with Canada but with Mexico, Venezuela and others.

It was left to Commissioner Anne P. Jones, to ask, in effect, "What about Cuba?" That nation, whose stations already are causing serious interference problems to U.S. AM's and whose inventory includes a number of high-power stations that could cause even more serious problems, walked out of the conference in the final week with a blast at the U.S. Cuba cited the U.S.'s successful effort to block Cuba's attempt to gain conference approval for changes in 48 of its 180 assignments, as well as U.S. plans to establish Radio Marti as what the Castro government regards as an effort to "destabilize" it. Thus, any hopes officials held that the U.S. and Cuba could begin to resolve their differences over AM broadcasting were dashed. And as Jones, recently returned from a visit to Florida, noted, "the Florida broadcasters are concerned."

Schaefer did not offer any encouragement. "There's not much we can do in the immediate future," he said. But he said a monitoring program aimed at gathering precise information on Cuban interference is under way. And he said that, at the urging of Chairman Mark S. Fowler, he has formed a small working group of 10 members, drawn equally from the FCC and the State Department, to review the various options for dealing with the problem. One of the members is Ambassador George Landau who heads the staff that has been assembled at the State Department to help develop Radio Marti.

One answer to the Cuban problem, although imperfect, is to permit stations to increase power to regain service areas lost to Cuban interference. The Broadcast Bureau granted an eighth Florida station that authority last week—WVCG(AM) Coral Cables. It was authorized to operate with up to 50 kw at night (instead of 10 kw) when receiving objectionable interference from Cuba. However, that authority required some honest brokering on the part of Harris to win WTIC(AM) Hartford's acceptance of interference it will receive.

Harris, at the meeting, indicated that broadcasters concerned about Cuban interference have a combative and protective sort in the Broadcast Bureau. "We're concerned about the problem," Harris said. "These are our broadcasters. We'll do everything we can to make sure they continue to serve their areas."

# ISSUES '82

Trucking industry issues may seem at times too specialized for general news coverage. But there always is a story there that directly affects every American. Trucks are the only type of transportation for carrying goods to and from every community on the map. Trucks are really a public utility that reaches everyone. They are as vital, necessary and dependable as the local power and telephone companies. The trucking industry sees these major issues this year and American Trucking Associations welcomes the opportunity to discuss the industry position on each one:

**HIGHWAYS**

There is no question that America's highways are wearing out and that funds are not available for continued construction and much needed repair and maintenance. The trucking industry is developing recommendations to preserve the $300 billion invested in the national road system since 1922.

It's time the $8 billion balance in the federal Highway Trust Fund be used for highway projects. The money in the fund that is available for highway aid has been collected exclusively through taxes on only those who use the highways.

**HIGHWAY TAXATION**

The popular and unproved theory of highway wear puts the blame on truck traffic. This is myth, not fact. The problem is muddled by bleeding heart railroads which would prefer to direct attention to highways rather than explain to Congress whatever happened to millions of acres in land grants. The trucking industry is willing to pay its fair share of increased highway costs but declines to be penalized for taxes in excess of its fair share.

**IMPROVED PRODUCTIVITY**

A more productive method of moving goods by truck is the use of 65-foot twin trailers, a highly efficient means of moving truck freight which has been standard practice in 34 states for years. This doesn't mean heavier trucks or bigger trucks. In some cases the total length may be a few feet longer. However, in every case it means less urban congestion, more fuel saved, and helping to hold the line on prices. The industry invites the remaining seventeen states to join in allowing this safe form of transport.

**ERISA**

This is the acronym for a federal pension law which penalizes the trucking company and other companies in multi-employer pension plans. Complicated and sure to be emotional, the pension law and its amendments need overhauling to protect worker and manager alike.

**COLLECTIVE RATEMAKING**

Congress thought so much of this concept that it overrode a Harry Truman veto. Collective ratemaking permits both motor carriers and shippers to propose prices for shipping freight to every point in the nation. Participation is voluntary. Proposed rates are subject to federal approval. Now a Motor Carrier Ratemaking Study Commission will report to Congress January 1, 1983 with its recommendations for the future of collective ratemaking. The deregulationists are urging that the Commission recommend the elimination of collective ratemaking.

**CANADA/MEXICO**

Border barriers in Mexico and Canada inhibit U.S. trucking companies' operations in those countries. But, the Interstate Commerce Commission (the U.S. agency which approves truck operations here) refuses to consider these restrictions to U.S. carriers when granting permission to foreign carriers to operate in the U.S. The potential impact on U.S. jobs and commerce is being ignored by an unfair government.

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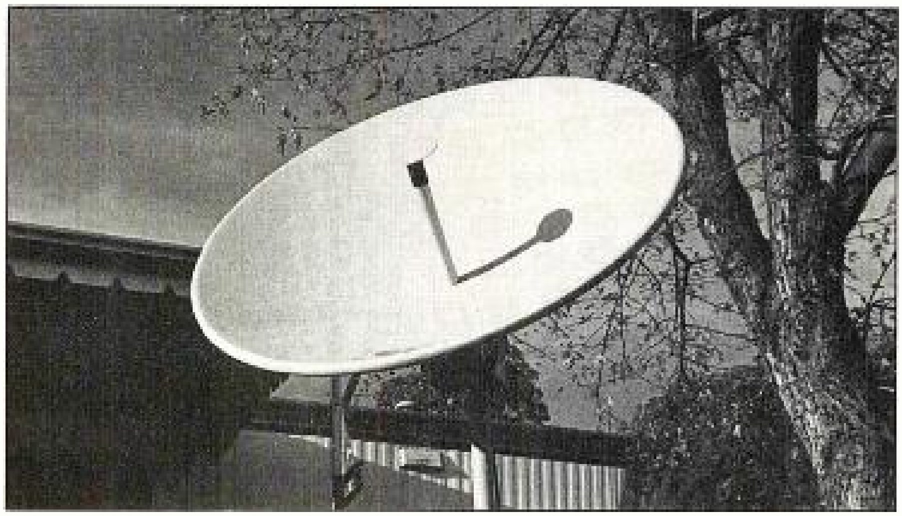
For details or comments on these issues (or others) contact: News Service, (202) 797-5237, or Broadcasting Service, (202) 797-5234; American Trucking Associations, Inc., 1616 P Street, N.W. Washington, D.C. 20036.

*Remember . . . "If you've got it, a truck brought it!"*

Typical DBS antenna rig: the shape of things to come



LIFE WITH THE FIRST IN LINE FOR DBS

# Comsat's STC: Poised for blastoff into TV's space frontier

**Company's bold willingness to gamble billion on DBS has positioned parent and subsidiary at forefront of television's next adventure; anticipated FCC go-ahead at midyear will put first millions in motion; after that it's all up to the marketplace**

Satellite Television Corp., the Comsat subsidiary in whose corporate eye the concept of direct broadcast satellite operation first gleamed, is ready to shift from "high gear into overdrive." Once given an expected FCC go-ahead this June, it will begin in earnest to bring its three-channel, direct-to-home pay television service to fruition on schedule, in late 1985 or early 1986. "It will be a big change having a grant in the hip pocket," says STC President Irving Goldstein in his Washington office near the White House, high above Pennsylvania Avenue. "I'll feel a hell of a lot better and no doubt we'll break open the champagne."

Since its inception in May 1980, STC has been studying its market, refining the plans and talking to a vast array of companies. Once it wins FCC approval, it will be able to enter into definitive agreements with some of those companies for programing, equipment, distribution of home equipment, marketing, advertising and promotion. "We have done all our homework and have the foundation very well laid," says George Billings, vice president for business development (dubbed "vice president of everything" by Goldstein's predecessor, John Johnson). "We are now in the process of solidifying our plans internally so when we get FCC approval we are in a position to come off the block fairly quickly."

STC's most important agreement will be with the satellite manufacturer. Thus far STC has spent just a few million dollars in its developmental stage, but with the signing for the construction of the first two birds (one operational and one spare) it will have made a commitment of at least $100 million. Assuming FCC approval this spring, that signing probably will take place in midsummer. "It's a big step," Goldstein admits. "That stroke of the pen moves Comsat to the year 2000 in a brand new, very important, very interesting service."

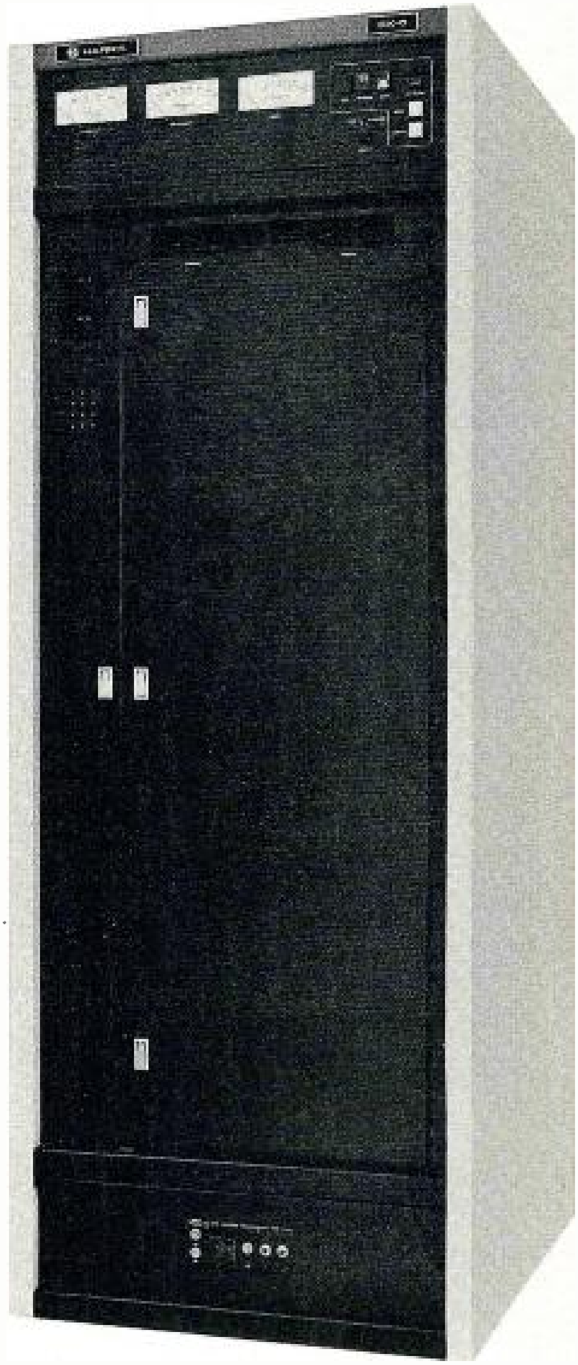
Favorable FCC action also will signal STC to move ahead with its "early entry" or "pilot" program. To make sure all the operational elements—from programing to advertising—are in place when the DBS satellites are ready in 1985, STC decided and announced last November to beam two channels of pay television to multiple-unit dwellings (mostly apartment buildings and condominiums) from existing fixed satellites, starting in late 1983. Subscribers to the SMATV (satellite master antenna television) service, as it is called, would be shifted to the DBS service as soon as the latter is operational. STC hopes to sign for transponders on one of three different satellites as soon as possible after approval of the DBS service.

With a grant "in the hip pocket" STC also hopes to find a so-far-elusive equity partner to share the enormous financial burdens of the nationwide DBS service, which will cost well over $1 billion to get up and running. Comsat once had Sears, Roebuck lined up for that role, but the giant retailer backed out for reasons as yet unrevealed.

STC's plans to unfurl its nationwide pay service are unprecedented both in concept and in magnitude. By leveraging its satellite expertise, STC is proposing not only to be a national programing network but also to be the entity that delivers that programing into the living room. If it reaches its ultimate subscriber goals, that system will generate more than $2 billion per year in revenues, six times more than Comsat took in in 1981 and one-sixth of what the entire broadcasting industry garnered in 1980.

Comsat President Joseph Charyk says of the project: "This is bigger than anything we've ever done before and with a broader set of requirements than anything we've

# Harris' New SX Series of All-Solid-State AM Transmitters



Now a high technology blend of broadcast and computer science has created the SX-1 (1000 watts), SX-2.5 (2500 watts), and SX-5 (5000 watts)—Harris' new family of all-solid-state high performance, high reliability AM transmitters!

Harris' solid-state experience brings you energy-saving efficiency. A typical SX-5 equipped station can expect an annual power bill reduction of 15 to 36%.

Exciting new technology is employed throughout the line, including Polyphase Pulse Duration Modulation* for exceptional audio performance. Plus microprocessor control and status monitoring, sophisticated diagnostic techniques, and a unique cooling system that protects components from dirt build-up. All SX transmitters are designed for AM Stereo operation.

Find out what this new generation of Harris transmitters can do for you. Contact **Harris Corporation, Broadcast Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.**

*Polyphase PDM — Patented.

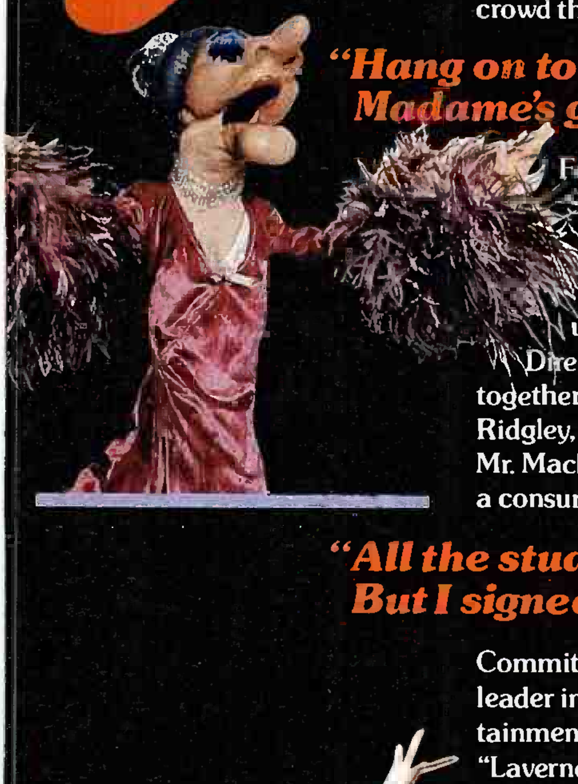
HARRIS

**Visit the Harris TV and radio equipment display at the 1982 NAB, Dallas**

*Outrageous and Uproarious! Late-Night was made for Paramount's Brand-New, First-Run Production...*

# Madame

Reserve your space at **Madame's Place** and get the audience profile you want most—because Madame gives the Young Adult crowd the brand of unpredictable comedy it wants most!



***"Hang on to your demographics, honey! Madame's gonna show you her profile!"***

For years, Madame's been a sensation in "Solid Gold," "Hollywood Squares," "Laugh-In" and Las Vegas. Now she's rarin' to go in a rip-roaring daily half-hour strip, plus an hour-long weekend version.

**Starting in September**, share dizzy days in the life of the up-and-at-'em Madame in TV's most uninhibited show. Direct from her mansion in Hollywood, she'll be raising the roof together with her zany friends Patty, her short 'n' sassy secretary... Ridgley, her proper British butler... Jiffy, a streetwise TV producer... Mr. Mackelhoney who's always ready for a party...and Crazy Mary, a consumer advocate with a slightly bent point-of-view.

***"All the studios were after me, darling. But I signed with Paramount—I'm no dummy!"***

Commitment to first-class production makes Paramount the leader in first-run entertainment like "Solid Gold" and "Entertainment Tonight," as well as comedy hits like "Happy Days," "Laverne & Shirley," "Taxi" and dozens more. Now Paramount makes the same commitment to The Madame With The Most and the creative genius of Emmy winner Wayland Flowers. It's a wildly original comedy concept—and a late-night natural!

***"Sweetie, if you've got the time, I've got the Place! Whoopee!"***


's Place
Madame's Place
Opens This September!
Welcome
First Episode Available!
Call Paramount Now
For A Preview!
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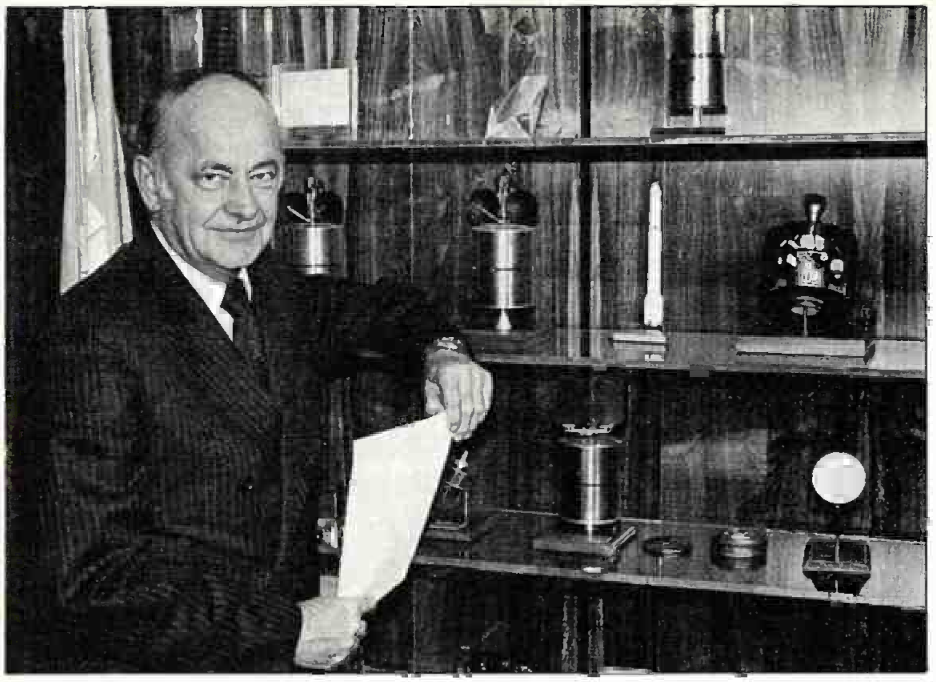
Comsat's Charyk

ever done before. It makes it both humbling and exciting." And Goldstein is moved to ask: "How many other times has a company gone from zero to what is going to be a very large, nationwide, full-blown, billion-dollar business in six or seven years? How many people get a crack at running that kind of venture?"

STC and Comsat have been criticized for roaming far outside their experience. Going into the DBS-SMATV venture, Comsat has no experience in programing or consumer marketing, two critical elements of the new services. But Charyk and the STC executives believe they can bring a much more important skill to the task: management. As a creator of international communications systems—Intelsat and Marisat—Billings says Comsat "knows what it means to make all the pieces fit and work together. And I think it understands the process of managing people and resources to get that done." Goldstein defines his job as "making sure all the problems get solved in one satisfactory way or another in time for them to mesh into one exceedingly complex program." Says the seven-year Comsat veteran: "That's my experience, running very, very large, complicated programs."

There are a number of ways to bring the necessary skill into the company, Billings says—partnerships, contractual arrangements, hiring and "a careful plan of internal development. ... It is our intent to follow all of these methods to acquire the complementary abilities to make a success of this business," he says.

When STC's DBS system is fully arrayed it will consist of four operational satellites, each serving one of the country's four time zones. The company will have to mount a small earth station (the antenna or dish will be one-meter in diameter or less) on top of or near each subscriber's home, positioned to get a clear look at the satellite—which in most cases should be rather high on the southern horizon. Cost to the subscriber will be $25 per month, including rental of the earth station electronics, plus a one-time $100 charge for the antenna and its installation. Although the homeowner is STC's primary market, it hopes to reach others through SMATV systems and cable systems that choose to pick up one or more channels.

Technically, STC's market is every television home in the country, but practically it is considerably smaller than that. The STC marketers realize they cannot compete with cable and its multiple channels of basic and pay offerings. And some dwellings—preliminary studies suggest 15%—will be unable to install an antenna with a clear view of the satellites. In the latter part of this decade, when the full STC system is in place, STC estimates there will be only 30 million noncabled homes. Of those, it hopes to sign up between four million and seven million.

STC has chosen to phase in its DBS system and, thus far, it has asked the FCC for permission to launch just one operational satellite to serve the Eastern time zone. According to its application, STC will spend nearly $700 million to put that satellite and a spare into orbit and to do business for one year. It expects to achieve an average subscribership in that first year of 325,000, which, at $25 per subscriber per month, would produce nearly $100 million in revenue.

The company, as Goldstein puts it, has not "been coasting" while waiting for FCC action. It has been working hard on all the components of the DBS system, the hardware and software.

Request for proposals were sent to five major manufacturers on Jan. 13 and by last week, RCA, General Electric, Ford Aerospace and Hughes said they were interested and that they would submit a bid to build STC's first two satellites by the April 15 deadline. According to Leo Keane, vice president for engineering, it will take another 60 to 90 days after the deadline to evaluate all the proposals and negotiate a deal with one of the bidders. In any event, STC hopes to contract for the satellite this summer.

Keane said STC is still "trying to develop a firm strategy on how to handle the home equipment." STC would like as many earth stations in the field as possible when it turns on its first satellite. In its original applications, it said it would spend $32 million for earth stations and lease them to subscribers. "We would like not to have to do that," Keane says now. "We've had a lot of interest from a lot of manufacturers who seem to be willing to jump in and make sure that equipment is there." Keane adds that "the specs for the earth stations are in pretty good shape," suggesting that if STC decides to buy a certain number of earth stations, it could release a request for quotation fairly quickly.

The sale of earth stations—their electronics and their dishes—is an enormous market. And STC and Comsat are intent on reserving a large share of it for themselves. Keane says that Comsat Labs, under contract to STC, has been working on the system for scrambling the programing and addressing the subscribers' home terminals. STC probably will license the technology to various manufacturers, which will actually build the system components. Comsat expects to grab a share of the microwave electronics revenues through Amplica, a leading manufacturer of microwave components, purchased in January. Comsat bought Amplica not only to insure a share in the new market that it will create, Charyk says, but also to make sure that the home receiver technology is ready in 1985 or 1986. "The kinds of receivers that you would have delivered to you today would for reasons of cost and size and performance not be too attractive," he admits.

Among the companies vying for post position in the race to supply earth stations are Scientific-Atlanta, Satcom Inc. and SED Systems Inc. Nippon Electric Corp. and Alcoa reportedly are close to striking a deal to make DBS earth stations; NEC would supply the electronics and Alcoa the dishes. If STC decides to buy earth stations, the bid from NEC/Alcoa will probably receive prompt attention. Comsat Chairman John D. Harper is the former chairman of Alcoa.

Another major element of STC's plans is its broadcast center, which will contain the operations studio, playback recorders and uplinks. According to Keane, STC is now looking for a choice piece of real estate near Las Vegas, a location chosen not for its proximity to Wayne Newton and other popular entertainers, but because all four operational satellites could be accessed from the location and because of the arid climate, which causes minimal degradation to the uplinked signal. The next step will be to solicit architectural and engineering proposals for the center.

The STC DBS system will comprise three channels of programing. The first will be similar to Home Box Office or Showtime, containing mostly current movies, but also a smattering of special events and sports. The second channel will feature classic movies and children's programing. The third will be used primarily for educational and public affairs programing but also will contain the "narrowcast" fare—programing aimed at small special-interest audiences. STC hopes to "provide a whole variety of programing," says Billings, who is now virtually STC's entire programing department. "It's a pay TV medium which means it is not subject to the same ratings games that characterize advertiser-supported broadcasting and [it can] accumulate small pockets of audiences into a whole that is large enough to support programing that is tailored to a very discrete audience."

Billings has spent much of his time over the past several months meeting with program producers and distributors and firmly believes the first-year budget for programing contained in STC's application—$76.9 million—is right on the mark. Based on average subscribership of 325,000, the programing expenditure breaks down to almost $20 per subscriber per month, or $6 or $7 per channel. That's considerably more than Home Box Office's reported $2-$3 per month, and comparable to STV operators.

How much STC will have to pay for its programing will not be known for sure until it is actually out there making deals with Home Box Office and the MDS and STV operators. "The real truth will be known when our program distributor sits down and says 'I'll pay you 25¢ [per subscriber per month] for that film, not a penny more not a penny less' and the program supplier says 'That's an "A" film. It's terrific. Look what it grossed at the box. It's a 50¢ film,'" Billings says.

The early entry program is seen by STC as a means of mitigating the enormity of its management task. It should allow the company to ease into the DBS venture gradually at a pace—quick or slow—that it can handle and, in so doing, reduce the operating risks of a full blown DBS system. According to Billings, all the elements of the DBS system can be established and refined during the two-year course of the early entry service: administration, programing, billing, marketing and installation and maintenance of the earth stations.

Programing is the essential product of STC and that product should benefit greatly from the pilot program. First of all, it gives STC a chance to get into the programing marketplace. "You can get people's attention and develop a more meaningful relationship," Billings says, "when you sit down over corn beef sandwiches and say you are going to be in business a year from now" rather than in several years. Second, it gives STC time to develop a high-quality, attractive program package. According to STC planning, the first channel of SMATV programing will evolve into the primary DBS channel. The second channel will be a combination of the second and third DBS channels. During the SMATV service, Billings says, "We will refine [the programing] and tailor it to meet the customers' taste. There's nothing like a real live test."

There is one other thing STC expects from early entry: subscribers. "It would be very nice when we have our DBS system up and running to have a number of subscribers that we could convert to the DBS system," Billings says.

STC is currently considering three different satellites for its SMATV service: ANIK-C (scheduled for launch in November 1983), Intelsat V and one of the two satellites of Satellite Business Systems. Advanced Westar is still in the running, but STC would prefer not to use it since it will not be launched until early 1984, too late for STC's hoped-for start-up. Since STC intends to offer two channels of programing in the early entry period it will need two transponders on whichever satellite it settles on. Two SBS satellites will cost at least $3.6 million a year and two spots on ANIK-C $5 million. What Intelsat might charge is not known.

Selection of the satellite will not be made on the basis of price alone, however. According to Keane, ANIK-C and Intelsat V have higher effective radiated powers than the SBS satellites, which mean smaller, less costly earth stations for reception. On the other hand, the SBS satellites have an advantage over the others. A signal can be uplinked to an SBS satellite from just about anywhere in the continental United States, including Las Vegas. If STC were to hire one of the other satellites, Keane says, the programing would have to be uplinked from temporary facilities—in the East, in the case of Intelsat V, or in the North, in the case of ANIK-C. To use ANIK-C or Intelsat V, Keane says, STC could go ahead and build the Las Vegas facility and relay programing to remote uplink sites. But the cost for transmission lines and for leasing the remote uplinks would be substantial.

STC has a nontechnical reason to use either Intelsat V or the SBS satellites. Some of the money it pays to lease transponders on those birds would filter back into the Comsat coffers. Comsat owns 33% of SBS. It is also the U.S. partner in Intelsat and earns revenues from every domestic user of the Intelsat system.

Until the satellite is selected, the receive earth stations cannot be fully specified, primarily because the satellites use different fixed satellite frequencies. But Keane says he is fairly certain that the SMATV antennas will be 1.8 meters (almost six feet)—"just small enough to fit into an elevator"—and that they would be addressable. Keane said STC will use an existing scrambling system for the service.

Perhaps feeling it is unnecessary to share its research with potential competitors, STC has consistently declined to reveal its analysis of the SMATV marketplace. The reach of the service—the total market—depends to a large extent on the satellite that is finally settled on. The different satellites have different coverage characteristics, Billings says, and different signal powers that determine the size and cost of the earth stations. "The lower the cost of the receiving equipment, he says, "the broader the reach that is available to you." Based on current expectations of what the units will cost (about $10,000, including installation, he says), buildings with as few as 50 homes "with good demographics . . . are very interesting."

Like the DBS system itself, STC plans to phase in the SMATV service. "We intend to select a number of cities and to select them with some wisdom," Goldstein says, so that STC can gain experience in a number of different markets, in a number of different competitive environments. Goldstein suggests that STC will introduce


STC's Goldstein

the service in three to five presumably uncabled cities in the first year and grow from there. Billings would not quantify the number of subscribers—or could not because of the undetermined variables—but he did allow that "it is realistic to think in terms of hundreds of thousands of subscribers. Not a handful, and not millions."

The cost of mounting the SMATV service over and above what STC planned to spend for the DBS service is "not significant," according to Billings. The money STC spends on SMATV, he says, "is money we would have spent anyway to penetrate the same markets later on. All we are doing is shifting forward a little bit in a way that makes the whole business look a little bit more attractive." One expense that STC will have that it would not have had is that of leasing the fixed satellite capacity.

STC is not looking for a quick return on its investment in the SMATV venture, although it certainly wouldn't mind the service paying at least for the incremental costs of launching it. The return STC is looking for is the less tangible one of a well greased operation when the DBS satellites are launched and, to a lesser extent, a subscriber base upon which to build the DBS service.

In targeting multiple-unit dwellings STC may run up against stiff competition. United Satellite Television has plans to cover the entire country with a four-channel SMATV service as early as February 1983, several months before STC plans to get its business off the ground. Oak Industries and Focus Broadcast Satellite also have indicated, publicly or privately, their intention to enter the K-band SMATV market. What's more, the number of SMATV operators using cable programing off the C-band satellites is proliferating rapidly. One company in New York has proposed installing a 101-channel system in a 15,000-unit apartment project. Most others, not that ambitious, are signing up buildings for three or four channels.

STC says it has factored such competition into its plans and anticipated no great impact on them. "You never want to be arrogant and underestimate your competition," Billings says, while nevertheless asserting that STC possesses "certain advantages and skills" that will make its service viable.

Goldstein shrugs off the C-band competition, asserting that in many cities the C-band frequencies are too congested to make such SMATV services feasible. Regardless, he says, "there are a large number of cities for a viable interference-free SMATV service. There is a considerable market and I think we will get our share of it and get the experience that we need."

STC will not specify what its goals are in terms of subscribers and revenues. "Whether we miss [our targets] by 20% under or over," Goldstein says, "none of that is going to have an influence on the events that are set in motion to convert [SMATV] to a permanent system. The key is not just what happens in that year or two

STC's Billings

but by who has the vision and the whole scenario to go all the way with this thing. We do." In the event the market fails to develop and the STC projections are off by considerably more than minus 20%, Charyk says STC and Comsat would have to face up to some second thoughts. "Basically the apartment dweller is going to be getting something similar to what the ultimate home owner is going to be getting," he says, "and if he is dissatisfied, for whatever reason, you've got to be worried about it."

The phasing-in plan of the SMATV service will protect STC if the going gets too rough. "The scale of our involvement in the [service] is a controllable item," Charyk says. "It's not our plan to be in the maximum number of cities simultaneously."

The temporary DBS rules as proposed in April 1980 are hardly rules at all. They would give the DBS operator great latitude on how to operate his DBS system and impose few restrictions. "I hope the FCC retains a great deal of flexibility," says Goldstein. "It's important in a fledgling industry to allow for innovation and experimentation to insure that the FCC itself has enough information to make decisions on the permanent rules."

STC's is not the only application the FCC is now considering; there are seven others. Although there have been a number of scenarios suggested as to which and how many of the applications will be granted, they all seem to include STC, which led the way by filing its application in December 1980 and which has shown the muscle and heart to act on a grant. What the FCC may do with the other seven is a mystery. "I think they will grant more than one and less than all," says Goldstein. "But I don't base that on anything but a gut reaction on the different types of applications and the degree of quality of them."

The FCC could indeed grant all eight applications, according to Keane, but it would require some modification of the technically diverse proposals. "I can't believe," he says, "there are going to be eight DBS systems, operating with several sets of technical parameters. For one thing, he says, the FCC has indicated that there will be four service areas (roughly equivalent to a time zone) for DBS service, and some applicants (not STC) have proposed two or three service areas. The FCC "is driven toward co-locating the satellite so that the consumer that has a receiving station not only can take our service but somebody else's too," he says.

The applications are legally as well as technically diverse. STC intends to be a broadcaster. Direct Broadcast Satellite Corp. wants to be a common carrier. And others, notably RCA and Western Union, want to be something in between. Can the FCC authorize such a legal menagerie? "I don't know that they will," answers Goldstein, "but I think it can be done." STC's desire to be a broadcaster is rooted in its belief that that is "how you realize the potential of the technology," Goldstein says. "It allows the operator to engage in the total type of pay TV service . . . and do the counterprograming and narrowcasting." STC has no intention of giving up control of any of its three channels, he says.

Of the seven other applications, the one that sticks out is that of CBS. The network has proposed dedicating the entire DBS service to high-definition television (HDTV), a new television standard with greater resolution, wider screens and considerably better sound than the NTSC standard in use today. Its particular system would beam three HDTV channels of programing, one of which would be picked up and rebroadcast by terrestrial broadcast affiliates. Goldstein, of course, is adamantly opposed to dedicating the service to HDTV but believes that HDTV systems and conventional systems like STC's can co-exist. "I have my doubts whether it makes economic sense to proceed with an HDTV-only system..." he says, "but it isn't my money. Studies that indicate that by 1990 or 1992 [HDTV] is going to be the greatest thing since sliced bread don't impress me very much. I think it is just somebody's guess and I like my guess better." Goldstein's guess is that HDTV will be evolutionary, not revolutionary. STC will do its bit for evolution by configuring its satellite so that two channels can be combined to transmit the extra wide HDTV signals for experimental HDTV broadcasts. Goldstein says the country doesn't need to shift from NTSC to HDTV any time soon. "The NTSC standard still has an awful lot of technical innovation left in it that we are just beginning to see in the form of large-screen projection systems," he says. Improving NTSC instead of shifting to HDTV has one critical advantage, he says: "You don't have to obsolete all the TV sets in the country over night."

The FCC will be considering temporary rules this spring because it cannot adopt permanent rules until after the 1983 Regional Administrative Radio Conference at which basic technical parameters for DBS service in North and South America will be determined. FCC rules and any DBS system must conform to the international scheme.

An industry-government advisory committee has been working for the past several months to come up with a U.S. position for RARC. STC, of course, has a deep interest in what conclusions, if any, are reached by the committee and so far, according to Keane, the news is good. The committee now seems to favor linear polarization of the DBS signal, which STC and several of the other applicants had proposed, for several reasons, but primarily, Keane says, "because the rest of the world believes in it." More important, the committee seems ready to endorse a block allotment scheme. That is, rather than a rigid channelization plan that all systems in every country would have to adhere to, the committee will urge the U.S. to press at RARC for an allotment of spectrum and a number of orbital slots that it could parcel out to its citizens as it sees fit. The block allotment approach, Keane says, "will add to the flexibility we have domestically to assign different channel bandwidths to different applicants."

Channel bandwidth has been a major sticking point in mapping out a DBS system for the United States. Although the block allotment scheme would accommodate varying bandwidths, a common one is desirable, if only to allow for standardization of the receiving equipment. In the original set of applications, channel bandwidths ranged from STC's 16 mhz to CBS's 27 mhz. There are indications now that the gap is narrowing. In its last filing to the FCC, CBS said that it could broadcast HDTV through two combined 22.5 mhz channels and Keane, speaking of the committee's efforts to arrive at a common number, said that 20 mhz to 22 mhz ought to be reasonable.

If the FCC approves the STC application this spring it will do so over the vociferous objections of most broadcasters and many terrestrial microwave users of the DBS frequencies (12.2 ghz to 12.7 ghz). The broadcasters have asserted that the FCC is "rushing to judgment" on DBS without considering other potential users of the spectrum. What's more, they have said, DBS could destroy terrestrial broadcasting. The microwave operators are worried about the cost of moving to a new channel within the band or the more substantial cost of jumping to a higher band. All the arguments against DBS in general or STC in particular are specious, according to

STC's Zeger

Goldstein. "I can see no conceivable public interest reason to deny it based on artificial, institutional, industrial, procedural or regulatory constraints. Let the marketplace be the judge." He feels the fears of the local broadcasters are particularly unfounded. "It is clear beyond any reasonable doubt," he says, "that the impact of DBS in the foreseeable future will be considerably less than cable."

STC admits that DBS could have an adverse impact on microwave users but has a plan to ameliorate that impact in some cases. Warren Zeger, general counsel, says that STC is willing to contribute to a fund that would reimburse nonprofit microwave operators that are displaced by the start of DBS service.

The broadcasters and microwave operators unconvinced by the same arguments in the past have pressed their case at the FCC and in Congress only to be defeated by a superior lobbying effort, led by former FCC Chairman Richard Wiley, and, presumably, force of argument. A strong majority of the FCC commissioners now favor the authorization of DBS service and there has been a profound silence on the subject on Capitol Hill.

The last resort for opponents will be the courts. Zeger calls it a "100% certainty" that any FCC authorization will be appealed either at the FCC or in U.S. district court—probably the latter. Zeger is equally certain that the appeal will founder. "Based on the FCC record so far," he says, "any grant of DBS will hold up." That record shows that authorization of a system is entirely within the discretion of the FCC, he says. If opponents go to the court they will probably ask for a stay that could hold up the introduction of DBS for years, Zeger says, but he believes such a petition would be futile. They would never be able to satisfy the criteria needed.

But what if STC's confidence is misplaced? What happens if opponents manage to delay the authorization of DBS service through some action or inaction at the FCC or action in Congress or the courts?

"If somewhere in the bowels of one of our opponent organizations [someone] came up with a plan that would gain them a year," says Goldstein, it still wouldn't kill DBS. Goldstein and Charyk agree that a year's delay would be only that—a year's delay. "We would not throw in the towel," Charyk says, "but we would have to regroup in some fashion."

If the opponents managed a two-or-three-year delay, however, Goldstein says, "you might kill it for this decade and the consequences of that are very serious not just for the U.S. public, which would be deprived of the benefits, but also with respect to loss of jobs and the ability of the U.S. industry to position itself to market [DBS] electronics on a worldwide basis."

When STC submitted its application to the FCC in December 1980, then-president John Johnson said STC was financially able to fund the initial phase of the service—one operational satellite serving the Eastern time zone—but that the rollout of the full four-satellite system would

STC's Keane

be delayed if STC were unable to find an equity partner.

What Johnson said then is still true today. If the full system is to be in place within a year of the inauguration of DBS service, Billings says, STC will have to find an equity partner between now and the end of 1983. Although STC is not currently involved in serious discussions, Goldstein says, it is continually talking with companies and he hopes that FCC approval will enhance STC's credibility and lead to a firm agreement. It's not that STC has to search for would-be partners, he says; many go to STC. "We might be regarded as a rather sexy new game in town."

Funding for SMATV and the initial phase of the DBS service is secure, according to STC. Comsat has made a $225-million equity investment, and a string of banks led by Chase Manhattan has promised to lend the rest of the money. STC is borrowing the money on a nonrecourse basis, Charyk says. Consequently, the parent has some protection should STC fall on its face. And because SBS, Comsat's other high-risk venture, is also funded with nonrecourse debt, he says, failure of that company would have little direct impact on STC. STC has thus far used only a few million of the Comsat investment, Charyk says and as it slowly moves into its operational phase it will draw simultaneously on the Comsat and bank money.

Goldstein expects the growth of the entire DBS medium during this decade, much of it fostered by STC and the other pioneers, and he intends to be "a big part" of it. "I don't see it as a one generation [medium]," he says. "I see improvements in the technology throughout the 1980's and 1990's that will enable that direct access to the home to be utilized to an ever greater extent for new and innovative services."

Neither Goldstein nor anybody else is sure how the medium will evolve or how many DBS operators will ultimately crowd STC and the other pioneers for DBS spectrum. But Goldstein is certian that there is "a really good" market for his STC's kind of service in 1985. "I am extremely confident," he says, "and it is a reasoned, business confidence ... with facts and figures to back it up." □

# JWT Syndication revenues inflated, parent reports

**Company says figures for past four years were hiked $18 million through fake computer entries**

The advertising community was stunned last week by an announcement from the JWT Group that an investigation has shown that JWT Syndication had "falsely inflated" its revenues by $18 million over a four-year period through "fictitious accounting entries in a computer operated by the unit."

This was the second bombshell dropped by JWT in two weeks. On Feb. 3, the JWT group announced it had suspended without pay Marie Luisi, senior vice president and director of communications services, pending an investigation into alleged improprieties into the record-keeping operation of the syndication unit (BROADCASTING, Feb. 8). Luisi, who was in charge of spot buying and program syndication activities, said at the time through her lawyer that she was guilty of no wrongdoing.

Luisi's name was not mentioned in Thompson's announcement last week. A spokesman would not say whether the agency has discovered that other JWT employes may be involved in the matter.

Don Johnston, board chairman and chief executive officer, said the JWT Group expects to take a pre-tax write-off of about $18 million, which is the estimated aggregate amount of the "fictitious" activity for the four years from 1978 through 1981. He added that the JWT Group will issue its financial statement for 1981 and its restated financial statements for the prior years as soon as practical after completion of the investigation.

In explanation of what had happened, Johnston said, JWT Syndication is devoted almost exclusively to the business of barter syndication, under which a TV station receives the right to use a program without charge but agrees to provide the agency with a certain amount of advertising time. The syndicator, Johnston continued, uses this "time bank" for its advertising clients.

The JWT Syndication unit has annual revenue and profit plans, he said, and each year estimates the success it anticipates in persuading stations to accept its syndicated programs on advantageous barter terms and in persuading JWT clients to use the bartered time. Referring to the present problem, Johnston said:

"However, in the face of significant and growing short-fall against revenues and profit estimates, a scheme was adopted whereby fictitious entries were made [in the computer system used] to record syndication activity. Since these fictitious entries were made in such a manner to prevent the issuance of billings to advertising clients and since no payments to stations resulted from syndication activity in any event, the sole effect of these transactions was to overstate the degree to which JWT Syndication was recouping its capital investments and achieving its revenue and profit objectives."

Johnston said that with the discovery of the scheme, it was necessary for the company to reverse "the fictitious accounting transaction," thus reducing reported revenue and profit for the accounting periods in question and increasing the amount of unrecovered investments in programs. He stressed that while the "bogus sales" of the company resulted in revenues on the company books, they were not billed to clients.

A statement issued by the JWT Group said the write off resulting from the investigation of "computer manipulation" in the syndication operations is "a one-time event only" and will require no outlay by JWT. It added that the dividend policy of the JWT Group will not be affected by the adjustment.

Shortly before its announcement Tuesday morning (Feb. 16), JWT notified the New York Stock Exchange and the Securities and Exchange Commission of developments. A company spokesman said that trading in the stock was not halted. JWT Group closed on Tuesday at 19, down 1½ from the previous day of trading, Feb. 12.

According to Herbert Eames, executive vice president and chief financial officer of JWT, the discrepancies began to appear last May when all accounting functions were turned over to the parent company. Previously, he said, the company had been decentralized in accounting, with the syndication unit handling its own record-keeping.

Eames said JWT Syndication reported revenues of $29.3 million over a five-year period, but he said that $24.5 million of that amount was "fictitious." He said the unit gave the appearance of being successful, and the company invested about $30 million to purchase TV syndication program rights.

Ivan Fisher, Luisi's attorney, said he doubted the revenue figures were falsely inflated but if they were, they were done without her knowledge. He ventured that the fictitious figures, if they exist, reflect barter agreements that have expired but are "recoverable" because of understandings with stations to extend them. He offered to obtain "written statements" from station purchasers that the time is still owed but said Thompson was not interested.

A spokesman for Thompson was nettled by this statement and said: "We've tried time and time again to get Marie Luisi to come in for an interview. But her counsel will not permit it. We have interviewed 34 officers, employes and former employes but not Marie Luisi."

# Commerce paints broadcast-cable growth picture through decade

**Government's annual forecast underscores TV as dominant medium for advertisers; soaring expenses to retard earnings**

The Department of Commerce sees a familiar pattern for radio, television and cable this year: substantial gains in net revenues but erosion in earnings caused by escalating expenses.

That forecast is offered in the "1982 U.S. Industrial Outlook" for 200 industries, prepared by Commerce's Bureau of Industrial Economics and published Feb. 12.

In the chapter on broadcasting, radio advertising is expected to rise 11.5% from an estimated $4.3 billion in 1981 to $4.8 billion in 1982, and net revenues will experience a same 11.5% gain from $3.7 billion to $4.1 billion. "However," it is pointed out, "higher costs, estimated to

**Looking on the sunny side.** Christian Media Network, cable programer afflicted by satellite and financial woes, is alive and kicking, according to CMN President Joseph Wilkerson. "We have not liquidated," he told BROADCASTING. "We are still in business and are still a viable company." CMN, based in Bloomington, Minn., was evicted from transponder on Satcom I on Jan. 7 after it had fallen behind in rent payments to Compact Video. Five days later, CMN filed for bankruptcy under chapter 11 in Minneapolis federal court. Filing, Wilkerson said, will keep creditors at bay long enough for CMN to refinance. "We are fairly certain," he said, that CMN will be back in business by June 1, probably on Satcom IV. Court papers are not complete, but they now show that CMN is at least $765,000 in debt. Among top 10 creditors are First National Bank of St. Paul ($300,000) and Compact Video ($45,-000). Transponder move from Satcom I would have occurred anyway, with programer shifts to Satcom IV.

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# One Day At A Time

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† Source: NTI Persons Audience Estimates—November 1980, February 1981

e rising at a 13% annual rate, will cause radio's] pretax income to decline 4% from its 1981 level of $336 million to $322 million."

The study says that radio employment will increase only slightly in 1982 to 97,100, with average revenue per employe reaching $42,600.

Radio's long-term prospects are for continued growth and change, according to the Commerce publication, which also predicts a rise in radio advertising expenditures at a 12% compound annual rate to $7.5 billion in 1986 and resulting net revenues of $6.5 million.

The study adds this long-term assessment of radio:

"To maintain this growth during the 1980's, the industry will need to manage change in an environment of severe competition. Stations will strive to identify with their communities, and to sharpen their programing in order to target selected audiences. Profitable operations will demand effective cost control. The economies of satellite network programing, insofar as individual radio stations are concerned, will lead to the establishment of additional radio networks."

In television, the Commerce publication says, advertiser expenditures will increase this year to about $14.3 billion, 13% more than the estimated $12.7 billion in 1981. This represents nearly 21% of total advertising expenditures for all media. Revenues of stations and networks will rise 13% from 1981's $9.8 million to $11.1 billion in 1982. However, the study expects expenses to continue to increase at an annual rate of 15.7%, resulting in a 1% drop in TV earnings from $1,537,000,000 last year to $1,518,000,000 this year.

For the long-term, television revenues are projected to rise during the 1980's at a compound annual rate of 13%, reaching $18.1 billion by 1986 and $29.5 billion by 1990.

The study notes that conventional TV broadcasters face added competition from the newer media, including cable TV, multiple distribution services, direct broadcast satellites, videocassettes and videodisks. In addition, low-power TV outlets are expected to take viewers from established stations and networks. "However," the Commerce study points out, "cable television—which is projected to have 32.9 million subscribers in 1986, and as many as 97 million in 1990—will provide the most serious competition."

> "Advertisers . . . found they must maintain their broadcast advertising budgets during times of recession . . ."
>
> *E. MacDonald Nyhen, Dept. of Commerce*

In 1982, cable TV should experience a year of continued expansion, the forecast says, and "any dampening effect of the economic slowdown is expected to be offset by the consumer's perception of cable TV as a low-cost form of family entertainment."

The study's expectations for cable TV in 1982 also include:

■ An increase of 2.1 million basic subscribers, bringing the total by yearend to 22.1 million.

■ A 20% gain to about $2.5 billion in basic revenues for the year.

■ A rise in premium pay cable subscribers to 13.5 million and corresponding premium pay cable revenues of $1.4 billion, up 35% for the year.

In the long term, the Commerce study expects cable penetration to reach 39% of the TV households by the end of 1986. That translates to 32.9 million basic subscribers and about $5 billion in basic cable revenues. An estimated 22 million of those basic subscribers will be paying an additional subscription fee for a second tier of premium program service, and adding revenues of $2.8 billion, according to the forecast.

By 1990, the study sees 47 million basic cable subscribers with $8.5 billion in revenues. By that time there could be another $5.8 billion from 32 million premium subscribers, it notes.

"Outlook" is available, at $10 a copy, from the Superintendent of Documents, Government Printing Office, Washington 20402.

## BET gets boost from Taft Broadcasting

**Cable satellite network, in process of expanding its service, will receive financial and production support from Taft**

Taft Broadcasting Co., Cincinnati, has become an equity partner in Black Entertainment Television, a Washington-based cable satellite network presently offering three hours of programing each week. At a press conference in Washington last Wednesday (Feb. 17), leaders of both companies said the new arrangement would offer BET new production and marketing services as well as a financial boost.

Charles Mechem Jr., chairman of Taft Broadcasting, said his company and Telecommunications Inc. (TCI) will have "substantial ownership of BET," but that BET President Robert Johnson will "continue to control the company." TCI, a Denver-based corporation that is one of the largest multiple cable system operators in the U.S., has owned 20% of BET since the network was formed in 1979.

Taft's investment in BET has put the network "well on its way to achieving its goals of becoming the major medium for programing" and the "major vehicle for advertising to the black consumer," said Johnson, who recently announced his network would expand its service from three hours per week to six hours per day (BROADCASTING, Dec. 7, 1981). Taft will help BET with that expansion, said Johnson, with a financial injection as well as aid in programing and marketing.

For Taft, the investment in BET represents another step in its campaign to become a major force in program production, said Mechem. In the last 10 years, Taft has acquired a number of production companies, including Hanna-Barbera, Quinn-Martin, Titus Ruby Speers and Worldvision Enterprises, he said.

In spite of its new relationship with a major broadcast station owner, BET will continue to target urban cable TV viewers in its programing, said Johnson. It could eventually program, however, to home earth station owners, and low-power TV stations and the syndication market, he said.

BET will begin its expanded service in May, said Johnson. New programing will include sports, the work of black independent production companies and shows produced by BET, he said. Programs will air between 8 p.m. and 2 a.m. EST on Satcom 4, transponder 3.

Mechem Johnson

# THE PHILADELPHIA STORY... IT'S SENSATIONAL!

## Saturday Night

## IN PHILADELPHIA

In Philadelphia, SATURDAY NIGHT delivers more audience for WKBS-TV 11 AM-Midnight Monday-Friday than any program they have scheduled IN THE LAST FIVE YEARS (reversing a costly five year decline).

| Year | Program | Ratings | Share | Total Women | Women 18-34 | Women 18-49 | Total Men | Men 18-34 | Men 18-49 |
|---|---|---|---|---|---|---|---|---|---|
| 1981 | SATURDAY NIGHT | 3 | 7 | 42 | 37 | 41 | 46 | 35 | 42 |
| 1980 | ODD CPL./ LUCY | 1 | 2 | 14 | 9 | 11 | 8 | 4 | 5 |
| 1979 | MAKE LAUGH/ WW WEST | 1 | 2 | 13 | 9 | 10 | 18 | 10 | 14 |
| 1978 | GONG/ P. MASON | 2 | 4 | 29 | 20 | 25 | 26 | 16 | 23 |
| 1977 | FERNWOOD/ MONTY P. | 2 | 6 | 34 | 21 | 27 | 36 | 26 | 32 |

SOURCE: NSI NOV. 1977-81

Moreover, SATURDAY NIGHT outperforms the 11 PM-12 Midnight time period average on all competing independents in all categories IN THE LAST FIVE YEARS.

(Details on request)

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# Blue sky too blue for Heritage

**MSO tells security analysts it will wait for new services to shake out before adding them**

The management of Heritage Communications, Des Moines, Iowa, (one of the nation's top-25 MSO's) has definite opinions about offering its cable subscribers "futuristic" services. "We don't want to get involved in it for the next few years," Heritage's executive vice president, James Cownie, told security analysts in New York last week. "Millions will be lost there," Cownie predicted, saying that Heritage preferred instead to build up its revenues and profits now, waiting for "blue sky" services to shake themselves out. "Any edge lost will be more than made up when we get involved correctly" in those businesses that do develop several years down the line, he said.

That was the "conservative" approach to the cable business that Cownie, along with Heritage President James Hoak, Jr. and Vice President David Lundquist, described for the analysts. Heritage's 1982-83 game plan, according to Cownie, calls for the firm to be "aggressive in responsible franchising, spending less than $1 million on franchising in 1982 and not making any "irresponsible promises"; to be "equally aggressive in refranchising and franchise extensions," and aggressive in building its revenue base and new systems. Cownie said Heritage wants to boost its 60% pay-to-basic ratio to 70% by year end and 100% in 24 months; the company also will embark on a corporate-level push to sell basic cable. Heritage will experiment with addressability this year, but in only two of its 120 odd systems. "If we do our homework right" said Cownie, in building cash and profits, the company will be well-positioned by 1984 to take advantage of what new services develop.

Hoak reviewed for the analysts the company's "very successful" 1981 results—revenues up 208% to $77 million, with net income up 114% to $3.8 million, 36 cents per share. The cable business, which he noted accounts for 74% of operating income and 71% of assets, posted a 131% improvement in operating income in 1981, to $6 million. Things didn't go as well in Heritage's display communications unit. (It markets trade show exhibits, is a prime contractor for AT&T's "Phone Stores" and plans to get into the "cable store" business.) The recession trimmed income of the unit from 1980's $1.4 million to $135,000. Hook indicated that substantial chunks of the 1981 corporate revenue and earnings increases were attributable to the acquisition of the Shaw-Barton graphics company in March of 1981.

Hoak also detailed his conception of Heritage's corporate philosophy (one that calls for the company to "grow with some concern for earnings"): a goal of 20% annual earnings growth, provisions for "moderate diversity" and a "sound balance sheet." Hoak pointed to Heritage's past use of equity offerings and "conservative" debt-equity ratio—$35 million in debt to $55 million in equity.

"We're committed to our systems," Hoak said, by upgrading and improving them.

Cownie reviewed a variety of statistics on Heritage and the company's projections for this year: boosting homes franchised by 50,000 to 100,000 beyond 1981's year-end 400,204; adding over 50,000 homes passed to the 1981 total of 325,639; raising basic subs from 166,095 to 200,000 and pay subscriptions from 95,755 to 150,000. Cownie said he "would like to think" Heritage can raise cable cash flow from $11 million to $15 million in 1982; the company sees capital expenditures rising from 1981's $16 million to $19 million this year. At the same time Cownie expects the percentage of Heritage systems with 12-channel plant to drop from 51% to less than 30%. And, thanks to refranchising and franchise extensions, he expects the remaining life of an average Heritage franchise to increase from 12.52 years to over 13 years.

The analysts also were drawn a picture of Heritage's cable operations that portrayed it as holding "the lion's share of Iowa" in a "large complex" of systems that are interconnected by microwave, with another major cluster in south Texas and a third concentration in the Los Angeles area plus "many smaller systems."

The Des Moines franchise was used by Cownie as an example of the "good political relationship" Heritage has built in its franchised areas—the contract was just renewed for 25 years.

The meeting also detailed Heritage's several limited partnerships in cable, with special attention to the $25-million Cablevision Associates VI partnership Heritage is in the process of selling. According to vice president Lundquist "the marketplace is very receptive" to cable limited partnerships at the moment, not only because they are attractive to the private investors who would buy into the partnership, but because similar oil and gas deals have lost some of their attractiveness.

# Agencies, unions agree on new commercial pact

Negotiators for advertisers and agencies and for the American Federation of Television and Radio Artists and the Screen Actors Guild reached a tentative agreement last week on a new three-year contract covering performers appearing in television and radio commercials.

The key provisions in the new television proposals call for across-the-board increases of 15% in payment for spot commercials, 5% for network commercials, plus cost of living adjustments, payment for commercials made for cable TV to be based on session fees, plus additional payments based on additional use, and increases in pension and welfare contributions from 9% to 10% to help fund a dental plan.

In radio, the negotiators agreed on increases of 10% to 12% in spot commercial use fees in major cities and up to 25% in other markets; increases of up to 12% in network commercials; cost-of-living adjustments and gains in pension and welfare contributions from 8½% to 9½%.

The agreements are subject to approval by the unions' joint boards and membership and by the Joint Policy Committee on Talent Union Relations of the American Association of Advertising Agencies and the Association of National Advertisers, which represents agencies and advertisers.

The old contracts expired on Feb. 6 but were extended. Terms of the new pact, if approved, will be retroactive to that date. Union sources said SAG and AFTRA accepted less in session fees the performers receive for making a commercial to make improvements in the spot usage fees. For example, in radio, the session fee was raised only by 5.3% to $110 but the usage remuneration was hiked by 10% to 12% in major cities and up to 25% in others. In addition, the new proposal calls for usage fees based on individual cities, whereas the old pact enabled advertisers to use from one to five cities for a specified amount.

In television, the session fee was raised by only 9.09% to $300 but the usage fee formula was increased by 15%.

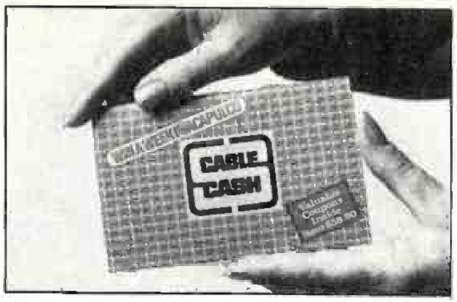
Industry sources would not estimate the increase in costs resulting from the new proposals. They said it was difficult to project because costs are related largely to usage of radio and TV commercials by advertisers. One official noted that under the contract that expired earlier this month, costs rose by about 10% over the earlier pact.

# Cable viewers to get coupons with monthly bill

**Cable Coupon Network, set for March launch, will insert cents-off coupons**

Advertisers interested in reaching cable homes, including those elusive pay-cable subscribers, are being offered a new vehicle that draws on an old principle—coupons.

Mike Jackson, president of Atlanta-based Cable Coupon Network, claims he has something for everybody—cable operators, advertisers and cable subscribers. The key to his idea is that every cable subscriber is billed once a month from five regional bulk-mailing houses. Jackson wants to put in the billing envelopes packets of cents-off coupons he's calling "Cable Cash"—charging advertisers $13.50 per thousand to get their coupon messages to cable subscribers and paying cable operators, through a variety of mechanisms, for the privilege of reaching




their subscribers.

Cable Coupon Network is set for a March launch with one million subscribers, and Jackson says he's already got the commitments he needs from cable operators to bring that figure, through a phased roll-out program, up to 8 million by September, 16 million by February 1983. That's enough, according to Jackson, to make him competitive with other coupon delivery mechanisms. Part of his sales pitch is based on research that says targetting coupons to cable subscribers will result in higher redemption percentages for his coupon advertisers, lowering their all-important cost per redemption.

On board are MSO's Cox, Storer, Teleprompter, Viacom, TCI, and United, and advertisers such as Bristol-Myers, Warner-Lambert, Lever Brothers, Kellogg, Coca-Cola and Pepsi (he's sold the last two exclusivity in different months).

An added benefit Cable Coupon Network offers advertisers, so say its promoters, is that by putting its booklets directly into the hands of cable subscribers (who have to tear open their billing envelopes), it circumvents much of the opportunity for coupon fraud that plagues such media as newspaper coupon inserts. (The fraudulent misredemption of coupons supposedly amounts to $200 million a year.).

## Women's magazines launch campaign to compete with TV

**Seven publications join forces in effort to convince national advertisers they should use combination of magazines and TV for more effective advertising**

The nation's seven largest women's service magazines, normally the fiercest of competitors, have joined forces in a presentation aimed at persuading advertisers to shift part of their budgets on television into their publications.

The presentation stresses that advertisers, using the same expenditures, can improve their reach and frequency among women audiences by allocating part of their money outlays to *Better Homes and Gardens, Family Circle, Good Housekeeping, The Ladies' Home Journal, McCall's, Redbook* and *Woman's Day*. The claim is made that usage of the magazines, in tandem with television, can be particularly effective in reaching the so-called "light" TV viewers, who tend to be younger, more affluent and better educated.

The sound-and-slide presentation has been given to the staffs of the magazines and to the advertising press and will be shown to national advertisers.

The presentation analyzes three brands, which spend $7.5 million, $11 million and $25 million. Under one hypothetical plan, 100% of the budget is placed in television. In the others, a portion of not more than 32% is placed in the women's service magazines.

In every instance, the presentation asserts, the addition of women's service magazines can improve the advertising plan at no increase in budgets. It claims its concept will work whether advertisers shift 10%, 20% or 40% of the budget into the magazines. And it emphasizes that a client's "best television advertising" cannot sell women who do not see it at all or with sufficient frequency.

The presentation was put together from data drawn from Leading National Advertisers, SMRB Telmar and Broadcast Advertisers Reports, using 1980 information.

Harvey Spiegel, senior vice president, research and marketing, Television Bureau of Advertising, said he had not seen the presentation but commented that "there is always a problem when attempting to do media comparisons" because of the differences in what is measured.

"In television, we talk about the audience of a program in terms of the average minute," Spiegel continued. "In magazines, they talk about the gross audience of the magazine. We talk in specifics and get closer to the advertiser's audience. Agencies know this, of course, and factor in the differences in making a decision."

## Bottom Line

**Jackpots.** Corporate parents of two networks have set quarterly payouts for quarter. For ABC, regular quarterly dividend of 40 cents per share is payable March 15 to holders of record Feb. 25; for CBS, regular dividend of 70 cents per common share is payable March 12 to holders of record Feb. 24. Twenty-five cents per preference share is payable March 31 to holders of record Feb. 24.

□

**Atari fallout.** Warner Communications announced 65% rise in net income for 1981, to $226,493,000, $3.57 per share, on revenues that rose 57% to $3,237,153,000. Atari fueled Warner's performance for year—consumer electronics unit of which it's principal part logging $1.2 billion in revenues and $286,553,000 in operating profit. Filmed entertainment, in contrast, posted $32-million operating loss.

□

**Belo bolts up.** A. H. Belo Corp. tipped its hat to subsidiary Belo Broadcasting Corp. in announcing record operating revenues and earning for year ended Dec. 31, 1981. Dallas-based company that went public this winter (BROADCASTING Nov. 9, 1981), reported operating revenues of $182,245,000 for 1981, gain of more than 15% over $157,619,000 in previous year. For 1981, company had earnings of $20,245,000, or $2.45 compared with $19,228,000 or $2.34 per share, for prior year. Net operating revenues for newspaper operations, including *Dallas Morning News,* increased nearly 18% to record $121 million, and Belo Broadcasting "continued its pattern of excellent growth with revenues up 23% to $59 million," according to Joe M. Dealey, A. H. Belo Corp. chairman and chief executive officer.

□

**CPI numbers.** Quarter ended Dec. 26 proved good one for Columbia Pictures Industries, acquisition target of Coca-Cola Co. Net earnings advanced 32% to $12.7 million, $1.52 per share on revenues that rose 44% to $206.4 million.

□

**Taft up.** Taft Broadcasting Co. reported 24% increase in revenues for quarter ended Dec. 31, to $70.9 million. Net earnings were up 58% to $10.9 million, $1.11 per share. Broadcast revenues and operating profit both advanced 12% in quarter.

□

**Disney dividend.** Walt Disney Productions has declared quarterly cash dividend of 30 cents per share, payable April 5 to shareholders of record March 12. Board of directors also voted to acquire all outstanding common stock of Retlaw Enterprises for $46.2 million worth of company stock. Transaction gives Walt Disney Productions all rights to name, likeness and portrait of Walt Disney as well as ownership of monorail and narrow-gauge railroads at Disneyland in Anaheim.

□

**LIN up.** LIN Broadcasting reported 9% growth in net income in 1981, to $5,701,000, $1.06 per share, on revenues of $71,036,000, up 10%. Company also has announced two-for-one stock split, payable as stock distribution March 4 to holders of record Feb. 11.

□

**Metromedia's year.** Net revenues of Metromedia Inc. were up 14% in 1981 to $461,781,000, while net income climbed 9% to $59,692,000. Thanks to reduction in shares outstanding, net per share grew 16% to $14.38. Earnings from continuing operations were up 22% to $59,302,000, while that per share figure advanced 30% to $14.28. In fourth quarter, broadcast revenues advanced 8% "despite a moderation in advertising demand stemming from slowing economic conditions."

# Stock Index

## Broadcasting

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| N | ABC | 31 1/2 | 32 3/8 | - 7/8 | - 2.70 | 6 | 889 |
| N | Capital Cities | 71 1/2 | 72 1/4 | - 3/4 | - 1.03 | 12 | 931 |
| N | CBS | 43 1/2 | 44 3/8 | - 7/8 | - 1.97 | 7 | 1,215 |
| N | Cox | 33 7/8 | 33 1/4 | + 5/8 | + 1.87 | 17 | 993 |
| A | Gross Telecasting | 25 5/8 | 27 1/4 | -1 5/8 | - 5.96 | 7 | 20 |
| O | LIN | 39 1/2 | 37 1/4 | +2 1/4 | + 6.04 | 13 | 201 |
| N | Metromedia | 185 | 175 | +10 | + 5.71 | 14 | 735 |
| O | Mooney | 4 1/2 | 4 1/2 | | | 7 | 3 |
| O | Scripps-Howard | 18 1/2 | 18 3/4 | - 1/4 | - 1.33 | 11 | 191 |
| N | Storer | 24 1/4 | 23 3/8 | + 7/8 | + 3.74 | 14 | 385 |
| N | Taft | 31 | 30 5/8 | + 3/8 | + 1.22 | 9 | 296 |
| O | United Television | 7 | 7 | | | 11 | 84 |

## Broadcasting with other major interests

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| A | Adams-Russell | 20 3/4 | 20 | + 3/4 | + 3.75 | 16 | 80 |
| A | Affiliated Pubs. | 24 5/8 | 26 | -1 3/8 | - 5.28 | 9 | 127 |
| N | American Family | 7 1/2 | 7 3/8 | + 1/8 | + 1.69 | 6 | 101 |
| N | John Blair | 22 3/4 | 23 | - 1/4 | - 1.08 | 7 | 85 |
| N | Charter Co. | 7 7/8 | 7 3/4 | + 1/8 | + 1.61 | 12 | 170 |
| N | Chris-Craft | 34 3/4 | 35 1/4 | - 1/2 | - 1.41 | 10 | 87 |
| N | Cowles | 29 | 29 1/8 | - 1/8 | - .42 | 18 | 115 |
| N | Dun & Bradstreet | 65 | 64 3/4 | + 1/4 | + .38 | 16 | 1,823 |
| N | Fairchild Ind. | 13 5/8 | 13 3/8 | + 1/4 | + 1.86 | 4 | 176 |
| N | Gannett Co. | 33 3/8 | 32 7/8 | + 1/2 | + 1.52 | 11 | 1,770 |
| N | General Tire | 19 1/4 | 20 1/8 | - 7/8 | - 4.34 | 5 | 444 |
| O | Gray Commun. | 34 | 34 1/2 | - 1/2 | - 1.44 | 7 | 16 |
| N | Gulf United | 17 3/4 | 17 3/4 | | | 6 | 476 |
| N | Harte-Hanks | 25 1/2 | 27 3/8 | -1 7/8 | - 6.84 | 10 | 247 |
| O | Heritage Commun. | 9 | 9 1/2 | - 1/2 | - 5.26 | 30 | 65 |
| N | Insilco Corp. | 16 1/8 | 16 7/8 | - 3/4 | - 4.44 | 7 | 230 |
| N | Jefferson-Pilot | 26 | 25 7/8 | + 1/8 | + .48 | 6 | 568 |
| O | Josephson Intl. | 8 3/8 | 8 3/8 | | | 8 | 34 |
| N | Knight-Ridder | 28 3/4 | 28 1/4 | + 1/2 | + 1.76 | 9 | 922 |
| N | Lee Enterprises | 27 7/8 | 27 1/2 | + 3/8 | + 1.36 | 10 | 194 |
| N | Liberty | 13 3/4 | 13 3/4 | | | 6 | 175 |
| N | McGraw-Hill | 49 1/4 | 49 1/8 | + 1/8 | + .25 | 13 | 1,223 |
| A | Media General | 35 7/8 | 36 | - 1/8 | - .34 | 9 | 253 |
| N | Meredith | 60 | 58 7/8 | +1 1/8 | + 1.91 | 7 | 191 |
| O | Multimedia | 34 1/2 | 34 1/4 | + 1/4 | + .72 | 14 | 350 |
| A | New York Times Co. | 34 1/4 | 34 3/8 | - 1/8 | - .36 | 9 | 424 |
| N | Outlet Co. | 34 | 34 3/8 | - 3/8 | - 1.09 | 100 | 89 |
| A | Post Corp. | 25 | 24 3/8 | + 5/8 | + 2.56 | 15 | 45 |
| N | Rollins | 15 7/8 | 16 1/4 | - 3/8 | - 2.30 | 9 | 436 |
| N | San Juan Racing | 22 1/8 | 22 1/8 | | | | 95 |
| N | Schering-Plough | 27 3/4 | 28 7/8 | -1 1/8 | - 3.89 | 8 | 1,475 |
| N | Signal Cos. | 23 | 23 1/4 | - 1/4 | - 1.07 | 7 | 1,661 |
| O | Stauffer Commun. | 44 | 44 | | | 11 | 44 |
| A | Tech Operations | 15 1/8 | 14 7/8 | + 1/4 | + 1.68 | 7 | 15 |
| N | Times Mirror Co. | 44 1/4 | 43 3/4 | + 1/2 | + 1.14 | 11 | 1,510 |
| O | Turner Bcstg. | 9 1/4 | 9 1/4 | | | 11 | 188 |
| A | Washington Post | 27 7/8 | 27 5/8 | + 1/4 | + .90 | 13 | 392 |
| N | Wometco | 19 | 20 | -1 | - 5.00 | 11 | 255 |

## Cable

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| A | Acton Corp. | 7 3/8 | 8 1/4 | - 7/8 | -10.60 | 10 | 34 |
| N | American Express | 42 7/8 | 42 3/4 | + 1/8 | + .29 | 8 | 3,927 |
| O | Burnup & Sims | 11 3/4 | 11 3/4 | | | 11 | 100 |
| O | Comcast | 19 1/2 | 19 3/4 | - 1/4 | - 1.26 | 19 | 86 |
| N | General Instrument | 37 1/8 | 37 1/8 | | | 13 | 1,139 |
| O | Rogers Cablesystems | 6 7/8 | 6 3/4 | + 1/8 | + 1.85 | 57 | 132 |
| O | Tele-Communications | 21 7/8 | 21 1/4 | + 5/8 | + 2.94 | 53 | 611 |
| N | Teleprompter | 37 1/2 | 37 1/2 | | | 30 | 638 |
| N | Time Inc. | 34 1/8 | 33 3/8 | + 3/4 | + 2.24 | 13 | 1,649 |
| O | Tocom | 9 3/4 | 9 3/4 | | | 15 | 48 |
| N | United Cable TV | 25 1/4 | 24 5/8 | + 5/8 | + 2.53 | 23 | 275 |
| N | Viacom | 20 1/4 | 21 1/4 | -1 | - 4.70 | 13 | 228 |

## Programing

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| O | Barris Intl. | 1 3/4 | 1 7/8 | - 1/8 | - 6.66 | 13 | 9 |
| N | Columbia Pictures | 39 7/8 | 39 5/8 | + 1/4 | + .63 | 9 | 317 |
| N | Disney | 49 1/2 | 49 1/2 | | | 13 | 1,605 |
| N | Dow Jones & Co. | 46 1/4 | 45 3/4 | + 1/2 | + 1.09 | 19 | 1,452 |
| N | Filmways | 4 7/8 | 5 1/8 | - 1/4 | - 4.87 | 1 | 28 |
| O | Four Star | 2 | 2 | | | 11 | 1 |
| N | Getty Oil Corp. | 50 7/8 | 53 1/4 | -2 3/8 | - 4.46 | 5 | 4,179 |
| N | Gulf + Western | 16 | 16 1/4 | - 1/4 | - 1.53 | 4 | 1,211 |
| N | MCA | 45 7/8 | 46 1/2 | - 5/8 | - 1.34 | 11 | 1,093 |
| N | MGM Film | 6 1/4 | 6 1/8 | + 1/8 | + 2.04 | 6 | 310 |
| O | Reeves Commun. | 32 1/4 | 32 1/2 | - 1/4 | - .76 | 16 | 238 |
| O | Telepictures | 7 1/4 | 7 5/8 | - 3/8 | - 4.91 | 14 | 33 |
| O | Video Corp. of Amer. | 5 | 5 | | | 13 | 8 |
| N | Warner | 59 3/4 | 59 7/8 | - 1/8 | - .20 | 19 | 3,663 |
| A | Wrather | 23 | 23 | | | 18 | 53 |

## Service

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| O | BBDO Inc. | 39 1/4 | 39 1/2 | - 1/4 | - .63 | 8 | 104 |
| O | Compact Video | 3 7/8 | 4 1/2 | - 5/8 | -13.88 | 6 | 12 |
| N | Comsat | 60 3/4 | 61 3/8 | - 5/8 | - 1.01 | 16 | 486 |
| O | Doyle Dane Bernbach | 14 3/4 | 15 | - 1/4 | - 1.66 | 8 | 81 |
| N | Foote Cone & Belding | 30 1/2 | 29 3/4 | + 3/4 | + 2.52 | 8 | 82 |
| O | Grey Advertising | 69 | 71 | -2 | - 2.81 | 6 | 40 |
| N | Interpublic Group | 27 1/2 | 28 | - 1/2 | - 1.78 | 8 | 126 |
| N | JWT Group | 29 | 32 1/2 | -3 1/2 | -10.76 | 12 | 151 |
| O | MCI Communications | 32 1/2 | 32 7/8 | - 3/8 | - 1.14 | 52 | 1,543 |
| A | Movielab | 2 7/8 | 3 | - 1/8 | - 4.16 | 29 | 4 |
| A | MPO Videotronics | 6 1/2 | 6 5/8 | - 1/8 | - 1.88 | 10 | 3 |
| O | A.C. Nielsen | 41 1/8 | 42 1/4 | -1 1/8 | - 2.66 | 13 | 461 |
| O | Ogilvy & Mather | 31 | 31 | | | 9 | 132 |
| O | Telemation | 2 1/4 | 2 1/4 | | | 13 | 2 |
| O | TPC Communications | 2 1/2 | 2 3/8 | + 1/8 | + 5.26 | 3 | 2 |
| O | Unitel Video | 8 3/4 | 8 3/4 | | | | 3 |
| N | Western Union | 33 | 32 7/8 | + 1/8 | + .38 | 15 | 523 |

## Electronics/Manufacturing

| Exchange | Company | Closing Wed. Feb 17 | Closing Wed. Feb 10 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| O | AEL | 10 | 10 1/4 | - 1/4 | - 2.43 | 4 | 19 |
| N | Arvin Industries | 13 | 12 1/4 | + 3/4 | + 6.12 | 6 | 88 |
| O | C-Cor Electronics | 19 1/4 | 18 1/2 | + 3/4 | + 4.05 | 15 | 57 |
| O | Cable TV Industries | 9 | 9 1/2 | - 1/2 | - 5.26 | 11 | 27 |
| A | Cetec | 4 1/8 | 4 3/4 | - 5/8 | -13.15 | 8 | 9 |
| O | Chyron | 18 | 18 3/4 | - 3/4 | - 4.00 | 16 | 47 |
| A | Cohu | 5 1/8 | 5 1/4 | - 1/8 | - 2.38 | 7 | 8 |
| N | Conrac | 22 5/8 | 22 3/4 | - 1/8 | - .54 | 13 | 48 |
| N | Eastman Kodak | 69 3/8 | 70 7/8 | -1 1/2 | - 2.11 | 9 | 11,196 |
| O | Elec Missile & Comm. | 16 1/2 | 16 | + 1/2 | + 3.12 | 66 | 45 |
| N | General Electric | 60 | 61 1/4 | -1 1/4 | - 2.04 | 8 | 13,671 |
| N | Harris Corp. | 34 1/8 | 33 7/8 | + 1/4 | + .73 | 11 | 1,066 |
| O | Microdyne | 14 3/8 | 13 1/4 | +1 1/8 | + 8.49 | 16 | 65 |
| N | M/A Com. Inc. | 21 3/4 | 21 5/8 | + 1/8 | + .57 | 21 | 830 |
| N | 3M | 54 5/8 | 55 1/2 | - 7/8 | - 1.57 | 11 | 6,403 |
| N | Motorola | 53 | 52 1/2 | + 1/2 | + .95 | 9 | 1,672 |
| O | Nippon Electric | 88 7/8 | 94 5/8 | -5 3/4 | - 6.07 | 33 | 3,433 |
| N | N. American Philips | 34 | 34 3/8 | - 3/8 | - 1.09 | 6 | 463 |
| N | Oak Industries | 28 7/8 | 27 7/8 | +1 | + 3.58 | 13 | 409 |
| A | Orrox Corp. | 8 1/2 | 8 1/2 | | | 30 | 15 |
| N | RCA | 19 7/8 | 19 1/4 | + 5/8 | + 3.24 | 11 | 1,498 |
| N | Rockwell Intl. | 30 1/2 | 31 3/4 | -1 1/4 | - 3.93 | 8 | 2,315 |
| A | RSC Industries | 4 7/8 | 4 7/8 | | | 70 | 11 |
| N | Scientific-Atlanta | 24 5/8 | 23 5/8 | +1 | + 4.23 | 26 | 525 |
| N | Sony Corp. | 14 3/4 | 15 1/8 | - 3/8 | - 2.47 | 12 | 3,180 |
| N | Tektronix | 48 | 48 1/2 | - 1/2 | - 1.03 | 11 | 894 |
| O | Telemet (Geotel Inc.) | 1 1/8 | 1 1/8 | | | | 3 |
| A | Texscan | 15 1/2 | 15 3/8 | + 1/8 | + .81 | 21 | 71 |
| N | Varian Associates | 28 5/8 | 27 1/2 | +1 1/8 | + 4.09 | 21 | 227 |
| N | Westinghouse | 23 | 24 5/8 | -1 5/8 | - 6.59 | 4 | 1,959 |
| N | Zenith | 12 5/8 | 13 3/8 | - 3/4 | - 5.60 | 12 | 85 |
| | Standard & Poor's 400 Industrial Average | 127.32 | 127.70 | - .38 | | | |

**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 computer, company registered net loss. *** Stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

# SATELLITE?

## "LET'S WAIT AND SEE!"

# The Wait

In just a few short months Satellite Music Network, the world's first commercial radio network broadcasting *LIVE*, via satellite, 24-hours a day, has completely changed the face of local radio programming.

## The Change Has Been Dramatic

While many broadcasters have been taking a "let's wait and see" attitude, Satellite Music Network has been ON-THE-AIR serving dozens of stations nationwide. *Reliably. Profitably.* In fact, SMN affiliates are already reporting dramatic Arbitron rating increases. We offer you NO unsubstantiated promises. Only statements that reflect the *facts* ... as reported by Satellite Music Network Clients.

## On-the-Air and Working!

**"Without a doubt the SMN Country Service has got to be the greatest thing to happen to radio since the invention of the wheel. As you know I screwed along with this station and rock kids for two years, losing in excess of $150,000. From the day we signed on, November 16, with you guys, it has been straight up. In fact, coming from zilch billings in November to over $20,000 in January, and that's fantastic for a station whose billings were never over $9,000!"**

*Marshall Rowland, WIZY*
*Gordon, GA*

**"We've saved considerable money by taking our format out of Chicago. It probably will make a difference on whether or not we perform to a profit in 1982. I know I couldn't if I didn't have the (SMN) network. As I view it, satellite broadcasting is the destiny and future of AM radio. It's been a vision, a dream, but now it's a reality and the longer you wait the tougher it's going to be to get into it."**

*Don Bybee, KAAM*
*Dallas, TX*

**"Being the first station on a new programming service isn't the most desirable position for a radio station owner ... but signing with the Country Coast-to-Coast format of the Satellite Music Network was one of the best decisions we've ever made.**

**The air talent is major market caliber, the music is superior, and I'd hate to have to program against it.**

**I think the greatest thing about SMN is that they really care. Not just some more PR from a programming company ... they really care."**

*Steve Sumner, KKIC*
*Boise, ID*

Since August 1981, Satellite Music Network has been on-the-air and committed to excellence in every regard: Its Officers — Backing — Technology — Talent — Programming — Reliability — and ... its Economy and Benefit to Broadcasters.

## On-the-Air and Working!

**"It's not the technology of tomorrow, it's the technology of today. It's an excellent service and helps us to concentrate our efforts on sales because the programming is taken care of."**

*Dennis Gros, WFEZ-AM & FM*
*Meridian, MS*

**"I'm quite pleased with it. We've had nothing but positive feed back from the marketplace, particularly from the agency time buyers point of view."**

*Bob Glassburn, KROW*
*Reno, NV*

**"We're right on target with the audience we're going after. The quality of the signal is excellent. It's the wave of the future. It provides operators an opportunity to provide quality programming to their market area at a minimal expense."**

*Starley Bush, KSXX*
*Salt Lake City, UT*

**"We've had them come by the station to see if it were true that we were on it, they couldn't tell the difference, being live and on the satellite."**

*Vic Rumore, WKDA*
*Nashville, TN*

# Earth doesn't move after Playboy advent on cable channels

**If too anything, it's too conservative, say many**

While the anti-sex-on-cable vote isn't in yet, the predominant response so far to the new Playboy Channel, which debuted on Escapade last month (BROADCASTING, Jan. 25), appears favorable. The most oft-stated complaint about the program concept to date, according to Bob Shanks—who along with his wife, Ann, is responsible for development and production of Playboy Channel programing—is that it is too conservative.

That complaint probably comes as a welcome relief to Jerry Maglio, president of Rainbow Programing Services, a joint venture among Daniels & Associates, Cox Cable and Cablevision that is responsible for marketing the adult cable programing service, Escapade, and the cultural Bravo. From the company's inception, back in July 1980, Maglio notes that he has been trying to "dispel the notion" that Escapde is an X-rated service. The service never has provided such material, said Maglio, "and the move to Playboy takes us a further step away from" the X-rated image.

Michael Marcovsky, president of Marnel Associates, a Los Angeles-based pay television consulting firm that advised Playboy on getting into the business, asserted that Playboy's product is perceived generally as a sort of "*Good Housekeeping* of sexuality." That analogy, he said, is based on research conducted nationally by his firm which indicated a high awareness of *Playboy* magazine, an "expectation of quality" from the company in all its endeavors, and a "broadbased appeal to that approach."

And, while Maglio readily concedes that Escapade provides a "sexier brand of entertainment" not meant for everyone, there are those who contend that the Playboy Channel's debut package was so soft as to be barely erotic.

The premiere package opened with an interview of John and Bo Derek (Bo being fully clothed, although some still shots from her three previous *Playboy* magazine spreads were included). In its review of the program, *Time* magazine described the interview as taking place "atop a California hill that is only slightly less windswept than the Dereks' conversation." Also featured was January playmate Shannon Tweed in a video centerfold segment. Perhaps the raciest scene in the premiere episode came during a "Ribald Classics" feature entitled "The Mercenary Mistress," where two lovers are shown caressing each other in bed and the male partner gently kisses the exposed breasts of the female partner. In a humorous feature billed as the "primal battle of the sexes," comedian Andy Kaufman *(Taxi)* engages Playmate Susan Smith in a wrestling match, taped in front of a live audience at the Playboy Club casino in Atlantic City, N.J.

November centerfold Shannon Tweed debuted last month as the first video playmate.

Rainbow's Maglio

Bob and Ann Shanks

Nevertheless, Shanks contends the debut package was "pretty advanced for cable," even though many viewers have expressed a desire for "harder" material. And Shanks says he'll meet those demands—half way perhaps. He notes that the format is still evolving and that the programing will "get sexier" in the coming months. But there is a distinct boundary beyond which the Playboy programing will not pass, said Shanks, and in terms of a rating he described it as "hard R." Playboy's self-imposed restrictions, he said, include: "No explicit sex, no erections, no penetration" and, he adds, almost as an afterthought, but a crucial one, "no violence." That leaves room for a lot of implicit sex, frontal nudity and explicit talk. "The real raincoat crowed," he says, won't be signing up in droves for the Playboy Channel, if at all.

And of course, sex, in whatever form, is not the only subject that the Playboy Channel will cover. In its initial stages, the channel will be for the most part a video translation of the magazine, incorporating many of the latter's regular features, such as the monthly interview, the so-called "Ribald Classics," and the "Playboy Adviser" column. A number of lifestyle features also will be presented, such as how-to's on selecting a good wine, automobile or stereo sound system, as well as specials covering such annual events as the Playboy Jazz Festival at the Hollywood Bowl, the "Pigskin Preview" and the magazine's annual music awards. Musical acts also will play a prominent role in the programing. And, as the Playboy Channel segment of Escapade gradually expands (plans are for Escapade to be phased out totally by 1983), "the programing will eventually go beyond the magazine format," Shanks said.

And, while Shanks is prepared for the wrath of the Donald Wildmons of the world, neither he nor Playboy has felt it as yet, at least in connection with the Playboy Channel. "They have to look for [the service]," says Shanks, "and they have to pay \$10 to get it." And that's precisely the defense he'll raise if challenged.

If Rainbow's marketing surveys are any indication, the challenge may never materialize. Maglio contends that there is "no real resistance" to the Playboy video concept. And its acceptance, he suggests, appears also to transcend all regions of the country. He cited three surveys, one each in the Midwest, South and North. The percentages of respondents looking favorably upon the programing concept in each survey were 81%, 92% and 82% respectively.

The channel debuted in January to about 200,000 subscribers, about twice the number of Escapade subscribers at the time of the announcement of the joint venture between Playboy and Rainbow last August. By the end of this year, Maglio expects to have 500,000 subscribers on the Escapade-Playboy channel.

## Suites: latest touch at Country Radio Seminar

**Hospitality format will join expanding convention of country radio broadcasters in Nashville**

The 1982 Country Radio Seminar, set to take place Friday and Saturday (Feb. 26-27) at Nashville's Opryland hotel, appears destined to be the largest in the event's 13-year history. The Organization of Country Radio Broadcasters, which sponsors the seminar, has expanded its agenda to accommodate a bigger crowd and, for the first time, will permit hospitality suites.

As many as 600 broadcasters, record industry representatives and others involved in country radio are expected to attend the seminar, making it nearly 50% larger than last year's, which drew slightly over 400 participants. More than 500 people had preregistered as of last week, according to OCRB executive director Frank Mull.

Long-time broadcast personality Dick Clark will keynote the seminar with an address on Friday morning. Clark, who is involved in a variety of TV and radio productions, is a partner in United Stations, a new program syndication firm that plans to launch a 24-hour-a-day satellite radio service with a country format.

Leading the agenda on Saturday will be Dom Imus, morning man at WNBC(AM) New York and one of the better-known radio personalities in the U.S. Imus, who will appear at a general session, will share his thoughts on personality in radio.

Both days of the seminar will open with early morning workshops, one on the problems of daytime broadcasters and the other, "Agribusiness," exploring ways to increase revenues from farm programing.

Another workshop will focus on the FCC and its equal employment opportunity requirements. Fred Polner, a communications attorney with Routhman, Gordon, Forman & Groudine, Pittsburgh, will participate in this panel with Olive Graham, who administers EEO programs at KOKE-AM-FM Austin, Tex., and Evelyn Keseg, who is responsible for EEO and affirmative action programs of Nationwide Communications, Inc., Columbus, Ohio.

Workshops have been designed to give broadcasters information they can "take home and use to make money," said Bob English, general manager, WUBE-AM-FM Cincinnati, Ohio, who is agenda chairman for this year's seminar.

Erica Farber, director of promotional sales development at McGavren-Guild Radio, will moderate a panel on advertising and promotion. Panelists will include Bob Gold, vice president-general manager, WPOR-AM-FM Portland, Me.; Rick Rogers, vice president, general manager, WPLO(AM) Atlanta, and Tom Wynn, KFGO(AM) Fargo, N.D.

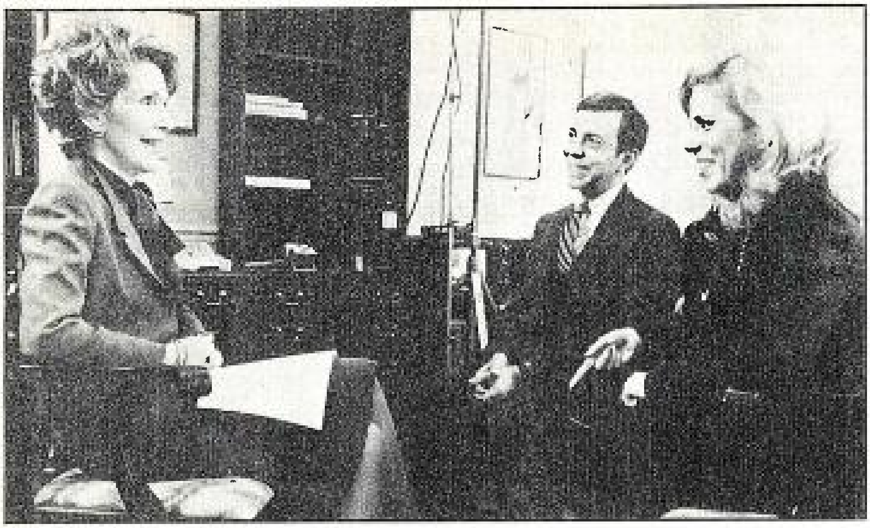
Another key panel, on competition with other media, will include Kent Burkhart, Burkhart, Abrams, Michaels, Douglas & Associates, Atlanta; Charlie Cook, program director, KHJ(AM) Los Angeles; Ed Salamon, former program director, WHN(AM) New York and now a partner in United Stations, and Jhan Hiber, of Hiber & Hart, a Los Angeles-based consulting firm. A panel on positioning will include John Lund, of Lund Consultants, Millbrae, Calif.; Gil Roso, general manager, WMZQ(FM) Washington, and Charlie Ochs, program director, KIKK-AM-FM Houston.

An informal "rap room," to be open Friday at 8 p.m., will focus on "Arbitron, Engineering and Satellites." Ron Norwood, program director, KMPS-AM-FM Seattle, will moderate the session, which proved popular last year.

The challenge for seminar organizers this year will be in accommodating a bigger crowd while maintaining the serious, "no-frills" atmosphere of previous seminars, according to Mac Allen, WQAM(AM) Miami and a long-time director of the seminar. "We've built a reputation for integrity and we don't want to lose it," said Allen.

As of last week, 20 companies had reserved hospitality suites at the seminar, and, according to Mull, there may be room in the hotel for "five or 10 more." Hosting companies will be ABC Radio Enterprises, ABC Radio Networks, both New York; American Image Productions, Nashville; Billboard Information Network, New York; Celestial Mechanix, Los Angeles; Comworld International, Brentwood, Tenn.; Continental Plastic Card Co., Coral Springs, Fla.; Fair West, a Dallas-based program syndicator; McGavren-Guild Radio, New York; Music Country Network, Nashville; Musicworks, Nashville; William B. Tanner Co., Memphis; RKO Radio Networks, New York; Radio Computing Services, Tenafly, N.J.; Seagram 7 International Battle of the Bands Inc. of America, Nashville; United Stations, New York; Top Billing International Music Marketing Services Division, Nashville; Wrangler Country Starsearch, Beaumont, Tex.; TM Programing, Dallas, and Watermark Inc., Los Angeles.

As in previous years, the seminar will end with a banquet and "new faces show" designed to introduce broadcasters to important new country music performers.



**First for First Lady.** Nancy Reagan granted an interview to Westinghouse Broadcasting last week to help call attention to her first extended out-of-town trip that began Feb. 15, to promote drug-abuse control programs. Group W's Washington bureau chief Jerry Udwin and correspondent Patricia Sagon conducted the interview, which is being broadcast in segments this week on Group W radio and television stations. Group W is the first nonnetwork news organization to obtain a lengthy interview with the First Lady.

# Antipiracy move: scrambling HBO

**Pay programing service plans 'multimillion-dollar' project to fight unauthorized reception of its signal; HBO will provide its affiliates with equipment**

Home Box Office plans to begin scrambling its signal to combat piracy.

The pay-TV service last week announced a "multimillion-dollar investment" to encode its signal digitally and cover the cost of decoders for its affiliates. The scrambling, aimed at preventing unauthorized reception by private earth station owners, is expected to begin late this year or in early 1983.

HBO said it would use a "sophisticated digital encryption system" at its New York origination center, with equipment at the affiliated head ends then decoding the signal for subscribers.

The pay service has yet to decide which manufacturer will supply the equipment. It said it has completed laboratory evaluation of equipment from seven manufacturers, from both the cable industry and the military encryption electronics field. Field testing is next. HBO said it is requiring that there be no signal degradation from the scrambling.

The decoder price is expected to be in the $750 to $1,500 range. With HBO's current 3,300 affiliates, that would put the decoder investment between about $2.5 million and $5 million.

HBO said each decoder will be individually addressable, allowing decoding patterns to be changed as often as necessary. This, HBO explained, means that even if the decoders were pirated, the necessary decoding "code" would not be known.

HBO also plans to encode its audio signal,—with more in mind than security. By converting the audio from an analog to digital mode, HBO said it will have a "system in place capable of delivering the impressive fidelity of digital stereo to the home" at a future date.

The extent of the use of HBO's signal by private earth stations is not known. However, one estimate is that there are now about 30,000 private dishes at least capable of picking up HBO directly.

The Society for Private and Commercial Earth Stations has maintained that, if allowed, its members would pay HBO for the service. HBO, however, has refused to let them subscribe, claiming that it is a "wholesaler and distributor" and "not a retailer" to individuals. Monitoring actual private earth-station use of HBO is considered difficult as well.

# Valenti urges royalty fee for home taping

**OK to make taping itself lawful, says MPAA head, but only if manufacturers pay for privilege in advance**

Having put the battles of cable copyright behind him for the moment, Motion Picture Association of America President Jack Valenti has opened a copyright offensive on another front: against the home taping of creative product without compensation to the creator. His answer: a copyright royalty fee to be paid by manufacturers of videocassette recorders and blank tapes—and, presumably, passed on to their customers in higher prices.

Valenti made this campaign a major thrust of his address last Tuesday (Feb. 16) to a meeting of motion picture exhibitors in Las Vegas. Warning his audience that it must ever be mindful of change, and "the nimble and sometimes dismaying onrush of new technology," he related that a new "Coalition to Preserve the American Copyright" is lobbying Congress to attach such royalty payments to legislation that otherwise would exempt homeowners from liability for taping programs off the air or from other electronic media. A movement for such exemptions began when the Ninth Circuit Court of Appeals ruled last year that such taping was against the law.

Valenti said that there would be 36 million to 40 million videocassette recorders in U.S. homes by 1990, a collection large enough, he said, to collapse the after-market potential of any film shown on conventional TV, cable TV or DBS. Should that happen, there would be less incentive for the creative community to make films in the first place, he said. "The public interest is greatly served when a continuous stream of filmed entertainment is available to them," he said. "The public interest is ill-served when that stream of films dries up because no filmmaker dares make it viewable over a TV set so that millions of copies can be made free, thereby destroying the value of the creation."

# ABC's Goldberg says network programing ideas will have to change

**He sees new technologies putting squeeze on everyone**

"The whole economy of the industry will have to change," an ABC-TV executive has said. There will be more joint productions, greater returns from software than hardware and increasing attention to pay TV competiton.

Melvin Goldberg, ABC's vice president for market planning, technology and social research, speaking at a Harvard seminar series on information resources policy Feb. 8, acknowledged that the networks' share of the audience is declining in the face of cable and pay offerings.

"When the networks wake up to the fact that we all do reruns in the summer" and therefore give pay TV a golden opportunity to garner ratings, Goldberg said, services like HBO will do less well. Now, he added, "we're presenting [pay TV] with a vacuum, and that isn't very smart."

Goldberg sees "a lot of people losing a lot of money going after a segmented audience, because the cost per thousand will be much too high." He said his network's ARTS channel's cost per thousand is "inordinately expensive" even though he claimed it reached the highest quality audience he has ever seen. Will cable and pay TV seriously undercut network profits? "The networks may have a lower share, but advertisers still need a mass audience. That's the name of the game."

Saying the consumer buys programs, not gadgetry, he predicted that videodisk

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player and home computer prices will fall and their program prices will soar. "The money is in the games and packaging," he said.

Goldberg thinks the demand for product will put the squeeze on everyone. "We'll have to go into more imaginative programing," he said, citing his network's backing of Broadway shows and cable-film joint productions as the wave of the future.

"There's a whole new world evolving, and we don't know what to expect," he said, predicting that 1984 will be the last time that Olympics are shown on free TV.

And one aspect of this new world, he contends, hasn't been given enough attention is the way it may change society. High-priced program offerings may create a segregation between the media "haves and have-nots," he thinks. "A caste system built on an information society is possible," he stated.

# U.S. Chamber of Commerce gives birth to Biznet

**Satellite television network will program one day per week initially; Reagan to appear on premiere broadcast scheduled for April 26**

The American Business Network, better known as Biznet, will start regular programing in May. Established by the U.S. Chamber of Commerce as "the nation's first business advocate satellite communications network," the inaugural telecast is planned for April 26, when President Reagan has been asked to address the opening session of the chamber's annual meeting in Washington.

Announcement of the planned service was made by Dr. Richard L. Lesher, president of the national organization, during ceremonies Feb. 12 when 16 pioneer subscribers formally signed commitments to join Biznet. They are the first of hundreds of members, ranging from large chambers to small ones to trade associations and private corporations, that are expected to become Biznet members.

Lesher said the initial service in May will be one day a week. In October it will be increased to full-time service of several hours each weekday.

Biznet will provide programs on political action, legislative and regulatory developments, special rallies on timely business issues, economic forecasts, important congressional testimony, national dialogues with leading newsmakers, economic education and other kinds of training. But the chamber said it plans to focus primarily on programs that increase its lobbying effort at the local level.

From new studios at the chamber's headquarters in Washington, Biznet will encode its signal and send it to a satellite which in turn will beam it to receivers across the nation. (Negotiations are under way to buy time on either the Westar or Satcom systems, the chamber said.) At the other end, a decoder will unscramble the signals to permit subscribers to see the programs. Private teleconferences also will be available.

Chamber officials said it cost $4.5 million to set up Biznet. Daryl Griffin, former ABC producer who set up Biznet, said it does not expect to break even on the service for at least a year.

**The media are the message.** The impact of the telecommunications progress on society is the subject of *Rewiring Your World,* a half-hour television program and series of radio programs. Martin Agronsky, of the nationally syndicated *Agronsky & Co.* television talk show, was moderator of the shows. The productions were funded by the Communications Workers of America, a union representing 650,000 telephone (mostly AT&T) workers, and are available at no charge to broadcasters (commercial and noncommercial) and cable operators. The television show features (l-r): Ian M. Ross, president, Bell Laboratories; Douglass Cater, senior fellow, Aspen Institute; Fred W. Friendly, former CBS news chief and professor emeritus of Columbia University; Daniel Yankelovich, chairman, Yankelovich, Skelly & White; Glenn E. Watts, president, CWA, and Agronsky. Among the many additional voices heard on the two half-hour TV and 12 four-and-a-half-minute radio programs were those of William G. McGowan, chairman of MCI; Frank Mankiewicz, president, National Public Radio, and House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.).

## Ratings Roundup

ABC-TV and CBS-TV wound up in a dead heat for the week ended Feb. 14. Each scored an 18.4 prime-time rating and 29 share while NBC-TV staggered behind with a 14.7/23.

The tie followed 11 consecutive weekly wins by CBS.

The top-rated program of the week was ABC's "Superman" part II, earning a 30.2/42 on Monday. Together with part I's 29.6/42 the night before ("Ratings Roundup," Feb. 15), "Superman" averaged a 29.9/42, making it the highest-rated theatrical film on TV so far this season. CBS, however, still has the highest movie score to date in 1981/82 with the made-for-TV *Coward of the County's* 31.2/48 on Oct. 7.

Combining "Superman" part II with an *Olivia Newton-John Special* (21.6/35), ABC easily won Monday, averaging a 27.3/40. Hit hardest was NBC's two-hour *TV Guide: 1981—The Year in Television* which managed only a 12.6/19.

While "Superman" and *Olivia* gave ABC more than an 11 point lead over its closest competitor (CBS) on Monday, CBS's regular lineup topped that on Friday. *Dukes of Hazzard, Dallas* and *Falcon Crest* brought a 24.2/41 average, more than 13 points ahead of NBC and ABC which scored 11.0/19 and 10.9/18 with their respective series.

On Sunday, all three networks offered theatrical movies. Here too ABC and CBS came up with the same score: 21.1/32 for ABC"Smokey and the Bandit" and CBS's "Rocky II." And again, NBC trailed with "Going in Style's" 15.2/24.

In the sweeps through Feb. 14, CBS held a substantial lead. For the first 12 days of the Arbitron count, it was CBS 19.7, ABC 17.9 and NBC 14.6. The Nielsen count, begun a day later, showed CBS at 20.0, ABC 17.7 and NBC 14.2

### The First 20

| | | | |
|---|---|---|---|
| 1. | "Superman" part II (movie) | ABC | 30.2/42 |
| 2. | *Dallas* | CBS | 27.5/44 |
| 3. | *Three's Company* | ABC | 25.8/38 |
| 4. | *60 Minutes* | CBS | 24.5/40 |
| 5. | *Too Close For Comfort* | ABC | 24.3/36 |
| 6. | *Dukes of Hazzard* | CBS | 24.0/40 |
| 7. | *Hart to Hart* | ABC | 24.0/39 |
| 8. | *Magnum, P.I.* | CBS | 23.4/37 |
| 9. | *Real People* | NBC | 23.3/35 |
| 10. | *Olivia Newton-John Special* | ABC | 21.6/35 |
| 11. | *Falcon Crest* | CBS | 21.2/39 |
| 12. | "Rocky II" (movie) | CBS | 21.1/32 |
| | "Smokey and the Bandit" (movie) | ABC | 21.1/32 |
| 14. | *Laverne & Shirley* | ABC | 21.0/30 |
| 15. | *Happy Days* | ABC | 20.9/30 |
| 16. | *Hill Street Blues* | NBC | 20.5/34 |
| 17. | *Facts of Life* | NBC | 20.1/31 |
| 18. | *Dynasty* | ABC | 19.7/32 |
| 19. | *Gimme A Break* | NBC | 18.7/29 |
| 20. | *Diff'rent Strokes* | NBC | 18.4/28 |

### The Final Five

| | | | |
|---|---|---|---|
| 65. | *Cassie and Company* | NBC | 9.8/18 |
| 66. | *One of the Boys* | NBC | 9.4/16 |
| 67. | *Billy Crystal Comedy Hour* | NBC | 8.5/16 |
| 68. | *Making a Living* | ABC | 8.5/14 |
| 69. | *Best of the West* | ABC | 8.3/13 |

**Game show suit.** A California law student has filed suit against three television game show producers and three commercial networks for $250,000, claiming they violated antitrust laws by limiting the number of appearances he could make on their programs.

In his suit, filed in Los Angeles federal court, Martin Allen Fine claims he has been "deprived of the opportunity to participate [in game shows] ... because of the defendants' eligibility policy, which restricts contestants to one game show per year and three game shows within a 10-year period."

Fine, 32, said he had been paying his way through Pepperdine University School of Law largely through game show earnings and that he had to drop out after that source of income was cut off. During 1979 and 1980, Fine claims to have won more than $12,000 on three game shows: *Tic Tac Dough, Password* and *Blockbusters*. The action was brought against Barry & Enright Productions, Goodson-Todman Productions, Merrill Heatter Productions, ABC-TV, NBC-TV and CBS-TV.

Fine alleges the defendants use a "central computer to gain information as to the prior game show appearances of their contestants." He claims the policy unreasonably restrains competition in violation of the Sherman Antitrust Act. Charging that all defendants stick to the policy, Fine believes they "can be said to be engaged in a conspiracy or combination which has the effect of restricting competition among game show contestants."

There was no immediate response from the networks or producers.

# Data studies from both sides of Atlantic

### Knight-Ridder consultant says survey in Coral Gables, Fla., finds big interest in local news

Cautioning that its 215-household sample is "not at all representative" of the population, Knight-Ridder consultant Philip Meyer nevertheless told a Massachusetts Institute of Technology seminar that recently concluded Viewtron tests in Coral Gables, Fla., indicate a great appetite for local news over videotext.

Meyer said viewers were "fascinated" by trivial crime news and by the possibility of seeing what a neighbor sold his home for.

He said the sample, in which no more than 30 homes had Viewtron at one time, wasn't representative because Knight-Ridder screened out those households leery of using the new equipment.

In Coral Gables, Knight-Ridder made an effort not to "crowd the screen" with text information, depending instead on the home user to advance pages. Meyer said some users would go all the way through a 14-page story, while others wouldn't bother to "turn" a single page.

Meyer said videotext should be closely edited and that its equipment must be "user friendly" if it's to gain widespread residential acceptance. The first test in which customers will actually pay for the service will come next year in south Florida (BROADCASTING, Jan. 4), where Knight-Ridder and AT&T are cooperating in a 5,000-home experiment. Affiliated Publications, the *Boston Globe's* parent company, and Capital Cities Communication will develop Viewtron services in cooperation with Knight-Ridder.

### British teletext study finds young, affluent men most likely candidates to use Ceefax system

The average British teletext user is young, male, affluent and more likely to watch news than anything else.

That's the profile emerging from surveys of England's Ceefax teletext system, according to British Teletext and Videotext marketing director William Shrimpton.

He estimated that only 350,000 Britons have so far paid the $100 initial terminal fee it costs to bring news, financial and travel updates into their homes. That's under 2% of the estimated 18 million British households with television.

Shrimpton's figures show that about half the Ceefax users come from the 13% of the population making the most money. The bulk of the users are 25 to 34; 66% are male heads of households, who mainly use Ceefax weekday evenings. Only 7% of the users are 65 or older—the segment of the population that watches the most television.

The average home user watches Ceefax 116 minutes a week—82% watch news, 63% select TV listings, 59% use it for sports information, 54% for news flashes and 48% for weather and travel updates.

Ceefax users can access 300 to 500 frames of information on each of their three television channels, calling up an average 29 pages and using it 77 times a week.

Thirty-four percent of Ceefax users called the system an extremely useful information source, 41% saw it as a good source, 20% used it as a secondary source, and the remaining 5% called it a seldom-used luxury.

# CBS putting finishing touches on RadioRadio

### Network has 40 affiliates and big plans for news features for service that debuts in April

As CBS Radio ties up the loose ends of its RadioRadio network that premieres April 26, a progress report finds the young-adult service with a lineup of 40 affiliates and elaborate plans for news programing.

"We anticipate doubling our affiliate strength by the time we go on air," said Robert P. Kipperman, vice president and general manager, RadioRadio. The new network's roster of signed stations includes six CBS-owned FM's: WCBS-FM New York, KRQR-FM San Francisco, WEEI-FM Boston, KMOX-FM St. Louis, WCAU-FM Philadelphia and WBBM-FM Chicago. Other stations on board include: WKTK(FM) Catonsville, Md. (Baltimore), WCZY(FM) Detroit, KRLY(FM) Houston, KWST(FM) Los Angeles, WCCO-FM Minneapolis and KOOL-FM Phoenix.

Kipperman observed that RadioRadio has coverage in "15 of the top 25 markets" and "26 of the top 50," and believes part of the reason for affiliate acceptance is CBS's commitment to news.

CBS News will produce the hourly, two-minute newscasts for the network, plus four daily 90-second features. Construction is under way for the network's own broadcast studio and tape facilities, and CBS plans to hire a news staff of 24 by the end of March.

Larry D. Cooper, news director, RadioRadio, claims that the news will relate to the target audience of adults, 18-34. "It is not enough to report that the cost of living went up last month. On RadioRadio news broadcasts, we will tell these young adults about mortgage rates last month and whether there is a trend toward lower interest loans," Cooper said.

Along with the "newly developed department within CBS News" for RadioRadio, the network can take advantage of the worldwide news gathering operations of CBS News to help prepare reports for RadioRadio, said Cooper.

## Monitor

**CBS realignment.** Three limited prime-time series—*Q.E.D., Herbie, the Love Bug,* and *Baker's Dozen*—are joining CBS-TV network next month in realignment of Tuesday and Wednesday nights. In addition, *WKRP in Cincinnati* moves to 9-9:30 p.m. on Wednesday, March 17 (from 8-8:30 p.m.), and *Shannon* returns as limited series Wednesday, March 17 10-11 p.m.) *Q.E.D.* premieres Tuesday, March 23 (8-9 p.m.) for six weeks; *Herbie* debuts Wednesday, March 17 (8-9 p.m.) for five weeks, and *Baker's Dozen* begins five-week run on Wednesday, March 17 (8:30-10 p.m.). *WKRP in Cincinnati* has its last broadcast Feb. 24. *Simon and Simon* and *The Two of Us* have their last broadcasts in their current time slots on March 16 and Feb. 24, respectively. In shuffle of Thursday and Monday night lineups, CBS is adding *Cagney and Lacey* (Filmways Productions), *Report to Murphy* (Roger Gimbel Production for EMI Television Programs, in association with K/C Productions and Jones-Reiker Ink. Corp.) and *Making the Grade* (UBU Production in association with Paramount Television Productions). On Thursday, March 25, *Cagney and Lacey,* about two female police detectives, begins run at 9-10 p.m., with *Knots Landing* moving to 10-11 p.m. CBS added that *Nurse,* currently at 10 p.m., would have "additional scheduling" announced shortly. Beginning Monday, April 5, *Report to Murphy,* about "unorthodox" parole officer, takes 8:30-9 p.m. slot and *Making The Grade,* comedy set in "tough, big-city high school," goes in at 9:30-10 p.m. *Private Benjamin* moves to 8-8:30 p.m. Out are *Mr. Merlin* and *House Calls* which CBS said "will return to their regular time periods" later in second quarter. For now, all new "limited series" are scheduled for six-episode runs.

□

**NBC moves.** NBC-TV is canceling *Cassie & Co.* (Fri. 10-11 p.m.), *Harper Valley* (Sat., 8:30-9 p.m.) and *Billy Crystal's Comedy Hour* (Sat., 10-11 p.m.) over next few weeks, with *Valley* and *Cassie* expected to return in spring. *McClain's Law,* starring James Arness, is moving from Friday, 9-10 p.m., to Saturday, 10-11 p.m. New 90-minute series, *The Chicago Story,* takes over Saturday, 8:30-10 p.m. spot on March 6 while two-hour movie will fill Friday, 9-11 p.m. period.

□

**In the marketplace.** Paramount Television has licensed weekly *Entertainment This Week* to Australia'a 10 Network and New Zealand Broadcasting Corp. Australia will produce local version; New Zealand will take show as is ... Syndicast Services claims lineup of more than 55 stations with 60% U.S. coverage for two-hour "pilot" special, *Country Jamboree;* it's set for airing this month and next.... *The National Crime and Violence Test,* two one-hour "viewer participation specials," has been cleared in more than 90 markets, representing 75% of country, according to Metromedia Producers Corp.... *Freeze Frame,* first-run access or fringe strip for fall, is being distributed by Firestone Program Syndication. Game involves TV/movie trivia, using clips. It's Sun Television/Firestone co-production ... Canada's Hodgson Productions has *The World of Motorcycles,* 24-episode half-hour magazine show on stunts, events and "motorcycling celebrities"; it's available for station sales ... Telepictures Corp. has exclusive international rights to 90-minute *Simon & Garfunkel: The Concert in Central Park* ... *Fight of the Month,* 90-minute live telecast of two 10-round boxing bouts, is being offered beginning in March by Lexington Broadcast Services of New York.

□

**Most viewers.** With final numbers now in for Super Bowl XVI coverage, CBS claims 110,230,000 people saw at least part, "highest viewership of a single telecast of any program in television history." Super Bowl XII, carried by CBS in 1978, previously held record with 102,014,000 total viewers, according to network. Ratingwise, however, 1980 *Dallas* episode (53.3 rating/76 share) and 1977 *Roots* conclusion (51.1/71) beat 1981 Super Bowl's 49.1/73 (BROADCASTING, Feb. 1).

# 'Today' heads list of Christopher winners

Twelve television programs, including NBC-TV's *Today,* have been named to receive Christopher Awards for works that "affirm the highest values of the human spirit."

The television awards, along with others in the book and motion picture fields, will be presented at a reception at the St. Regis-Sheraton in New York on Feb. 25.

The winners:

**Bill** □ Executive producer, Alan Lansburg; producer, Mel Stuart; director, Anthony Page; writer, Corey Blechman (CBS).

**Bitter Harvest** □ Executive producer, Charles Fries; producer, Tony Ganz; director, Roger Young; writer, Richard Frienberg (NBC).

**Close Harmony** □ Executive producer/producer/writer, Nigel Noble (WNET-TV New York/PBS).

**The Color of Friendship: An ABC Afternoon Special** □ Executive producer, Diana Kerew; producer, Patrick McCormick; director, Sfan Lathan, teleplay, Johnny Dawkins.

**Crisis at Central High** □ Executive producers, Richard Levinson, William Link, Freyda Rothstein, David Susskind; producer, Robert A. Papazian, director, Lamont Johnson, writers, Richard Levinson, William Link (CBS).

**James Cagney: That Yankee Doodle Dandy** □ Executive producers, Ron Devillier, Brian Donegan; producer, Richard Schickel (PBS).

**A Long Way Home** □ Executive producers, Alan Landsburg, Tom Kuhn; producer, Linda Otta; director, Robert Rarkowitz; writer, Dennis Nemec (ABC).

**The Marvin Collins Story** □ Executive producer, Marian Rees; producers, Conrad Holzgang, Clifford Campion; director, Peter Levin; writer, Clifford Campion (CBS).

**Miracle on Ice** □ Producers, Frank von Zerneck, Robert Greenwald; director, Steven H. Stern; writer, Lionel Chetwynd (ABC).

**The Patricia Neal Story** □ Executive producer, Lawrence Schiller; producer, Don Silverman; director of American sequences, Anthony Harvey; director of British sequences, Anthony Page; writer, Robert Anderson (CBS).

**The Pride of Jesse Hallam** □ Executive producer, Frank Konigsberg; producer, Sam Manners; director, Gary Nelson; writer, Suzanne Clauser (CBS).

# Future will see standards set in marketplace, FCC's Jones says

**At EIA meeting, dissenting commissioner on AM stereo vote nearly two years ago says times, and budget cuts, have forced change in standards approach**

The FCC from now on will be reluctant to set standards for broadcast and broadcast-related transmission services—such as AM stereo, FM quadraphonic and teletext—FCC Commissioner Anne Jones said last week.

And the FCC, reacting to cuts in its budget, also will cut back on its traditional role of approving and certifying new electronic equipment, Jones said at a meeting of the Electronic Industry Association in Washington.

Although the FCC has set standards for broadcast and broadcast-related transmission services in the past, and there has been "little disagreement about this process," attitudes are "changing rapidly now," and "arguments for a so-called marketplace decision have increased in volume," Jones said.

There is a "strong feeling at the FCC that the government generally has no business setting initial technical standards for new technologies," she said.

Jones cited the example of AM stereo. Although the FCC in April 1980 voted to favor the Magnavox system, among several in contention, that vote "caused an uproar in the broadcast business," and, in the face of "much controversy and very little support, the commission withdrew its tentative decision and went back to further testing and refinement," she said.

Jones, who along with former Commissioner Tyrone Brown had dissented in the AM stereo vote, said she had made clear her feeling that the industry would develop a standard for AM stereo if it really wanted the new service.

"I claim no special foresight in that vote, but would suggest to you ... that the two years of work and delay since then demonstrate the problems of rulemaking and government procedures which result when the FCC is asked to select a specific system and thus provide a measure of certainty to broadcasters and manufacturers alike," she said.

Now, she said, she thought the commission would be "inclined to go with the marketplace solution" on AM stereo, and that the commission would "incline more and more toward this approach on most forthcoming questions of standards, including FM quad."

Jones

"I feel, as I have said before [only now it appears that I am no longer in the minority] that the commission—in the absence of compelling reasons to do otherwise—should require only the minimal standards necessary to protect existing services from 'interference,'" she said.

And although the FCC has traditionally approved electronic equipment—to see that its standards of equipment manufacture and operation to minimize radio frequency interference are being met—through its Office of Science and Technology at its laboratory in Laurel, Md., the future should see a "trend" away from "active government oversight." Jones sees the government acting as a "clearinghouse" for industry testing and reporting on the equipment, Jones said.

Under budget cuts, the Laurel lab is facing a staff reduction in the equipment authorization area from its current 25 persons to "no more than five" by 1983, she said. "Clearly, these few people, no matter how dedicated, cannot continue the equipment authorization or standard-setting tasks done in the past," she said.

Instead, she said, over the next year or so, the lab would depend largely on manufacturer testing and notification to the commission of compliance with its standards, rather than attempting to approve and certify equipment before it's marketed.

"Indeed, the lab will become more of a repository of manufacturer filings on the RF emissions of their equipment than an active participant to verify such emission levels," she said. "The only equipment which will continue getting formal FCC testing will be maritime mobile radio systems, which are, by international treaty, still subject to government oversight," she said.

Although the industry should no longer experience delays in the marketing of new equipment lines, that slackening of FCC oversight would also give rise to the danger that RF interference from new equipment might create more problems, she said.

Without verification, Jones said, the potential of a device to interfere with other home consumer electronic devices, such as television and radio, wouldn't be uncovered until after it was sold and already in use.

"By the time complaints might begin to arise, hundreds or even thousands of devices could be in everyday use, and rooting out all the equipment could be extremely difficult," she said. "In the meantime, perhaps a period of months or even years, the interference might limit consumer, business or government use of both new and previously existing equipment."

Jones said her purpose in discussing "this trend" was to alert EIA members that they would need to change their focus. "From now on, your problem will not be FCC-created delay, but rather how best to keep your own technical house in order in circumstances of diminished government oversight," she said. "While the public and the press focus more on such controversies as deregulation of radio and television programing, the real test of industry responsibility may come in the areas of technical design and quality control," she said.

In a question and answer session, Jones said she thought that if the industry tried to set a standard on its own, some sort of task force could offer it an "umbrella of protection" from possible antitrust problems.

Jones also acknowledged that, with the cutbacks in the FCC's budget, it would be hard for FCC field offices to deal with any increase in interference complaints.

# Broadcasters favor single standard for AM stereo, says Harris survey

With evidence mounting that the FCC will allow the marketplace to determine the standard for AM stereo broadcasting—perhaps as early as March 4—Harris Corp. last week released results of a survey that showed that top managers at three out of four AM stations disagree with the FCC approach. The majority prefers, the survey found, that the FCC simply pick a single standard.

The survey involved general managers and chief engineers at 83 stations and was conducted by telephone between Jan. 25 and Feb. 1.

Harris is one of five AM stereo system proponents that would, under a marketplace scheme, vie for acceptance among broadcasters and the public. Harris and many broadcasters have maintained that the marketplace approach would retard the widespread introduction of AM stereo service by creating chaos in the marketplace and by increasing the cost of receivers that would have to contain multiple stereo decoders.

In releasing the survey, Harris said that "it would rather get some type of AM stereo on the road quickly via FCC selection than wait for the possible prestige of having its own system win a drawn-out fight in the marketplace." Regardless of what system becomes the standard, Harris said, licensing would permit everyone to compete in the equipment marketplace.

The FCC had been working toward the selection of a single system since issuing its further notice of proposed rulemaking on AM stereo in July 1980, but the word emanating from the FCC in recent weeks ("Closed Circuit," Feb. 1) has been that it is now favoring the marketplace. Commissioner Anne Jones seemed to confirm those rumors in a speech before the Electronic Industries Association last week (see story, page 64).

Of the 71 stations that stated a preference on the question, Harris said, 53 (almost 75%) favored the single system.

Harris said it also learned that broadcasters are "discouraged" by the long delays in the FCC authorizing any kind of stereo service. "They have been looking to stereo as a major new weapon in their battle" with FM stations, Harris said.

## SCA comments push same treatment for AM's as was afforded FM's

**Rulemaking to let AM broadcasters offer load management services draws general approval, though AM stereo proponents are cautious**

No one seems to doubt that the FCC should permit AM broadcasters to use their broadcast carriers to offer utility load management services, but some AM stereo proponents said compatibility problems could frustrate such services if the FCC decides to allow the marketplace to choose an AM stereo system.

The comments, which said AM broadcasters should be permitted to offer other services in addition to load management, came in response to an FCC proceeding launched last December (BROADCASTING, Dec. 21, 1981).

At that time, the FCC unanimously approved amending its subsidiary carrier authorization rules to permit FM broadcasters to rent their SCA's to utility companies, which can transmit signals that turn off appliances during peak power demand periods. The FCC, noting that commenters in the SCA proceeding had suggested permitting AM broadcasters also to offer utility management services on their carriers, unanimously agreed to launch a rulemaking to explore the possibility of such a move.

The National Association of Broadcasters said it supported the commission's proposal to allow commercial AM stations to engage in utility load management services as long as those services don't disrupt or degrade a station's main channel programs.

Nonetheless, NAB urged the FCC to launch a broader proceeding to give commercial radio broadcasters "complete discretion" as to how they would use their "FM SCA's or AM signals for the provision of new services in the public interest."

In its comments, ABC agreed that there were "no meaningful engineering or policy bases" for postponing FCC consideration broader FM SCA and AM carrier use.

Although the FCC should adopt its AM carrier proposal, it also should "move forward with a broader rulemaking to permit expanded use of FM SCA's and AM carriers," ABC said.

Westinghouse Broadcasting Co. Inc., like the other broadcasters commenting, agreed with ABC. "In this era of deregulation ... there is no justification for permitting a particular beneficial use of a communications technology to the exclusion of other beneficial uses," Westinghouse said.

National Public Radio, contending that noncommercial AM stations needed "access to every means of alternative financing," said it welcomed the prospect of AM carrier operations.

The American Public Power Association said it also supported the proposal. "Load management can optimize the use of existing electric generation and therefore result in more efficient use of limited national resources," it said.

The Utilities Telecommunications Council, which claims to represent more than 2,000 utilities, said it thought noncommercial AM stations should be allowed to offer load management services. Utility companies "should have available to them a wide choice of communications systems to meet their varied communications requirements," the group said.

Sigma Instruments Inc., a manufacturer of electronic devices, suggested that AM carriers might be more desirable for utilities than FM SCA's. AM signals, Sigma noted, are stronger than FM, AM carrier receivers would be cheaper than FM, and "there is more likely to be 24-hour AM broadcast radio service available than there is to be 24-hour FM broadcast radio service," it said.

Harris Corp.'s Broadcast Product Division, which has proposed an AM stereo system, warned that the marketplace proposal "may frustrate the development of utility load management signals" on the AM band.

"If AM stereo is not standardized and the marketplace results in the use of multiple AM stereo systems, utility load management and similar SCA systems will have to be 'frequency agile' and considerably more complex to obtain compatibility with prevailing AM stereo designs," Harris said. "As a practical matter, load management signals and other SCA uses can only be fully implemented if the commission selects a single AM stereo system," Harris said.

Magnavox Consumer Electronics Co., which has also proposed an AM stereo system, agreed that the FCC should select a single AM stereo system—Magnavox's—to avoid raising compatibility, and other problems, with utility load management services.

While Magnavox said its own system "would be compatible with and would assure successful implementation of utility load management signals on the AM carrier," that success wouldn't be assured "if the commission were to adopt a non-Magnavox AM stereo standard," Magnavox said.

Proponents of other AM stereo systems had been silent on the issue most likely because "their AM stereo receiver detecting mechanisms will not function with angularly modulated utility control signals," Magnavox said.

# Frequency change viewed as technical improvement, FCC review board says

**Panel overturns ALJ decision that would have blocked absentee from moving to UHF frequency contested by local applicant**

A broadcast licensee that proposes to change the frequency on which it operates should not be regarded automatically as a loser in an FCC comparative hearing involving a competing applicant proposing a new service. The U.S. Court of Appeals in Washington made that point in a decision reversing a commission order in December 1980 (BROADCASTING, Dec. 8, 1980). Last week, the commission's review board underlined that point in a unanimous order that reversed the decision of an administrative law judge and granted the application of Minneapolis Star and Tribune Co. to switch its WDRB-TV Louisville, Ky., from channel 41 to channel 21.

ALJ John Conlin had denied MSTCo.'s application in favor of one filed by Word Broadcasting Co., a local group headed by Robert W. Rogers, the assistant pastor of a Louisville church. Conlin had based his decision in large part on the issue of diversification of ownership of mass media, traditionally a key goal of commission allocation policy.

Indeed, Conlin said Word was "strongly to be preferred" because it would provide a fifth commercial television service to Louisville, whereas MSTCo. would simply continue an existing service. Conlin also noted that Word had no other media interests, while MSTCo. owns KTVH(TV) Hutchinson, Kan., daily and Sunday newspapers in Minneapolis and a number of small dailies and weeklies elsewhere in the country.

But the review board, in an opinion written by Norman Blumenthal, said Conlin had failed to heed the instruction of the appeals court in *Miner v. FCC*, which involved a contest for an AM frequency in St. George, Utah. The review board in that case had denied the application of the licensee of an AM-FM combination that wanted to change the frequency of the AM station.

But the court said the commission had erred in preferring a newcomer on the assumption a grant would increase absolute diversity. The court said diversity "must be achieved in a way that is fair and does not automatically disadvantage existing licensees who have a record of service in favor of untried newcomers."

Conlin had contended that application of the traditional diversification test would not be unfair in the Louisville case since MSTCo. had the financial resources to continue operating on channel 41 and could accomplish a proposed $2-million modification of its facilities on that frequency as well as on channel 21. MSTco. had said it would continue to operate on channel 41 if its application for 21 were denied.

But, Blumenthal said, "a dispositive diversity preference" in favor of Word would have been based entirely on the fact that MSTCo. "had occupied channel 41 first." Furthermore, he said, "that result—if solidified into doctrine—would invariably dictate that an existing licensee be bound in perpetuity to a frequency it no longer wants and would guarantee that a newcomer would always receive a dispositive comparative diversity preference. We believe that this is precisely the element of flagrant unfairness the court caught in *Miner* and would be present here if the *Miner* case were simply distinguished away on the narrow fact that MSTCo. had not threatened to fold channel 41."

The review board did not eliminate the preference granted Word on the ground of diversification. But the board reduced it to "slight" because, Blumenthal said, the potential increase in stations from four to five "rests entirely on the supported assumption that channel 41 would remain unoccupied were MSTCo. to switch to channel 21." As for MSTCo.'s other media holdings, the board held they were so far removed from Louisville as not to affect the preference given Word.

Word also was given a preference on the issue of integration of ownership and management. But MSTCo. deserved the grant, in the review board's view, on issues of comparative coverage (the area and populations to be served would be much larger) and proposed program service. (Word proposes operating 56 hours a week, while MSTCo. intends to operate 127 hours.)

Board member Jerold L. Jacobs, who with board chairman Joseph Marino joined Blumenthal in the opinion, added a separate statement on the question of whether frequency changes "should even be included in the comparative hearing process." Jacobs, a former chief of the commission's Broadcast Facilities Division, made clear he believes they should not—and suggested that the commission consider the matter.

**Fowler on the air.** FCC Chairman Mark Fowler took his "unregulatory" message to the public early Saturday morning, Feb. 13, courtesy of Mutual Broadcasting System's ***The Larry King Show.*** It was also said to have been the first time a sitting FCC chairman, reminiscing over his early days as a disk jockey, has introduced a record: Martha Reeves and the Vandellas' ***Quicksand.*** Fowler spent much of his air time explaining his rationale for deregulating broadcasting, that the First Amendment should preclude the government from content-related regulation of broadcasting. According to Fowler, the FCC should merely act as a "traffic cop" of the airwaves, "making sure stations operate on the proper frequencies with the proper power," eliminating any "destructive interference between and among stations ... and that's all." Fowler also said he thought station licensees should be able to retain their licenses in perpetuity, without having to apply for renewal. Licensees would still be subject to having their licenses revoked, but only if they violated FCC rules and policies, Fowler said. Fowler, addressing questions ranging from how to apply for a radio license to the need for citizen band regulation, also said the response to the FCC's deregulatory initiatives had been "surprisingly good." Fowler said the major support came from groups like the American Newspaper Publishers Association, the National Association of Broadcasters, the American Society of Newspaper Editors "and others who really care about this issue of free speech in a free society."

# Washington Watch

**Videotape liability.** Representative Don Edwards (D-Calif.) has introduced bill to exempt home videotaping from copyright liability. Similar to proposal backed by Senator Charles Mathias (R-Md.), bill (H.R. 5488) would impose compulsory license on sale of videocassettes and recorders, with royalties to be distributed by Copyright Royalty Tribunal.

□

**Alaskan support.** National Association of Broadcasters last week lent its support to FCC proposal to reallocate 76-88 mhz (TV channels 5 and 6) and 88-100 mhz (FM channels 201-260) to broadcast services in Alaska. In comments filed at FCC, NAB said although commission had allocated those frequencies to fixed services in past, practical result has been to prevent Alaskans from enjoying benefits of full FM radio service and from access to channels 5 and 6. Association of Maximum Service Telecasters agreed that 76-88 mhz band should be reallocated, noting "there is no longer any reason to deprive Alaskans of the full complement of television broadcast frequencies." Also offering support for proposal were Alaska Public Broadcasting Commission, Alascom Inc., State of Alaska and Communication Equipment and Services Inc., an Alaskan radio common carrier and communications company.

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**KSTP cleared.** FCC has declined to review Broadcast Bureau determination that Hubbard Broadcasting Co., licensee of KSTP-TV St. Paul, didn't run counter to fairness doctrine with KSTP reports on Minnesota Farmers Union use of education fund. In complaint, Minnesota Farmers Union had contended that KSTP reports on education fund raised only one side of controversial issue of public importance without "reasonable representation of an opposing viewpoint." FCC, noting that licensees were given "wide journalistic discretion" in meeting obligations under fairness doctrine, said KSTP had "exercised its journalistic discretion and made a reasonable, good faith determination that the subject of the union's use of the educational fund did not constitute a controversial issue of public importance."

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**WHBI bids open.** FCC has announced that it is now accepting applications for interim authority to operate facilities of WHBI(FM) Newark, N.J. FCC had denied renewal of station to Cosmopolitan Broadcasting Corp. Although Cosmopolitan appealed, U.S. Supreme Court declined to review decision on Jan. 11. FCC added that if qualified interim operator doesn't come forward, it would invite joint open-ended interim proposals from parties seeking permanent authority.

□

**Garden City loser.** FCC has denied reconsideration of its decision denying Stereo Broadcasters Inc. renewal of its license for WLIR(FM) Garden City, N.Y. In earlier decision, FCC had found that Stereo had unlawfully transferred control of station by means of clandestine lease arrangement, lacked candor and made misrepresentations and committed technical violations. Although Stereo contended that FCC's decision contained errors of fact and law and was inconsistent with its decision in similar case, commission said Stereo hadn't presented any new arguments and that Stereo's case wasn't similar to case it cited to demonstrate inconsistency.

□

**Wirth request.** Directors of NATPE International have received letter from House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) asking for their views on proposed repeal of prime-time access rule. Letter asks if PTAR promotes diversity of program sources and encourages development of locally oriented shows. It also asks for comments on "degree of meaningful competition in television programing," and on how Congress can "best promote diversity of information sources in our democratic society." NATPE directors will answer Wirth individually, according to Lucie Salhany of Taft Broadcasting, immediate past president, NATPE.



# Appeals court upholds FCC decision breaking down clear channels

The U.S. Court of Appeals in Washington has held that the FCC, after five years of study and debate, was neither arbitrary nor capricious, nor did it abuse its discretion, in June 1980, in breaking down the 25 clear channel stations.

Thus, assuming there are no further appeals, the dominant position of class I-A stations—50 kw stations with virtual or complete monopoly of 25 clear channels at night—is substantially reduced.

The rationale for the dominance—that the stations are needed to provide vast stretches of the American continent with service at night—was abandoned by the commission as no longer valid: FM's were now providing nighttime service, and listeners were uninterested in distant stations. The court has affirmed the commission's actions.

The commission's decision limits class I-A stations to a protected nighttime service area of about 1,500 miles' diameter, and opens the clear channels outside those areas to additional stations—some 120 of them, according to FCC estimates—most of which will operate with 1 kw nighttime power.

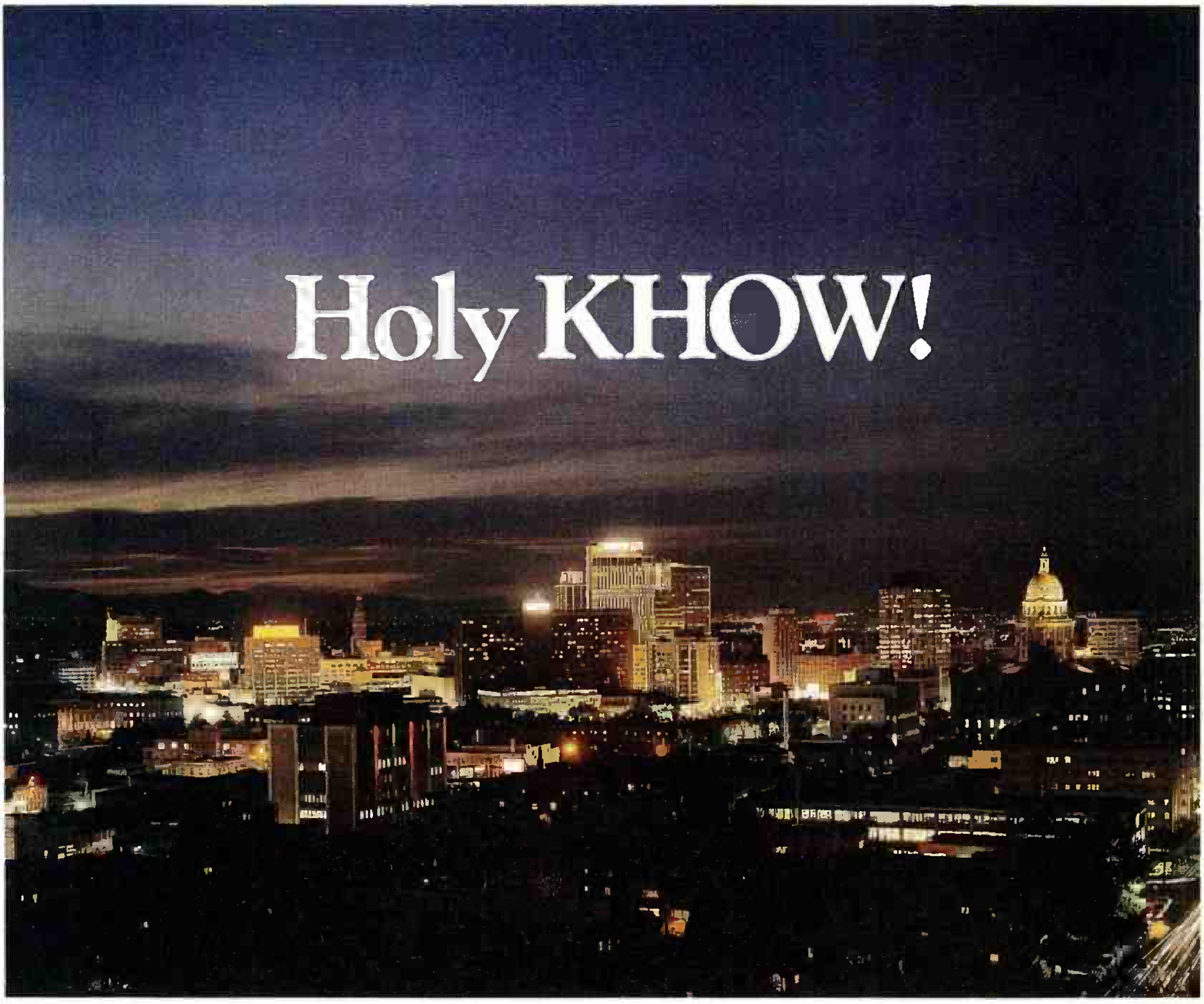
Two of the licensees of the clear channel stations—Loyola University (WWL New Orleans) and Capital Cities Communications Inc. (WJR Detroit and WBAP Fort Worth)—appealed the commission's action. They argued that the decision abandons without justification a policy that they say is mandated by the Communications Act and that was followed by the commission and its predecessor agency for 50 years.

But the court, in an opinion written by Judge Edward A. Tamm, made it clear it was not about to overrule the commission in such a matter. "Our sole task is to determine whether the commission's action was 'arbitrary, capricious, an abuse of discretion or otherwise not in accordance with law'," he said. And, he added, the court concludes the commission's action was proper.

"We cannot conclude that the commission abused its discretion by reaching a result petitioners find disagreeable, nor can we conclude that the commission acted in an arbitrary or capricious manner," he said.

Joining Tamm in the opinion were Judges George E. MacKinnon and Harry T. Edwards.

The commission's decision in 1980 completed work in a proceeding begun with a notice of rulemaking issued in 1945. Sixteen years later, 13 of the 25 clears were partially broken down. Twelve of the class I-A's were required to share their channels with one distant full-time station each, and two were required to share frequencies with co-channel stations. Thus, only 11 are currently occupying channels.




# Metromedia Radio's in Denver

In January, KHOW-AM in Denver joined Metromedia Radio's family of stations. One of the Mile High City's most popular adult contemporary stations, KHOW represents another addition to the strongest independent radio group in the country.

Metropolitan Denver has experienced explosive growth in recent years with its present population of 1.6 million expected to reach 2.9 million by the year 2000 —more people for Denver—and more listeners for KHOW.

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**Denver** KHOW **Tampa/St. Petersburg** WWBA-FM **Los Angeles** KLAC/KMET
**Texas State Networks**

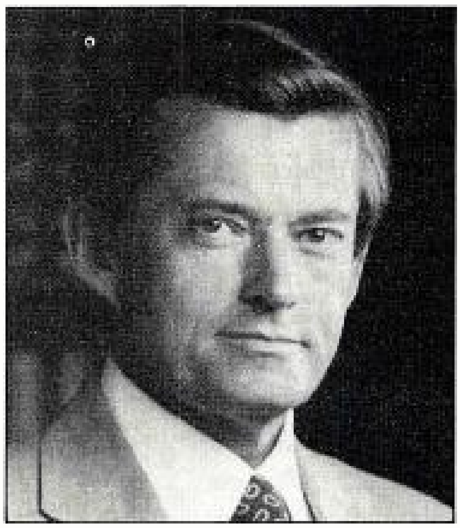
## Saeman elected NCTA chairman

**AT&T and satellite spacing also dealt with by board**

A watchful eye on AT&T, support for two-degree satellite spacing and the election of a new board chairman were the highlights of the National Cable Television Association board meeting last week.

John Saeman, as expected, was elected board chairman. The Daniels & Associates vice chairman and chief executive officer moves up from the vice chairmanship and will take over at the conclusion of the May NCTA convention in Las Vegas. Monroe Rifkin, chairman and chief executive officer of American Television & Communications, was elected vice chairman. Times Mirror senior vice president Jerry Lindauer and Warner Amex chairman and chief executive officer Gustave Hauser were elected secretary and treasurer, respectively. Currently Lindauer is treasurer and Hauser is secretary.

The board said it will continue monitoring the AT&T settlement as it winds through congressional hearings and would comment when it saw fit. "The board believes the new AT&T should not provide unregulated mass media services absent adequate competition in regulated services," NCTA President Thomas Wheeler said. The board also stated that AT&T's unregulated services should not be used to cross-subsidize regulated services and that prohibitions against Bell companies providing information services, including cable, should be codified in the eventual settlement.



Saeman

The board said it will file comments "generally supportive" of an FCC rulemaking that would reduce satellite spacing from four degrees to two. The move would allow more satellites to be placed in geostationary orbit, but concern exists that signal quality could be affected. But any plan "must contain an alternative or hybrid plan which would allow satellite spacing at less than two degrees to use the same earth stations required for three-degrees spacing," Wheeler said. One of the alternatives NCTA suggested was "innovative frequency assignment techniques" whereby transmit and receive frequencies of adjacent satellites would be alternated. Wheeler cautioned that the FCC must be aware of the possible "adverse economic impact and degradation of signal at cable systems."

The board also authorized a public policy planning committee to assist the association in policies affecting cable. Its members and chairman will be named later.

## Minorities in Cable: short course on getting a piece of the action

**Two-year-old association holds its first conference to develop strategies for increasing cable ownership by minorities**

Multiple franchising is the key to minority ownership of cable systems in urban areas, according to Percy Sutton, chairman of Inner City Broadcasting, New York-based station group owner. At least that was the key that opened the door to a franchise recently awarded his company in the borough of Queens. It shares the franchise with two MSO's.

Sutton, speaking during the first conference held by Minorities in Cable, a two-year-old association, said that because of the enormous capital needed for a single franchise, minorities should pool their money for joint ventures. They should seek cable ownership in cities where multiple franchising is offered, he said.

The Washington conference, billed as "The Future of Minorities in Cable: Getting Ahead of the Game," was held to develop strategies for increased minority participation in cable and to discuss ways to strengthen MIC, which now has some 1,200 members in 20 chapters. It was sponsored by Howard University's department of radio, television and film, the United Church of Christ and Cable America/Cable Atlanta.

Sutton warned the participants: "We lost out in broadcasting; we shouldn't lose out in narrowcasting." The industry is new, he said, and there is room for advancement. "We are the Volkswagens of the cable industry. They [large cable MSO's] are the Chryslers, Fords and General Motors. We are new and we are hustling," he said.

The Rev. Ben Chavis, an MIC board member and deputy director of the United Church of Christ's Commission for Racial Justice, addressed social implications of the new communications revolution. He told the conference participants that "whoever controls dissemination of information in the future will control society and this world." He said it was the responsibility of MIC to call the cable industry into "accountability" in terms of its social responsibilities.

Chavis, claiming the media presented "distorted" images of minorities, called upon the audience to use the new technologies to "re-educate, to re-activate and transform our communities. It is a chance to replace a negative image about ourselves with something positive," he said.

MIC members were informed during a panel session on cable ownership that there is an "insensitivity" to minority needs in the cable field. They were advised to work with organizations such as the National Association for the Advancement of Colored People to improve minority participation in cable.

The difficulties of minority financing of cable systems also were discussed. The participants cited frustration many blacks face when seeking capital for a cable venture. It was suggested that cooperative ownership may be a viable financing alternative.

During a panel session on training, employment and minority business opportunities, MIC members heard an overview of the cable industry—its history and future. Arnold Sampson, head of a Baltimore-based CATV consulting firm, complained that "blacks are kept in relatively soft roles and are not in the policy making jobs."

Wrise Booker, director of human resources for Times Mirror Cable, Irvine, Calif., told the group training and education are the "key to business."

During the two-day conference participants looked at new programing and technological developments for minorities. The group discussed the relatively few minority programing services now offered.

Henry McGee, from Home Box Office in New York, recommended that minorities investigate multipay programing services. He noted, however, that the challenge today "is to make certain that minorities participate in development of this newest American frontier."

Larry Bryant, vice president of Fun TV, a Washington-based satellite master antenna television system, told MIC members to build small cable systems. He sug-

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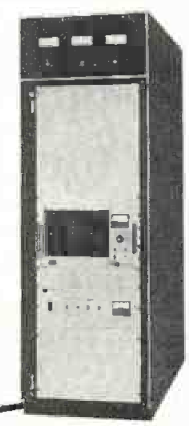

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**Abe Lincoln winners.** John P. Criswell II, anchorman-producer for WFAA-TV Dallas, and Rick Devlin, vice president and general manager of WOR(AM) New York, were announced Feb. 11 as television and radio winners, respectively, of the top Abe Lincoln awards. Presentation ceremonies took place in Fort Worth, sponsored for the 13th year by the Southern Baptist Radio-Television Commission to encourage broadcasters to enrich their local communities through programing. The commission had earlier announced its list of honors except for the Criswell and Devlin selections (BROADCASTING, Feb. 8). Left to right: Criswell, Devlin and five Merit Award winners—Eleanor Curry, public affairs director, KSOL(FM) San Mateo, Calif.; Ike Newkirk, public service/community affairs director, WOXI-AM-FM Atlanta; Ethma Elaine Odum, director of community affairs, KALB-TV Alexandria, La.; Elizabeth H. Sheahan, public affairs director, WPLO(AM)-WVEE(FM) Atlanta, and Walter Windsor, general manager, WFTV(TV) Orlando, Fla. Continuing, left to right: humorist Grady Nutt, who received the Christian Service Award; John Chancellor, *NBC Nightly News* anchorman and editor, recipient of the Distinguished Communications Award, highest honor of the SBRTC; and Dr. Jimmy R. Allen, president of the commission, who made the presentations.

gested installing small private cable systems in hotels, apartments and condominium complexes. He said his firm, which will provide this service, will offer a three-channel package of sports, news and movies.

In addition, the participants were advised to look into teletext and videotext services. The group also heard complaints about the need for "quality" black programing.

In a closing session, MIC members were asked to make recommendations to its board, one being for more outreach to minorities other than blacks.

It was also suggested that an ad hoc committee be formed to conduct a feasibility study with minority banks for cable financing. Also the board was asked to form a subcommittee on international communications, and a legislative committee.

The conferees passed a resolution, to be acted on by the board at a later date, that calls for cities to make a careful examination of the full range of CATV ownership options with an aim toward maximizing the social and economic benefits to the local community. The options should include, but not be limited to, for-profit corporations with an emphasis on multiple franchising, cooperatives, economic development corporations, municipal ownership, and a combination of the above.

# WATR-TV decides to go it alone

### Connecticut station to drop NBC affiliation, become independent

Better to be a large independent than a small affiliate.

That's the decision made by Channel 20 Enterprises, the new licensee of a Waterbury, Conn., UHF TV station. On or about April 15, WATR-TV will give up NBC-TV affiliation as it dramatically expands its coverage area.

At that time, WATR-TV (taking the new call letters WTXX-TV) will boost its power from 200 to 2,500 kw, sending a city grade signal into Hartford and New Haven, both Connecticut, and also reaching parts of Massachusetts and New York.

Already providing NBC-TV programing to that area is another UHF, Viacom's WVIT(TV) Hartford-New Britain.

NBC said the network and WATR-TV "mutually agreed to terminate the relationship."

Channel 20 Enterprises, a joint venture of Esen Associated IX and the Oppenheimer & Co. investment firm, received FCC approval to buy the station from Thomas Television Inc. for $4.5 million a few months ago (BROADCASTING, Dec. 7, 1981). Esen Associated IX is owned by communications attorney Michael Finkelstein and others in the Washington-based law firm of Nixon, Hargrave, Devans & Doyle.

WATR-TV isn't the only station dropping out of the NBC affiliate fold in coming weeks. NBC-affiliated KCMT(TV) Alexandria and satellite KWMT(TV) Walker, both Minnesota, are set to join CBS beginning March 15.

NBC said that it did not know how much of the Alexandria market it would be covering without KCMT but it added that its affiliates in Fargo, N.D., Duluth, Minn., and Minneapolis-St. Paul can be picked up there.

# NAB task force narrows list on public broadcasting funding alternatives

### Forty options have been reduced to nine with further input slated

The National Association of Broadcasters Task Force on Public Broadcasting Funding has begun narrowing its list of funding alternatives. The task force had been considering a list of about 40 options to help noncommercial broadcasters raise revenues from private sources (BROADCASTING, Jan. 18). Nine options have been selected, including restoration of federal funds, an excise tax on new television sets, a national telethon fund raiser held on an annual basis, a lottery, a tax credit, a tax checkoff, and airing of some of commercial television's outstanding informational and cultural programing.

The task force, composed of eight commercial and noncommercial broadcasters, has met twice and will meet again Friday (Feb. 26) at the NAB. It was formed to help public broadcasting face the impending reductions in government funding.

Each task force member is holding community meetings this week with local commercial and noncommercial broadcasters. Those meetings are designed to provide the task force with outside input.

Once the task force comes up with its recommendations it will prepare a report. The report will be sent to the Temporary Commission on Alternative Funding for Public Telecommunications. The TCAFPT also is pursuing alternative funding for public broadcasting and will present a report on its findings to Congress in July. However the task force's job may not end with that report. Thomas Bolger, task force chairman, notes that the NAB could end up lobbying for those alternatives on Capitol Hill.

Bolger, president of WMTV(TV) Madison, Wis., and immediate past NAB joint board chairman, says the report will include implementation of the selected options. He noted that it would not be unusual for the NAB to lobby for public broadcasting. In the past, he said, NAB has lobbied for restoration of federal funding for public broadcasting.

# Slow going on public TV ads

**10 stations in experiment are taking variety of approaches to new funding possibility; standard ads or 'enhanced underwriting' are principal contenders**

Public television's approach to the acceptance of advertising is proceeding with the caution of mating porcupines. Principal players in the pavane: the 10 public television stations selected Jan. 29 to participate in the proposed advertising experiment.

That test, authorized by Congress, is overseen by the Temporary Commission on Alternative Financing for Public Telecommunications. Although the temporary commission has selected the participants (BROADCASTING, Feb. 1), final approval must come from a subcommittee composed of TCAFPT members. The 10 stations selected: WNET(TV) New York; WTTW(TV) Chicago; WHYY(TV) Philadelphia; WQED(TV) Pittsburgh; WPBT(TV) Miami; WYES(TV) New Orleans; WQLN(TV) Erie, Pa.; WKPC-TV Louisville, Ky.; WSKG(TV) Binghamton, N.Y., and WIPB(TV) Muncie, Ind.

A variety of ways to use advertising for the 18-month experiment are under consideration. But the primary contest that is emerging is between the use of conventional advertising or a longer version of the underwriter credits already commonplace in public television.

Slated to begin last December, the experiment was delayed because of possible copyright complications and conflicts with unions.

At the temporary commission meeting Jan. 29 the stations assured the TCAFPT that the unions have become more "sympathetic" and said they thought the problems could be minimized. Chuck Warren, general counsel for WNET and representative for the working group, told the temporary commission it will continue to meet with the unions until there is a solution.

The commission had met earlier with union officials in a closed session on Dec. 4, 1981. It asked the unions to permit the participating stations to broadcast under existing collective bargaining agreements without any changes due to the airing of commercial announcements. However, the union representatives on the whole said they "could not guarantee that their members would not consider the airing of commercials as material changes in their contracts."

Warren said the working group will meet with officials of the Directors Guild of America in Los Angeles on Feb. 22. The working group has met with representatives of the American Federation of Television and Radio Artists, Writers Guild of America West, Writers Guild of America East, American Federation of Musicians, Directors Guild of America and the Screen Actors Guild.

## Inter/media

**Stand-in.** Comedian Steve Allen will entertain at National Association of Broadcasters closing convention luncheon on Wednesday, April 7, in Dallas. He will replace comedian Jonathan Winters, who, because of back problems, has had to reschedule appearances on *Mork and Mindy* show and is unable to appear at convention.

□

**Stations consider.** Public broadcasting stations have begun discussions on proposed plan that would reshape Public Broadcasting Service via teleconferencing. PBS unveiled plan to its board last month. It would create national program service, establish national program service fund, and eliminate obligatory service charges (BROADCASTING, Jan. 25). Stations were sent outline of plan, and teleconference will give PBS management chance to answer questions and receive feedback. Series of regional meetings have also been slated. They are: Atlanta, Feb. 22; Chicago, Feb. 23; Denver, Feb. 24, and San Francisco, Feb. 25.

□

**Getting involved.** Storer Cable Communications has agreed to carry on selected cable systems Involvision, programing of UTV Cable Network now expected to be distributed via Satcom IV starting this spring. Viewers will be able to participate in Involvision programing—primarily "how to," game and talk shows—by telephone or letter.

□

**Municipal in Cambridge.** Cambridge, Mass., has released consultant's recommendation that it build its own cable television system and hire private firm to operate it. Study estimates it would cost from $8 million to $14.5 million to build 72-channel, two-way facility to serve some 41,000 households. City's cable advisory commission projects that 65% of Cambridge households would subscribe. Study, which will be followed by report on financing costs, recommends that overall responsibility for running system "be vested in a separate municipal telecommunications authority buffered from city government." Massachusetts now has no municipally owned cable systems.

The temporary commission also is concerned that copyright rates might be raised for the participating stations. They are now communicating with copyright holders on the matter.

Other questions have been raised about the effect of advertising on public stations. The Public Broadcasting Amendments Act of 1981, which authorized the experiment, enables stations to sell "conventional" advertising, adopt their own advertising methods and set their own ad rates. According to the law, the stations may run commercials only at the beginning and end of programs, with no more than two minutes per hour.

Some temporary commission members have expressed the fear that viewers may be turned off by the ads and tune out. And public broadcasters are worried that public station underwriters may disapprove. Thus, the stations could lose both viewer and underwriter support.

To combat those fears the 10 participating stations plan to educate the public. "It is important for the public to understand the experiment is temporary and would not replace WYES's current income sources," said Vincent Saele, president and general manager.

Warren also stressed the importance of educating the public about the proposed experiment. WNET, he added, plans to inform its public through on-air announcements and direct mail. WQLN plans to inform both its members and underwriters "weeks in advance." And WPBT plans to devote a full page in its program guide to the issue.

WNET and WQED both are considering using a longer version of underwriter credits than are traditionally used. Warren said this approach calls for airing more than a corporate logo and short description of the company: perhaps up to a minute's worth on the underwriter. "We discounted traditional advertising because it is too costly to establish a sales staff," he said. Both stations say they hope what they have coined as "enhanced underwriting" will attract more money for program.

WQLN and WHYY, on the other hand, are looking at traditional advertising. WQLN Station Manager Fred Marino said it would carry product and institutional advertising. "We are pursuing advertising rather than 'enhanced underwriting' to protect the underwriter," he said. Guidelines also will be developed "to insure the ads are suitable to our programing," Marino said.

Sid Shaw, WHYY's director of public information, said his station intends to produce nontraditional ads that won't detract from the programs. The ads, Shaw said, would comply with the National Association of Broadcasters television code.

Several other stations are looking at a combination of options. WYES, WKPC and WPBT all fit in that category. WYES plans to engage a sales manager and incorporate some of its underwriting staff into a sales department. WKPC would limit commercial sponsorship of programs only to those that are locally produced. And WPBT says it will expand its underwriting credits first and move slowly into using commercials.

Station President Michael Ziegler said WSKG would contribute some of its broadcast time to other cultural and educational organizations. Messages promoting those organizations would be aired and produced free by WSKG. In turn, those organizations would grant discounts to WSKG members. This approach, Ziegler believes, will attract more subscribers and eliminate any copyright or union complications.

WTTW and WIPB are still undecided about which approach they will pursue.

## Wiley warns banks of potential threat from AT&T

**Phone company will take on larger role in electronic transmission in next decade**

Customers of the developing telecommunications services being made available by technology would be wise not to sit on the sidelines while fundamental decisions shaping developments are being made in Washington and elsewhere. The users should get involved.

Richard E. Wiley, the former FCC chairman who is now a partner in the Washington law firm of Kirkland & Ellis, delivered that message at an American Bar Association Bank Telecommunications Workshop, in Los Angeles.

The questions to be resolved are many: Can fledgling entrants into the communications marketplace survive against giant, integrated firms enjoying revenues from monopoly and competitive services? Can ways be found to bar cross-subsidization? Can the increasing demand for spectrum be satisfied without causing undue electromagnetic interference? And can the newly competitive communications industry deal successfully with the monopolistic and protectionist structures of other countries?

Congress, the courts and the FCC are dealing with those questions, Wiley noted. So are cities and states. "Taken together, these judgments will have a fundamental impact not only on the future of telecommunications in this country, but on our economic health as a whole," Wiley said.

The banking industry will be "at the center" of the advances in telecommunications technology, in Wiley's view. He predicted that by 1990 "so much of your industry will involve electronic transmission—and so many of you will be operating your own networks—that finance and communications may be as intertwined as data processing and communications already are."

But in the meantime, he noted, the settlement of the AT&T antitrust case will have a major impact on banking. The "serious economic difficulties" he thinks local telephone companies will experience as a result of being spun off by AT&T could result in Congress and states permitting the companies to gain additional revenues from their customers. He believes changes in local rates "are inevitable."

One of Kirkland & Ellis's clients is the American Newspaper Publishers Association, which has expressed concern about the competitive force it feels AT&T could become as a result of the settlement with the Justice Department. And Wiley suggested AT&T could become a force to be reckoned with by bankers, as well.

"Under the new settlement," he said, "AT&T would be free to organize a mutual fund or credit system and arrange for but might be subsidized by the regulated transmission network. Unless it is carefully monitored, this arrangement could jeopardize fair competition."

# Changing Hands

### PROPOSED

**WFLA-AM-FM Tampa, Fla.** □ Sold by Media General Inc. to John Blair & Co. for $14 million. **Seller** is publicly traded Richmond, Va.-based newspaper publisher and owns WFLA-TV Tampa and cable system serving Fredericksburg, Va. It also bought, subject to FCC approval, WJKS-TV Jacksonville, Fla., for about $18 million (BROADCASTING, Dec. 7, 1981). **Buyer** is New York-based, publicly traded station representative and owns one AM, one FM and three TV's. Reid L. Shaw is president of owned stations division. WFLA is on 970 khz with 5 kw full time. WFLA-FM is on 93.3 mhz with 100 kw and antenna 930 feet above average terrain.

**WSEE-TV Erie, Pa.** □ Sold by Gillett Broadcasting of Pennsylvania to SCS Communications of Erie Inc. for $4.75 million. **Seller** is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., and KXON-TV Mitchell, S.D. Last year he bought WSM-TV Nashville for $42 million (BROADCASTING, Oct. 5, 1981). Gillett bought WSEE-TV four years ago for $1.7 million (BROADCASTING, Jan. 9, 1978). **Buyer** is subsidiary of MMT Sales Inc., New York-based station representative which has no other broadcast interests. Gary Schollard is chairman and president. WSEE is CBS affiliate on channel 35 with 2,000 kw visual, 200 kw aural, and antenna 960 feet above average terrain.

**KLKK-TV Albuquerque, N.M.** □ Sold by New Mexico Visions Inc. to Omega Development Corp. for $4.1 million. **Seller** is principally owned by Eddie L. Pena, president, who also has cable interests in New Mexico. **Buyer** is owned by Malcom I. Glazer, Rochester, N.Y.-based real estate investor who owns KQTV(TV) St. Joseph, Mo.; WTWO-TV Terre Haute, Ind., and WRBL-TV Columbus, Ga. He has varying interests in applications for new TV's at Salt Lake City; Knoxville, Tenn.; Orange Park, Fla.; Irving, Tex., and Hammond, Ind. KLKK-TV is Spanish International Network affiliate on channel 23 with 11.7 kw visual, 2.2 kw aural and antenna 4,150 feet above average terrain.

**KXIV(AM) Phoenix** □ Sold by KXIV Inc.

to Lorell Broadcasting Co. for $1.2 million. **Seller** is owned by Cave Creek Enterprises (80%), Ira Lavin and James Spero (10% each). Cave Creek Enterprises is owned by Richard W. Van Dyke (72.6%) and Byron Paul (27.4%). Van Dyke, Lavin and Paul own 5% each of cable system serving Phoenix. **Buyer** is owned by Michael D. Levin, Phoenix real estate investor, who has no other broadcast interests. KXIV is on 1400 khz with 1 kw day and 250 w night.

**KKEE(FM) Alamogordo, N.M.** □ Sold by Sweetland Broadcasting Inc. to Roger Whitehurst for $250,000 plus $50,000 for noncompete agreement. **Seller** is owned by Richard Sweetland who has no other broadcast interests. **Buyer** owns four Texas cable franchises and has no other broadcast interests. KKEE is on 94.3 mhz with 3 kw and antenna 490 feet below average terrain. *Broker: Wilkins & Associates.*

**WFUL(AM) Fulton, Ky.** □ Sold by Ken-Tenn Broadcasting Corp. to Wood Broadcasting Inc. for $202,770. **Seller** also sold, subject to FCC approval, co-located WFUL-FM (BROADCASTING, Feb. 15). Buyer is owned by Larry A. Wood, who is announcer at WSJP(AM) Murray, Ky., and applicant for new FM at Jonesboro, Ark. (BROADCASTING, Nov. 9, 1981). WFUL is 1 kw daytimer on 1270 khz.

**KPIN(AM) Casa Grande, Ariz.** □ Fifty-one percent sold by James B. Hughes to Dean Weatherly for $200,000. **Seller** is transferring interest to remaining stockholder. Neither has other broadcast interests. KPIN is 1 kw daytimer on 1260 khz.

□ Other proposed station sales include: WENN-AM-FM Birmingham, Ala. (BROADCASTING, Jan. 18); KNTB(AM)-KLYD(FM) Bakersfield, Calif. (BROADCASTING, Feb. 8); WCWR(AM)-WEZY(FM) Cocoa, Fla. (BROADCASTING, Jan. 4); WKRP(AM) Dallas, Ga.; WTXR(FM) Chillicothe, Ill., and KALO(AM)-KZZB(FM) Beaumont, Tex. (BROADCASTING, Feb. 8).

### APPROVED

**WHOM(FM) Mount Washington, N.H.** □ Sold by Alpine Broadcasting Corp. to Newengco Inc. for $3.5 million. **Seller** is principally owned by Norman R. Alpert, who has no other broadcast interests. **Buyer** is owned by Frederick A. Godley, chairman, and 11 others. He is New Canaan, Conn., investor and has no other broadcast interests. WHOM is on 94.9 mhz with 48 kw and antenna 3,760 feet above average terrain.

**KRMD-AM-FM Shreveport, La.** □ Control (50%) sold by Charles Jordan and Gary Ackers to Robert D. Hyde and Jim R. Phillips, who own the other 50%, for $1,350,000. **Sellers** Jordan and Ackers with Phillips own KHEY(AM)-KEZR(FM) El Paso, Tex., and Jordan and Phillips own KPUR(AM) Amarillo, Tex. Ackers also own 11.66% of KRBC(AM) Abilene, Tex. **Buyer** Hyde will own 80% of KRMD-AM-FM and Phillips 20%. KRMD is on 1340 khz with 1 kw day and 250 w night. KRMD-FM is on 101.1 mhz with 100 kw and antenna 970 feet above average terrain.

**KSCJ(AM) Sioux City, Iowa** □ Sold by G & G Broadcasting Inc. to Apple Broadcasting Corp. for $1 million. **Seller** is owned by Raymond W. Grandle and wife, Mary A. (37.5% each), and Wilmer W. Grabau (25%), who have no other broadcast interests. **Buyer** is owned equally by Larry S. Magnuson and William A. and Thomas M. Burke, brothers. Magnuson is partner in Sioux City advertising firm. Burkes are Sioux City building material suppliers. None have other broadcast interests. KSCJ is on 1360 khz with 5 kw full time.

**BRC action.** Broadcast Ratings Council board has called for more information regarding measurement of audiences living in group quarters such as dormitories, military barracks and homes for elderly. "Rating services handling group quarters," board resolved, "[should] disclose precisely their procedures ... and the size and distribution of group quarters population in all reports." On other fronts, BRC joined other organizations' call for additional testing of Arbitron's differential survey treatment before further implementation to measure black listening. Search committee also was formed to seek successor to BRC Executive Director Hugh M. Beville Jr.

## KCET selling facility to raise money

**Los Angeles noncommercial outlet is in financial trouble; puts 5.1-acre headquarters up for sale**

One of the nation's major public television stations, KCET Los Angeles, is moving ahead with plans to sell its 5.1-acre Hollywood facility that currently serves as KCET's headquarters.

The board of directors of Community Television of Southern California, the station's governing body, approved a resolution authorizing the station's management to proceed with previously announced proposals to sell the property, which includes a three-story office building and two television studios on Sunset Boulevard. KCET estimates the property is worth from $15 to $18 million.

The decision to sell the facility is the latest in a series of streamlining moves KCET has undertaken during the past six weeks. Beginning in early January, the station reduced its work force by about 10%, drastically scaled down production plans, cut the pay of its top executives by 10%, and used a $500,000 grant to meet its Feb. 4 and 18 payrolls.

Station officials attribute the cash shortage to a variety of factors: high interest rates on outstanding loans, a decline in federal support, lost viewer revenue due to a malfunctioning antenna during 1981, lower-than-expected income from foreign distribution of KCET's *Cosmos* series and legal expenses incurred in a lawsuit concerning service to the hearing impaired. The station recently invested several million dollars in new studios and equipment in anticipation of continuing its production of big-scale programs. On Jan. 8, however, KCET President James L. Loper conceded that "major national funding is becoming more and more difficult to find. Corporations are reluctant to commission major grants, and foreign distributors are reluctant to distribute without full funding. The days of the major series like *Cosmos* are at an end."

Commenting on KCET's decision to sell its facility, acquired at a 1970 bankruptcy sale, Loper noted the station's "biggest financial asset is doing nothing to help us through this period of difficulty being experienced by publicly funded organizations everywhere. A real estate transaction will not, in and of itself, be a panacea, but it can only improve our ability to carry on with our primary goal—providing meaningful television to our millions of southern California viewers."

Loper said KCET might be able to make a "lease-back" arrangement with the property purchaser that would allow the station to continue to occupy all or part of the site. A second alternative would be to relocate the station to a smaller facility in a new location, a move Loper said the station is willing to make.

In addition to its belt-tightening moves, KCET has announced plans to launch a major on-air fund-raising event next month, a direct mail campaign and the hosting of a May 19 benefit of the new motion picture, "Annie."

## Business recruiting via satellite

Egyptian government and business leaders next month will describe investment opportunities in their country to some 250 U.S. investors. But the Egyptians will be in Cairo, and the Americans in New York and several other cities in the U.S. The communications will be by Comsat's Intelsat IV-AF-1 satellite, in what is believed to be the first teleconference of its kind.

The one-hour-and-40-minute "Telemission," as it is being called, will be held on March 16, and is being co-sponsored by the Overseas Private Investment Corporation (OPIC), a U.S. government agency, and the United Nations Industrial Development Organization, with the cooperation of the Egyptian government.

The satellite will link Cairo with New York, with transmission scheduled to begin at noon (EST), seven hours behind Cairo time. As of last week six U.S. cities were to be tied into the Cairo-New York connection. Local financial institutions will serve as hosts in each case: They will help to defray the cost of less than $500,000 and invite clients interested in trade with Egypt to participate in the teleconference.

The American Express Co. will serve as host in New York. The other sites and hosts thus far known are Boston (the First National Bank of Boston), San Francisco (the Bank of America), Los Angeles (Bank of America), Minneapolis (the Northwestern National Bank of Minneapolis) and Chicago (the First National Bank of Chicago).

As described by OPIC, the participants will discuss investment opportunities in food production, food processing, health and medical products, and construction materials. The teleconference will also include messages from the presidents of the two countries—Ronald Reagan and Hosni Mubarak.

Following the 100-minute session, Westar III will be used for a wrap-up discussion among participants in New York and the other U.S. locations.

Craig A. Nalen, president of OPIC, said the satellite format was devised to provide "first-hand information in a short amount of time to a greater number of potential investors, carefully selected by the host financial institutions as being the most appropriate for Egypt's priority investment opportunities."

## NAB research grants

The National Association of Broadcasters has awarded 10 research grants, each for $1,400, to: Dana Benassi and Jo-Ida C. Hansen (University of Minnesota) for a study on "Male and Female Broadcaster Scale for the Strong-Campbell Interest Inventory"; Harvey J. Bondar (Temple University) for "TV and the Senior Citizen: A Comparison of the Uses Made of TV by Two Sociologically Divergent Groups"; Jane M. Clemmenson (University of California, Berkeley) for "Nonionizing Radiation: A Report on the Status of Federal Standards"; Catherine N. Doubleday (University of California, UCLA) for "TV Families and Children's Knowledge of Real-Life Emotions and Emotional Functioning: The Development of a Casual Model for Explaining Specific TV Effects"; Dale Kunkel (University of Southern California) for "Assessing AIME: An Empirical Analysis of the Relationship Between Mental Effort and Learning From TV"; Val E. Limburg (Washington State University) for "Value Perception in TV Viewing by Young Adults"; J. Sean McCleneghan (Texas Woman's University) for "Radio vs. TV Gatekeeping During a Local Natural Disaster"; Maxwell E. McCombs and Sheldon E. Gilbert (Syracuse University) for "The Agenda-Setting Goal of the President: Impact of President Reagan's 1982 State of the Union Address on National News Coverage"; Timothy Meeker Stearns (University of Wisconsin) for "The Effects of Market Conditions on FM Station Strategy and Performance," and Jacob J. Makshlag (Indiana University) for "Exposure to Crime Drama and Fear of Crime."

**Longmont election.** City of Longmont, Colo., has held election to vote on cable franchise winner. Results were: Scripps-Howard subsidiary Longmont Communications 36.3%, American Cablesystems West of Longmont 16.5%, Storer 9.0%, Jones Intercable 7% and Longmont Cable (80% owned by Pacific Power & Light and 20% by Satellite Communications Cable TV Corp.) 3.2%. Five companies that applied for franchise put up $9,400 each to cover cost of election. Majority vote is needed for election and two leading vote getters have filed additional $9,400 to hold another election. City decided to handle cable franchise as public utility. City charter calls for utility awards to be granted by majority of electors. Cable Television Information Center issued preliminary report, week before election, listing American and Storer as strong bidders. Council voted 5-2 endorsement of American before election. City staffer said heavy media campaign plus extensive community service offerings helped Scripps-Howard. CTIC will issue final report for 16,500-home city by April 1, and second election will probably be in late April or early May. Of 19,729 registered voters, 5,221 cast votes. Sixth choice on ballot, in addition to five companies, was "no cable TV franchise shall be granted," which garnered 27.7% of the vote. City staffer said that was not so much anticable vote as reflection of "resentment" over "hurried timetable."

## FCC asked to rethink rule giving FOB right to shut down ENG crews

### CBS, NBC say rule unnecessary and threatens censorship

CBS and NBC have asked the FCC to reconsider its decision to authorize the Field Operations Bureau to shut down ENG news cameras and other equipment if they cause interference that threatens the "safety of life or protection of property."

In petitions for reconsideration, both networks argued that the rule is unnecessary and too broad.

The rule was proposed last year after ENG cameras covering the maiden flight of the space shuttle Columbia caused interference to certain radio frequencies that the National Aeronautics and Space Administration was using at the landing site of the shuttle mission.

As originally drafted by the staff, the proposed rule authorized the FOB to act if radio interference constituted a threat to safety of life. During an open meeting in October, the FCC voted 4-3 to reject the rule (with Commissioners Anne Jones, Mimi Dawson, Abbott Washburn and Henry Rivera in the majority).

After the staff was instructed to draft an order rejecting the proposal, which had been amended to include the protection of property, and to circulate it among the commissioners for approval, Washburn changed his vote to support the rule, and Dawson, Jones and Rivera changed their votes, concurring with the decision of the new majority (BROADCASTING, Jan. 11).

In its petition, NBC said the rule should be rescinded for being both too broad and unnecessary.

According to NBC, the "sole documented incident" involving the "potential" for the sort of interference the rule contemplated was during the space shuttle flight, and the interference problem was resolved voluntarily.

Moreover, NBC noted, before the second shuttle flight, the networks, NASA and the Department of Defense coordinated their frequency usage, and the second shuttle flight encountered no interference from network ENG equipment, NBC said.

"NBC believes that the record in this proceeding lacks any substantial justification for these rules," NBC said. "It is obvious that these rules have been promulgated to address a theoretical situation that, based on the record in this proceeding, has never occurred."

In its petition, CBS contended that the rule raised "serious" First Amendment problems and could be used to deny a broadcast journalist due process.

CBS said the rule could be "invoked during the reporting of news stories involving emotion-laden confrontations among government officials or between government officials and the public." And according to CBS, those "are the very situations where a reporter's and cameraman's independence from government intervention is most precious."

"A summary shutdown order issued in such circumstances would place the licensee in the dilemma of having to choose between responding as a responsible journalistic medium with a healthy skepticism toward governmental activities, or as a threatened licensee of an agency of the very government on which it is reporting," CBS said. "A far better practice would be to continue the policy of requesting a voluntary shutdown, explaining to the licensee or camera crew the danger and identifying the sources of information" on which the field office relied in determining that the equipment must be shut down, CBS said.

CBS, which noted that the FCC wouldn't be able to enforce the rule without the intervention of the courts, contended that the FCC's reversal of its original public action was contrary to the Government in the Sunshine Act.

According to CBS, the act requires that deliberations by collegial bodies take place in public. CBS contended the FCC's decision to reverse the order should have been made at a public meeting.

## Studio equipment in steady demand at radio stations, says NRBA survey

### Stronger markets are foreseen for transmission, satellite gear

When purchasing new equipment, radio broadcasters appear to have spent most of their dollars during the last two years on studio gear, according to a survey by the National Radio Broadcasters Association. Purchases during the next few years, according to the survey, will increase for satellite dishes, towers, transmission lines and transmitters.

Conducted last December, the survey attempted to project the radio industry's buying power in such markets as equipment, promotional materials, services such as satellite programing and word processing, and consultants. It drew a response from 34% of NRBA's approximately 1,800 members.

More than half of those responding to the survey bought microphones, headsets, amplifiers, audio limiters, turntables and consoles during the past two years and the market for several of those items will apparently remain strong. Of stations responding, 49% said they plan to buy microphones during the next two years, 48.7% plan to buy headsets and 40.6% plan to buy consoles.

Although only 24.4% of respondents bought satellite dishes during the past two years, 38% said they plan to do so in the next two years. Only 12.9% of respondents bought towers during the past two years, but 25.8% have that item on their shopping lists for the next two years. Transmission lines, purchased during the last two years by only 22.5% of respondents, are likely to be bought by 27.3% during the next two years. Transmitters, purchased by 30.3%, will likely be purchased by another 33.6%, respondents said.

The market for computers could decline among radio broadcasters, according to the survey, which found 36.5% of respondents had purchased one in the last two years, while only 28.4% plan to do so. However, "buying plans for the next two years could be understated," said NRBA in introducing its survey, "due to the unforeseen need for many types of equipment and services."

Growth areas in the market for services are likely to be satellite programing, where demand could double, and word processing. Only 11.7% of respondents bought satellite program services during the past two years, but 24.6% plan to do so during the next two. Eight percent of respondents bought word processing services, while 14.8% plan to do so.

The market for promotional materials could be soft during the next two years, with fewer stations predicting purchases of such items as bumper stickers, billboards, ID packages and sales promotions than had purchased them recently. Although 59.8% of respondents bought bumper stickers during the past two years, only 43.6% plan to do so during the next two. Fifty-two percent bought billboards, but only 37% plan to do so. Stations buying ID packages could go from 36% to 26% and those buying sales promotions could go from 32.6% to 21.6%.

One out of five stations responding changed their promotion consultants, sales training consultants and national sales representatives during the last two years. Most of the changes anticipated during the next two years will be in sales training and promotion consultants, with 25.8% of the respondents predicting a change in the former and 27.3% predicting a change in the latter.

## InSync

**Disk news.** RCA has slashed $150 off list price of its SelectaVision videodisk player. New 1982 models will sell for $349.95. Monaural units (stereo players from RCA are due later this year) are basically same as 1981 version that had $499 list. What's left of those old ones can now be bought by dealers at "specially reduced price," RCA said. Players are already being sold to consumers at hefty discount off list—RCA announcement noted "today's competitive price point" is $299.95. Meanwhile, Pioneer Electronics of Japan, 50% owner of only optical videodisk manufacturer, Universal Pioneer Corp., located in Kofu, Japan, has bought out other partner, DiscoVision Associates, thus ending latter's involvement in videodisk manufacturing business. DiscoVision is joint venture between MCA and IBM. Acquisition came week after DiscoVision announced intention to sell out to partner Pioneer, and three weeks after announced closing of DiscoVision's only American optical videodisk manufacturing plant in Carson, Calif., effective Feb. 26.

□

**Killer-satellite gap.** Joint chiefs of staff's annual report to Congress two weeks ago indicated Soviet Union has made progress toward developing antisatellite system that could destroy U.S. military and communications satellites flying in 22,300-mile-high geostationary orbit. Statement that Soviets have "the potential to destroy satellites in high orbit" was presaged in last year's report, which said Soviets had demonstrated nonnuclear, low-altitude, orbital interceptor—so-called "killer-satellite"—that posed "a known, if presently limited threat, to some U.S. satellites." Geostationary and other high orbits contain numerous military "spy" and communications satellites. All domestic fixed satellites used for television distribution and long-distance voice and data communications are in geostationary orbit. In addition to making its satellite systems less vulnerable to attack, according to JCS, military is also working hard on its own antisatellite system that "would confront Soviets with both a deterrent force and a counterthreat retaliatory system against their satellites." JCS said it expects to have system ready by latter half of this decade.

□

**It'll take two ears.** MCA Videocassettes announced that all future VHS cassettes it releases will be in stereo, if program material is capable of stereo sound. Announcement applies to concert and music tapes, and to motion pictures with stereo sound tracks. MCA releases all its titles in both VHS and Beta formats, but says Beta "is not yet technically capable of stereo."

□

**Pirates beware.** HBO has secured temporary injunction in U.S. District Court against advertisement, sale, and installation of "pirate" microwave equipment by 21 New York retailers. Pay network brought suit in October against those retailers (who ran ads in local papers) charging that sale of equipment designed to pirate its service is illegal. Trial on merits of case continues.

□

**New name, same game.** Farinon Video, part of Broadcast Products Division of Harris Corp., has changed name to Harris Corp.—Broadcast Microwave. By either name, company is manufacturer of portable and fixed television microwave transmission equipment. It is based in San Carlos, Calif.

□

**Winter reading.** "New Technologies Affecting Radio & Television Broadcasting" is new 87-page book compiled by National Association of Broadcasters's Science and Technology Committee at $10 per copy. Book grew out of research done by CBS Inc. for House Telecommunications Subcommittee investigation into competition in communications as well as Science and Technology Committee report on new technologies submitted to NAB joint board year ago (BROADCASTING, Jan 26, 1981). Book offers analysis of economic characteristics, regulatory framework and potential programing content of cable TV, multipoint distribution services, subscription, low-power and high-definition TV, VHF drop-ins, direct broadcast satellites, videotext, new receiver technology, videocassette and videodisk recorders and increasing number of radio stations. To order, contact Judy Meehan, 1771 N Street, N.W., Washington, D.C. 20036.

□

**Did you hear something?** USA Network plans introduction of nonaudible cue tone system to facilitate automatic insertion of local commercials by cable affiliates. System, to be operative March 1, also provides availability, on request, of hard copy computer readout. Announcer cues will still be provided for systems preferring manual commercial insertion.

□

**Electronic ledger.** *The Patriot Ledger,* daily newspaper circulated among 29 communities south of Boston, and Bay Shore Cable TV have formed joint venture to provide local programing to cable subscribers in Weyforth, Mass. Under agreement, newspaper will lease and program two channels on Bay Shore's 52-channel Weyforth system beginning this spring. It also will publish cable television guide and act as advertising sales representative for cable system. First subscribers are now being hooked up and, according to *Ledger,* service should be available to entire community within 10 months. One leased channel will include news, community bulletin board, public service announcements and sports scores. Second channel will contain time and weather information and classified advertising. Programing will be supported by advertising.

## Visualizing via audio

**WETA experiment will help visually impaired 'see' the scenes they hear on TV**

Noncommercial WETA(TV) Washington has launched a new project to make television accessible to the blind by providing an audio description service during the broadcast of the *American Playhouse* series each week. It focuses on descriptions of the scenery, facial expressions of the actors and credits, and will be simulcast on WETA-FM's subcarrier channel.

The audio commentary is supplied by the Washington Ear, a radio reading service for the blind and handicapped. Washington Ear volunteers narrate during pauses in the dialogue and program breaks to some 2,000 visually impaired listeners equipped with special receivers.

"We have been providing closed captioning for the hearing impaired; now it is time to provide something for the visually impaired," said WETA's vice president of programing, Joyce Campbell. "One of the benefits of the service is that it allows blind Ear listeners to enjoy the program in the same room as its sighted viewers," said Ear president and director, Margaret Rockwell. She said it takes roughly five to six hours of preparation for the audio commentary to match one hour's performance. She said a small grant has been awarded to the Ear for the project and that all the labor involved is volunteer.

"Our ultimate goal," Rockwell added, "is to provide this service across the country." She said the Ear has also discussed the possibility of providing an audio description service on cable.

## Teletext in northwest

**Bonneville is testing Ceefax-Oracle system over KIRO Seattle**

The first broadcast use of teletext in the Pacific Northwest began Feb. 1 on KIRO-TV Seattle. The VHF (ch. 7) station is owned by Bonneville International Corp. of Salt Lake City, which tested a modified Ceefax-Oracle teletext system over its KSL-TV there in 1978.

According to KIRO President Ken Hatch, the station's teletext information service is "in keeping with KIRO-TV's commitment to provide the best news and information to its audience."

Like other teletext operators on the West Coast, KIRO plans to install several receivers in public locations to allow first-hand operations by viewers. Applications envisioned for the service include updated traffic conditions, news reports, stock market information, ski conditions, information for the hearing impaired and status of ticket sales at local theaters.

Three television stations in Los Angeles—KNXT, KCET and KNBC—have been carrying out a cooperative Antiope-based teletext test since last year.

# For the Record

As compiled by BROADCASTING Feb. 8, through Feb. 12, 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

■ Marble Falls, Tex.—Mark T. Schweikert seeks 720 khz, 5 kw-D, 1 kw-N. Address: IFS Building, 801 Third Street, Marble Falls 78654. Estimated construction costs: $248,000; first-quarter operating cost: $61,000; first-year revenue: $310,700. Principals: Applicant is Marble Falls securities broker and has no other broadcast interests. Filed Feb. 1.

■ Universal City, Tex.—Ganadores Inc. seeks 720 khz, 10 kw-D, 1 kw-N. Address: 4654 Flat Rock Court, Fort Worth, Tex. 76132. Estimated construction costs: $172,000; first-quarter operating cost: $90,000. Principals: Marcos A. Rodriguez (60%), Carlye Yarbrough (10%), Aida Morossini, Orlando Almanza, and Dennis Roberts (10% each). Rodriguez, Yarbrough, Morossini and Roberts own KLAT(AM) Houston and, excluding Roberts, KESS(FM) Fort Worth, Tex. Almanza is salesman at KESS(FM). Rodriguez is also applicant for new AM at Carrollton, Tex. Filed Feb. 1.

■ Universal City, Tex.—Worden Communications Co. seeks 720 khz, 5 kw-D, 1 kw-N. Address: 2102 Green Creek Drive, San Antonio 78232. Estimated construction costs: $180,500; first-quarter operating cost: $116,000. Principals: Roger L. Lee (100%), who is San Antonio manufacturers representative and has no other broadcast interests. Filed Feb. 1.

### FM applications

■ Conway, Ark.—Creative Media Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 29 Woodlawn Drive, Conway, Ark. 72032. Estimated construction costs: $58,000; first-quarter operating cost: $20,300; first-quarter revenue: $24,000. Principals: Michael D. Harrison, president, Richard Conboy and Michael Harrison's mother, Marie Harrison (one-third each). Michael Harrison is general manager of KUEE(AM) Conway, Ark. Conboy is Batesville, Ark., industrial engineer. Marie Harrison is real estate investor. None have other broadcast interests. Filed Jan. 22.

■ * Cocoa, Fla.—National Christian Network seeks 91.5 mhz, 20 kw, HAAT: 102 ft. Address: P.O. Box 493, Cocoa 32922. Principal: Noncommercial corporation; Raymont A. Kassis is president and Robert A. Jones is vice president. They own WWBC(AM) Cocoa, Fla.; Jones also owns 85% of WJJQ(AM) Tomahawk, Wis., and 52% of WRPQ(AM) Baraboo, Wis. NCN also is applicant for new noncommercial TV at Cocoa, Fla. (see below). Filed Feb. 1.

■ Florida City, Fla.—Dario Gonzalez seeks 95.7 mhz, 100 kw, HAAT: 516 ft. Address: 7725 S.W. 80th Street, Miami 33143. Estimated construction costs: $62,500; first-quarter operating cost: $83,200; first-quarter revenue: $50,000. Principal: Applicant is Miami developer and has no other broadcast interests. Filed Jan. 29.

■ Florida City, Fla.—Homestead Hispanic Inc. seeks 95.7 mhz, 100 kw, HAAT: 710 ft. Address: P.O. Box 3399, Florida City 33034. Estimated construction costs: $470,400; first-quarter operating cost: $47,500; first-year revenue: $195,000. Principals: Marlen E. Alba (31%), Yolanda M. Jorgenson (18%), Frank A. Seymour (17%), Marlen Alba's husband, Nelson F. Alba (2%), Yolanda Jorgenson's husband, Mark W. Jorgenson and Frank Seymour's wife, Margeret A. Seymour (16% each). Marlen Alba is program director with Florida International University. Nelson Alba is Miami television production marketer. Mark Jorgenson is sales manager of WTVT(TV) Miami. Frank Seymons is Lousiville, Ky., broadcast consultant. Mark Jorgenson's father, Wallace Jorgenson, is president of Jefferson-Pilot Broadcasting Co. Filed Jan. 29.

■ Florida City, Fla.—Leisure Broadcasting seeks 95.7 mhz, 100 kw, HAAT: 500 ft. Address: 930 Little River Drive, Miami 33150. Estimated construction costs: $40,500; first-quarter operating cost: $60,000. Principals: Dianna Pratt (50%), Robert Roberts (30%) and Gary Starr (20%). Pratt is Miami civil deputy sheriff. Starr is general manager of WWWL-FM Miami Beach. Roberts is Hollywood, Fla., automobile sales manager. None have other broadcast interests. Filed Jan. 29.

■ Florida City, Fla.—Placido A. Rodriguez and nephew, Waldemar N. Rodriguez seeks 95.7 mhz, 100 kw, HAAT: 953 ft. Address: 1035 West 77th Street, Hialeah, Fla. 33014. Estimated construction costs: $91,500; first-quarter operating cost: $30,000; first-quarter revenue: $30,000. Principal: Placido Rodriguez is assistant building manager at WPLG-TV Miami, Waldemar Rodriguez is Miami video equipment supplier and advertiser. Placido Rodriguez's brother, Marcos A. Rodriguez, owns 58.31% of KESS(FM) Dallas-Ft. Worth, and 58.74% of KLAT(AM) Houston. Filed Jan. 28.

■ Vincennes, Ind.—Radio Vincennes seeks 92.1 mhz, 2.34 kw, HAAT: 344 ft. Address: P.O. Box 100, Corydon, Ind. 47112. Estimated construction costs: $100,000; first-quarter operating cost: $29,000; first-year revenue: $125,000. Principals: Fifty-One Inc. (51%), Jon D. Walsh and Dennis R. Hill (24.5% each). Fifty-One Inc. is owned by J.D. Williams, Robert L. Bohn (37.5% each) and John W. Smith Jr. (25%). Williams is general manager of WKKX(AM)-WUME(FM) Paoli, Ind. Bohn is sales manager at WJRB(AM) Nashville, Tenn. Smith is Jeffersonville, Ind., consulting engineer. Walsh and Hill own WJDW(AM) Corydon, Ind. Smith is also applicant for new LPTV at Jeffersonville, Ind., and is 20% owner of applicant for new FM at Spencer, Ind. (BROADCASTING, Sept. 14, 1981). Filed Jan. 28.

■ Lumberton, Miss.—Community Broadcasting Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 723, Wiggins, Miss. 39577. Estimated construction costs: $63,000; first-quarter operating cost: $7,500; first-year revenue: $100,000. Principals: Alton R. Byrd (51%) and wife, G. Joyce Byrd (49%). They own WIGG(AM) Wiggins, Miss. Filed Feb. 2.

■ Bend, Ore.—KBND Inc. seeks 105.7 mhz, 100 kw, HAAT: 588 ft. Address: 2600 N.E. Studio Road, Bend 97701. Estimated construction costs: $160,500; first-quarter operating cost: $14,200; first-quarter revenue: $18,000. Principals: Douglas D. Kahle and Edwin Tornberg (50% each). They are principal owners of KBND(AM) Bend; WBRI(AM) Indianapolis; WFIA(AM)-WXLN(FM) Louisville, Ky.; WABS(AM) Arlington, Va.; and WXIR(FM) Plainfield, Ind. Also, Kahle owns 50% of KFIA(AM) Carmichael, Calif. Filed Feb. 3.

■ Midland, Tex.—Richard L. Moore and LaDona L. Moore, a partnership, seek 106.7 mhz, 100 kw, HAAT: 420 ft. Address: 404 Blanks Building, Midland 79701. Estimated construction costs: $186,300; first-quarter operating cost: $85,000. Principals: Richard L. Moore and LaDona L. Moore (50% each). Richard Moore is Midland oil and gas investor. He also owns 30% of stations KNFM(FM) Midland; KIIZ(AM) and KIXS(FM) Killeen, Tex. He is also principal owner of KELS(FM) Ardmore, Okla. LaDona Moore is Midland school teacher. Filed Feb. 3.

### FM actions

■ *Jackson, Miss.—J.C. Maxwell Broadcasting Group Inc. granted 88.7 mhz, 100 kw, HAAT: 876 ft. Address: Box 22624, Jackson Miss. 38205. Estimated construction cost: $379,550; first year operating cost: $154,200. Format: Educational. Principal: applicant is nonprofit, nonstock corporation. Aurelia Young is president of board of directors and former chairman of the Jackson Council on Human Relations. Applicant has no other broadcast interests. Action Jan. 28.

■ Sweet Home, Ore.—Sweet Home Stereo dismissed application for 107.1-mhz, 2.8 kw, HAAT: 370 ft. Address: 8610 N.E. 169th St., Bothell, Wash. 98011. Action Jan. 8.

■ *Folsom, Pa.—Ridley School District granted 94.9 mhz, 1.4 kw, HAAT: 20 ft. Address: 1001 Morton Ave., Folsom 19033. Estimated construction costs: $8,100; first-year operating cost: $1,200. Format: Educational. Principal: Noncommercial Corp.; James M. Cambert is president of school board. It has no other broadcast interests. Action Feb. 2.

# Ownership Changes

## Applications

■ WJLD(AM) Fairfield, Ala. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Media Broadcasting of Birmingham Inc. to RFB Radio of Birmingham Inc. for $550,000 (BROADCASTING, Feb. 16). Seller: Rose H. Johnston (80%) and George Johnston III (20%), who have no other broadcast interests. Buyer: Robert F. Bell (100%), who is 51% owner of WXLL(AM) Decatur, Ill.; 42.5% owner of WCGL(AM) Jacksonville, Fla.; and one-third owner of WRBD(AM)-WCKO(FM) Pompano Beach, Fla. Filed Feb. 3.

■ WBKF(FM) Macclenny, Fla. (92.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Woodrow W. Rhoden to John Locke for $400,000 (BROADCASTING, Feb. 16). Seller has no other broadcast interests. Buyer owns WPUL(AM) Bartow, Fla. Filed Feb. 2.

■ WKNA(TV)[CP] Melbourne, Fla. (ch. 43, 1,780 kw vis., 56.5 kw aur., ant. 1,009 ft.)—Seeks transfer of control of Southern Broadcasting Corp. from Hugh M. Evans, W.K. Burgreen and Joe Kendall to BMS Broadcasting Inc. Consideration: $105,270. Principals: Sellers together own 66.075% of stock and have no other broadcast interests. Buyers are John C. Boyce and Jerry T. Boyce, brothers (22.5% each), Ruth H. Starr (20%), Carolyn C. Moore (17.5%), John C. Stone (15%) and Paul F. Arceneaux Jr. (2.5%). Boyces are Baton Rouge-based heavy equipment operators. Starr is housewife. Moore is Potomac, Md., real estate salesman. Stone is former congressional administrative assistant. Arceneaux is congressional aide. None have other broadcast interests. Filed Feb. 1.

■ WAEC(AM) Atlanta, Ga. (860 khz, 1 kw-D)—Seeks assignment of license from Sears Broadcasting of Georgia Inc. to Voro Communications of Georgia Inc. for $800,000 (BROADCASTING, Feb. 16.). Seller: Michael J. Sears (100%), who has no other broadcast interests but is applicant for new FM's at Gillette, Wyo., and Leadville, Colo. Buyer is principally owned by Simon Rosen and Lind C. Voth who own WTIS(AM) Tampa, Fla.; WYRD(AM) East Syracuse, N.Y.; WITA(AM) Knoxville, Tenn., and 37.5% each of KITA(AM) Little Rock, Ark. Last year they were also granted FCC approval to buy WOIV(FM) DeRuyter township, N.Y. Filed Feb. 2.

■ WKBL-AM-FM Covington, Tenn. (AM: 1250 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, ant. 165 ft.)—Seeks assignment of license from Tipton County Broadcasters to Royce D. Wilson for $380,000 (BROADCASTING, Feb. 16). Seller: Robert C. Whitely Jr. and Katharine C. Whitely (50% each) who have no other broadcast interests. Buyer is sales manager and general manager of WKBL-AM-FM and has no other broadcast interests. Filed Feb. 1.

■ WLIV-AM-FM Livingston, Tenn. (AM: 920 khz, 1 kw-D; FM: 95.9 mhz, 3 kw, ant. 155 ft.)—Seeks transfer of control of WLIV Inc. from Richard D. Gillespie and wife, Lillie Mae to WLIV Inc. Consideration: $100,000. Principals: Sellers own one-third of station's stock. They seek to redeem their shares back to corporation, which is principally owned by Millard V. Oakely, who has interests in WCSV(AM) Crossville, WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston., all Tennessee, and WKNX(FM) Greenville, Ala. Filed Feb. 8.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz, 1 kw-U; FM: 99.9 mhz, 100 kw, ant. 452 ft.)—Seeks assignment of license from WACO Broadcasting Inc. to WACO Radio Inc. for $2,668,000 (BROADCASTING, Feb. 16). Seller: closely held group of 11 stockholders. Robert E. Weathers is president and 25% owner and will keep 10% interest in buyer. Buyer is owned by Harris Enterprises Inc. (90%) and Weathers (10%). Harris Enterprises is Garden City, Kan.-based newspaper publisher and group owner of six AM's and four FM's principally owned by John P. Harris family and headed by former FCC Commissioner Robert Wells. Filed Feb. 5.

## Actions

■ WGKR(AM) Perry, Fla. (1310 khz, 1 kw-D)—Granted assignment of license from K & K Broadcasters to Rahu Broadcasting for $110,000. Seller: Eugene Ketring (75%) and Patricia Ketring (25%) who have no other broadcast interests. Buyer: Jerry C. Rasor (50%), Don W. Hughes and wife, Barbara G. (25% each). Rasor is former announcer and weatherman at WMCH-TV Columbus, Ohio. Don Hughes is manager of WGKR(AM). Barbara Hughes is former service representative with Chillicothe, Ohio, telephone company. None have other broadcast interests. Action Feb. 4.

■ KSIB(AM)-KITR(FM) Creston, Iowa (AM: 1520 khz, 1 kw-D; FM: 101.7 mhz, 3 kw, ant. 255 ft.)—Granted assignment of license from Creston Radio Inc. to Glenn R. Olson for $267,000 plus $104,846 for assumption of debt. Seller: Subsidiary of Heritage Communications, publicly traded Des Moines, Iowa-based cable MSO that owns no other broadcast stations. Buyer owns KQWC-AM-FM Webster City, Iowa; 90% of KDOM-AM-FM Windom, Minn.; and 60% of KQWI(FM) Clarinda, Iowa. Action Feb. 3.

■ KSCJ(AM) Sioux City, Iowa (1360 khz, 5 kw-U)—Granted assignment of license from G & G Broadcasting Inc. to Apple Broadcasting Corp. for $1,000,000. Seller: Raymond W. Grandle, wife, Mary A. (37.5% each) and Wilmer W. Grabau (25%), who have no other broadcast interests. Buyer: Larry S. Magnuson, William A. Burke and brother, Thomas M. Burke (one-third each). Magnuson is partner in Sioux City advertising agency. Burkes are Sioux City building material suppliers. None have other broadcast interests. Action Feb. 3.

■ KRMD-AM-FM Shreveport, La. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 101.1 mhz, 100 kw, ant. 970 ft.)—Granted transfer of control of KRMD Inc. from stockholders (100% before; none after) to Robert D. Hyde and Jim R. Phillips (none before; 100% after). Consideration: $1,350,000. Principals: Corporation is undergoing reorganization of which stock redemption is intermediary step. Jorden and Ackers will have their shares redeemed by corporation. Also, corporation will redeem 125 shares of Phillips' stock. Prior to transaction: Jim R. Phillips, Charles Jordan (30% each). Robert D. Hyde, Gary Ackers (20% each). After redemption: Robert D. Hyde (80%) and Jim Phillips (20%). Phillips, Jordan and Ackers own KHEY(AM)-KEZR(FM) El Paso, Tex. Jordan and Phillips own KPUR(AM) Amarillo, Tex. Also, Ackers owns 11.66% of KRBC(AM) Abilene, Tex. Action Feb. 3.

■ WHOM(FM) Mt. Washington, N.H. (94.9 mhz, 48 kw, ant. 3,760 ft.)—Granted assignment of license from Alpine Broadcasting Corp. to Newengco Inc. for $3,500,000. Seller: Norman R. Alpert, president (87%) and six others, none of whom have other broadcast interests. Buyer: Frederick A. Godley, chairman, (46.6%) and 11 others. He is New Canaan, Conn., investor and has no other broadcast interests. Action Feb. 4.

# Facilities Changes

## AM applications

*Tendered*

■ KLIP(AM) Fowler, Calif.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; change frequency to 1210 khz; change TL, and make changes in ant. sys. Ann. Feb. 10.

■ WPUL(AM) Bartow, Fla.—Seeks CP to increase D power to 2.5 kw. Ann. Feb. 9.

■ WUFF(AM) Eastman, Ga.—Seeks CP to increase power to 5 kw. Ann. Feb. 9.

■ WSCM(AM) Cobbleskill, N.Y.—Seeks CP to increase power to 1 kw. Ann. Feb. 10.

■ WKST(AM) New Castle, Pa.—Seeks CP to increase D power to 5 kw. Ann. Feb. 8.

*Accepted*

■ WKOY(AM) Bluefield, W. Va.—Seeks CP to make changes in ant. sys. Ann. Feb. 9.

## FM applications

*Tendered*

■ KESS(FM) Fort Worth, Tex.—Seeks CP to change frequency to 94.1 mhz; change ERP to 97.97 kw; change HAAT to 1,585 ft.; change TL; and make changes in ant. sys. Ann Feb. 8.

*Accepted*

■ WBAB-FM Babylon, N.Y.—Seeks modification of CP (BPH-800130AL) to change TL; change type ant.; increase ERP to 2.95 kw; decrease HAAT to 305 ft.; and change TPO. Ann. Feb. 10.

■ KGWB(FM) Jamestown, N.D.—Seeks modification of CP H0791128AE, as mod.) to change TL. change type ant.; decrease ERP to 40.8 kw; increase HAAT to 388 ft. and change TPO. Ann. Feb. 10.

## TV applications

*Accepted*

■ KMTR-TV Eugene, Ore.—Seeks MP (BPCT-790507KJ) to change SL. Ann. Feb. 11.

## AM actions

■ WATM(AM) Atmore, Ala.—Granted CP to change hours of operation to U by adding 1 kw-N; install DA-N; change TL, SL & RC; and make changes in ant. sys. Action Feb. 1.

■ WPIK(AM) Flomation, Ala.—Granted construction permit to increase D power from 500 w to 2.5 kw and install DA-D. Action Feb. 1.

■ WZIP(AM) South Daytona, Fla.—Granted CP to change power from 1 kw to 5 kw (contingent on grant BAL-81041FZ). Action Feb. 3.

■ WGTR(AM) Natick, Mass.—Granted modification of CP (BP-19,945, as mod.) to make changes in N standard pattern. Action Aug. 7, 1981.

■ WSEN(AM) Baldwinsville, N.Y.—Application returned for CP to increase power to 2.5 kw, and make changes in ant. sys. Action Feb. 8.

■ WITA(AM) Knoxville, Tenn.—Granted CP to relocate D TL. Action Feb. 3.

■ WSCW(AM) South Charleston, W.Va.—Granted CP to increase power to 5 kw; and change TL. Action Feb. 3.

■ WBKV(AM) West Bend Township, Wis.—Granted CP to change hours of operation to U by adding 2.6 kw-N; install DA-N; change TL. Action Feb. 2.

## FM actions

■ KUUL(FM) Madera, Calif.—Granted CP to change TL; change type trans.; change type ant.; increase HAAT to 300 ft. and change TPO. Action Feb. 2.

■ *WKYU-FM Bowling Green, Ky.—Granted MP (BPED-781128AA, as mod.) to increase ERP to 100 kw. Action Jan. 15.

■ *WRJR(FM) Lewiston, Me.—Granted modification of CP (BPED-781213AI) to change ERP to 119 w; change HAAT to 18 ft. and make changes in ant. sys. Action Jan. 27.

■ *WJSU(FM) Jackson, Miss.—Granted construction permit to change frequency to 83.5 mhz; change ERP to 3 kw; change

■ *WJSU(FM) Jackson, Miss.—Granted construction permit to change frequency to 83.5 mhz; change ERP to 3 kw; change HAAT to 162 ft.; change transmitter, transmission line and make changes in ant. sys. Action Jan. 15.

■ *WWCJ(FM) Jackson, Miss.—Granted modification of CP (BPED-790906AB) to change frequency to 89.3 mhz, and make changes in ant. sys. Action Jan. 15.

■ KORK-FM Las Vegas—Granted modification of CP (BPH-800208AC) to make changes in ant. sys.; decrease HAAT to 1936 ft. and change TPO. Action Jan. 29.

■ WBAZ(FM) Southold, N.Y.—Granted modification of CP (BPH-10,070, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 2.06 kw; increase HAAT to 362 ft. and change TPO. Action Feb. 2.

■ WAEL-FM Maricao, P.R.—Granted CP to decrease ERP to 9.9 kw and increase HAAT to 2011 ft. Action Feb. 2.

■ WDWQ(FM) St. George, S.C.—Granted CP to change TL; change type ant.; increase HAAT to 680 ft. and change TPO. Action Jan. 15.

■ *WPLN(FM) Nashville, Tenn.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 10 kw; increase HAAT to 1132 ft. and change TPO. Action Feb. 2.

■ KSXT(FM) Walla Walla, Wash.—Granted CP to make changes in ant. sys.; change TL; change SL & RC; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 1360 ft. and change TPO. Action Feb. 2.

**TV action**

■ WFLX(TV) West Palm Beach, Fla.—Granted MP (BPCT-5036, as mod.) to change studio location to 4130 Blue Heron Blvd., Riviera Beach, Fla. Action Feb. 1.

## In Contest

**Procedural rulings**

■ Asheville, N.C. and Greenville, S.C. **TV proceeding** (Pappas Telecasting Inc. [WHNS(TV)] and Carolina Christian Broadcasting Inc. [WGGS-TV]—ALJ Walter C. Miller dismissed as moot several pleadings and granted joint request and approved agreement which calls for reimbursement to Carolina of $25,887.30 for its legitimate expenses and dismissal of its application; provision to Carolina by Pappas of antenna space on all of its owned or controlled antenna structures that could rebroadcast WGGS-TV's signal in exchange for payment by Carolina of no more than lowest charge for antenna rental and maintenance services in general Asheville/Greenville area, in addition to occasional provision to Pappas by Carolina of consulting services on religious programming for WHNS (BC Doc. 81-494-495). Action Jan. 27.

■ Reno, Nev. **TV proceeding** (Family Stations Inc., and High Country Broadcasting Inc.)—ALJ James F. Tierny granted joint request and approved agreement; authorized reimbursement of $2,000.47 to Family and dismissed its application with prejudice; granted High Country's application and terminated proceeding (BC Doc. 81-467-468). Action Jan. 28.

■ Incline Village, Nev. **FM proceeding** (Incline Broadcast Services Inc., and North Lake Tahoe Broadcasting Co.)—ALJ James F. Tierny granted motions by applicants and resolved in their favor limited financial issues designated against them; denied petition by North Lake to enlarge issues; granted joint request and approved agreement; authorized reimbursement of $10,000 to Incline Village and dismissed its application with prejudice; granted North Lake's application and terminated proceeding (BC Doc. 81-247-248). Action Jan. 29.

■ Dickinson, N.D. **FM proceeding** (Prairie Broadcasting Inc., and Western Media Inc.)—ALJ Joseph P. Gonzalez granted joint request and approved agreement; authorized reimbursement of $43,456.16 to Prairie and dismissed its application with prejudice; granted Western's application and terminated proceeding (BC Doc. 80-303-304). Action Feb. 2.

**FCC actions**

■ FCC on own motion will review renewal proceeding of WAVS(AM) Fort Lauderdale. Action stays evidentiary hearing scheduled for Feb. 22 on unauthorized transfer of control and/or lack of candor and public interest issues. Case reverted to hearing designation status after sales of WAVS to minority owned group fell through. Action Feb. 8.

■ Review Board affirmed ALJ's grant of VHF station WSLA(TV) Selma, Ala., for facilities changes. WSLA sought to move its TL in direction of Montgomery, Ala., and increase HAAT and ERP. Two Montgomery UHF stations objected, citing UHF impact. Last year ALJ granted facilities changes, saying that public would benefit by improved service. Review Board basically agreed with that decision. Action Feb. 11.

■ FCC upheld Broadcast Bureau decision denying Baltimore subscription TV applicant produce documents alleged to support that application. FCC said Bureau was correct to forbid group of Baltimore and Washington area TV stations from seeing engineering report and consultant's report of WBFF(TV) Baltimore for STV application. WBFF also seeks waiver of "complement of four" rule permitting STV authorization only when community has four TV stations. Application is being challanged by Washington STV franchise which seeks to inspect WBFF claim that four Washington TV stations fully cover and receive substantial share of Baltimore market. Broadcast Bureau Chief said petition did not show need for such information and challanger could conduct own engineering study and audience survey. Action Feb. 11.

■ FCC denied reconsideration of previous decision forbidding WOQI(FM) Ponce, P.R., to move its transmitter site and thus allow it to be short-spaced to two other radio stations. FCC said request of minimum mileage requirement simply to improve coverage area did not justify waiver. Action Feb. 11.

■ FCC designated renewal application of WEZF-TV Burlington, Vt., and competing application of Lake Champlain Television Corp. for same channel for consolidated comparative hearing. FCC designated financial issue against Lake Champlain and denied WEZF-TV's request that competing applicant be denied on grounds it did not specify available transmitter and tower site. Action Feb. 11.

■ FCC denied Bintz Enterprises Inc. review of order which designated its application and that of Breckenridge Broadcasting Co. comparative hearing for new FM at Breckenridge, Tex. Bintz said Breckenridge misrepresented information in its ascertainment survey and main studio proposal. Action Feb. 11.

■ FCC granted Van Buren Community Broadcasters Inc. CP for new FM at Van Buren, Ark. FCC also approved settlement between Van Buren and competing applicant which calls for dismissal of latter's application in return for its right of first refusal to acquire facility for 10 year period beginning with Van Buren's grant of program test authority. Action Feb. 11.

■ FCC denied WUTQ(AM) Utica, N.Y., review of staff decision denying its application to add night service. Broadcast Bureau turned down application because it didn't meet four conditions required of such proposals to change from day only operation to full time on U.S. class I-A frequencies. Action Feb. 11.

■ ALJ Thomas B. Fitzpatrick again denied license renewal of WJJZ(AM) Mt. Holly, N.J. ALJ found that record developed since FCC remanded case to him confirmed his initial decision. ALJ found that principal owner made improper payments to competing applicant for Mt. Holly station and other shareholder concealed from FCC stock option agreement. Ann. Feb. 10.

■ ALJ Frederic J. Coufal renewed licenses of WPCE(AM) Portsmouth and WOWI-FM Norfolk, both Virginia but imposed $10,000 fine for broadcasting gambling information. Judge said that station owner failed to supervise stations operation adequately.

## Allocations

**Petitions**

■ Huntsville, Ark.—In response to Souwecco Communications Corp.: Proposed assigning 95.9 mhz to Huntsville as its first FM: comments due March 22, replies April 6 (BC Doc. 82-59). Action Jan. 29.

■ Avon and Beaver Creek, both Colorado—In response to petition by Edward J. Patrick: Proposed assigning 101.3 mhz to Avon as its first FM; comments due March 22, replies April 6 (BC Doc. 82-65). Action Jan. 28.

■ Fort Myers Villas and Sanibel, both Florida—In response to petitions by Keith L. Reising seeking assignment of 104.9 mhz to Fort Myers Villas and Fred Arhtur and John Smith seeking assignment of that channel to Sanibel: Proposed assigning 104.9 mhz to one of two communities; comments due March 22, replies April 6 (BC Doc. 82-63). Action Jan. 28.

■ Brookville and Versailles, both Indiana—Denied petition by Twin Forks Inc., to delete 103.1 mhz from Versailles and reassign it to Brookville (BC Doc. 80-567). Action Jan. 28.

■ Brooklyn and Grinnell, both Iowa—In response to petition by Mitchell Broadcasting Co. seeking assignment of 99.3 mhz to Brooklyn and petition by Pamela R. White to assign same channel to Grinnell: Proposed assigning 99.3 mhz to one of two communities; comments due March 22, replies April 6 (BC Doc. 82-60). Action Jan. 28.

■ Lakeview, Mich.—In response to petition by Daniel L. Pettengill: Proposed assigning 106.3 mhz to Lakeview as its first FM; comments due March 22, replies April 6 (BC Doc. No. 82-64). Action Jan. 28.

■ Natchez, Mich.—In response to petition by Harold Calish: Proposed assigning ch. 48 to Natchez as first commercial TV; comments due March 22, replies April 6 (BC Doc. 82-62). Action Jan. 28.

■ Loudon and Madisonville, both Tennessee—In response to petitions by Benny Stafford seeking assignment of 95.9 mhz to Loudon and Sloan Broadcasting Corp. seeking assignment of same channel to Madisonville: Proposed assigning channel to one of two communities, comments due March 22, replies April 6 (BC Doc. 82-61). Action Jan. 28.

**Assignments**

■ Winamac, Ind.—Assigned 100.1 mhz to Winamac as its first FM; effective March 19 (BC Doc. 81-582). Action Jan. 28.

■ Hudson and Adrian, both Michigan and Swanton, Ohio—Assigned 97.7 mhz to Hudson as first FM assignment; effective March 22 (BC Doc. 80-476). Action Jan. 28.

■ Mountain View, Mo.—Assigned 96.7 mhz to Mountain View as first FM; effective March 19 (BC Doc. 81-628). Action Jan. 28.

■ Bozeman, Mont.—Assigned 95.1 mhz to Bozeman as second FM; effective March 22 (BC Doc. 81-594). Action Jan. 28.

■ Sidney, Neb.—Substituted 98.7 mhz for 95.3 mhz at Sidney; effective March 22 (BC Doc. 81-573). Action Jan. 28.

■ Houston, Tex.—Assigned ch. 61 to Houston for commercial use; effective March 22 (BC Doc. 81-489). Action Jan. 28.

## Earth Stations

**Actions**

■ Common Carrier Bureau granted following applications for authority to construct and operate new earth stations:

■ State of Arizona, Division of Emergency Services for Prescott, Ariz. (E3944).

■ American Television and Communications Corp. for Englewood, Colo. (E3758).

## Low Power

■ Following low power television applications have been accepted for filing and will be ready for processing after March 19 cut-off date:

**VHF applications**

*Alabama*

■ Demopolis, Ala.—Benjamin Moore seeks ch. 3, 10 w (BPTVL-811119TV).

■ Florence, Ala.—Karl Schledwitz and Bud Davis d/b/a Midsouth Broadcasters seek ch. 3, 10 w (BPTVL-810413KL).

■ Florence, Ala.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 5, 10 w (BPTVL-811019TU).

■ Muscle Shoals, Ala.—Deloy Miller seeks ch. 3, 10 w (BPTVL-811110TV).

■ Muscle Shoals, Ala.—Vikki Mitchell seeks ch. 5, 10 w (BPTVL-811030TV).

■ Russellville, Ala.—Benjamin B. Moore seeks ch. 3, 10 w BPTVL-811201IT).

■ Russellville, Ala.—Southeastern Financial Group Inc. seeks ch. 7, 10 w (BPTVL-810814IH).

■ Tuscumbia, Ala.—Benjamin Moore seeks ch. 5, 10 w (BPTVL-811119TZ).

*Arizona*

■ Alpine, Ariz.—Alpine Community TV c/o Herb Vanslyke (BPTVL-810831IF).

■ Chino Valley, Prescott Valley and Yavapai Hills, all Arizona—Marqaret H. Hyland seeks ch. 13, 10 w (BPTVL-810129IL).

■ Flagstaff, Ariz.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 5, 10 w (BPTVL-811019TV).

■ Fredonia, Ariz., and Kanab, Utah—Kanab Lions TV seeks ch. 12, 10 w (BPTVL-810202IE).

*Arkansas*

■ Newport, Ark.—Independent Publishing Inc. seeks ch. 12, 10 w (BPTVL-811119TY).

*California*

■ Alturas, Calif.—Bryan R. Adams et al d/b/a Raleigh Television seeks ch. 3, 10 w (BPTVL-811109TY).

■ Barstow, Calif.—Deloy Miller seeks ch. 3, 10 w (BPTVL-810909QG).

■ Barstow, Calif.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 6, 10 w (BPTVL-811019TX).

■ Bishop, Calif.—Listeners' Network TV seeks ch. 7, 100 w (BPTVL-810817IE).

■ China Lake, Calif—Gregg Jones d/b/a Clearvision Communications seeks ch. 3, 10 w (BPTVL-811019TN).

■ China Lake, Calif.—Deloy Miller seeks ch. 6, 10 w (BPTVL-810909QS).

■ Mammoth Lakes, Calif.—Mammoth Mountain Associates Inc., seeks ch. 4, 10 w (BPTVL-811013TG).

■ Mammoth Lakes, Calif.—Bryan R. Adams et al d/b/a Raleigh Television seeks ch. 7, 10 w (BPTVL-811016TZ).

■ Oroville, Calif.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811113TY).

■ Ukiah, Calif.—Deloy Miller seeks ch. 8, 10 w (BPTVL-810909QM).

■ Ukiah, Calif.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 11, 10 w (BPTVL-811019TP).

*Colorado*

■ Steamboat Springs, Colo.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 13, 10 w (BPTVL-811022TZ).

*Florida*

■ Crystal River, Fla.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 4, 10 w (BPTVL-811020TS).

■ Key West, Fla.—Woodson Newspapers Inc. seeks ch. 9, 10 w (BPTVL-811116TX).

■ Live Oak, Fla.—Newspaper Service Co. Inc. seeks ch. 2, 10 w (BPTVL-811109TZ).

■ Marathon, Fla.—Woodson Newspapers Inc. seeks ch. 5, 10 w (BPTVL-811116TW).

■ Vero Beach, Fla.—The TV Group Inc. seeks ch. 3, 10 w (BPTVL-811002TZ).

■ Vero Beach, Fla.—Deloy Miller seeks ch. 13, 10 w (BPTVL-810909QJ).

*Georgia*

■ Douglas, Ga.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811201TJ).

■ Douglas, Ga.—Enterprise Publishing Inc. seeks ch. 5, 10 w (BPTVL-811006TZ).

■ Moody, Ga.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811204TV).

■ Nashville, Ga.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811204TX).

■ Tifton, Ga.—Benjamin B. Moore seeks ch. 5, 10 w (BPTVL-811201TR).

*Idaho*

■ Burley, Idaho—Benjamin Moore seeks ch. tk, 10 w (BPTVL-811119TW).

■ Montpelier, Idaho—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 4, 10 w (BPTVL-811019TT).

■ Twin Falls, Idaho—Majelmar Inc. seeks ch. 5, 10 w (BPTVL-810903QN).

*Illinois*

■ La Salle, Ill.—Vikki Mitchell seeks ch. 10, 10 w (BPTVL-811030TY).

■ Peru, Ill.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 10, 10 w (BPTVL-811019TY).

■ Vandalia, Ill.—Benjamin B. Moore seeks ch. 6, 10 w (BPTVL-811113TV).

■ Salem, Ill.—Deloy Miller seeks ch. 7, 10 w (BPTVL-811110TX).

*Indiana*

■ Portland, Ind.—Deloy Miller seeks ch. 11, 10 w (BPTVL-810929RE).

■ Wabash, Ind.—Wabash Plain Dealer Inc. seeks ch. 5, 10 w (BPTVL-811019TF).

*Iowa*

■ Fairfield, Iowa—Benjamin B. Moore seeks ch. 11, 10 w (BPTVL-811201TU).

*Kansas*

■ Chanute, Kan.—Deloy Miller seeks ch. 3, 10 w (BPTVL-810909QR).

■ Emporia, Kan.—Bluestem Broadcasting Inc. seeks ch. 6, 10 w (BPTVL-810819IL).

■ Iola, Kan.—Deloy Miller seeks ch. 6, 10 w (BPTVL-811110TY).

■ Junction City, Kan.—Montgomery Publications Inc. seeks ch. 6, 10 w (BPTVL-811020TX).

■ Seneca, Kan.—Deloy Miller seeks ch. 8, 10 w (BPTVL-810909QI).

*Kentucky*

■ Somerset, Ky.—Preston/Jenkins seek ch. 5, 10 w (BPTVL-811020TW).

*Maine*

■ Madawaska, Me.—Cleveland Newspapers Inc. d/b/a Walls Newspapers Consultants seeks ch. 5, 10 w (BPTVL-811013TF).

*Michigan*

■ Hancock, Mich.—Deloy Miller seeks ch. 7, 10 w (BPTVL-810909QL).

■ Ironwood, Mich.—Benjamin Moore seeks ch. 2, 10 w (BPTVL-811119TU).

*Minnestoa*

■ Alexandria, Minn.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811113TX).

■ Bemidjii, Minn.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811201TP).

■ Detroit Lakes, Minn.—Lakes Publishing Inc. seeks ch. 3, 10 w (BPTVL-811022TY).

■ Park Rapids, Minn.—Park Rapids Enterprise Inc. seeks ch. 2, 10 w (BPTVL-811022TX).

■ New Ulm, Minn.—Benjamin B. Moore seeks ch. 8, 10 w (BPTVL-811113TW).

*Mississippi*

■ Biloxi, Miss.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 2, 10 w (BPTVL-811019TL).

■ Clarksdale, Miss.—Delta Press Publishing Inc. seeks ch. 4, 10 w (BPTVL-810824IW).

■ Cleveland, Miss.—Cleveland Newspapers Inc. d/b/a Walls Newspaper Consultants seeks ch. 8, 10 w (BPTVL-811104TX).

■ D'Lberville, Miss.—Benjamin Moore seeks ch. 19, 10 w (BPTVL-811119TX).

■ Greenville, Miss.—Freedom Newspapers Inc. seeks ch. 5, 10 w (BPTVL-81022QB).

■ Indianola, Miss.—Deloy Miller seeks ch. 4, 10 w (BPTVL-810909QB).

■ Leland, Miss.—Benjamin B. Moore seeks ch. 4, 10 w (BPTVL-811201TQ).

*Missouri*

■ Bethany, Mo.—Green Hills LPTV Inc. seeks ch. 10, 10 w (BPTVL-810831IH).

■ Princeton, Mo.—Green Hills LPTV Inc. seeks ch. 2, 10 w (BPTVL-810903QR).

■ Trenton, Mo.—Green Hills LPTV Inc. seeks ch. 12, 10 w (BPTVL-810903QS).

■ Quitman etc., Mo.—Rural Television Services Inc. seeks channels 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, all 10 w (BPTVL-811120TY, 811120TX, 811120TW, 811120TV, 811120TU, 811120TT, 811120TS, 811120TR, 811120TQ, 811120TP).

*Nevada*

■ Elko, Nev.—Deloy Miller seeks ch. 8, 10 w (BPTVL-811110TW).

*New Jersey*

■ Cape May, N.J.—Gregg K. Jones d/b Clearview Communications seeks ch. 5, 10 w (BPTVL-811019TQ).

*New Mexico*

■ Alamogordo, N.M.—Alamogordo Daily News Inc. seeks ch. 3, 10 w (BPTVL-810923QB).

■ Alamogordo, N.M.—Deloy Miller seeks ch. 12, 10 w (BPTVL-810909QC).

# Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

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1334 G St., N.W., Suite 500
Washington, D.C. 20005
(202) 347-1319
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Washington, D.C. 20036
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CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
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LOHNES & CULVER
Consulting Engineers
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Washington, D.C. 20005
(202) 296-2722
*Member AFCCE*

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A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
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DALLAS, TEXAS 75209
(214) 631-8360
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Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
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(812) 853-9754
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CONSULTING ENGINEERS
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(703) 841-0500
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David L. Steel, Sr., P.E.
P.O. Box 230, Queenstown, Md.
(301) 827-8725 21658
Alvin H. Andrus, P.E.
351 Scott Dr., Silver Spring, Md.
(301) 384-5374 20904
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Radio & Television
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San Francisco, California 94128
(415) 342-5208
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JOHN B. HEFFELFINGER
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816-444-7010
Kansas City, Missouri 64114

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& ASSOCIATES
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1730 M St., N.W.
Washington, D.C. 20036
(202) 659-3707
*Member AFCCE*

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Cleveland, Ohio 44141
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E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517—278-7339

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Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
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Creve Coeur, IL 61611
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Tel (703) 356-9765
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75218
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ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
PRESIDENT (805) 688-2333

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& ASSOCIATES, INC.
CONSULTING ENGINEERS
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Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293 2020
*Member AFCCE*

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& ASSOCIATES, INC.
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
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10517 CATAWBA WAY
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Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
*301-983-0054*
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SADACCA, STANLEY
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AM FM TV
P.O. Drawer LT.
Crestline, CA 92325
*(714) 338-5983*

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ANAHEIM, CALIFORNIA 92806
(714) 634-1662

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RALPH E. EVANS ASSOCS.
Consulting TeleCommunications
Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
*Member AFCCE*

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EDM & ASSOCIATES, INC.
ENGINEERING CONSULTANTS
1444 Rhode Island Ave., N.W.
Suite 1018
Washington, D.C. 20005
(202) 234-4150
EARLY D. MONROE, JR., P.E.,
PRESIDENT

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LECHMAN, COLLIGAN
& ASSOCIATES
Telecommunications Consultants
Empire Building
2033 M Street, N.W., Suite 205
Washington, D.C., 20036
(202) 775-0057

■ Silver City, N.M.—Deloy Miller seeks ch. 2, 10 w (BPTVL-81090QP).

*Ohio*

■ Jackson, Ohio——Lewis E. Davis seeks ch. 5, 10 w (BPTVL-8108191O).

■ Lima Ohio—Freedom Newspapers Inc. seeks ch. 3, 10 w (BPTVL-810929RF).

*Oklahoma*

■ Altus, Okla.—Deloy Miller seeks ch. 2, 10 w (BPTVL-810909QD).

■ Blackwell, Okla.—Debra M. Kamp seeks ch. 9, 100 w (BPTVL-81090).

■ Clinton, Okla.—Clinton Daily News Co. seeks ch. 6, 10 w (BPTVL-811020TT).

■ Woodward, Okla.—Woodward Daily Press Inc. seeks ch. 2, 10 w (BPTVL-811109TX).

■ Woodward, Okla.—Deloy Miller seeks ch. 7, 10 w (BPTVL-810909QH).

*Oregon*

■ La Grande, Ore.—Deloy Miller seeks ch. 5, 100 w (BPTVL-810929RG).

■ Mound City and Craig, both Oregon; et al—Benton Community Television Inc. seeks channels 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, all 10 w. (BPTVL-811013TR, 811013TQ, 811913TP, 811013TO, 811013TN, 811013TM, 811013TL, 811013TK, 811013TJ, 811013TI).

*Pennsylvania*

■ Bellefonte, Pa.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 5, 10 w (BPTVL-811019TO).

■ Garden View, Pa.—Deloy Miller seeks ch. 5, 10 w (BPTVL-810929RH).

■ Oil City, Pa.—Deloy Miller seeks ch. 5, 10 w (BPTVL-810909QO).

■ Williamsport, Pa.—Gregg K. Jones d/b/a Clearview Cablevision seeks ch. 11, 10 w (BPTVL-811019TH).

*Tennessee*

■ Jackson, Tenn. Gregg K. Jones d/b/a Clearview Communications seeks ch. 4, 10 w (BPTVL-811019TS).

*Texas*

■ Brownwood, Tex.—Woodson Newspapers Inc. seeks ch. 4, 10 w (BPTVL-811013TV).

■ Brownwood, Tex.—Tel Radio Communications Properties Inc. seeks ch. 11, 100 w (BPTVL-811008TQ).

■ Bryan, Tex.—Drew & Drew, Lawyers, seek ch. 12, 10 w (BPTVL-810904SC).

■ Bryan, Tex.—Tel Radio Communications Properties Inc. seek ch. 12, 100 w (BPTVL-810904RV).

■ Childress, Tex.—Benjamin B. Moore seeks ch. 9, 10 w (BPTVL-811201TT).

■ Del Rio, Tex.—Preston/Jenkins seek ch. 4, 10 w (BPTVL-811020TU).

■ Eagle Pass, Tex.—Deloy Miller seeks ch. 9, 10 w (BPTVL-810900QQ).

■ Huntsville, Tex.—Harte-Hanks LPTV Inc. seeks ch. 5, 10 w (BPTVL-810911QB).

■ Jacksonville, Tex.—Waller Broadcasting Inc. seeks ch. 2, 10 w (BPTVL-81090QK).

■ Kerrville, Tex.—Deloy Miller seeks ch. 2, 10 w (BPTVL-810909QN).

■ Kerrville, Tex.—Woodson Newspapers Inc. seeks ch. 3, 10 w (BPTVL-811116TY).

■ Lufkin, Tex.—Gregg K. Jones d/b/a Clearvision Communications seek ch. 11, 10 w (BPTVL-811019TR).

■ Nacodoches, Tex.—Woodson Newspapers Inc. seeks ch. 5, 10 w (BPTVL-811116TT).

■ Palestine, Tex.—Deloy Miller seeks ch. 12, 10 w (BPTVL-810909QF).

■ Paris, Tex.—Harte-Hanks LPTV Inc. seeks ch. 9, 10 w (BPTVL-810904QF).

■ Pecos, Tex.—Benjamin B. Moore seeks ch. 4, 10 w (BPTVL-811201TS).

■ Port Lavaca, Tex.—Cleveland Newspapers Inc. d/b/a Walls Newspaper Consultants seeks ch. 7, 10 w (BPTVL-811013TE).

■ Tyler, Tex.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 2, 10 w (BPTVL-811019TI).

■ Victoria, Tex.—Hombres Enterprises Inc. seeks ch. 2, 10 w (BPTVL-81081411).

■ Victoria, Tex.—Gregg K. Jones d/b/a Clearvision Communications Inc. seeks ch. 7, 10 w (BPTVL-811019TK).

*Vermont*

■ Newport, Vt.—Listeners' Network TV seeks ch. 11, 10 w (BPTVL-810817IH).

■ St. Johnsbury, Vt.—Listeners' Network seeks ch. 12, 10 w (BPTVL-810817IF).

*Virginia*

■ Front Royal, Va.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 6, 10 w (BPTVL-811020TR).

*Washington*

■ Cosmopolis, Wash.—Highline's Inspirational Signal Television seeks ch. 3, 10 w (BPTVL-811008TM).

■ Hoquiam, Wash.—Deloy Miller seeks ch. 3, 10 w (BPTVL-810909QE).

■ Lynden, Wash.—Lewis Publishing Inc. seeks ch. 10, 10 w (BPTVL-8110207TZ).

■ Wenatchee, Wash.—James W. Corcoran seeks ch. 3, 10 w (PTTVL-811030TX).

*Wyoming*

■ Casper, Wyo.—KUTV Inc. seeks ch. 13, 100 w (BPTVL-810904TH).

■ Cheyenne, Wyo.—Clearvision Communications seeks ch. 3, 10 w (BPTVL-811019TE).

■ Cheyenne, Wyo.—Star Publishing Co. seeks ch. 11, 10 w (BPTVL-810903QE).

■ Cody, Wyo.—Star Publishing Co. seeks ch. 3, 10 w (BPTVL-811013TS).

■ Douglas, Wyo.—Star Publishing Inc. seeks ch. 13, 10 w (BPTVL-811013TW).

■ Gillette, Wyo.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 2, 10 w (BPTVL-811019TM).

■ Gillette, Wyo.—Star Publishing Inc. seeks ch. 8, 10 w (BPTVL-811013TT).

■ Gillette, Wyo.—Timothy and Barbara Branson seek ch. 13, 10 w (BPTVL-811110TZ).

■ Green River, Wyo.—Star Publishing Co. seeks ch. 3, 10 w (BPTVL-811013TU).

■ Jackson, Wyo.—Star Publishing Co. seeks ch. 9, 10 w (BPTVL-811013TX).

■ Laramie, Wyo.—Clearvision Communications seeks ch. 3, 10 w (BPTVL-811019TD).

■ Laramie, Wyo.—Star Publishing Co. seeks ch. 3, 10 w (BPTVL-811116TZ).

■ Sheridan, Wyo.—Star Publishing Co. seeks ch. 5, 10 w (BPTVL-811013TZ).

■ Worland, Wyo.—Star Publishing Co. seeks ch. 5, 100 w (BPTVL-811013TY).

## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1981

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|---|---|---|---|---|---|---|
| Commercial AM | 4,631 | 3 | 0 | 4,634 | 129 | 4,763 |
| Commercial FM | 3,347 | 2 | 0 | 3,349 | 197 | 3,546 |
| Educational FM | 118 | 0 | 0 | 118 | 72 | 1,190 |
| Total Radio | 8,096 | 5 | 0 | 8,101 | 398 | 8,499 |
| Commercial TV | | | | | | |
| VHF | 523 | 1 | 0 | 524 | 6 | 530 |
| UHF | 250 | 0 | 0 | 250 | 117 | 367 |
| Educational TV | | | | | | |
| VHF | 103 | 1 | 3 | 107 | 8 | 115 |
| UHF | 158 | 2 | 4 | 164 | 18 | 182 |
| Total TV | 1034 | 4 | 7 | 1045 | 26 | 1071 |
| FM Translators | 434 | 0 | 0 | 434 | 206 | 640 |
| TV Translators | | | | | | |
| UHF | 2,688 | 0 | 0 | 2,688 | 162 | 2,850 |
| VHF | 1,538 | 0 | 0 | 1,538 | 383 | 1,921 |

*Special temporary authorization

**Includes off-air licenses

## Call Letters

### Applications

| Call | Sought by |
|---|---|
| | ***New AM*** |
| KMOG | Rim Inc., Payson, Ariz. |
| | ***New FM's*** |
| KIZN | CondaCom Ltd., New Plymouth, Idaho |
| WRIK | Samuel K. Stratemeyer, Metropolis, Ill. |
| WRVI | Virden Broadcasting Corp., Virden, Ill. |
| WVWV | Covington Area Broadcasting Inc., Covington, Ind. |
| WKSQ | Acadia Broadcasting Co., Ellsworth, Me. |
| KWNA | Sheen Broadcasting Co., Winnemucca, Nev. |
| | ***New TV's*** |
| KTBY | Totem Broadcasting Corp., Anchorage |
| KYSE | Prairie Public Television Inc., Williston, N.D. |
| KVTX | Community Television of Victoria, Victoria, Tex. |
| | ***Existing AM's*** |
| KOPA | KXAM Scottsdale, Ariz. |
| KBBJ | KMOD Tulsa, Okla. |
| | ***Existing FM's*** |
| WABM | WKJR-FM Muskegon Heights, Mich. |
| WMJY | WWUU Long Branch, N.J. |
| WSNY-FM | WVKO-FM Columbus, Ohio |
| KZKD | KSBC Redmond, Ore. |
| WMGZ | WGBZ Sharpsville, Pa. |

### Grants

| Call | Assigned to |
|---|---|
| | ***New AM*** |
| KCLG | Tri-STate Broadcasting Inc., Washington, Utah |
| WTYJ | Southern Broadcasting Inc., Fayette, Miss. |
| KLFM | Northern Sun Corp., Great Falls, Mont. |
| KNAA | Beck Enterprises Inc., Sparks, Nev. |
| KFAE-FM | Washington State University, Richland, Wash. |
| | ***New TV's*** |
| WMPV-TV | Mobile-Pensacola Broadcasters Inc., Mobile, Ala. |
| WWAC-TV | Atlantic City Television Corp., Atlantic City, N.J. |
| WOAC | Canton 67, A Partnership, Canton, Ohio |
| WUAA | Golden Circle Broadcasting Inc., Jackson, Tenn. |
| | ***Existing AM's*** |
| WWIC | WCRI Scottsboro, Ala. |
| WCCG | WPUB Camden, S.C. |
| | ***Existing FM's*** |
| WWJY | WFLM Crown Point, Ind. |
| KUBE | KBLE-FM Seattle, Wash. |

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**N.W. New Jersey AM** station (1kw) in medium sized market is looking for sales-oriented energetic station manager. Good benefits, salary commensurate with experience. Send resume and references to Box 187, Hackensack, N.J. 07602.

**General Manager.** Young, aggressive broadcast group seeks GM for Central New England power house. Strong sales background, bottom line accountability and intensive organizational abilities a must. Involvement in acquisition program and equity participation possible for right candidate. Our employees are aware of this opportunity. All inquiries held in strictest confidence. Reply Box R-67.

**General Manager** for a well established, extremely successful regional AM & FM in a growing Colorado rural market. Stations have substantial billings and profits and is the smallest property of a group broadcaster. This is a great opportunity for a sales-oriented, community involved person. Complete resume and references required. Write Box R-131.

**Unique Broadcast School** operation adding management/sales personnel in 3 offices, New York, Philadelphia, Los Angeles. 15-30K + benefits. Tremendous growth potential for right people. Prefer area residents with diversified Broadcasting backgrounds. Complete resume to Box R-130.

**General Sales Manager** needed for our AM and FM in West Virginia. Excellent staff and great sounding stations need proven leader with complete knowledge of sales. Send references and resume to Box R-99.

**Assistant Manager** for major market radio station In the Midwest. Must be strong in sales management. Send resume, letter of recommendation, and salary requirements to Box R-94.

**Expanding Southern Group** looking for experienced, sales-oriented G.M. for regional fulltime AM and 100,000 watt FM giant. Excellent career opportunity in a dynamic medium market. Send resume to: Box R-157. EOE/MF.

**Program Director,** 60 Minutes desires hard information regarding relationship between independent promoters and records played. All responses confidential. Contact Steve Glauber, CBS News, 555 W. 57th St., NYC, 10019. 212—975-3218.

**General Manager**—offer part ownership small AM/FM station, Michigan. Send resume to Box R-148.

### HELP WANTED SALES

**Radio Sales Pro.** Medium market in California looking for person with RAB sales training. We also have stations in Colorado and Arizona. Send resume and copies of past presentations or promotions to Box R-92.

**Account Executive** - Southern California. Top 25 market in one of the nation's great lifestyle areas is seeking a professional account executive to share in the tremendous growth opportunity of a new AM/FM acquisition. If your current experience demands more money and opportunity, we look forward to hearing from you. Please send your background to: Ms. Marion E. Mackinnon, General Sales Manager, P.O. Box 5066, San Bernardino, CA 92412.

**Number One** suburban New York AM/FM combo seeks experienced sales person. Not an entry level position. Car essential. Equal Opportunity Employer. Send resume to Box R-124.

**General Sales Manager** for well accepted major FM station in top market. Must have broad experience in local/retail advertising and be known amongst agencies and national advertisers. Write Box R-98.

**Ambitious Sales Person,** central Minnesota station. Owner-Sales Manager ready to retire. Ideal opportunity for someone to move up to sales manager and later to manager. Write Box R-114.

**Major Market Opportunity.** WNIR, the talk of Akron, has an opening for an aggressive, energetic and creative sales pro. Generous salary, plus lucrative commission, expenses and outstanding benefits. We also provide extensive sales promotion back-up, new facilities and car. Call Bill Klaus, 216—673-2323, EOE.

**New England.** Young, growth-oriented group seeks Sales Manager to join management team. Outstanding opportunity with limitless potential. Successful candidate must be highly disciplined/motivated with top selling experience/skills. Resume and salary history to Northeast Broadcasting Company, Inc., 1101 Connecticut Ave., N.W., Suite 800, Washington, D.C. 20036.

**Twice named Billboard** "Station of the Year", co-owned with newspaper, has a unique opportunity to manage both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered for sales management position. 40K plus, plus potential. Find out more: send resume to Rob Kemper, WDIF, Box 10,000, Marion, OH 43302. EOE.

**Are you ready** to move up to Chicago? Chicago FM station seeks account representative. Equal Opportunity Employer. Send resume to Box R-169.

**Central Illinois FM** will have entry-level openings this spring. Women encouraged. EOE. 309—565-7814. No collect calls.

**Experienced Sales Pro** for Chicago North metro FM station, High ratings. Burkhart/Abrams programmed. Fantastic past growth and great potential. Young aggressive sales staff. Excellent career opportunity. Roger Kaplan, WXLC, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

**Senior Account Executive.** WDWQ, a 100 KW FM operation, is seeking experienced professional to take over existing list. Must be able to organize and motivate—sell local, regional, and national. Minimum two years' experience as hard-hitting street salesman required, college education preferred. Great opportunity with a growing company. Send letter of interest and resume to: Ernest Jackson, Jr., General Manager, WDWQ-FM, 960 Morrison Drive, Charleston, SC 29403. An Equal Opportunity Employer.

**Like to Work?** Like the sun? Top rated Miami/Ft. Lauderdale 100kw FM needs strong salespeople, if you're as good with the president of the bank as you are with his media buyer, send me a letter and we'll both be happier ... and you will be warmer. E.E.O. Lee Taylor, JOY 107 FM, P.O. Box 5333, Ft. Lauderdale, FL 33310.

**Christian Station Sales Manager.** Outstanding position for a person who will take charge and assume responsibility for aggressive sales and marketing results in a large metro market. Growing group owner, now with four stations featuring quality Bible-centered programs and conservative Christian music. Looking for aggressive self-starter with a proven record of sales success. Must have demonstrated bright, alert, high energy leadership ability. This position offers top pay and growth potential based on generous percentage. Send resume to: Rich Bott, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052; or phone 816—252-5050. An Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**Mature, experienced** modern country, Jack of all trades. We want someone that can do it all and deliver. Announcing, copy, production, some sales, remotes occasionally. Good salary with good working conditions and side benefits at top country station. References will be checked. Contact Joel Netherland, Gen. Mgr. WJNS, P.O. Box 1048, Yazoo City, MS. 39194. Call 601-746-5921.

**National Network** seeks qualified managers and talent for top markets. Send resume & aircheck to Glen Ivey, National Program Director, Metro Networks, Inc., 3200 Maple Ave., Suite 418, Dallas TX 75201.

**Opening Now** for good voice, hard worker, Southeast Tennessee. Send tapes and resume:. WDEH, P.O. Box 330, Sweetwater, TN 37874.

**Experienced Beautiful Music** announcer desired for Pacific Northwest station. Copywriting and some promotion experience ideal. Resume and tape to Todd Shelton, P.O. Box 11335, Tacoma, WA 98411. EOE.

**Experienced Announcers** for suburban AM Pittsburgh AC station. Also, morning Country announcer. Need good air and production. Contact: Barry Banker, WHJB, 245 Brown Street, Greensburg, PA 15601. No phone calls. EOE/M.F.

**Major Market morning drive.** Incredible opportunity for top talent. See our display ad under Help Wanted Announcers.

**Air Personality** for top-ten mid-Atlantic market fulltimer. Must have ad-lib capability, strong (and genuine) sense of humor on air, ability to identify with listeners, be willing to participate in community affairs. Send resume, 15 minute (or longer) air-check demonstrating copy delivery, news, ad-lib style, other virtues you consider relevant, income requirement, availability to Box 7091, Arlington, VA 22207.

**Hot new FM** needs air talent. Work with major market PD, live in beautiful Bar Harbor, Maine, region. Tape and resume to: Mark Osborne, Acadia Broadcasting, 45 High Street, Ellsworth, ME 04605. EOE.

**Program Director**/afternoon drive personality. Tremendous opportunity for mature professional. No Beginners. Salary based on experience and track record, but we are prepared to pay top dollar for the right person. Send resume and tape including production to: Rod Meadows, General Manager, WTNT, P.O. Box 1047, Tallahassee, FL 32302.

**Are you** a creative copy writer? Do you do characters and bits? Are you funny? Are you looking to make a good living with a great company? Why are you waiting? If you have a minimum of 2 years' commercial experience (not college radio—not interning either), send tape and resume to: Gary James, WARE, 90 South St., Ware, MA 01082.

### HELP WANTED TECHNICAL

**Experienced Combo Engineer**-Announcer. Prefer stable man that must know engineering, do proofs, maintenance and repair and hold down announcing shift. Good working conditions, good salary and benefits at a top Country station. Contact: Joel Netherland, G.M., WJNS, P.O. Box 1048, Yazoo City, MS 39194. Call 601—746-5921.

**Top Radio Engineer** sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

**Chief Engineer,** AM/FM combo. Warm Sunbelt market. 30+. Winning applicant will become corporate chief for new experienced group. EOE. Reply Box R-136.

**Radio/TV Engineering** Technologist, University of Florida. Maintenance Engineer will work in expanding PBS station. Position requires Bachelor degree in electrical engineering, electronic engineering technology or high school and four years of experience in radio and/or television electronics or a relevant combination of education and experience. Capable of trouble shooting and repair of broadcasting audio and video equipment. Digital background and FCC General Class License preferred. Salary range is $14,532 - $19,355, contingent upon experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by February 26, 1982. Requests must refer to position ID 21389 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

## HELP WANTED NEWS

**Join a winning team!** We need a young, aggressive reporter/anchor to join our four-person department. Writing skills emphasized. Excellent facilities, competitive market, 70,000 Metro, 200,000 TSA, on Lake Michigan. Grow with 13-station Midwest Family Group. Tape, resume, letter to WSJM/WIRX, Box 107, Benton Harbor-St. Joseph, MI 49085. EOE, M/F.

**News Director** for WFAS/WWYD Radio, Lead Westchester County, New York's largest and most professional news team. In addition to being a professional news person and manager, applicant must possess administrative skills and enjoy community involvement. Equal opportunity employer. Send employment history, writing samples, audition tape, and salary requirement to: John Zanzarella, Vice President/General Manager, P.O. Box 551, White Plains, NY 10602. No phone calls, please.

**News person** for established PA. Indie. Air shift plus production of local news. Must have radio news experience, with good writing skills and solid delivery. Good salary & benefits for person interested in being first with local news in a big booming county. Affirmative Action/EOE. Write Box R-159.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**I'm about to purchase** an underdeveloped FM on the Central New Jersey Shore. I need a "take-charge" program director to give direction to a potentially great radio station. Air shift; oversee airstaff, production, news, format execution. Proven ability to lead a must. Also accepting applications for news, production personnel. Tapes and resumes to Jonathan Hoffman, WWUU, 156 Broadway, Long Branch, NJ 07740. EOE.

**Wanted:** Program Director for modern Country AM operation. Tapes and resumes to KTNM, P.O. Box 668, Tucumcari, NM 88401.

**Needed:** a production director. If you have a good voice, the ability to write entertaining and informative commercials, and good work habits, apply with tape and resume to KLMR, P.O. Box 890, Lamar, CO 81052.

**Promotion Director**—Major market East Coast radio station needs highly motivated professional broadcaster to take charge of promotions for AM & FM radio stations. Job could be first major rung on the ladder to a successful broadcasting career. Creativity mandatory. Experience necessary. Knowledge of graphics helpful. Ability to get along with creative ad agency, talented programming people, and irascible sales people a must. Send resume, references & current earning history to Box R-152. An equal opportunity employer.

**Immediate opening**—Executive Producer for ongoing instructional radio project in Kenya designing and producing radio-based English language instruction for primary grades. Under supervision of project director, would coordinate and ensure quality of writing and production of 30-minute daily broadcasts. Requires scriptwriting and production experience in meeting specified instructional objectives and ability to coordinate multinational staff given time and resource constraints. Additional position in September 1982 for scriptwriter knowledgeable about language arts and reading. Contract with non-profit firm includes liberal overseas allowances and relocation benefits. Equal Opportunity Employer. Women and minorities encouraged to apply. Send resume to Box R-178.

## SITUATIONS WANTED MANAGEMENT

**Bottom-line G.M.** 300% increase sales; turnaround expertise, with fastest growing format, Urban Contemporary. Let's talk before March ARB, excellent references, presently employed. Write Box R-129.

**Group Management,** 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

**I'll trade income** for equity. I've managed network owned stations, I've managed New York City stations, all very successfully. But my roots are in smaller market radio, and that's where I'd like to return in an equity position. Here's an opportunity to upgrade and enhance the value of your property with a manager you normally might not be able to afford. Impeccable credentials, exceptional record of performance, and most of all, I enjoy working hard. Box R-173.

**PD/MD team** with impressive background & references available to make your station a winner. CHR/AC formats. Great leadership ability with knowledge of sales, promotion, and music. Currently employed and being paid well. If you want to win, call 312—239-5855 or write, No. 111, 4062 W. 115th St., Chicago, IL 60655.

**No. 1? Sales up?** If not, consider station manager with top rated programming track record and record breaking sales months as Sales Manager. Box R-166.

**Experienced General Manager** would like to move to Florida. Proficient in all aspects of the Broadcast industry; with strong leadership in the areas of administration, engr, sales-RAB trained, programming/format application for confused markets and the bottom line! Write Box R-161.

**General Manager**, Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats, excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for longterm association with quality organization. Write Box N-80.

**Owners:** need a selling mgr? I need responsibility to learn! 25, successful, super enthusiasm! If you're a true broadcaster, we'll click. Turnaround situation fine. Call now, 814—459-8237. East. Prefer W. PA.

## SITUATIONS WANTED SALES

**Experienced!** Strong in promotions, packages, spec tapes. Seek small market sales or sales/announcing. Midwest area. 715—234-9222. Dick Hoff, 316 Phipps, Rice Lake, WI 54868.

## SITUATIONS WANTED ANNOUNCERS

**Experienced PBP with Personality,** 4 years' experience, all sports, looking for major college situation. Will relocate anywhere; available now. Call Curt, 805—942-1121, or write 38521 5th St. East, Apt. 11, Palmdale, CA. 93550.

**Good voice** and reader. Stable. Personable. Dave Guddeck, 311 Port Washington Road, Grafton, WI 53024. 414—377-3192.

**I love country music.** Six year professional seeking solid medium market station on East Coast that does not operate on a shoe-string. Family man, BA, 3rd endorsed. Write Box R-102.

**Bright, creative** and reliable morning man seeks best starting opportunity. Willing to travel anywhere. John McDonnell, 312—423-9541, for tape and resume.

**Degree.** Educational radio experience. Want commercial opportunity. Interested in personality, top 40 format or pop. Can adjust to any format. Tim Jankowski, 5800 S. 121 st, Hales Corners, WI 53130. 414—425-7318.

**Position wanted!** Hard worker, though experience limited for now; willing to re-locate, midwest preferred; excellent blade. Call: 219—931-2454.

**Production, programming,** airshift. 15 years' experience. First. Desire security/growth potential. Specify format. Box R-175.

**Looking for first** good break. Willing to relocate. 1st phone. Call Tim, 219—322-1921.

**Morning AOR Team,** into rock, humour and sound effects. 3 years together just outside Dallas market, with heavy influence from Dallas. Know AOR! 214—455-9864, or 214—886-7587. Want to rock for you!

**Mature, experienced DJ,** MD, PD seeks position at southern AC, MOR, or C & W station. Call Don at 803-229-7689.

**Mature, Quality Announcer,** newsman, talk show host available. Replies only from principals with sense of responsibility to others. Call 313—682-7798.

**Disc Jockey** with excellent voice and speech seeking position. Able to work all shifts. Good production, sales welcomed. Arthur Ostermann, 212—447-3768.

**Pilot-Reporter.** Airborne traffic & live news experience, 5000 hours pilot time. Certified aircraft mechanic. Currently working on helicopter pilot rating. Can manage your aviation dept. like warm weather. Mike, Box 38581, Denver, CO 80238. 303—364-4237.

**Experienced, versatile,** communicator. Seeks involvement with aggressive, growing organization. Mature, responsible & ready to roll for the right opportunity. After 3 PM, Ken, 609—397-3283.

## SITUATIONS WANTED TECHNICAL

**20 year pro**-available employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717—249-6584.

## SITUATIONS WANTED NEWS

**Refreshing Play-by-Play.** Pleasing voice, court sense, sports smarts. Network quality performer combines talents into true professionalism. Looking for top notch minor league baseball job, and separate college football and basketball package. I'm working for good organization, but need new challenges. Write Box R-83.

**Veteran, award-winning,** sports director seeking new directions, new challenges. Hard working. Excellent skills. Box R-139.

**Vivid, engaging PBP**-experienced, young, hard-working, basketball, football, baseball. Write Box R-140.

**Aggressive radio News Director.** Presently working small market, looking for bigger challenge. Write Box R-88.

**Attention: Small Markets.** Female with some radio experience seeks first job on commercial radio. Call Sheryl, 6:00 PM to 12:00 midnight, 212—392-6449.

**Captra Award Winner** for best PBP. Looking for right opportunity anywhere, any sport. Delivers outstanding sports reports. Interested in news-talk format. Write Box R-174.

**Dynamic creative female** news personality, AOR/Adult Contemp. Feature producer, wants anchor/co-anchor position in Top 20 market. Six years' experience. Terrific pipes. Hester, 813—686-4081.

**Looking for first break.** News, sports. Play-by-play is my goal. Write Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programer,** seven years' know-how, seeking to relocate. Richard, 919—483-6530.

**Sunbelt!** Nationally syndicated air personality available in the sunbelt or Rocky Mountain states only. Work four to five hours a day with News/Talk, Adult MOR or Country. Highly commercial. Call 717—547-2624.

**Major Market Programmer,** diversified music background: A/C, Oldies, MOR, Country. Have worked with syndicators and consultants. Engineering knowledge. Excellent references. Seeking major or potentially good medium market station. Write Box R-153.

# TELEVISION

## HELP WANTED MANAGEMENT

**Television Operations Director** wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

## HELP WANTED MANAGEMENT CONTINUED

**Assistant Creative Services** Director for major market O&O. Production skills, administrative ability and three years' experience in management essential. Send resume to Box R-85. E.O.E., M/F

**Cable TV Director**—City of Erie, salary $15,000 to $20,000/yearly range, based upon experience. Resume to City Clerk, 104 Municipal Building, Erie, PA 16501, before March 1, 1982. Equal Opportunity Employer.

## HELP WANTED SALES

**Account Executive.** ABC affiliate in sunny Florida has an immediate opening for goal-oriented doer. Have established $20K list ready for the right sales pro. Contact Bob Peretir, General Sales Manager, WECA-TV, PO Box 13327, Tallahassee, FL 32308 or call 904—893-3127. EOE.

**Account Executive.** Major market Sunbelt Independent seeks experienced A.E. Must have proven track record with strong direct and agency contact. Heavy list to right person. Send resume to: KRIV-TV, Metromedia, P.O. Box 22810, Houston, TX 77227. Attn: Howard Sacks, Local Sales Manager. EOE.

**Experienced TV Account Executive** sought by aggressive Sunbelt Independent. Good track record with independent would be ideal. Opportunity awaits. Equal Opportunity Employer. Reply ASAP to Box R-160.

**Local Sales Manager:** Top 50 network affiliate in the Sunbelt is seeking an experienced Local Sales Manager. Must have strong retail, TV-B, MMP, agency and direct sales experience. Send resume to Ken Bauder, WDSU-TV, 520 Royal St., New Orleans, LA 70130. An Equal Opportunity Employer.

**Strong CBS affiliate** in medium Midwestern market seeking national Sales Manager with good credentials in national sales and prior experience in local. Position available immediately. Send resume and salary requirements to Box R-146. An Equal Opportunity Employer, M/F.

## HELP WANTED TECHNICAL

**Major Production** Facility located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hemsky, Chief Engineer, 305—920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

**Television Maintenance Engineer.** Group-owned VHF network affiliate in top 10 market seeks experienced studio maintenance engineer. Equipment is up to date solid state and includes Ampex tape recorders and Grass Valley switchers. Salary commensurate with experience. Send resume to Box R-35. An Equal Opportunity Employer.

**Engineering Manager/(facilities)**—manage the maintenance, design, documentation and installation of KQED's studio, transmitters, and satellite earth terminal facilities. Maintenance staff of 10-12. Min. 5 years engineering exp., with emphasis on maintenance and systems, 2 years as supervisor/manager. Send resume with salary requirements by Feb. 26, to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

**TV Engineer** with knowledge of local TV station operations and some satellite experience. Will monitor operation and technical performance of a satellite network. Great opportunity to learn and to expand. Extensive travel required. New York based. Send resume ASAP. Reply to: Box R-44.

**Engineering Manager** (Operations). Manage KQED's technical operations. Union staff of 20-30. Min. 5 years engineering exp., 2 years as supervisor/manager. Emphasis on people mgmt, planning and technical coordination. Salary open. Send resume with salary requirements by Feb. 26 to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

**Studio Maintenance Engineer** for southern production center. Experience in digital and analog TV production and recording equipment required. Salary negotiable. Send resume and salary requirements to Box R-50. AA, EOE/MF.

**Southwestern ABC Affiliate** has two openings on engineering staff. One involves assisting in maintenance of Harris remote controlled transmitter installation, along with other general maintenance. Strong background, either through experience or training, required. Second position open in general studio operations and maintenance. Experienced or recent tech school graduate. Send resume to Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

**Maintenance Engineers.** KMGH-TV, a McGraw-Hill station affiliated with CBS in Denver, Colorado, seeks skilled maintenance engineers to work in our maintenance department. Responsibilities include maintenance of a large ENG facility, studio equipment, or RF systems. Qualified applicants should have a strong maintenance background, familiarity with state of the art equipment, and knowledge of FCC rules and regulations applicable to technical standards and procedures. A First Class FCC license is highly desirable. Salary commensurate with experience. Send resume to Kent Gratteau, KMGH-TV, PO Box 5007, Denver, CO 80217. 303-832-7777. An Equal Opportunity Employer, M/F.

**Engineers for maintenance** and operations wanted by Sunbelt Medium Market N.B.C. Affiliate. We are expanding, and if you can maintain or operate newest equipment in an up to date TV operation, let's talk. Send resume and salary requirements with first response to W. T. McGill, Vice President Engineering, KTSM-TV, 801 North Oregon Street, El Paso, TX 79902. E.O.E.

**Maintenance Engineer.** KWTV needs a maintenance engineer. Requires a first or general class broadcast license and one year of television broadcast maintenance experience. Send resume to: Trudy Wick, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**Wanted: Video Technician,** maintenance experience required. ENG experience preferred. Great opportunity for Operations Engineer, doing some maintenance, to move into a maintenance-oriented position. Live and work in a warm resort community. Contact: John Ross, Chief Engineer, KIII-TV, Corpus Christi, TX, 78411 512—854-4733.

**Technical Directors** with FCC license apply today for work in a major market production house/TV station. Only those with exp. in CMX need apply. Box R-164.

**We are** a very serious UHF television station in a major sun and fun market. In 1982, we will be expanding our total staff by more than 20%. You can be a part of this growing, dynamic organization if you have these qualifications: you are an experienced "maintenance engineer" with a current FCC 1st class license and a minimum of 3-5 years of in-depth broadcasting experience. Digital maintenance preferred. We feature RCA TCR-100, TR-600, TK 28 & 29, TP-66, TK-44, TK-76, BVU, BVH, BVE, MA, SA, Moseley, and TFT. Earth station and 3/4" knowledge a plus. Above average salary, with top major company benefits, commensurate with experience. Join us and combine a significant career with a slice of the truly good life on Florida's Gulf coast. Send resume and references to Chief Engineer, WTOG-TV, P.O. Box 20144, 365 105th Terrace N.E., St. Petersburg, FL 33702. We are a division of Hubbard Broadcasting, Inc. and an Affirmative Action, Equal Opportunity Employer, M/F.

**Video Engineer** for studio, field production, maintenance. Entry level. Send resume to Brian Lockman, C-Span, Suite 155, 400 N Capitol St. NW, Wash., D.C. 20001.

**Great Opportunity For You,** Assistant Chief Engineer wanted immediately to work in East Coast major market television station. Starting salary, $30,-000.00. Box R-165.

**Maintenance Engineer** thoroughly proficient in Ampex Quad and Sony 1"C. Rank Telecine and BVU experience helpful. Excellent position with 10-year-old, fast-growing Los Angeles company. Contact: Don Johnson, The Video Tape Company, 212—985-1666.

**Assistant Chief Engineer**—Minimum 10 years television experience hands-on maintenance background. Eventually leading to Chief position. Salary and fringe benefits excellent. Large group owner. 34th market, Southeast. Write Box R-168.

**Immediate Opening** in East Coast major market television station for a video operator with FCC license. Exp. in 1 and 2 inch tape formats. Box R-163.

## HELP WANTED NEWS

**Make Great News Promos** for the top news operation in Wilkes-Barre/Scranton, Pa. Call Sheryl Bourisk, 717—826-1616.

**PM Magazine Host** and photographer for NE middle market station. At least two years news or PM experience required. Letter and resume to Box R-115.

**Openings in all phases** of our growing news organization. If you're talented and would like the opportunity to join one of the fastest growing groups in the country, then rush resume and tape today to A.R. Sandubrae, Executive News Director, KARD-TV, Box 333, Wichita, KS 67201. Deg./Exp. req. EOE. No phone calls, please. All positions will be filled immediately.

**Weathercaster:** Southeast network affiliate seeks personable, authoritative weathercaster for nightly weathercasts. $25,000-$35,000 compensation package and excellent fringe benefits. Resume to Box R-123.

**Expanding our already talented** news organization. Openings for producers, reporters, reporter-anchors, photographers and additional assignments editor. If dynamic news growth excites you, then you may have a great future with our group. Rush resume and salary requirement to Box R-117. EOE.

**Weatherperson:** No. 1 south Florida station is seeking a talented, full time weatherperson with previous on-air experience. Send resume and tape to News Director, 622 North Flagler Drive, West Palm Beach, FL 33401. EOE.

**Meteorologist:** Middle market, Pacific Northwest television station looking to expand newsroom has need for meteorologist to produce and report weather in authoritative and understandable manner. Weather important to our viewers. Send resume to Box R-111.

**Number 1 medium market** station needs meteorologist to anchor weather segments in hour-long breakfast show and noon news. No beginners. Contact J. Janes, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

**Number one news station** is expanding staff. We are looking for photographers and a producer/anchor. Photography positions are open in news, PM Magazine, and weekly news magazine program. Producer/anchor will be responsible for new weekly magazine program, dealing entirely with local content. Experience required for all positions. Send tapes and resumes to: Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706.

**Top 15 market** needs aggressive No. 2 sportscaster who can do more than just scores. Ability to cover leisure time sports, as well as major leagues, essential. Please send resume to Box R-162.

**Consumer Reporter.** WFSB, a Post-Newsweek station, is seeking as experienced, aggressive consumer reporter. The candidate's background should include at least a year of specializing in consumer reporting on television. Resumes and tapes should be sent to Dick Ahles, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M-F.

**One of the Southeast's** top stations is looking for a Sports/Journalist. This rare breed stays away from sports cliches like the plague; absolutely refuses to use canned material from the net feed; loves good writing, short readers and believes a good sportscast appeals to all viewers, not just hardcore sports fans. This endangered species could find a home by sending a resume and salary requirements to Box R-154. EEO.

**Reporter/Photographer** Top fifties net V affiliate seeks reporter who can work and has demonstrated ability to do so. EOE. Apply with resume and salary history to Box R-177.

### HELP WANTED NEWS CONTINUED

**New News Department:** We are organizing a 22-person news department for a new UHF in the south Texas Gulf-Coast region. Positions include assistant news director, assignments editor, news, sports and weather anchors, reporters, ENG camerapersons, ENG editors, writers and a Texas State Capitol reporter. Degree, experience or exceptional talent are necessary to qualify. Entry level positions are available. Send tapes and resumes to David Webb, News Director, KAVU-TV 2710 Hospital Drive, Suite 106, Victoria, TX 77901, or call 512—576-5288.

**ABC Affiliate** looking for field reporter. Must be knowledgeable in writing, producing, editing. Send resumes and tapes to WMGC TV, c/o Chris O'Connor, Box 813, Binghamton, NY 13902.

### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer/Director:** U of Alaska's Center for Instructional Telecommunications—Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm 135, Anchorage AK 99504. AA/EOE. Resumes must be received by Feb. 26, 1982.

**Programing/Operations Manager** needed in Southeast top 20 market, network affiliate. Must have a minimum of three years' experience in similar position. Candidate should have strong production background, leadership capabilities, thorough working knowledge of latest technical equipment and operation. If you are qualified and seek a challenging opportunity, please forward your resume, in confidence, to Box R-104. An Affirmative Action/Equal Opportunity Employer.

**WJBK-TV, Detroit,** A CBS affiliate, needs an aggressive and experienced producer/director. If you have three or more years on the fast track, a sharp demo reel, and solid creative abilities, tell us. Send resume and demo reel to: Stu Pollock, Executive Producer, WJBK-TV, Box 2000, Southfield, MI 48037. An Equal Opportunity Employer.

**Top-rated Afternoon Movie** needs a new host. Take us over the top with your charm and the promos you produce. Call Sheryl Bourisk, 717—826-1616.

**Aggressive Public TV** station needs an experienced Director/Producer who can handle both multiple camera shows and field assignments. Writing skills necessary. $10,000-$15,500. Resume and tape to: Ken Barthelman, KPTS, Box 288, Wichita, KS 67201. February 28 closing. EOE-AA.

**Director of Programming/Operations**—Coordinates, supervises and directs broadcast programming and operations for public TV and radio joint licensee in California. Requires: Two years of responsible experience involving the supervision of a broadcast television station with the responsibility for station programming and the production of educational programs with some background in radio and equivalent to graduation from a four-year college with a BA/BS degree in Telecommunications or a related field. (Qualifying experience may be substituted for the desired education on a year-for-year basis.) Salary: $20,976 to $25,560, plus full benefits. Applications must be postmarked by February 27, 1982. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity, affirmative action employer.

**Promotion Director** for top-rated midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. Rush resume and videotape to: Ron Loewen, KAKE-TV, Wichita, KS 67201. E.O.E.

**Production Manager-TV**—to coordinate & supervise all production elements national & local programs. Heavy experience w/production budgets & knowledge of broadcast operations required. Min 5 yrs' exper. Starting salary: $18,000. Send resume to P.O. Box 1168, Philadelphia, PA 19105. EOE, M/F.

**Programing Director.** Hot Midwest Independent looking for up and coming program director with experience with feature films. Send resume to Box R-147. An Equal Opportunity Employer.

**Research Director** for WHA-TV. Primary responsibility for planning, coordinating and conducting research projects for programming, membership, development and marketing for the Friends of Channel 21, Inc., and WHA-TV. Qualifications: Strong background in marketing research, statistics and computers; demonstrated ability in project management; professional work related to television or marketing research desired; familiarity with marketing reseaerach procedures. Knowledge/experience in public broadcasting desired, but not essential. Bachelor's degree in Marketing, Marketing Research, Economics, Social Science or Communications Research. Master's degree preferred. Position available April 1, 1982, Salary: $20,000. Closing date: March 5, 1982. For position description contact: Kathy Dickerson, 608—263-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

### SITUATIONS WANTED MANAGEMENT

**Available Immediately:** John Radeck—former president and GM, WJBF-TV, Augusta, GA; KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714—323-5814.

**Al Hollander,** Program Director of WABC-TV and WCAU-TV, Executive Producer, has cable and advertising experience, now consultant to small and blue chip clients, available for consulting, or staff. 609—924-5034, 30 Mulberry Row, Princeton, NJ 08540.

### SITUATIONS WANTED SALES

**Aggressive Account Executive** with 6 years in major market national and local TV sales. Looking to relocate to Southeast. Write Box R-150.

### SITUATIONS WANTED NEWS

**12 years TV weathercasting.** Certified, National Weather Association. 16 years TV reporting with many awards. Excellent credentials. 307—635-0186.

**Small Markets.** Radio News Director, Attractive, articulate female seeks reporting job. Good writer, real go-getter, journalism degree. Will relocate. Write Box R-72.

**Feature Reporter.** 7 years' experience in news and magazine features as talent/producer. Lots of awards and available immediately! 707—643-8785.

**TV Meterologist.** good appearance, enthusiastic delivery, keeps it simple and interesting. Write Box R-125.

**I can make** a pkg. come alive. Currently rept/anchor in 30's market looking to move to a quality news operation. I'm light years ahead of my time and can do it all. Write Box R-120.

**Young-hard news**—oriented, trilingual, dynamic assignment editor/producer with N.Y. network experience looking to work in international news-desk/reporting. Worked Salvador/France. Call Max Castiel, 213—656-2300.

**Meteorologist** looking for an entry level position. Have one year cable experience. Communicate in a warm, confident manner. Call Dan Salsbury at 815/965-9857.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Director/Producer/Writer.** 11 years in TV-Radio. No beginner ops, please! 602—990-8124.

**Creative, hard-worker,** experienced in EFP, seeks responsible position with production outfit. Call Steve Higginbotham, 205—674-9006.

**Director/Producer.** 14 years' experience with major network. Involved in creative and operational aspects in both production and engineering. Recipient of two Emmy awards. Produced and directed television commercials with independent production company. Seeking production oriented career in Southeast Florida. Please reply to Box R-176.

**CMX Editor** for 5 years. 10 in TV, 4 radio. Age 31. CBS, NBC, PBS credits, all formats. Laserdisc. BA plus 1 year USC Cinema grad. 1st phone. Flexible. Will relocate. No. 17J, 1601 W. MacArthur, Santa Ana, CA. 92704.

## ALLIED FIELDS

### HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Fellowships Available.** The California Public Broadcasting Commission is now accepting applications for its Fellowship Program. Selected applicants will receive management and professional training for one year at California public radio or television stations. The program is open to California residents. Minorities are especially encouraged to apply. The application deadline is March 15. For more information, contact: Fellowship Program, California Public Broadcasting Commission, 915 Capitol Mall, Suite 235, Sacramento, California 95814. 916—322-3727.

**Executive Director** for organization producing youth-oriented radio programs, and training of teenagers as reporters. Will need administrative and fund-raising skills, radio syndication experience, and preferably knowledge of youth issues. Send resumes only to: Youth News, 1419 Broadway, Oakland, CA 94612, by March 12.

### HELP WANTED INSTRUCTION

**Broadcasting faculty member** to teach announcing, television production, possibly broadcast news. (Position readvertised). Also will work with TV students in announcing, TV productions labs. Ph.D. preferred. College teaching and professional experience essential. Rank, salary commensurate with qualifications. Position open beginning Fall, 1982. Application deadline: March 5, 1982. Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer (M/F).

**Broadcasting.** Anticipated position for Fall, 1982, Instructor/Assistant Professor. Ph.D. (preferred) or MA/MS in Broadcasting or Broadcast Journalism, 2-4 years professional experience required; previous teaching desirable. Teach R-TV fundamentals, writing, production, broadcast news and research courses; supervise internships. Salary negotiable. Deadline: March 31, 1982. Vita, references and evidence of scholarship/professional competency to Office of Faculty/Staff Relations, SUNY College at Brockport, Brockport, NY 14420. Equal Opportunity/Affirmative Action Employer.

**Anticipated vacancy,** tenure-track line position. Salary and rank dependent upon qualifications. Doctorate, teaching and professional experience is desired. Primary areas of responsibility will be in the areas of film and TV production, with opportunities to teach other areas of expertise. To be assured consideration, letters of application and resume should be sent by March 15, 1982 to Dr. Joe T. Duncan, Director of Broadcasting, Indiana State University, Terre Haute, IN 47809. AA/EOE.

**CBN University's** Graduate School of Communication is seeking full time faculty members with expertise in one or more of the following areas: film, radio, television, journalism, advertising and marketing. Responsibilities include program development, teaching, research, student counseling and advising. An earned Ph.D. with relevant teaching and other professional experience in the communication field preferred. Master's degree with significant professional experience considered. Position available August, 1982 at rank of Assistant, Associate, or Full Professor, depending on qualifications. Salary competitive. Send resume and names of three references to J.D. Keeler, Dean, School of Communications, CBN University, Virginia Beach, VA 23463. CBN University is a community of mature Christian scholars who are highly competent in their chosen disciplines, and who know God and His Word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest of intellectual standards, with the transcending purpose of glorifying God and His Son, Jesus Christ. The University is an equal opportunity employer sharing an evangelical Christian perspective and is associated with the Christian Broadcasting Network.

### HELP WANTED INSTRUCTION CONTINUED

**Notice of Vacancy:** Instructor/Engineer: The Department of Speech Communication and Theatre in a small church related, liberal arts college is seeking an Instructor/Engineer for a non-commercial educational radio station and cable access television studio. Responsible for operation and maintenance of all equipment. Involves some teaching duties. MA degree in broadcasting and engineering experience required. Salary commensurate with education and experience. Application deadline: April 1, 1982. Duties begin June 1, 1982. Send resume to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

**The University of Florida's** Department of Broadcasting has reopened a search for a faculty member to teach broadcast journalism and other courses and supervise a broadcast weather center servicing university stations. Minimum requirements are a master's degree in broadcast journalism, radio-TV-film or related field and solid recent commercial radio and television news experience. This is a tenure track position at the assistant/associate professor level. Salary and rank dependent on qualifications in teaching, professional experience and publications. Minimum salary: $18,000 for nine months, negotiable, summer appointment possible. Starting date August 6, 1982. Send resume and three letters of reference by March 15, 1982, to: Mike Cremedas, Department of Broadcasting, University of Florida, Gainesville, FL 32611. UF is an Equal Opportunity/Affirmative Action Employer.

**Theatre Department** seeks full-time tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some background and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: April 1, 1982. Affirmative Action, Equal Opportunity, Title IX Employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000** and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Western Electric Equipment:** mixers, microphones, drivers, speakers, horns, amps, tubes, others. 213/576-2642, David Yo, Box 832, Monterey Park, CA 91754.

**Instant Cash for Broadcast Equipment:** Urgently need: Transmitters, AM-FM-TV, Film Chains, Audio Consoles, Audio-Video Recorders, Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

**$500 Reward for UHF Transmitters:** For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen, 800—241-7878. In GA, 404—324-1271.

**Wanted:** IJC 3D cart machines. 313—285-9700.

**Chyron III**—Keyboard only needed. 314—421-5055, Sta. 300.

**Chryon character** generator and ENG camera equipment. 408—757-8886.

**Equipment Wanted:** Four, six, or eight Bay Batwing Antenna on Channel 8 with 3 1/8" input fittings. Must be capable of handling average input power of 20 KW. Contact: E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or phone 702—452-2060.

### FOR SALE EQUIPMENT

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old on-air. M. Cooper 215—379-6585.

**Revox PR-99 New** 2 track reel to reel tape deck list $2,095 sale price $1.750 Transcom 215—379-6585.

**50KW AM:** Continental 317B(1965); also Harris BC-50C(1969)—Call M. Cooper, 215—379-6585.

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**FM Transmitters for sale:** 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 12000E(1978), Collins 831-F2(1977). Call M. Cooper, 215—379-6585.

**Used Equipment Bargains:** RCA TT-10AL 11KW Transmitter; RCA TT-25BH Driver & Amplifier, complete package. RCA TT-35 CHW/Driver & Diplexer just removed from service: GE 4TT55B-2 100 Watts Ch. 32, Solid State Driver, Tube Final, A-1; 3-1/8" and 6 inch transmission line, with fittings and hangers; GE PE-240 film Camera with Eastman multiplexer, Projectors; CBS 500B TBC; Envirozone Air Filters; Chyron III Character Generator; 12 to 15 fonts; Utah Scientific 20X20 AFV routing switcher; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM1B, with 3 yr. old Sparta SS Exciter; ADC 12X4 AFV routing switcher, good condition. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

**Remote Production Cruiser:** Beautiful Crown Chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel and drive train, good tires and brakes, reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/ effect, 3X2 GE Audio, well designed & professionally built. Other cameras available if preferred. $130,000. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

**Ultimate Video Matting:** Makes Chroma Keyers Obsolete, Seeing is believing! Ultimate-4 $13,500. Call Ray LaRue, Quality Media Corp., 800 241-7878. In GA, call 404—324-1271.

**EFP Production Van:** Ford Square-Van, like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" Editing pkg; port 3/4" VCR; CVS 504 T.B.C. w/ noise reduction; 3M-1114 sw'r; 3MD3000 c. gen; complete 8-in. audio dispatching-monitoring; custom platform and AC Generator. In service now, excellent condition. Call Ray LaRue, Quality Media, 800—241-7878. In GA, 404—324-1271.

**VTR's:** RCA TR-70, Full Cavec, SS Rec Amps, DOC, $22,000; RCA TR-60 Record Units, Lowtime, $8,000; Ampex, 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, $22,000; Ampex VR 3000 with metering and charger, $9,500; IVC 870, $500. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

**Color Cameras-New:** Thompson-CSF, Ikegami, Panasonic; Used:(2)RCA TKP45, like new-little used; (2)Norelco LDH-1, GE PE-350; (4) GE TE 201, Good Operating Condition; (2) Ampex BOC-10, 1 year old, like new; Hitachi SK-80, 12:1 Real Nice; Hitachi 1212, Studio Acessories, Good Condition; (2) Ampex BCC-1, Studio Cameras, Good Condition; Hitachi SK-70, 17:1, Fully Equipped; Hitachi, FP-1011SU, 10:1 Lowtime; Hitachi, FP1020/JVC 2600 Battery Belts Charger-AC Supply 100 hrs. total. Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

**Broadcast Gear-New:** Bogner Antennas; CSI, Wilkenson AM-FM Xmtrs; LPB Mixers; Marti-STL; Microtrak Consoles/Equipment; Otari Recorders; Phelps Dodge Antennas. Feedline; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media 800—241-7878. In GA, 404—324-1271.

**Channel 10 Transmitter Package:** 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna, $35,000. Call Ray LaRue or Bill Kitchen, Quality Media, 800—241-7878. In GA, 404—324-1271.

**Low Power TV Packages:** New EMCEE or TV Technology Corp. Transmitters; complete Video Packages Supplied and Installed; Consulting Services. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, call 404—324-1271.

**Ampex** (2) one inch tape V.P.R. 2-B, Time Base Corrector, Monitor Bridge, in Shipping Cases. Audio Amplifier, Speakers, Cooling Fans, Slow Motion Controller available as option. Chyron IV titling System, 32K Memory, 6 Fonts, Dial Channel, Two Colorizers, Dial Disc Drive in Shipping Cases $55,000. Chyron III Titling System, 16K Memory, Colorizer Keys, Disc Drive, in Shipping Cases $18,000. Television Graphics, 201—444-2911.

**Videotape Editing System.** Two Sony BVU-200 broadcast editing U-matic videocassette recorders. These VTR's include separate time code track, frame lock servo, and standard broadcast audio levels and impedence; one Sony BVE-500A broadcast standard automatic editing console unit. $15,000 or best offer. Television character generator: 3M Datavision Model D-3016. A self-contained character generator featuring high resolution character display and two video channel outputs. The D-3016 can store and selectively display 16 pages of text. $4000 or best offer. Contact: National Video Industries. 15 W. 17 St. NY, NY 10011. 212—691-1300.

**Trade In Your Old TBC:** On the New Microtime T-120. Up to $2,500 Trade-in on your old, useable Time Base Correctors. Other Models available also. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA, call 404—324-1271.

**RCA TP66 film projector.** Good condition. 408—757-8886.

**For Sale:** Like new—Elcon 2" Tape Evaluator, Audiotronic's 110A, 10 Input, 4 Output, Audio Console Editing System: 2 Sony VO-2860A's, Convergence ECS-102 Editor, 3M-D-3016 Character Generator, plus Misc. Cameras and VTR's. Contact General Television Network, R. Hippler, 313—548-2500.

**Athena 4000 TSM** MK IV broadcast television film chain projector with pedestal, low hours, $5,500.00. Also, RCA/EECO Syncronizer, MQS-100 Series: can cue and sychronize three magnetic tape transports including video, audio or film, using time code, $6,500.00. 312—280-5520.

**Five Q-TV Prompting Units** including mirrors, Hi resolution monitors and camera mounts, used sparingly for less than one year. Original cost, $1600.00 per unit. For sale at $1000.00 per unit. Landy Associates, Inc. Call 609—424-4660 or 617—877-9570.

### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed Again!** Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

### 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.

**Job-Seekers:** Our new approach gets you hired. For catalog, send $3.00 postage and handling to: Broadcast Careers, Inc. P.O. Box 88864, Atlanta, GA 30338.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

**Radio Forum.** Monthly newsletter. Articles, interviews, Slox Vox column. $25 for six issues. Claude Hall, 15551 Andorra Way, San Diego, CA 92129.

### RADIO PROGRAMING

**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.

**Radio and TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303—795-3288.

### CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

**Eastertime** with Dar Dodds. 52-sixty second commercial showcases now available. Call Ron Grattan, toll free, 800—233-8758 Karnes-Grattan International Syndications.

## Help Wanted Announcers



## Help Wanted Management

### Help Wanted Management Continued

## STATION MANAGER

Successful communications/publishing company seeks an experienced, results-oriented station manager to turn around station acquisition. Must have in-depth knowledge of radio with strong sales development ability. Successful track record in station management required. We offer a long term relationship, competitive salary and benefits package, and bonus incentives. Forward resume of background including salary requirement to: Box R-167.

**RADIO OPERATIONS MANAGER/ PROGRAM DIRECTOR**
**University of Florida**

Responsible to the Director of 24-hour commercial AM/FM radio station for the daily organizing and directing of station operations and management to include: all phases of programming, formulating policies and procedures in compliance with FCC rules and regulations, evaluating and compiling budget within academic and fiscal guidelines. Must have thorough knowledge of all types of sports production and musical formats at the network level, plus possess the ability to teach/train University level communication students. Requires Master's Degree in Broadcasting with three years' commercial radio experience. Salary range $14,640-$24,400. Send letter of application and resume by March 15, 1982, to: Mr. George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

### Situations Wanted Management

**EXPERIENCED GENERAL MANAGER**

Looking for station owner who wants to keep costs down and get sales up! Twenty years' experience in station management, sales, financial planning, programming and engineering. Presently employed as GM on West Coast. Seeking long term association with station in Washington, Oregon or California. Let's talk. 209—723-1977 or reply to Box R-66.

### Situations Wanted Announcers

**OWN YOUR MORNING MARKET**

AM Drive Communicator, relevant and enjoyable approach incorporating basics, phones, humor geared to your market. Community involvement, major market success in AM drive and programming. Currently employed and succeeding. Call 609—397-8318.

## TELEVISION

### Help Wanted Sales

**NORTHEAST REP WANTED**

By Top TV syndication company

Syndication experience preferred, but not necessary. Extensive travel required. Reply to: Box R-15. Equal Opportunity Employer.



### Help Wanted Sales Continued

**LOCAL SALES MANAGER**

Medium market in Southeast. Must be experienced in local sales. Must be able to motivate and supervise staff of five sales people, provide sales promotions, incentives, etc. Excellent opportunity in well established VHF network affiliate station. Send resume to Box R-107.

### Help Wanted Programing, Production, Others

**WDIV**

the Post-Newsweek television station in Detroit, is looking for an outstanding business journalist to head up its on-air business unit. The person we are looking for has a serious track record in the business-reporting field, including investigative work. The business beat includes, but is not limited to, the auto industry, organized labor, and the human impact of economic conditions. Prior TV experience is not essential; being an excellent journalist and willing to learn is. Send resume to: Mark Effron, Executive Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. We are an Equal Opportunity Employer.

**CABLE NEWS SERVICE**

Exciting opportunities in a new venture affiliated with a major newspaper and communications company. The right individuals will have a ground-floor opportunity to create, through hard work, a one-of-a-kind cable news service. Qualifications include excellent news judgement, experience in fast rewrite and copy editing, plus electronic editing experience. Positions are located in a mid-size, pleasant Northeast city. Excellent salary and fringe benefits. Resume, plus writing samples and salary history, in confidence, to: Box R-127. Equal Opportunity Employer, M/F.

**pm magazine**

Top 10 market station seeks top-notch co-hosts to capture audience attention. If you're a charismatic, high energy & skilled communicator with a proven track record, rush resume to Box R-106. Equal opportunity employer M/F.

### Help Wanted Programing, Production, Others Continued

## Associate Producer

**Major network owned television station in the Chicago area is seeking an Associate Producer with 2 years experience in field production and 2 years experience in related TV production. The ideal applicant should have strong writing, story structure and production skills. Extensive knowledge of U-MAT and 1 inch editing a must. College education preferred.**

**Direct inquires to:**

**Box R-155**

equal opportunity employer m/f

## WRITER/PRODUCER

If you have at least two years of professional experience and a reel of great spots to show for it, you could be ready to join our expanding promotion team here in Nashville. If you are a highly creative individual and think you fill the bill, tell us why, in 500 words or less, and send samples of your on-air, radio and print achievements.

## ARTIST/ILLUSTRATOR

Our Art Department is looking for an experienced illustrator with graphics skills to do news graphics and courtroom illustration. Send resume and samples (slides or copies) of your work.

Send to:

Francis Eagle
Manager, Marketing and Promotion
WNGE-TV
441 Murfreesboro Road
Nashville, TN 37210

An Equal Opportunity Employer

## Help Wanted Programing, Production, Others Continued

Talent position now available for PM Magazine. Seeking bright, articulate person to work with female co-host already on staff. One year of television on-air experience necessary. Field producing experience desired. Send resume and tape to Rob Obston, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M-F.

### ASSISTANT PRODUCER/DIRECTOR

A 558-bed acute care hospital located on the sunny Gulf Coast of Southwest Florida is looking for an Assistant Producer/Director for a full scale TV studio. Position available in April. Individual must be experienced in all phases of TV production. Must have exceptional writing ability. For more information contact: C.W. Craig, Producer/Director, Media Services, Lee Memorial Hospital, P.O. Drawer 2218, Ft. Meyers, FL 33902. 813—234-5175. EOE.

### SUPERSTATION WTBS-TV—TRAFFIC MANAGER

Opportunity to join the dynamic Turner Broadcasting System. Applicant must have previous management experience. Applicant must have experience dealing with automated traffic systems. College degree a plus. Resumes should be forwarded to Carol Gordon, Director Traffic Services, Turner Broadcasting System, 1050 Techwood Dr. NW, Atlanta, GA 30318.

## Help Wanted News

# BE INDEPENDENT

We are offering you a chance to start up a new news operation with one of America's finest Independents. With you, we can create a quality news show, without the pressure you customarily find in traditional affiliate newsrooms. You must be willing to spend your days off enjoying the beaches, the beautiful weather and the idyllic lifestyle of the Florida Suncoast.

We need anchors, weathercasters, sportscasters, reporters, producers and photographers who are willing to let their imagination guide us to success.

Send tapes, resumes and ideas to Tom Wayne—News Director, WTOG TV-44, 365 105th Terrace NE, St. Petersburg, Florida 33702.

## Help Wanted News Continued

### WEATHERCASTER

WCTI-TV, ABC for eastern North Carolina, seeks weathercaster for 6:00 p.m. and 11:00 p.m. newscasts. AMS seal and previous TV experience preferred. Above average compensation package. WCTI-TV is a Malrite Communications Group station and an equal opportunity employer. Send tapes, resumes and earnings history to: Frank Lee, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

### METEOROLOGIST

Weather conscious midwestern station looking for meteorologist for early morning and mid-day news broadcasts. No beginners, please! We are looking for someone who is a communicator, as well as an individual who is capable of using and interpreting radar, weather maps and charts, computer graphics and satellite photos. Applicant must be a meteorologist—AMS seal preferred, but not required. Send tape and resume to Ray Depa, News Director, KETV, 27th & Douglas, Omaha, NE 68131. KETV is an Equal Opportunity Employer.

### TELEVISION CO-ANCHOR

An expanding NBC affiliate in a growing top 40 market is looking for an experienced news co-anchor to work with our current female anchor. No beginners. Rush resume and tape to: Ken Srpan, News Director, WPTF-TV, P.O. Box 1511, Raleigh, NC 27602.

### SPORTS PRODUCER

We want an experienced journalist who can write and who has a thorough knowledge of sports, sportscast producing, field report producing, and resource management. Send resume and tape immediately to Ken Middleton, Assistant News Director/Programs, WJLA-TV, 4461 Connecticut Avenue, N.W., Washington, DC 20008.

### MAJOR CALIFORNIA MARKET

Looking for experienced weather talent. Meteorologist and/or AMS Seal preferred, but ability to establish strong local identity, authority and innovativeness more important. We want a charismatic, as opposed to scientific, approach. Write to Box R-38. An Equal Opportunity Employer, M/F.

## Help Wanted Management

### General Sales Manager

Salary + incentives up to $75K. Growing Independent in major Northeast market seeking experienced, aggressive Sales Manager to coordinate efforts of local sales and major national rep. Management experience a must. Send resume and past record to: Box R-137. EOE.

# Television Distribution Promotion Manager

**Paramount Television and Video Distribution** requires the expertise of a seasoned manager for its advertising and promotion department, to assist the Director of Advertising.

**The individual we seek will coordinate first-run program publicity, assume advertising and promotion supervision for broadcast properties sold in syndication and assist in trade advertising efforts.**

**Your polished advertising experience should include press release, article and sales promotion writing/editing in addition to knowledge of transparencies, photos and graphic design.**

**This position will involve you in handling press relations, administrative and organizational supervision.**

If your talents match our requests, you'll enjoy an attractive salary and benefits package along with the challenges of the most exciting top studios in the industry.

For immediate consideration, please contact us by sending your resume or a letter of inquiry to:

Paramount Pictures Corporation

**Personnel Dept.**
**5555 Melrose Avenue**
**Los Angeles, CA 90038**

An Equal Opportunity Employer

# JOIN SUBSCRIPTION TELEVISION FOR ST. LOUIS

We need experienced professionals with at least five years experience who desire the challenge of building a new subscription television service for the St. Louis market. This is a unique opportunity for professional growth with a dynamic communications company.

Opportunities are available for

CONTROLLER
DIRECTOR OF MARKETING & SALES
PROGRAM DIRECTOR
DATA PROCESSING MANAGER
SECRETARIES
SALES PERSONS
ACCOUNTING PERSONNEL

Send resumé & salary history in confidence to:
KDNL Subscription Television
P.O. Box 7696
St. Louis, Missouri 63103

Equal Opportunity Employer M/F

## WITN-TV

has an opportunity for a Regional Sales Manager. Must be a self-starter with experience in local and regional sales. Able to handle key agencies and be familiar with all phases of the rating services. Live in Eastern NC and cover NC and VA. Excellent territory and account list. Contact Bob Culler, VP Sales, Washington, NC 27889. 919—946-3131.

## Help Wanted Technical

# Broadcast Technology Instructor

Harris Broadcast Products Division, a leader in the broadcast industry and a Division of Harris Corporation, has an immediate opening for a Broadcast Technology instructor. This opening is a multifaceted position consisting of state-of-the-art electronic technology for broadcast equipment oriented training objectives which include short and long term training program development, generation of input for operation, maintenance, and training (O.M.T.) contract proposals, coordination of local or on-site training program, and personal instruction involvement including instructional delivery for an Associate Degree in Broadcast Electronics Technology. Candidates with a Bachelor's Degree in an electronic oriented discipline with a Television video and RF/Digital background are preferred. A minimum of three years of broadcast engineering responsibilities and development or instruction in a post high school broadcast electronics program, with professional education coursework background plus previous exposure to a job oriented international setting are all desirable. Qualified candidates should send a current resume in confidence to: Gary L. Schell, Professional Recruiter, Harris Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.

HARRIS

An Equal Opportunity Employer—Male and Female

## Situations Wanted News

**INNOVATIVE**

Dynamic award-winning former foreign correspondent radio network/top daily seeks challenging television/cable/radio news management position, preferably in Connecticut, Florida, Texas, Pennsylvania, Nevada. Highly competitive, creative ideas. Box R-132.

# ALLIED FIELDS

## Help Wanted Instruction

# DEAN

## School of Journalism
## University of Missouri-Columbia

The University of Missouri School of Journalism is searching for a Dean to begin in the fall of 1982.

Applicants should have strong leadership and administrative abilities, with a commitment to the importance of teaching and a high regard for the practical experience that Missouri-Columbia offers.

We want an individual of outstanding character, probably an educator, a practicing journalist, or an executive in the advertising or communications industry, with a strong belief in the value of scholarly research.

Send letter of application with vita by March 24 to:
Donald J. Brenner, Chairman, Search Committee
Box 838, School of Journalism
University of Missouri-Columbia
Columbia, Missouri 65205

An Equal Opportunity, Affirmative Action Employer

## Help Wanted Sales

### INTERNATIONAL SALES MANAGER

Outstanding opportunity for experienced export sales manager to assume responsibility for international sales of a rapidly growing broadcast equipment manufacturer. Broadcast Electronics' growth rate is over 25% per year and International Sales exceed 25% of company volume and is growing. Position reports to Vice President, Marketing. If you have a technical background in broadcast equipment, you could be the person for this exciting growth position. Responsibilities include coordinating with our international representative organization as well as technical proposal preparation. A BS Degree required and fluency in Spanish would be desirable. Broadcast Electronics is located in a pleasant midwestern city of 50,000 population. Excellent company benefits include a profit sharing plan. Exceptional working environment in a modern 50,000 sq. foot headquarters/manufacturing complex. Please do not call but send resume in confidence to:

Vice President, Marketing

BE

a FILMWAYS company

**BROADCAST ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606
QUINCY, IL 62305, (217)224-9600, TELEX: 25-0142

## Help Wanted Technical

### NEW CAREERS IN FUTURE TECHNOLOGY
**GROUP W SATELLITE COMMUNICATIONS**

The technological leader in satellite communications is offering excellent career opportunities to broadcast maintenance engineers. As a diversified satellite communications company, we have openings for maintenance engineers experienced in studio installation, studio maintenance, ENG/EFP maintenance, and satellite earth station maintenance. G.W.S.C. offers excellent compensation and benefits programs. Begin your career in the future now by sending your resume and salary in confidence. to:

GROUP W SATELLITE COMMUNICATIONS
41 HARBOR PLAZA DRIVE
P.O. BOX 10210
STAMFORD, CT 06904
ATTN: BILL JOHNSTON,
MANAGER, TECHNICAL OPERATIONS
G.W.S.C. IS AN EQUAL OPPORTUNITY EMPLOYER, M/F

## Employment Service

**RADIO JOBS!**

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list $6.00. Special Bonus: Five Consecutive weeks only $12.95—you save $18.00!! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

## Consultants

**LOW POWER TELEVISION SPECIALISTS**

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305—981-8480.

TRA INC. (Since 1975)

**Communications Consultants**
**3590 S. 60th Avenue, Suite 9**
**Hollywood, FL 33023**

## Ratings Research

### THE INDEX RESEARCH RECESSION PLAN

To help radio come through recession '82, our 1981 rate card has been held over. RADIO INDEX rating reports still start as low as $350. One index can help you make more Sales at a time when you need them most.

Call us free:
800—528-6082

**index research**

## Radio Programing

**SOAP OPERA IS HOT**

and our two shows are on fire!

**"Speaking of Soaps": three minutes per day of gossip, recaps, and interviews, or "National Soap Review": a daily script with highlights from all the soaps. For information:**

**1640 New Highway**
**Farmingdale, NY 11735**
**516—752-9454**

SPEAKING OF SOAPS

**The MEMORABLE Days of Radio**

30-minute programs from the golden age of radio

VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION

...included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501—972-5884

## Wanted To Buy Stations

**ATTENTION OWNERS/BROKERS**

Help us buy our first radio station. Two professional men long on determination and dedication, short on ready cash. Solid business & broadcasting background. If you've thought of retiring or easing out of the rat race with guaranteed income and can offer financing, let's talk. Box R-172.

## For Sale Stations

### CLASS C FM

Sunbelt city of 50,000 with only 3 other stations. $1,300,000, which is about 6 times cash flow.

W. John Grandy

BROADCASTING BROKER
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SAN LUIS OBISPO, CALIFORNIA 93401
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## CHAPMAN ASSOCIATES®
media brokerage service

| STATION | | | | | CONTACT | |
|---|---|---|---|---|---|---|
| S | Small | AM | $225K | $60K | Paul Crowder | (615) 298-4986 |
| W | Small | FM | $325K | 20% | Corky Cartwright | (303) 740-2224 |
| NW | Small | Fulltime | $325K | 29% | Greg Merrill | (801) 753-8090 |
| S | Small | AM | $375K | $112K | Ernie Pearce | (615) 373-8315 |
| MW | Small | AM/FM | $595K | $150K | Bill Lochman | (816) 254-6899 |
| S | Medium | AM/FM | $530K | Terms | Bob Thorburn | (404) 458-9226 |
| W | Medium | AM/FM | $1150K | $450K | Bill Whitley | (214) 387-2303 |
| NW | Medium | AM/FM | $2000K | $580K | Bill Whitley | (214) 387-2303 |
| S | Regional | Cl.C FM/AM | $1500K | $435K | Bill Chapman | (404) 458-9226 |
| SE | Metro | AM/FM | $2500K | Cash | Bill Cate | (904) 893-6471 |

To receive offerings within your area of interest, or to sell, contact
John Emery, Gen. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, Ga. 30341

## Wilkins and Associates
*Media Brokers*

| | | | |
|---|---|---|---|
| SD | AM | 260K | Small |
| IA | AM/FM | 360K | Small |
| Midwest | AM/FM-CP | 410K | Small |
| TN | AM | 330K | Small |
| KY | AM/FM | 500K | Small |
| AR | FM | 625K | Small |
| OK | FM | 380K | Small |
| MS | AM | 300K | Small |
| MO | AM/FM | 300K | Small |
| MI | AM | 625K | Small |
| WY | AM | 225K | Small |
| VA | AM | 325K | Small |
| GA | FM Downpayment | 15K | |
| NC | AM Downpayment | 25K | |
| SC | AM Downpayment | 20K | |
| ND | AM/FM Downpayment | 20K | |
| FL | AM Downpayment | 20K | |
| AR | AM Downpayment | 15K | |
| OR | AM Downpayment | 30K | |
| South | 5KW | Potential Gospel | Major |

109 North Main, 2nd Floor
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### FOR SALE

**California:** Full time AM, class C FM. Extremely attractive area with over 30% increase radio dollars in market in 1980. Grossing $1-million yearly with $400,000 operating profit. Asking $3.5-million on terms. Exceptional opportunity. **Northeast:** Top 50 market fulltime AM facility. $500,000 spent in recent improvements. Now moving up in ratings. Market has over $11-million radio dollars, up 15% in 1980. Asking $750,000 cash plus $500,000 payable over 10 years with no interest. Current owner has made turnaround, new buyer has immediate upward potential. **Mid Atlantic:** $200,000 down for full time AM in Top 50 market. Facility recently improved. Balance of $600,000 over 7 years and seller will carry at 12%. **Las Vegas, Nevada:** Full time AM facility. We have details. Terms available with $600,000 down. **Pacific Northwest:** Grossing approximately $1-million. Class C FM with full time 5 kw AM. Over $5-million radio dollars in market, up 20%. 12% share. Terms available. **Sunbelt:** Class C FM in one of the fastest growing cities in the U.S. $2 million.

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Phone 816—259-2544

- **Fulltimer. S.E. Arizona. Real estate. Nice town. Owner financed. $500,000.**
- **FM. California ski area. $950,000. Good terms.**
- **Daytimer. Large Minnesota city. Reduced to $265,000.**
- **Fulltimer in Kentucky city. College town. $1.1 million. Terms.**
- **AM-FM in Va. covering large population. $1.2 million. Terms.**
- **Daytimer near Nashville. $290,000.**
- **Daytimer covering 1 million people with prime signal. Extremely fast growth area in GA. $590,000. Extra good terms.**
- **No downpayment. Central Fla. powerful daytimer. $320,000.**
- **Powerful daytimer. S.W. Va. $490,000. Good value. Terms.**
- **Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Good real estate. Good terms. $500,000. (Possibility of minority purchase with management contract)**
- **Fulltimer. In S. Central N.C. Good terms. $220,000.**
- **Daytimer. S.E. Wyoming City. $250,000.**
- **AM-FM S.E. coastal United States Class C and fulltimer. $3.7 million. Good value. Terms.**
- **Daytimer. Powerful. Roanoke—Lynchburg area. Bargain. $360,000. Terms.**
- **AM/FM in W. Ohio. $1.1 million. Good buy.**
- **Daytimer. City in Colorado. $280,000.**
- **Daytimer. New Mexico. $200,000.**
- **FM. S.W. Ark. Terms. $350,000.**
- **Daytimer. E. Ark. $150,000. Terms.**
- **Daytimer North Central NC. Good buy. $160,000. Terms.**
- **Good facility covering Charlotte, N.C. $600,000. No down payment.**
- **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.**
- **Fulltime N.W. Ala. City. $520,000.**
- **South Carolina. SE daytimer. $220,000. C.P. for fulltime.**
- **Fulltimer. West Virgnia. $275,000.**
- **Powerful daytimer in large Tennessee city. Ethnic. 2 times billing. Good terms.**
- **Big Alabama city. Powerful daytimer. No down payment. $590,000.**
- **Powerful ethnic daytimer. Central GA. $560,000.**
- **Daytimer. Large city in Ohio. Variety ethnic. $490,000. Terms.**
- **Daytimer. CA resort area north of San Francisco. $430,000.**
- **Fulltimer in central Texas city. $1.2 million. Owner wants offer.**

Let us list your station. Confidential!

**DROP BY OUR HOSPITALITY SUITE, NAB CONVENTION, DALLAS HYATT REGENCY, APRIL 4-7.**

**BUSINESS BROKER ASSOCIATES**
**615—756-7635** 24 HOURS

**FOR SALE**

Michigan AM-$130,000. FM-$130,000. Write Box R-149.

**OZARK AREA**

Small market AM-FM. Opportunity for experienced owner-operator. $425,000, including valuable real estate and good facilities. $75K down, low interest, owner financing. Box R-171.

**FOR SALE**

Sunbelt AM-FM combo. Small town. Sale priced less than twice 1981 gross sales. Write Box R-57.



**NORTHERN WISCONSIN**

Absentee-owned small market AM/FM. $325,000, includes building and land on major highway. $90K down. Will consider managerial investment. Write Box R-151.

**RELIGIOUS BROADCASTERS**

Great daytimer available in market area over 250,000 in Midwest. No other religious station or TV stations within 70 miles. Terms: only cash acceptable—$570,000. Includes all real estate. Box R-128.



**TEXAS FM**

Favorable economic climate in booming large market. Excellent real estate. Convenient owner financing. Priced realistically. Box R-170.

**RADIO STATION VALUE**

Beautiful small market AM stereo facility. Owner is non-broadcast; manager retiring medically. Annual revenue, $110K; operating costs, $60K. Ideal first property. Small down payment and assume notes. Assets exceed liabilities. 912—268-4382.

## BROADCASTING'S CLASSIFIED RATES

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: $3.00).*

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

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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

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

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

**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. $15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. $7.50 weekly minimum. All other classifications: 95¢ per word. $15.00 weekly minimum. Blind box numbers: $3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) $40.00 per inch. All other classifications: $70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Harry Kalkines,** VP-general manager, WJXT(TV) Jacksonville, Fla., named senior VP, marketing for parent, Post-Newsweek Stations. **Augustus Bailey,** executive VP-general manager, WCSC-TV Charleston, S.C., succeeds Kalkines.

**Walter Sabo,** executive VP, FM radio, NBC, joins ABC Radio Networks, New York, as VP. **Joanne Ryan,** research analyst, ABC Radio Networks, named senior research analyst.

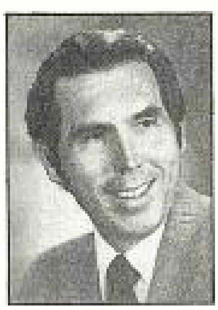
**Barry Wilson,** VP, Times Mirror, joins United Cable Television Corp., Denver, Colo., as VP, Eastern region.

**Gary Cummings,** director, editorial and station services, WCBS-TV New York, named VP-assistant to president, CBS Television Stations there.

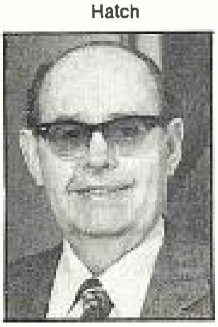
**John Mayasich,** general manager, KSTP-FM Minneapolis, with additional responsibilities for Hubbard's KOB-FM Albuquerque, N.M., elected VP and manager of Hubbard Broadcasting radio operations.

Elected Senior VP's, Bonneville International Corp.: **Kenneth Hatch,** president, KIRO, Inc., Seattle; **Jay Lloyd,** president, KSL-TV Salt Lake

Hatch



Lloyd



Barker

Whipple

City; **Robert Barker,** VP, general counsel, Washington; **Blaine Whipple,** VP, finance, Bonneville International Corp.

**John Gehron,** VP and station manager, WLS-AM-FM Chicago, named VP-general manager.

**Charlie Boswell,** from WINA(AM) Charlottesville, Va., joins WGCA(AM) Charleston, S.C., as VP-general manager.

**Campbell Thompson,** VP, WGNY(AM)-WFMN(FM) Newburgh, N.Y., resigns, but will maintain consultancy relationship with station.

**Jeff Peck,** national and retail sales manager, KHJ(AM) Los Angeles, joins KOGO(AM)-KPRI(FM) San Diego as VP-general manager.

**Frank Pilgrim,** VP and general manager, WDAM-TV Laurel, Miss., joins WMDT(TV) Salisbury, Md., as general manager.

**Frank Webb,** sales manager, KHOO(FM) Waco, Tex., joins KKIK(AM) there as general manager.

**Bob Frisch,** station manager; WGIR-AM-FM Manchester, N.H., named general manager.

Boaz

**Jim Boaz,** VP and station manager, WJLA-TV Washington, leaves to become president, general manager and part owner of WXXA-TV, Albany, N.Y. Station scheduled to begin operations July 1.

**Renee Drew,** assistant to president, KDIG(AM) San Bernardino, Calif., and KBON(FM) Lake Arrowhead, Calif., named station manager for both stations.

**Dick Bailey,** news director KOVA(FM) Ojai, Calif., named operations manager.

**Steven Cartwright,** sales manager, WXQT(AM)-WGRD(FM) Grand Rapids, Mich., named station manager.

Appointments, NBC Television, New York: **Glen Fitzgerald,** manager, station advertising, named manager, station print advertising; **Lynne LaVecchia,** promotion-production assistant, print advertising, named administrator, station print advertising; **John Rosas,** manager, broadcast advertising, named manager affiliate broadcast services; **Karen Atlas,** talent coordinator, East Coast, named manager, talent coordination; **Carole Blankman,** page, guest relations, succeeds Atlas.

**Michael Schnipper,** labor relations attorney, ABC, New York, named assistant general attorney, labor relations, East Coast.

**Paul King,** assistant manager, broadcast division, PTL Television, Charlotte, N.C., named manager, broadcast division. **Jay Babcock,** production writer, named administrative assistant, broadcast division.

**O. Ewing Moore,** accountant, WWSW(AM) Pittsburgh, joins WPXI(TV) there as controller.

## Advertising

**Bob Cappelli** and **John Valverde,** partners, Tatham-Laird & Kudner, Chicago, named senior partners.

**Thomas Healey,** VP, media group supervisor, Campbell-Ewald, Warren, Mich., joins J. Walter Thompson, Dearborn, Mich., as director of media and marketing information services.

**Sherrie Feldman,** media director, Maher Elen Advertising, Los Angeles, elected VP.

**William Wells,** director of research services, Needham, Harper & Steers, Chicago, named director of marketing services. **Pat Cafferata,** deputy research director, succeeds Wells. **James Crimmins,** associate research supervisor, named director, marketing decisions systems.

**Judy Kirk,** creative supervisor, Grey Advertising, Minneapolis, named acting creative director.

**J. David Bunnell,** account executive, Peters, Griffin, Woodward, Dallas, named sales manager. **Guyanne Hines,** associate media director, Tracy Locke Advertising, Dallas, joins PGW as account executive.

**Michael Green,** partner, Herrman Green Advertising, joins Ronald B. Mitchell & Associates, Bethesda, Md., as associate creative director.

**Patricia Zweifel,** VP and media director, Smith & Yehle, Kansas City, joins Gordon, Kietzman, Dennis, Oklahoma City, as media director.

**Edward Levien**, senior writer-producer, Long, Haymes & Carr, Winston-Salem, N.C., named director, broadcast production.

**Robert Engel**, creative director, and **Charles Mills**, VP, account supervisor, Leo Burnett U.S.A., Chicago, named senior VP's.

**June Brody**, executive VP, Broadcast Marketing Corp., New York, joins CSI International Corp., New York-based media buying firm, as partner and senior VP.

**Diane Kay Mignone**, account executive, Blair Television, New York, elected VP. **Sandy Sheffer**, account executive, Adam Young, New York, joins Blair in same capacity. **Steve Beard**, Dallas office manager, Blair Television, retires after 30 years in post.

**Bill Burton**, account executive, ABC Television, Detroit, joins Eastman Radio there as VP, office manager.

**Jack Duffield**, VP, sales, Boston Broadcasters Inc., licensee of WCVB-TV Boston, named VP, media sales.

**Fran Smith**, from IBM, New York, **Jerry Josephs** and **Ben Newman**, from TeleRep, New York, and **Noel Flagg**, from Blair TV there, join MMT Sales there as account executives.

**Ajit Dalvi**, from Coca-Cola, Atlanta, joins Cox Cable Communications there as director of marketing.

**Bob Mendelsohn**, general sales manager, WING(AM) Dayton, Ohio, joins WBCN(FM) Boston in same capacity.

**Marion Mackinnon**, sales manager, KLAV(AM) Las Vegas, joins KDIG(AM) San Bernardino, Calif., and KBON(FM) Lake Arrowhead, Calif., as general sales manager.

**Bill Ambrose**, local sales manager, WHNT-TV Huntsville, Ala., named general sales manager.

**Ed Smith**, account executive, KFDM-TV Beaumont, Tex., named market development director.

**Dick Hayes**, account executive, KVEN(AM)-KHAY(FM) Ventura, Calif., joins KOVA(FM) Ojai, Calif., as sales manager.

**Robert Wohlfeil**, account executive, WXQT(AM)-WGRD-FM Grand Rapids, Mich., named sales manager.

**Sherman Wildman**, general manager, WCAU(AM) Philadelphia, joins WCBS-TV New York as retail-local sales manager.

**Harvey Wells**, account executive, WXRT(FM) Chicago, named local sales manager.

**Rosemary Arters**, national sales manager, WNEW(AM) New York, named general sales manager, WNEW-FM there.

**Chris Broullire**, account executive, WASH(FM) Washington, named national sales manager.

**Wayne Spracklin**, general sales manager, WJLA-TV Washington, joins WFSB(TV) Hartford, Conn., as national sales manager.

**Karen Sanchez**, account executive, KMET(FM) Los Angeles, named local sales manager.

**Alan Gottfried**, account executive, KMPG(AM) Los Angeles, named retail sales manager.

**Richard De Grave**, national advertising manager, WCGV-TV Milwaukee, joins Teltron Cable Ads there, advertising sales representative for RVS Cablevision, which owns cable systems in Milwaukee suburbs, as sales manager.

**Tim Wilson**, sales manager, Buckley Radio Sales, Detroit, joins CKLW(AM)-CKJY-FM Windsor, Ont., as sales manager.

**Robert Powers**, retail sales manager, KSEA(FM) Seattle, named local sales manager.

**Barb Ekholm**, sales assistant, WISN-TV Milwaukee, named assistant market research director.

**Diane Denning**, co-op specialist, WCOL(AM)-WXGT(FM) Columbus, Ohio, joins WBAL(AM)-WIYY(FM) Baltimore as co-op sales coordinator.

**Russ Beckmann**, general manager, KCEY(AM)-KMIX(FM) Turlock, Calif., joins KBOS(FM) Tulare, Calif., as sales manager.

**Arthur Leffler**, account executive, WJLA-TV Washington, joins WTTG(TV) there in same capacity.

**Pamela Trathen**, sales co-op coordinator, KOMO-TV Seattle, named account executive.

**Christina Buman**, director of client services, KOMO(AM) Seattle, named account executive.

**Linda Laughlin**, special events director, Hochschild Kohn Co., joins WBAL-TV Baltimore as marketing services director.

**Pat Elias Etzkin**, account executive, WCMY(AM) Ottawa, Ill., joins KEBC(FM) Oklahoma City as co-op coordinator.

## Programing

Sambus

**Carl Sambus**, director of business administration, Showtime, New York, named VP, planning and development.

**Gus Lucas**, VP-program planning and scheduling, ABC Entertainment, Los Angeles, given additional responsibilities as assistant to senior VP prime time, ABC Entertainment.

**Dennis Lewin**, director, production coordination, ABC Sports, New York, elected VP, production coordination.

**Ralph Smith**, VP, finance and administration, Watermark/ABC Radio Enterprises, promoted to VP and general manager of unit.

**John Pike**, VP-programing, NBC owned-and-operated stations, named VP-programing, Paramount Video. Pike moves from New York to Los Angeles. **Bill Mechanic**, VP-programing, SelecTV Programing Inc., joins Paramount Video as VP-pay television. Paramount Video is newly formed division of Paramount Studios involved in program production and distribution to supplemental video markets.

**Charmaine Balian**, VP-development, Carson Productions, joins Viacom Productions, Los Angeles, in same capacity.

**Tom Ropelewski**, story executive, Project Peacock, NBC, joins Universal Television, Universal City, Calif., as director of current programing.

**Martha Mason**, production manager, NBC, joins Columbia Pictures Television, Burbank, Calif., as director of live and tape production. **John Migicovsky**, director of syndicated sales, Columbia Pictures Television Canada, Toronto, named general manager.

**Michael Klein**, programing associate, NBC Entertainment, joins 20th Century-Fox Television as director of development.

**Al Brady Law**, VP, programing, NBC Radio Stations, New York, named VP, programing and audience development.

**Scott Carlin**, director-Eastern sales, Telepictures' domestic television division, elected VP.

**Ruth Vitale**, manager, sales operations, Hearst/ABC Video, New York, joins The Movie Channel there as manager, film acquisition.

**Allen Balch**, VP-network services, O'Connor Creative Services, joins CBS Radio Stations News Service, Washington, as marketing manager.

**Harry Curtis**, manager of program operations, ABC Radio Networks, New York, named director of program operations.

**Ken Martin**, program clearance manager, Mutual Broadcasting System, joins Narwood Productions, New York, as manager of station relations.

**Morton Fry**, deputy general counsel, Columbia Pictures, Inc., New York, joins Warner Home Video there as VP, general counsel.

**Weston Elliot**, VP, marketing, Gateway Productions, New York, joins NBC Enterprises there as VP, sales.

**Harry Davis**, distribution coordinator, Television Syndication Center, Group W Productions, Pittsburgh, promoted to senior distribution coordinator.

**Timothy McInerney**, director of marketing, American Educational TV Network, joins Volani Broadcasting, New York-based programer, specializing in Italian-American market, as executive VP.

**Sue Steinberg**, executive producer, MTV: Music Television, Stamford, Conn., joins Vestron Video there as VP, programing.

**Monty Houdeshell**, VP-finance and administration (record and music subsidiary), 20th Century-Fox Film Corp., Los Angeles, joins Oak Media Development Corp., San Diego, as VP-finance.

**William Dennis**, VP and general manager, United Artists licensing and merchandising, named VP of newly formed MGM/United Artists licensing and merchandising.

**Jim Farney**, freelance video editor, named director of post production, Pacific Video Resources, San Francisco post-production facility.

**Julie Harbert**, senior programing research analyst, Home Box Office, New York, joins ON-TV Los Angeles as manager of research.

**Alex Valderrama**, field producer, PTL Television Network, Charlotte, N.C., named director of operations. Park Road Productions, new production facility for PTL there. **Lyn Robbins**, air personality, WAME(AM) Charlotte joins PTL as associate producer-booking. **Darle Sutton**, field producer, named associate producer.

**Hank Walker,** cameraman, named director.

**Marty Schultz,** executive producer, KRON-TV San Francisco, joins co-owned Chronicle Productions post-production facility there as president.

**Richard Neer,** program coordinator, WNEW-FM New York, named program director.

**Andy Lockridge,** operations manager, KATT(AM) Oklahoma City, joins KZEW(FM) Dallas as program director.

**Greg Bennett,** air personality, KUAD-FM Windsor, Colo., named program director.

**Jim Herron,** radio programing consultant, Jeff Pollack Communications, Los Angeles, joins WXTR-AM-FM La Plata, Md., as program director.

**Mike Clark,** air personality, KGUL-FM, Port Lavaca, Tex., joins KTXN-FM, Victoria, Tex., as program director.

**George Adams,** account executive and program director, WCRE(AM) Cheraw, S.C., joins WIXR(AM) Mount Pleasant, S.C., as director of sales and programing.

**Alma Newsom,** assistant program manager, KHOU-TV Houston, named program manager.

**Carol Brandenburg,** co-director, TV lab, noncommercial WNET(TV) New York, named executive producer, *Matters of Life and Death* anthology series.

**Connie Calomiris,** assistant producer, *Good Morning Washington,* WJLA-TV Washington, named associate producer.

**Robert Gordon,** producer-director, WJBK-TV Detroit, joins WNGE(TV) Nashville as executive producer of programing and news production.

**Dewey Moede,** account executive and sports announcer, KEYZ-KYYZ, Williston, N.D., joins WAMJ(AM) South Bend, Ind., as sports director and account executive.

**Neil Ross,** program producer, KNX-FM Los Angeles, joins KMPC(AM) Los Angeles as air personality.

**John Fossen,** sports director, WEYI-TV Saginaw, Mich., joins KTUL-TV Tulsa, Okla., as sports anchor.

**Andy Liscano,** sportscaster-reporter, WWBT(TV) Richmond, Va., joins WCKT(TV) Miami, as sports anchor.

**Roger Springfield,** from WNEP-TV Scranton, Pa., joins WSTM-TV Syracuse, N.Y., as sports director.

## News and Public Affairs

**William Perez,** director, programing, promotion and news, WAPA-TV San Juan, P.R., named VP, news and public affairs.

**Bob Horner,** assistant manager, CBS News bureau, Atlanta, named manager. **Don Webster,** correspondent, CBS News, Chicago, named news production coordinator, London bureau.

**Larry Bensky,** news director, KRE(AM)-KBEX(FM) Berkeley, Calif., joins California Public Radio, San Francisco, as managing editor of new statewide newscast.

**Randall Joyce,** assistant news director, WHP-TV Harrisburg, Pa., joins New Jersey Nightly News, Trenton, N.J.-based co-production of New Jersey Network and noncommercial WNET(TV) New York, as Newark bureau chief.

**Paul Sisco,** production assistant, ABC News, Washington, joins UPITN, London, as satellite news editor.

**Brad Lacey,** anchor, WSOC-TV Charlotte, N.C., joins PTL Television Network there as international correspondent and ministry communications director.

**Steve O'Brien,** reporter, anchor-producer, WALB-TV Albany, Ga., named news director.

**Joel Jackson,** news director, WTCR(AM)-WHEZ(FM) Huntington, W. Va., joins Mountainet, new Lewisburg, W. Va., state radio network, as news editor. **John Back,** reporter WTCR-WHEZ, named news director.

**David Lippoff,** assistant news director, KGW-TV Portland, Ore., joins WJBK-TV Detroit as executive news producer. **Lee Thornton,** correspondent, CBS News, Washington, joins WJBK-TV as anchor-reporter.


Digges

**Sam Cooke Digges,** retired president of CBS Radio division, joins WPTV(TV) West Palm Beach as news commentator.

**Lisa Glasberg,** news anchor, WMET(FM) Chicago, joins Rock Radio Network, ABC News, New York, as correspondent.

**Mike Pulsipher,** from KNX(AM) Los Angeles, joins KCBS(AM) San Francisco as anchor-reporter.

**Diane Betzendahl Allen,** from WLS-TV Chicago, joins KYW-TV Philadelphia as anchor.

**Don Craig,** freelance photographer, Chicago, joins WBBM-TV there as anchor-reporter.

**Ian Rose,** anchor-reporter, KOGO(AM) San Diego, joins KFMB-FM there as anchor.

**Bob Rogers,** news director, KENS-TV San Antonio, Tex., assumes additional responsibilities as director of public affairs.

**Kristie Wilde,** news co-anchor, WHAS-TV Louisville, Ky., joins KNBC(TV) Los Angeles as reporter.

**Heather Harden,** from WFRV-TV Green Bay, Wis., joins WXIA-TV Atlanta as reporter.

**Glenn Burns,** weather forecaster and science editor, WTCN-TV Minneapolis-St. Paul, joins WSB-TV Atlanta in same capacity.

**Ralph Begleiter,** freelance reporter, Cable News Network, named Washington correspondent. **Wendy Woods,** from WIXT(TV) Syracuse, N.Y., joins CNN as correspondent, San Francisco bureau.

**Rob Sweeting,** reporter, WCKT(TV) Miami, joins WSB-TV Atlanta in same capacity.

**Tim Fleischer,** reporter, WKBW-TV Buffalo, N.Y., joins KDKA-TV Pittsburgh in same capacity.

**Taylor Henry,** anchor-reporter, KSLA-TV Shreveport, La., joins WWL-TV New Orleans as

**John Roberts,** reporter, *Springfield* (Massachusetts) *Morning Union,* joins WIS-TV Columbia, S.C., as reporter.

**Billy Sunshine,** graphics designer, CBS News, joins Satellite News Channels, Stamford, Conn., as art director.

**Kathy Sizemore,** news director, WFMI(FM) Winchester, Ky., joins WLAP-AM-FM Lexington, Ky., as reporter.

## Technology

**J. Peter Bingham,** VP, engineering, RCA consumer electronics division, joins Magnavox CATV Systems, Manlius, N.Y., in same capacity.

**Ferris Perry,** VP, national accounts in Northwest region, Anixter-Pruzan, Skokie, Ill.-based manufacturer of cable television equipment, named VP.

**Tony Ciesniewski,** director of engineering, Golden West Broadcasters, joins Metrotape, Hollywood, Calif., in same capacity.

**Jack Cunkelman,** engineering supervisor, WLWT(TV) Cincinnati, named manager of engineering maintenance.

**Curt Contrata,** camera operator, noncommercial WPBT(TV) Miami, named supervisor of studio operations.

**Howard McClure,** director of product management and application engineering, Fernseh Inc., joins Townsend Associates, Westfield, Mass.-based manufacturer of television transmitting equipment, as VP marketing.

**Thomas Deyo,** chief engineer, noncommercial KTCA-TV and KTCI-TV Minneapolis-St. Paul, joins noncommercial KNME-TV Albuquerque, N.M. as director of engineering.

**Leon Brown,** operations director, KTVR(TV) Nampa, Idaho, joins WRAU-TV Peoria, Ill., as director of engineering.

**Robert Diehl,** manager of facilities engineering, noncommercial KQED-FM-TV and KQEC(TV) San Francisco, joins WDBO-TV Orlando, Fla., as chief engineer.

**Howard Frost,** assistant director of engineering, WIVB-TV New York, joins WYTV(TV) Springfield, Mo., as chief engineer, succeeding **Dennis White,** who retires after 28 years in position.

## Promotion and PR

Ginsburg

**Stuart Ginsburg,** director of national publicity, Atlantic Records, joins Showtime, New York, as director of public relations.

**Maite Saralegui,** assistant production editor, *Mademoiselle,* New York, joins SIN National Spanish Network there as publicist.

**Ray Healey,** press representative, press information, CBS Entertainment, New York, named director, internal communications, corporate information, CBS.

**Rosemary Marranca,** VP, Phil Dean Associates, leaves to form own public relations firm, Rosemary Marranca Enterprises, 250 Park Avenue, New York, specializing in communications industry.

**Debra Halberstadt,** AP photo editor in Los Angeles, joins NBC, West Coast, as manager, photography and publicity, press information.

**Deborah Solow,** film liaison, municipal government, Pittsburgh, joins DWJ Associates, New York, as director of marketing and business development.

**Dan Agan,** director of advertising, video promotion and marketing projects, Public Broadcasting Service, Washington, assumes additional duties as director of public information. He succeeds Mark Harrad, who left to join Home Box Office (BROADCASTING, Jan. 4).

**Luann Davis,** assignment editor, KMCH-TV Denver, joins Hill & Knowlton there as account executive.

**Pat Ryan,** assistant creative director, Mayr Byrd Productions, Washington, joins WMAL(AM) there as promotion coordinator.

**Madeline Lane,** from KBEQ(FM) Kansas City, Mo., joins WCLR(FM) Skokie, Ill., as promotion director.


**Clayton Brace,** general manager of KGTV(TV) San Diego, and vice president of parent McGraw-Hill Broadcasting Co., accepts San Diego chapter of the National Academy of Television Arts and Sciences' first Governor's Award from chapter co-founder Ralph Hodges, as master of ceremonies Lionel Van Deerlin, former chairman of then House Communications Subcommittee and newscaster for KGTV under Brace, looks on. The award was presented at a banquet honoring Brace's contributions to broadcasting during his 40-year career that began in 1941, at KLZ(AM) Denver. Brace is past president of both California and Colorado Broadcasters Associations, and is currently chairman of the television code board of the National Association of Broadcasters.

## Allied Fields

**Sidney Epstein,** associate publisher and editor of defunct *The Washington Star,* joins Malarkey-Taylor, Washington-based telecommunications management and engineering consulting firm, as VP, electronic newspaper publishing.

**Daniel Zucchi,** advertising sales director, Time Inc.'s *Money* magazine, named publishing director for planned cable magazine.

**George Seman,** president, International Development and Investment Consultants Limited, Washington, joins Stan Raymond and Associates, Atlanta-based broadcast consultants and brokers, as manager of new Washington office, located at 1111 19th St., N.W.

**Joseph Philport,** Eastern division manager, Arbitron, New York, elected VP, Arbitron television advertiser/agency sales **Paul Williams,** client service representative, Arbitron, Los Angeles, named account executive. **Thomas Manderscheid,** director of sales and marketing, Tennessee Theater, Knoxville, joins Arbitron, Chicago, as account executive.

Elected officers, Philadelphia Area Radio Broadcasters Association: **Larry Wexler,** VP-general manager, WPEN(AM)-WMGK(FM), president; **Lita Indzel Cohen,** executive VP and general counsel, WHAT(AM)-WWDB(FM), vice president; **Arthur Camiolo,** VP-general manager, WIFI(FM), treasurer; **Joel Samuelsohn,** general manager, WRCP(AM)-WSNI(FM), secretary.

Elected officers, South Carolina Broadcasters Association, **Ken Harmon,** VP-general manager, Big Ben Broadcasting Corp., president; **William Sanders,** WSSC(AM) Sumter, president-elect; **Bill McElveen,** WNOK-FM Columbia, VP-radio; **Gloria Wilson,** WCSC-TV Charleston, VP-television.

**Joanna Horsfall,** research assistant to John Eger, principal in Washington-based legal consulting firm specializing in telecommunications policy, joins communications law firm of Peabody, Lambert & Meyers there, as telecommunications policy analyst.

**Michael Jaffe,** from Israel Television, Jerusalem, joins Israeli Broadcasting Authority, New York, as North American representative, international relations and sales department.

## Deaths

**A. Eugene McKeough,** 54, chairman and chief executive officer of Leo Burnett U.S.A., Chicago, died of cardiac arrest on Feb. 13 in Queens hospital, Honolulu. He joined Burnett in 1960 as account executive, and assumed chairmanship last August. He is survived by his wife Bette, and five children.

# Profile

## Carrying the torch for radio now

In 1960, a high school student from Southern California carried the torch to help open the Winter Olympics in Squaw Valley. Today, more than 20 years later, Norm Pattiz is still setting a rapid pace as founding president of one of the fastest-growing and most successful program syndication companies in radio.

How did a young man with an already proved track record in athletics and television sales parlay a modest $10,000 investment into a multimillion-dollar company within six years?

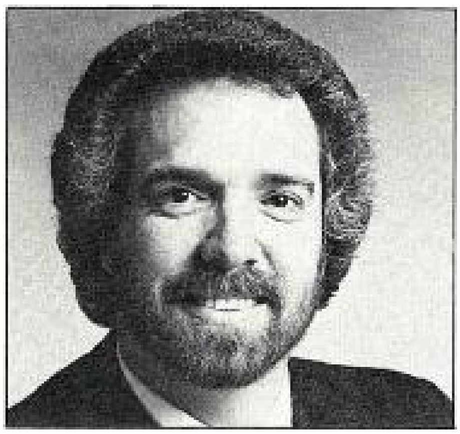
"The reason why Westwood One has been a success where others have failed is very simply our ability to do business with national advertisers," Pattiz says. That may be oversimplifying things, according to those who know Pattiz well. They regard him as a man of almost limitless energy, a persuasive speaker and an uncommonly good analyst of industry trends. These traits, plus a keen sense of timing, have played a significant role in the Pattiz success story, they believe.

"Every program we've ever marketed has been successful and is still on the air," Pattiz proudly points out. Every program has also been distributed free of charge to participating stations, on a market-exclusive basis. From its inception in 1975, Westwood One has relied on the barter system for its program distribution. Stations are given programing in exchange for in-program commercial time that, in turn, is sold to the syndicator's national sponsors. The roster of sponsors includes Schlitz Brewing Co., International Harvester, United Vintners, Panasonic, Nestle and Levi Strauss.

The concept that grew into Westwood One came to Pattiz while he was listening to a 52-hour "Motown Weekend" special broadcast by a small Los Angeles AM station, KGFJ, shortly after a management change had led to his departure from KCOP(TV), a local independent station. Preliminary research taught Pattiz that what little radio syndication existed was being produced by small, underbudgeted companies that were often poorly run.

"There was no dominant force," he recalls. "No company [was] involved in this kind of enterprise on a large scale. So I took $10,000 I had in the bank and went for it."

Following up on what he'd just heard, and utilizing contacts he had developed in his seven years at KCOP, Pattiz put together his own "Sound of Motown" special at KGFJ, produced with interviews, research and music supplied by Motown Records. The program, which aired on 200 stations, was paid for by Schlitz, Warner Lambert



Norman Joel Pattiz, president, Westwood One; b. Jan. 18, 1943, Los Angeles; B.S., education, San Fernando Valley State College, 1966; 1966-67, artist representative, General Artists Corp.; 1967-68, account executive, The Goodman Organization; 1968-69, director of advertising and publicity, Ambassador hotel, Coconut Grove; 1969-72, account executive, KCOP(TV) Los Angeles; 1972-75, director of local sales, KCOP; present position since January 1975; m. Bonnie Vendig, Jan. 11, 1975.

and United Vinters.

Those early sponsors liked the results of Pattiz's first project and agreed to support more. Their contracts allowed Pattiz to open a 200-square-foot office in the Westwood district of Los Angeles (thus the name, Westwood One). Since then, the company has acquired a modern, 10,000-square-foot facility in nearby Culver City and a sales office on New York's Madison Avenue.

"Syndication had a terrible name when I got started," Pattiz remembers. "Syndicators with no marketing savvy had left a lot of sponsors wondering six months later if their shows and ads ever got on the air. We had to convince station managers they would receive the product and advertisers that the product would indeed be aired."

Today, Pattiz believes radio syndication has become much more respectable. It has credibility, he says, because advertisers realize it's an efficient way to reach specific groups of listeners.

The trend at Westwood One today is one of diversity.

"With the interest in country music exploding, we were very interested in a country project," Pattiz says. A concert show, *Live from Gilley's* (a Texas country nightclub), was the result. The weekly program has broadened the syndicator's image and become one of its most widely heard offerings. It is one of three concert series Westwood One currently produces. In April, the company will start a new mobile recording division utilizing its new $500,000 remote recording van.

"We now do four programs for black radio. We're examining Spanish-language radio because we feel there's going to be a great upsurge in that area. We're working in adult contemporary and middle-of-the-road formats now," says Pattiz.

Although he is constantly talking to listeners and program directors in an effort to learn their opinions, Pattiz described himself and his company as "basically conservative" when it comes to second-guessing the audience.

"There isn't anybody who can predict accurately where radio is going to be five years from now—there's just too much going on. It's the nature of the medium. There is no force that can move 7,000 radio stations in any one direction," Pattiz believes.

Pattiz admits that as the company grows, he'll likely have less time to take part in the day-to-day operations of Westwood One. In part because he owns the company, he is involved in creation and execution of programs and sales strategies. "This is a privately held company, not a big corporation with three letters in its name," he reminds an interviewer.

Pattiz derives personal satisfaction from his entrepreneurial activities, noting: "I've always liked to be a success in what I do. Radio syndication was one of the last areas in the entertainment industry that a person could really enter with very little money and have a chance at making it big. The timing was right. I don't think I could do the same thing today—not with $10,000."

Pattiz finds some irony in the characterization sometimes made of him as a "fast mover" and "an overnight success." Careful research and planning precede each move Westwood One makes, he explains, because "we don't like to do something we don't think we'll be successful at."

Unlike some other syndicators, Westwood One is committed to remaining independent in the face of competition from new networks. "We are a network in every sense of the word. We do 22 different programs and every one of those programs is a network. We don't sell the [other] networks our programing because they are our competitors," says Pattiz.

When Pattiz is not managing his multimillion-dollar operation, he keeps busy lecturing and writing on radio topics with which he is familiar. Occasionally he can be found playing half-court basketball, showing the form he had when, as a Hamilton high school student, he helped relay the Olympic torch from Los Angeles to the Sierra Nevada mountains. There are times when Pattiz dreams about long vacations in exotic places, but his staff points out that their boss is not the kind who likes to sit idle very long.

# In Brief

**RCA Americom filed tariff at FCC** last Thursday (Feb. 18) for new Fixed Rate Transponder Service (BROADCASTING, Feb. 15). Tariff comes in wake of FCC's rejection of RCA's $90.1-million auction of seven transponders on Satcom IV (Cable Net II) (BROADCASTING, Feb. 1). Under new tariff, **RCA proposes to make** undisclosed number of **transponders on Cable Net II available for lease, charging customers $13 million for fixed seven-year, nine-month period** from date Satcom IV is slated to begin operation (April 1) through Dec. 31, 1989. According to tariff, preferences won't be given to auction bidders, and **transponders will be allocated on first-come, first-served basis.** If tariff is approved, RCA said it would start accepting transponder orders at 9 a.m. **March 25.** RCA said if demand for transponders exceeds supply, it will hold lottery to allocate transponders. FCC, finding that Satcom IV's "rapidly approaching" operational date justified expedited treatment of tariff, agreed last week to permit tariff to be filed on 30-day public notice period instead of normal 90 days. FCC said it would accept petitions on tariff until March 5. If FCC doesn't reject tariff, it will go into effect March 20. If tariff goes into effect, demand is likely to exceed supply. One highly placed RCA source said new offering had generated "a heck of a lot of interest." All seven winning auction bidders—Transponder Leasing Corp., Billy Batts, Warner Amex Satellite Entertainment Co., RCTV, HBO, Inner City Broadcasting Corp., and UTV Cable Network—have maintained interest in securing transponder space, and thus are likely to be among those queuing up on March 25. Other companies that have previously shown interest in acquiring space on Satcom IV include: ABC, Showtime, Bonneville Satellite Corp., National Christian Network Inc., Landmark Communications, Hughes Communications, Satellite Syndicated Systems, Trinity Broadcasting Network, Westinghouse Broadcasting and Neighborhood TV Co.

□

**JWT Group,** which disclosed early last week it would take **$18-million pre-tax write-offs** because of **fictitious accounting** entries by its JWT Syndication unit from 1978 to 1981 (story, page 46), said later in week **additional $6.5 million in fictitious revenues** were recorded **in fourth quarter** of 1982. As result, Thompson said, its previously announced estimated 1981 after-tax charge of $6.5 million will be increased to about $9.5 million. JWT said it expects to report earnings for 1981 in range of 80 cents to $1.20 per share and explained range by saying determination of value of syndication inventory has not been completed.

□

**KGB(AM) San Diego,** pioneer station, **has signed up to become radio affiliate of Ted Turner's CNN2.** "For less than what it cost to hire two local news persons," says General Manager Jim Price, starting in early March, station will import audio portion of CNN2 and mix it with six minutes of local news and eight minutes of local advertising each half hour. Many AM broadcasters, says Price, "know damn well the future of AM radio is news and information ... [and] CNN2 makes it a lot easier to get into news.... I really think he's got a ... winner here." Price said that KGB has applied for new call letters—KCNN—and added WCNN is still available for eastern station.

□

**Top priorities for FCC's Broadcast Bureau** are completing order on **low-power television, reducing backlogs in AM and FM applications and** re-evaluating need for rules imposing **filing requirements on broadcasters.** That was word from FCC Broadcast Bureau Chief **Larry Harris,** guest speaker at Consumer Assistance and Minority and Small Business Division brown-bag lunch in Washington last week. Harris said bureau planned to have LPTV order, which will include preference for minorities, on commission's agenda for March 4 meeting. Harris also said bureau has requested transfer of four engineers from Office of Science and Technology to help it to get handle on more than 400 AM and 200 FM applications on file. Harris attributed backlog to "quadrupling" of applications. And backlog won't be helped by fact that **Tom Johnson,** chief of Broadcast Facilities Division AM Branch, is **taking job outside agency,** Harris said. Harris also noted he had proposed Fairness/Political Broadcasting Branch to be transferred to General Counsel's Office. Although he said proposed transfer would lead to increased efficiency, if proposal raised "a lot of heat" and created incorrect impression that FCC intended to "pull back" on fairness doctrine enforcement, he would rethink it. Like Chairman Mark Fowler, Harris made clear that he thought it was best to permit marketplace to determine programing. But even though FCC has asked Congress to repeal fairness doctrine, "we enforce the fairness doctrine, and as long as it's on the books," the FCC will, Harris said.

□

What would be RKO General Inc.'s misfortune could be bonanza for National Public Radio. At least, **NPR is considering filing with FCC for authority to operate WNAC-TV Boston** in event commission denies RKO's request that it be allowed to continue operating station beyond present March 7 deadline (see page 35). NPR President Frank Mankiewicz said it was "premature" to discuss NPR's interest in interim operation; he noted RKO is still fighting to retain operating authority, and said NPR would do nothing "destructive of RKO's interests." But it was learned NPR has disclosed possible interest in interim operation to commission and to RKO's attorneys. And Mankiewicz did say, "As a nonprofit organization, there might be a place for [NPR] in the [WNAC-TV] picture." Mankiewicz also said: "We are looking for all kinds of possibilities where we can augment declining federal income." He also indicated NPR would be interested in gift of WNAC-TV equipment, gift that would allow RKO tax deduction. He noted that E.W. Scripps Co. has proposed donating to NPR financially troubled United Press International for tax break that gift would generate (BROADCASTING, Jan. 18).

□

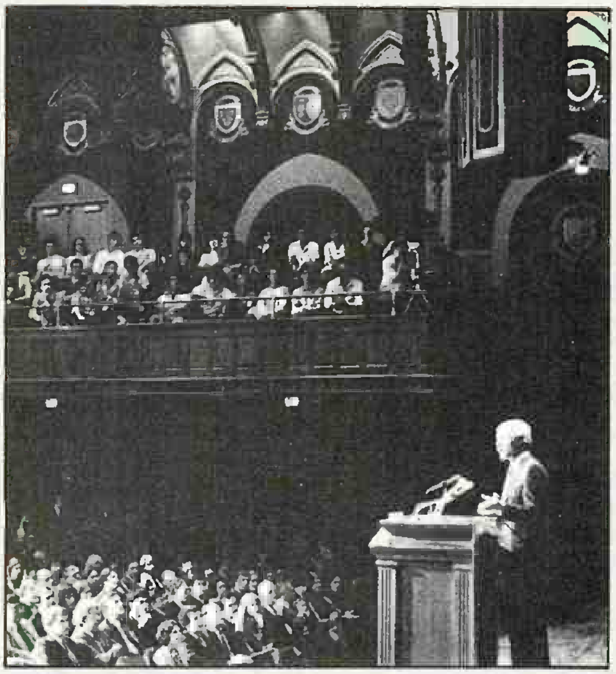
**Viacom International** reported **20% increase in net income for 1981,** to $18,928,000, $1.51 per share, on 31% revenue boost to $210,436,000. Report notes slight drop in fourth-quarter earnings, to $4,615,000 after two extraordinary items in quarter—$5,377,000 pre-tax loss on donation of WWRL(AM) New York to United Negro College Fund and payment of $2 million by Teleprompter. Latter was condition of Viacom's 1979 sale of 50% interest in Showtime to Teleprompter; payment was due because "certain subscriber goals" were met by Dec. 31.

□

**Hearst/ABC Video Services** has announced **signing of 94,000-subscriber system,** UA-Columbia Cablevision of Texas Inc. (now owned by Rogers Cablesystems) **in San Antonio** for Hearst/ABC's **women's programing service, Daytime,** scheduled for launch on March 15. Spokesman at Hearst/ABC said "no one seems to know" how many **subscribers** have been signed up to date for Daytime, but company's **goal by launch is five million.**

□

**ABC-TV** has picked five more series for "trial runs this spring" before deciding on 1982-83 lineup. In addition to previously announced *9 to 5,* *Police Squad* and *The Phoenix,* network also will test *Joanie Loves Chachi,* spin-off of *Happy Days; No Soap, Radio,* "off-the-wall comedy/variety"; *Sgt. Hooker* police drama; *Inside America* magazine with Dick Clark, and *Counterattack: Crime in America* series involving unsolved crimes and crime-prevention tips. ABC did not specify number of episodes for trial runs. *Joanie Loves Chachi* (Garry Marshall/Paramount) premieres Tuesday, March 23, 8:30-9 p.m., pre-empting *Laverne & Shirley* "for the length of the run." *No Soap, Radio* (Mort Lachman/Alan Landsburg Production) half hour is to begin some time in April in as yet unannounced slot. *Sgt. Hooker* (Spelling-Goldberg Production) starts as 90-minute special, Saturday, March 27, 8-9:30 p.m., then takes 8-9 p.m. slot "after *King's Crossing* completes its initial run in time period." *Inside America* (Dick Clark Productions) moves in on



**Award winner.** Ted Turner went to Washington last Tuesday to receive two awards in one afternoon—The Luminary Award from Washington Ad Club and Business Leader of the Year Award from Georgetown University. To delight of Ad Club luncheon crowd, Turner delivered his familiar network-programing-is-root-of-all-evil speech. He accused programers of "shoving ... filth and trash and violence ... into the hands of the youth of the country." Such programs as *The Dukes of Hazzard, Dallas* and *Three's Company*, he said, "are not made for intelligent people to watch." Turner surprised his listeners by talking about some personal tragedies in his life: suicide of his father, near nervous breakdown of his mother and coma-induced mental illness of his sister. "It wasn't all peaches and cream," he said in one of his rare moments of understatement. But he was driven to be "a big success" and now figures he must have achieved it, having had dinner with Bo Derek and Ursula Andress at same time. One member of audience was so moved by Turner's polemic that he asked Turner whether he has ever considered running for political office. Assuming he meant Presidency, Turner said he has, but added term of office should be extended to 10 years. Turner Broadcasting System President Bob Wussler, on hand for luncheon, confirmed to reporters that TBS has been having discussions with various motion picture companies about buying into one of them. Although TBS has been steadily losing money with its sports franchises and two cable news operations, Wussler said TBS's banks have been "most gracious" and would "go along with us," if deal were struck.

Sunday, April 4, 7-8 p.m., pre-empting *Code Red*. *Counterattack* (Robert Guenette/AM Productions) hasn't been given slot but late-spring premiere is planned. *9 to 5* (IPC Films/20th Century-Fox) pre-empts *Barney Miller* beginning Thursday, April 1, 9-9:30 p.m. *Police Squad* (Paramount) pre-empts *Mork & Mindy* as of Thursday, March 4, 8-8:30 p.m. ABC hasn't given slot for *The Phoenix* (Mark Carliner Production) but said it would have limited run in March or April.

□

**Cabletelevision Advertising Bureau President Robert Alter has asked for retraction of letter sent out to cable advertisers** two weeks ago **by Television Bureau of Advertising advising that entire ad budgets be devoted to over-the-air broadcasting** in light of poor cable audience ratings indicated by Arbitron November sweeps (BROADCASTING, Feb. 15). Alter described **Arbitron diaries as inadequate for measuring cable.** He said channels cannot be pre-listed if system exceeds 15 channels, and diaries call for identification by call letters which many cable channels do not have. Handicap of being measured against entire ADI (as opposed to cable universe) was also cited by Alter. CAB also challenged TVB contention that sweeps showed that not one cable channel reached 3% net weekly circulation minimum reporting standard. CAB countered that Arbitron report showed that "there are 208 markets where one or more cable channels exceeded 3% net weekly circulation ..."

□

**Herbert Granath,** vice president, ABC Video Enterprises, **Walter Cronkite,** retired CBS Evening News anchor and **Larry Grossman,** president, Public Broadcasting Service are among broadcasters expected **to attend international conference on how technological changes** in communications industry are likely to **affect public and publishing.** Scheduled for April 1-3 in **Milan, Italy,** meeting is expected to draw broadcast leaders from U.S., Italy, France and United Kingdom. It is first-time event, being sponsored by Mondadori Foundation, organization funded primarily by Mondadori Publishing Group, one of largest newspaper and book publishing firms in Italy.

□

**Salvatore J. Ianucci,** president of Filmways Entertainment, Los Angeles, **joins Embassy Communications,** Los Angeles, as executive VP, responsible for business administration activities for company's various divisions, including Embassy Television, Embassy Pictures, Embassy Telecommunications and Tandem Productions.

□

**Richard W. Miller,** senior vice president, finance, Penn Central Corp., **named chief financial officer of RCA Corp.** Miller **replaces Frank T. Alfieri,** who becomes executive vice president, special business projects. Both jobs report to RCA Chairman Thornton Bradshaw; Miller will be recommended for election as executive vice president at March 3 board meeting.

□

**Representative George Danielson** (D-Calif.), who advanced performers' royalty legislation last year and during several previous Congresses, **will probably resign from House** during next three weeks. Danielson, who has served in House since 1971, has been **appointed to California Court of Appeals.**

## Up Coming

**On Capitol Hill:** House Telecommunications Subcommittee will hold hearings on AT&T antitrust settlement and pending common carrier bill (H.R. 5158) on Tuesday at 2:30 p.m. in room 2322, Rayburn House Office building, on Wednesday at 9:30 a.m. in room 2218, RHOB, and on Thursday at 10 a.m. in room 2322, RHOB. **Also in Washington:** NHK/CBS-TV demonstration of high-definition television will be held at Shoreham hotel Wednesday and Thursday. □ Gary Epstein, chief of FCC Common Carrier Bureau, will address Federal Communications Bar Association luncheon at Touchdown Club Thursday. □ Frank Shakespeare, chairman of Board for International Broadcasting, will speak at Face-to-Face dinner discussion at Carnegie Conference Center Thursday. (Face-to-Face is program of Carnegie Endowment for International Peace and American Foreign Service Association). □ National Association of Broadcasters Task Force on Public Broadcasting Funding meets at NAB headquarters Friday (see page 72). **In New York:** CBS hosts security analysts for general briefing on company operations Tuesday. □ John Chancellor of NBC News addresses Association of National Advertisers television workshop at Plaza hotel Wednesday. □ J. Richard Munro, president of Time Inc., will speak at ANA media workshop at Plaza hotel Thursday. **In Nashville:** Country Radio Seminar at Opryland hotel opens Friday (see page 57).

# Editorials

## On the pad and counting

If the signs are being read correctly, the FCC will soon give "interim" approval to several applications for direct-to-home broadcast satellite service. Comsat, the first applicant to file, through its subsidiary, Satellite Television Corp., can hardly wait for its grant to emerge from the FCC Mimeograph. Its eagerness to proceed is reported elsewhere in this issue.

The approval will be "interim" because the U.S. is yet to acquire title to the frequencies and orbital slots that the DBS operators propose to use. That detail awaits resolution at a conference of western hemisphere nations in Geneva in mid-1983. Nobody can be sure that the U.S. will get all it wants.

Still, Comsat officials remain firm in their commitment to start spending three-quarters of a billion dollars on the first phase of a three-channel subscription television system, serving only the Eastern time zone of the U.S. Whether other winning applicants will take plunges of their own before the frequencies are sorted out in Geneva remains to be seen.

Most television broadcasters in this country remain firm in their opposition to the issuance of DBS grants before (1) the U.S. knows what frequencies and satellite positions will fall its way in Geneva and (2) it decides after deeper consideration whether the frequencies it gets would be better used for DBS or other purposes. There is even talk of using some of the spectrum now marked for DBS in a terrestrial introduction of high-definition television of the kind CBS has been promoting. The basic fear among broadcasters is, of course, that DBS could prove to be the eventual destroyer of local television stations.

The inclination on this page has been to side with the broadcasters in their arguments for first things first in the acquisition and allocation of satellite frequencies, although their warnings of the doom of localism have been viewed here as overblown. At the FCC as now composed, however, the mood disfavors delay. As Commissioner Anne Jones told the Electronic Industries Association last week in another context, the disposition is to stand aside and let new and old services fight it out in the marketplace.

If there is to be a fight between terrestrial and satellite services for access to the home, it may begin sooner than later.

## In a venturer's eye

Adding to the profusion of television delivery systems in being or proposed is the expansion of the multipoint distribution service that Microband Corp. of America has in mind. Microband wants the FCC to create 14 channels of MDS in each of the 50 biggest markets and divvy them up, five, five and four, among three common carriers (BROADCASTING, Feb. 15).

Microband sees the amplified MDS as both an auxiliary and competitor of cable television. The two MDS channels now individually controlled in large communities "will not meet the marketplace demand for multiple tiers of programing," Microband said in its filing at the FCC. "With multichannel capacity and telephone-based return circuits, however, MDS systems could attain parity with cable systems."

Well, not parity perhaps. But certainly more marketability than a single channel provides, and maybe Microband has an interesting idea.

The guess here is that 14 channels of MDS would have more appeal to homes without cable than to those already tied to more channels than MDS can provide. The spread of MDS in the uncabled television universe would accentuate the audience fragmentation that is already discernible.

Whether Microband will get a hearing at the FCC is uncertain at this stage. Other services have claims on the spectrum that would be needed for 14 MDS channels, although Microband says the claims are unsupported by actual use.

There is no doubt, however, that the discovery of more pathways to the television set proceeds irreversibly.

## Everybody's in the act

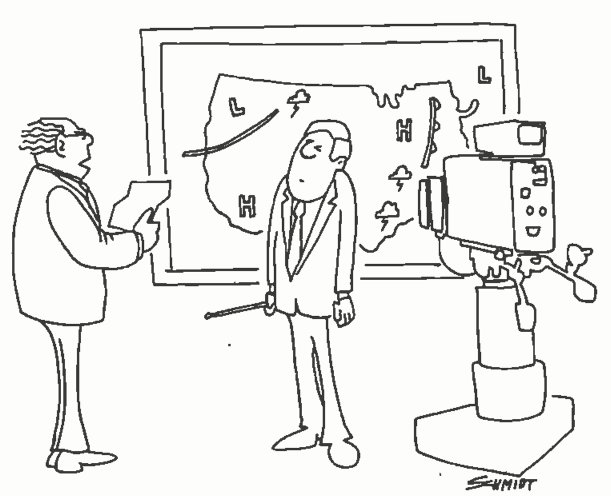
It is the vision of multiplying video pathways that is inspiring some of the largest companies in communications and entertainment to join forces these days to fill the pathways with programing. The joint venture announced last week by CBS and 20th Century-Fox is but the latest example.

The resources created by unions of recent months are formidable: Westinghouse and ABC for news, CBS and AT&T for videotext, Westinghouse and Disney for family entertainment. Big money from other fields is coming in. Getty Oil is in league with ABC for sports programing.

There are earlier examples: Rockefeller money and RCA in The Entertainment Channel, American Express and Warner Communications. The list goes on.

By now the evidence is indisputable that television is in a period of explosive growth in both physical plant and content development. It is becoming the all-purpose medium of entertainment and information. Distinctions are blurring among the older media as newspapers get into videotext and magazines get into cable programing.

By now the evidence is also indisputable that whatever plausibility could have once been claimed for the argument that scarcity of television outlets justifies, for television, regulation that the First Amendment forbids for the press has long since disappeared. FCC Chairman Mark Fowler has recognized what is going on in the real television world and has called for First Amendment parity. Eventually a majority of members of the Congress will wake up to what has gone on.




Drawn for BROADCASTING by Jack Schmidt

*"We have a letter accusing you of impersonating a weatherman."*

# LAST MONTH, THE BIG NEWS IN TELEVISION CAME FROM A SINGLE SOURCE.

# PUBLIC TELEVISION.

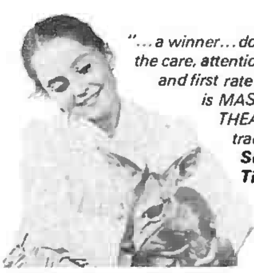
*"ONE OF THE MOST EXTRAORDINARY MONTHS EVER IN PUBLIC TELEVISION."*
**Tom Shales,**
***The Washington Post***

*"... MAY PROVE TO BE THE HIGHEST RATED WEEK IN PBS HISTORY."*
**Arthur Unger,**
***The Christian Science Monitor***

*"... A SCHEDULE OF UNPRECEDENTED BREADTH."*
**Lee Margulies,**
***The Los Angeles Times***

*"... an exclusive first for American television... a dramatic report."*
***The Boston Globe***

**NOVA**
**TEST TUBE BABY**
WGBH-BOSTON



*"... a winner... done with all the care, attention to detail and first rate acting that is MASTERPIECE THEATRE's trademark."*
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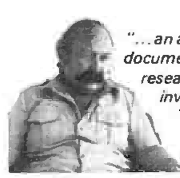

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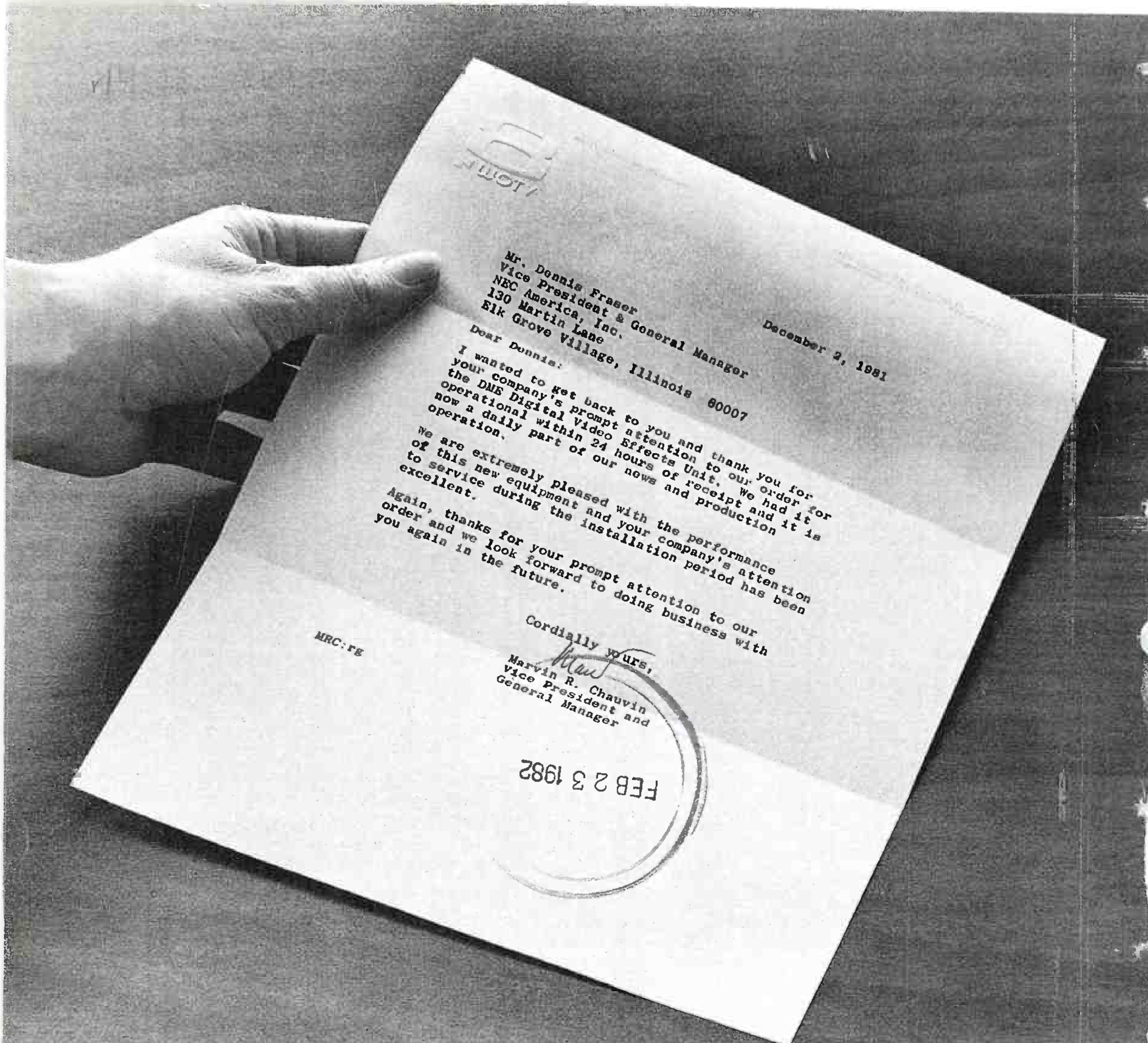


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