

# Broadcasting Mar 15

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## THE TELEVISION SHOW PLACE!

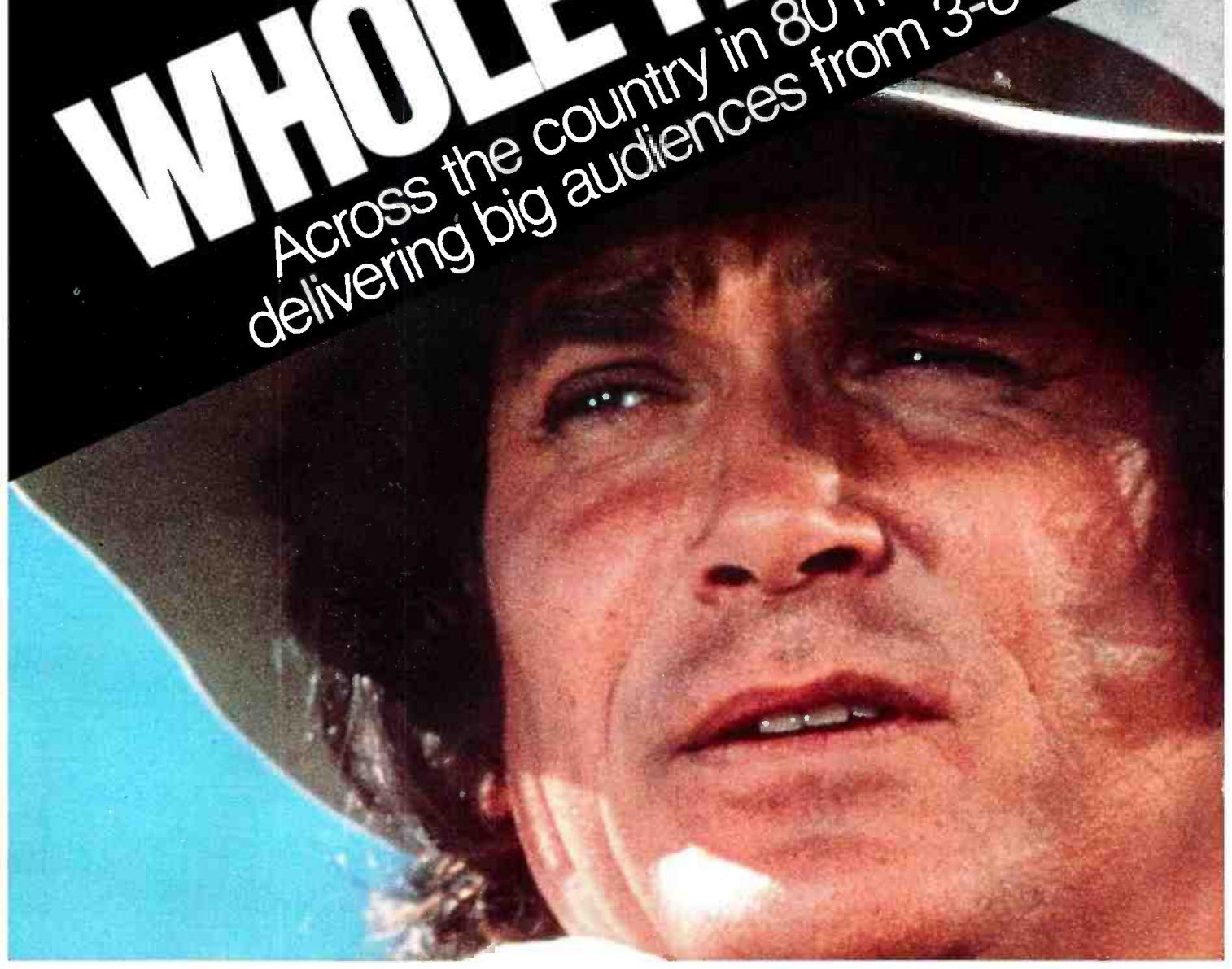


36112 LIBRARY  
US AIR FORCE  
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51st Year 1982  
NATPE '82 NATPE '82  
NATPE '82 NATPE '82  
NATPE '82 NATPE '82

# BIG ENOUGH FOR THE WHOLE FAMILY...

Across the country in 80 markets,  
delivering big audiences from 3-8 PM.



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

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

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

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

**5:30 PM**  
**WGN-TV**  
Chicago  
1 Women 25-54  
1 Total Viewers

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

**4 PM**  
**WHO-TV**  
Des Moines  
1 Women 18-34  
1 Total Viewers

**7 PM**  
**WJBF**  
Augusta  
1 Women 18-49  
1 Total Viewers

**5 PM**  
**WICU-TV**  
Erie  
1 Women 18-49  
1 Total Viewers

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

**7 PM**  
**WTVM**  
Columbus  
1 Women 25-54  
1 Total Viewers

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

**3:30 PM**  
**KTAL-TV**  
Shreveport  
1 Women 18-49  
1 Total Viewers

**4 PM**  
**WDBJ-TV**  
Roanoke  
1 Women 25-54  
1 Total Viewers

**5 PM**  
**WTOC-TV**  
Savannah  
1 Women 18-49  
1 Total Viewers

# LITTLE HOUSE ON THE PRAIRIE

Meet Michael Landon

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861



**WORLDVISION**  
ENTERPRISES INC.

The World's Leading Distributor  
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

# HE WORKS EARLY... HE WORKS LATE.

**BARNABY JONES**—the time-period winner with both men and women...

Chicago, WBBM-TV, 4-5 pm.

St. Louis, KMOX-TV, 3-4 pm.

Memphis, WHBQ-TV, 10:30-11:30 pm.

Shreveport, KSLA-TV, 11 pm-12 M.

Put BARNABY to work in early or late fringe! Available immediately.

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861



**WORLDVISION  
ENTERPRISES INC.**

The World's Leading Distributor  
for Independent Television Producers



# YOU HAVEN'T BOOKED PASSAGE YET?

## THE LOVE BOAT

Reserve now for  
September, 1983.  
Don't let THE LOVE BOAT  
sail without you.

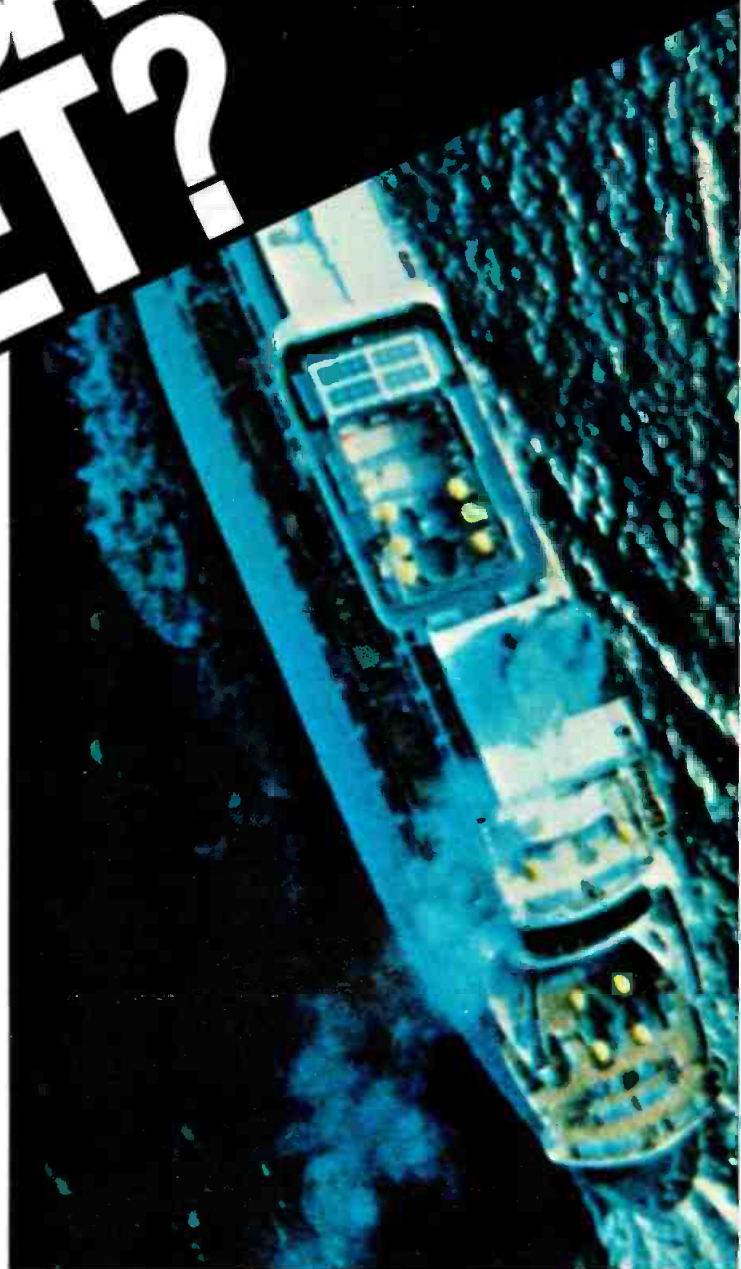
### Meet Lauren Tewes

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861



**WORLDVISION**  
ENTERPRISES INC.

The World's Leading Distributor  
for Independent Television Producers



# A SPECTRUM OF FILM ENTERTAINMENT

## PRIME VII

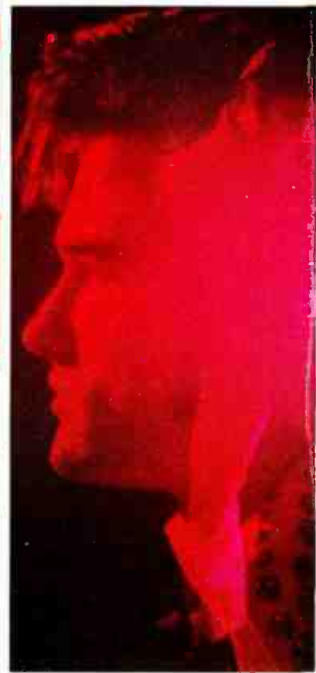
From Elvis to the brash bounce of the Beatles to the acting artistry of Henry Fonda... 25 star-studded feature films.

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861



**WORLDVISION**  
ENTERPRISES INC.

The World's Leading Distributor



This film is a dramatization, using actors, of the early career of The Beatles. The Beatles' music is sung by the group, "Rain."



# FROM TOP CAT TO JOSIE TO BANANA SPLITS.

## THE FUNTASTIC WORLD OF HANNA-BARBERA

Hundreds of half-hours  
of TV's finest animated  
hits to captivate the kids.

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861



**WORLDVISION**  
ENTERPRISES INC.

The World's Leading Distributor  
for Independent Television Producers

A Tish Company



# IT HAS RISEN AGAIN.

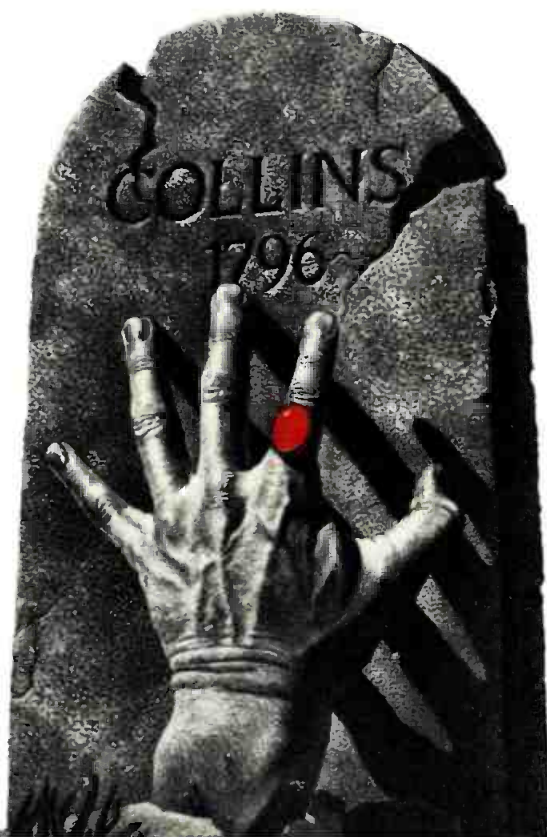
## Dark Shadows

The thrills and chills of the  
original Gothic soap opera.  
Now winning and delighting  
new audiences coast to coast.

VISIT US AT NATPE—LAS VEGAS HILTON, SUITE 2861

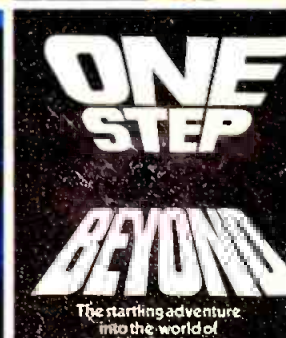
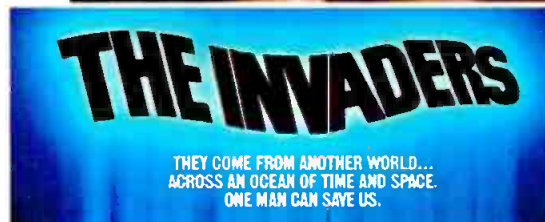
**EVERGREEN**  
PROGRAMS INC.

A DIVISION OF WORLDVISION ENTERPRISES INC.  
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome  
A Tait Company



# PLUS MANY MORE HAPPY RETURNS.

THE DORIS DAY SHOW



VISIT US AT NATPE—  
LAS VEGAS HILTON, SUITE 2861

**EVERGREEN**  
PROGRAMS INC.

DIVISION OF WORLDVISION ENTERPRISES INC.  
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Melbourne, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome  
A Tait Company

**"Lights, Camera, 'Annie'"**



## **The Making of a Major Hollywood Musical**

Now TV audiences can delight to Carol Burnett, Tim Curry, Albert Finney, Geoffrey Holder, Bernadette Peters and Aileen Quinn singing and dancing their way into the making of the Hollywood musical "Annie."

Join us for a special sneak preview of  
"Lights, Camera, Annie," the movie about the movie.

**Visit Ogilvy & Mather's Suite 423 at the Las Vegas Hilton during NATPE.**

PHOTO BY STEVE BRIGMAN

Programming in Las Vegas ■ Upheaval for NAB  
 PTAR ■ Cavalry to the rescue on PTAR ■ Sputtering  
 AM stereo ■ ABC tries to make peace with cable

**PROGRAMMING REINS** □ At NATPE time, near consensus at commission whether to modify PTAR. More likely for repeal are changes on networks' financial participation in programming and operations in syndication. **PAGE 43.**

**NAB LIFTS CODES** □ Ad regulations temporarily suspended in wake of Greene ruling. **PAGE 45.**

**TRYING AGAIN ON COPYRIGHT** □ NAB and NCTA working on new provisions for legislation scheduled for House mark-up March 17. **PAGE 47.**

**READING ON LONGER NEWS** □ Poll of CBS-TV affiliates finds majority oppose expansion, but dilutes notion that big group owners are chief opponents. **PAGE 48.**

**COMMON CARRIER REWRITE** □ Wirth subcommittee completes hearings on H.R. 5158 with members trying to pinpoint effect of AT&T settlement. **PAGE 50.**

**AM STEREO: THEY'RE OFF** □ FCC's go-ahead without picking system creates initial confusion. Four U.S. manufacturers and possible Japanese competitors jockey for initial advantage. **PAGE 52.**

**ON STAGE IN VEGAS** □ PTAR, Fowler's luncheon address and Reagan's appearance via tape highlight today's action as NATPE continues through its heavy agenda. **PAGES 62-66.** Departing Executive Director George Back looks back from the door to assess the state of NATPE. **PAGE 78.** Programers go to Las Vegas with downbeat expectations. **PAGE 82.** Another look at what is to be exhibited. **PAGES 90-130.**

**CUBA'S AM INTRUSION** □ Witnesses at House hearing vary on extent to which U.S.'s Radio Marti would affect interference problem. NAB among those calling for more intergovernment negotiations. **PAGE 134.**

**SATELLITE SPACING** □ Most comments on FCC's proposal to reduce orbital separation endorse general idea, but urge caution. **PAGE 136.**

**MISGIVING ABOUT TIME BANKING** □ J. Walter Thompson's problems last month draw attention to program-for-time exchanges. Opponents cite complexity of accounting, possibility for inferior programming and danger of agency pressure on stations. **PAGE 146.**

**DISNEY CHANNEL PICKS WAGNER** □ CBS's program vice president leaves network after 21 years to be president of Disney-Group W joint venture. **PAGE 168.**

**THE UNINVITED** □ Purchase by Bendix of RCA stock denounced by Bradshaw. **PAGE 172.**

**MONEY TALK** □ Communications leaders offer perspectives on their industry at financial analysts convention in St. Louis. **PAGE 174.**

**BOUNCING BACK AT SUNRISE** □ For third time in six months, CBS will launch weekday *Morning* newscast with revamped line-up. **PAGE 184.**

**POINT MAN FOR NATPE** □ As president of the programers' organization, Steve Currie travels down a road mined with PTAR repeal and other critical issues. **PAGE 223.**

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# GREAT ENTERTAINMENT



res  
prog  
N

**SOAP**  
93 half-hours

**FANTASY ISLAND**  
130 hours, 200 half-hours

**FAMILY COURT**  
First-run half-hour strip

# NT ON THE HORIZON

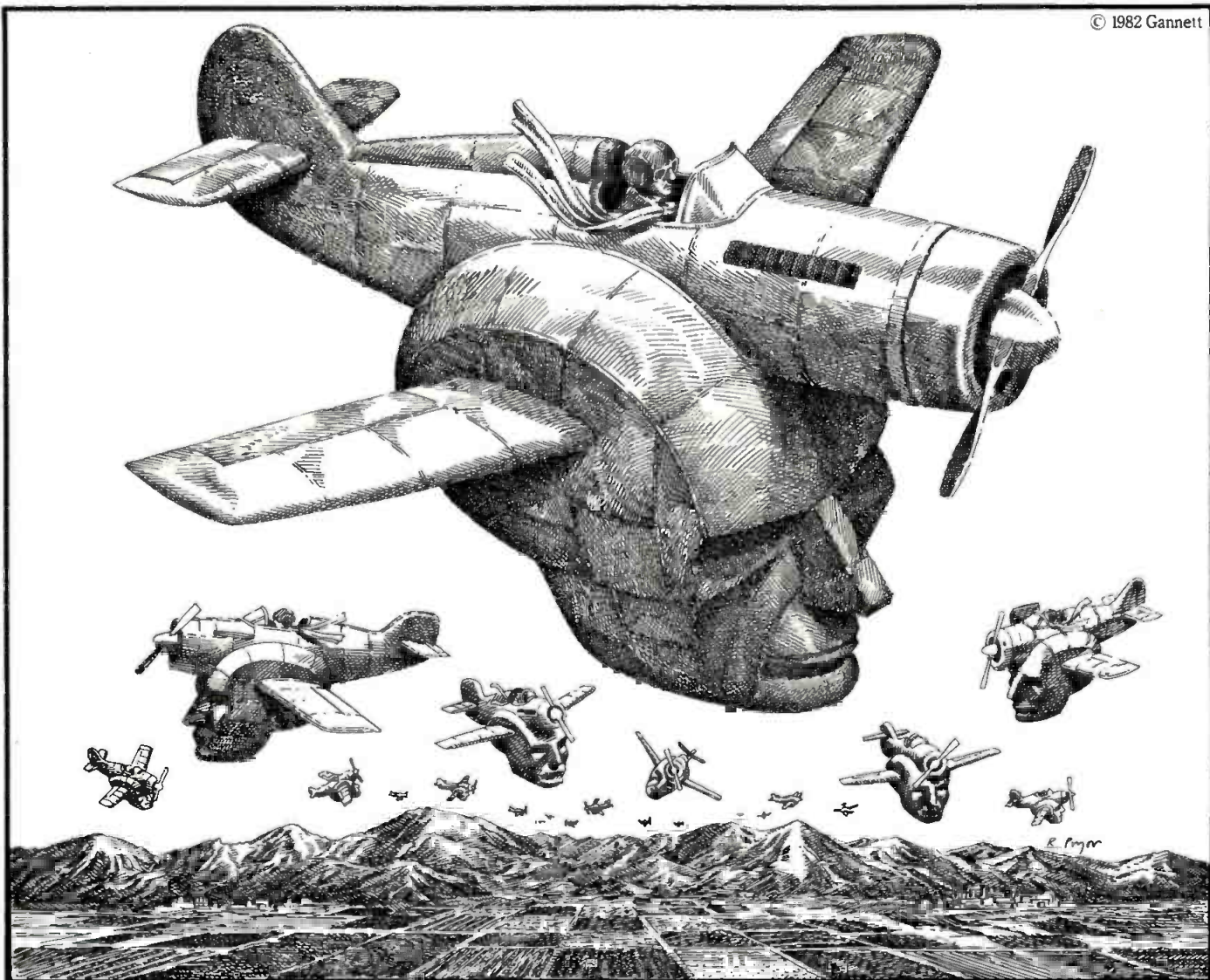
**CHARLIE'S ANGELS**  
115 hours

**BARNEY MILLER**  
170 half-hours

**VOLUME III FOR THE 80'S**  
20 feature films



**COLUMBIA PICTURES TELEVISION**  
Suite 2875



# HELPING OTHERS DO THE BEST THEY CAN

DENVER—Of the 56,000 mentally retarded residents of Colorado, an estimated 85% can achieve social and vocational independence, if given proper help.

Yet due to lack of public understanding, they are more often treated as objects of curiosity and need, than as responsible and useful citizens.

To help correct this perception, KBTB, the Gannett television station in Denver, turned its cameras on re-

tarded adults who are marrying, living independently and holding regular jobs. In a documentary series entitled "Doing the Best We Can," these residents spoke for themselves and told their own stories to KBTB reporter Bertha Lynn and cameraman John Fosholt, revealing interests and aspirations similar to those of their fellow citizens who are not handicapped.

KBTB was applauded for furthering public awareness of the facts about mental retardation by the Association for Retarded Citizens with its Excellence Award for Community Television. The series was also recognized by the One to One Foundation, a national organization concerned with the needs of the developmentally disabled.

The real reward came, however, in doing the best we can to help others do the best they can.

At Gannett, we recognize the

responsibility our newspapers and broadcasting services have to the needs of the entire community. And from Denver to Detroit, Tucson to Tarrytown, Pensacola to Port Huron, each Gannett member is free to serve those needs in its own way.

For more information about Gannett, write: Gannett Co., Inc.; Corporate Communications; Lincoln Tower; Rochester, N.Y. 14604, or call (716) 546-8600.



## GANNETT

**A WORLD OF DIFFERENT VOICES  
WHERE FREEDOM SPEAKS**

### Gannett Broadcasting Group:

KPNX-TV  
Phoenix  
WVON, WGCI-FM  
Chicago

KARK-TV  
Little Rock  
WPTA-TV  
Fort Wayne

KHS-FM, KPRZ  
Los Angeles  
WLKY-TV  
Louisville

KSDO, KEZL-FM  
San Diego  
WLQV, WCZY-FM  
Detroit

KBTB  
Denver  
KSD-AM, KSD-FM  
St. Louis

WJYW-FM  
Tampa  
WWWE, WDOK-FM  
Cleveland

WXIA-TV  
Atlanta  
KOCO-TV  
Oklahoma City

## 7-7-7 to ?-?-?

FCC Chairman Mark S. Fowler today (Monday) fires major salvo in what has been growing campaign for repeal or modification of commission's rule limiting ownership of stations to seven AM, seven FM and seven TV. In speech at NATPE convention, in Las Vegas, he will say he does not support bans on ownership when only justifications are "vague" statements as to how they contribute to diversity. He will also say 7-7-7 rule lacks logic (same limits are applied regardless of market size) and leads to inefficiencies. He also notes that permitting multiple owners to grow in size could have public interest payoff in enabling them to compete with networks.

Fowler won't ignore prime-time access rule; in brief section of speech, he will restate his opposition to it.

## Decoded

All that's left of National Association of Broadcasters' radio and television codes is preambles, after last week's suspension of all advertising standards (see page 45). Other halves of codes, program standards, have been suspended since late 1976, when U.S. District Court Judge Warren J. Ferguson ruled family-viewing provisions in TV code violated First Amendment (BROADCASTING, Nov. 15, 1976).

In spite of predictions that code is gone forever, Code Authority staffs in New York, Washington and Hollywood will "remain in place," pending outcome of latest case, according to John Summers, NAB executive vice president, general.

## Bowing out

This week's NATPE International convention could be last with networks as major participants. Network sources say there's growing feeling that, as one put it, "NATPE is getting out of hand" as far as networks are concerned. "Not that we're against NATPE," he said, "but their scenario calls for big meetings between the networks and their affiliates at a time when the networks have nothing to tell affiliates."

At NATPE meetings, he noted, affiliates always want to know about such things as new programs, program strategy and promotion plans, although networks themselves have not reached final decisions and usually don't until time for their own big affiliate meetings two months later—which is when and where they'd prefer to make such disclosures anyway. Result could be substantial reduction in number of network people at future NATPE's.

## Ready market

If high-definition television is to have future, it must appeal to TV viewers. According to study commissioned by CBS and conducted by Eric Marder Associates, it does. Nearly 600 randomly selected "heads of households" were invited to CBS-demonstrations of HDTV in New York and Washington last month. Eighty-four percent of 292 who were asked whether they would pay extra 25% on purchase of next television set for HDTV said they would. Eighty percent of another 298 said they would be willing to pay 50% premium for HDTV. Study also suggested HDTV would have impact on viewing habits. Consumers said they would watch 10% more TV on weekdays and 14% more on weekends.

## What's in a name?

Poesy aside, it'll at least mean new stationery when Teleprompter Corp., acquired by Westinghouse last year for \$646 million, becomes Group W Cable in next few weeks.

## Cable defended

J. Walter Thompson, number-two agency in broadcast billings (with \$851.7 million in 1981) has sided with Cabletelevision Advertising Bureau in its dispute with Television Advertising Bureau over letter sent to cable advertisers by TVB suggesting elimination of cable and budgets for 1982 (BROADCASTING, Feb. 15, et seq.). TVB advice was based on what it perceived as almost nonexistent cable viewing as evidenced by analysis of Arbitron November sweeps. In internal memo distributed to JWT's branches around nation, Ronald Kaatz, senior vice president and director of media relations, said TVB action was "serious misuse of data."

Kaatz said cable advertisers realize medium is still in its "infancy" and "see in it the value of providing a unique environment for targeting a selective message against a rather selective audience and in delivering supplementary weight in cable households."

## Allbritton's aims

Rumors that Joe L. Allbritton would sell channel 7 WJLA-TV Washington if he succeeds in acquiring troubled *New York Daily News* can be discounted. Allbritton, who has made media history since his first newspaper acquisition (*Washington Star*, later sold to Time Inc.), regards WJLA-TV as crown jewel. *Washington Post* reported last week that Allbritton had offered

Tribune Co., Chicago, \$100 million for its *New York News*.

No price has ever been placed on WJLA-TV, Washington's ABC-TV outlet, but new yardstick on station values is pending sale of channel 5 WCVB-TV Boston, also ABC affiliate, to Metromedia, Inc. for \$220 million. Markets are comparable (Boston number six, Washington number eight).

## Dereg hearings set

House Telecommunications Subcommittee hearings on pending broadcast deregulation legislation are projected for mid or late April, following meeting last week between Subcommittee Chairman Timothy E. Wirth (D-Colo.) and Representative Al Swift (D-Wash.). To be considered are variety of proposals ranging from Swift's bill to eliminate comparative renewal proceedings (see page 180) to far more sweeping package (H.R. 5584-5585), advanced by Representative James Broyhill (R-N.C.), that would remove all content controls including political broadcasting rules.

## Chipping in

Group W (Westinghouse Broadcasting) pledged \$100,000 for Broadcast Pioneers Education Fund, Inc., according to Ward L. Quaal, fund president. This is second contribution of that amount (first was from Hubbard Broadcasting Inc.).

## Sleeper

It's belatedly discovered that agreement reached on AM broadcasting at western hemisphere conference in Rio de Janeiro last year may contain new problem in U.S.-Cuban radio dispute. State Department official, William Jahn, who was vice chairman of U.S. delegation at Rio, is studying whether Cuba—because it did not sign Final Acts of conference—would benefit from Article 12 of International Telecommunication Union convention, dealing with notification and registration of AM assignments. Article says stations not causing interference are entitled to protection, and Jahn says that might mean some low-power Cuban stations are entitled to protection from U.S. stations that are interfering with them.

As result, U.S. may not be in as solid legal position as it thought when Rio conference ended. Jahn has come up with intriguing thesis: It might be in U.S. interest not to ratify Rio agreement and thus avoid obligations it imposes. FCC officials do not endorse Jahn's tentative findings, but neither have they studied implications of Article 12.

**J.L. Hudson Co.** □ Department stores. Begins March 29 for 13 weeks in over 10 markets in Michigan, Ohio and Indiana. All dayparts. Agency: Hudson's Reel People (in-house), Detroit. Target: adults, 25-54.

**Home Savings & Loan Association** □ Begins March 29 for 13 weeks in eight California markets. Early fringe, late fringe, prime time, specials and weekends. Agency: Benton & Bowles, Los Angeles. Target: adults, 50 and over.

**Taco Bell** □ Fast Mexican food service. Begins March/April for second quarter in about 50 markets. All dayparts. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34; teen-agers, 12-17.

**Vidal Sassoon** □ Shampoo. Begins in April for 12 weeks in at least six markets. Agency: Peter Rogers Associates, New York. Target: women, 18-49.

**Quaker Oats** □ Crunchy granola bar. Begins May 3 for nine weeks in 45 markets. Prime times and specials. Agency: AdCom Inc., Chicago. Target:

women, 25-54.

**Endicott Johnson** □ Retail vinyl. Begins April 26 for three weeks in 14 markets. All dayparts. Agency: Fahlgren & Ferriss, Parkersburg, W. Va. Target: men, 25-54.

**Wohl Shoe Co.** □ Connie shoes. Begins March 29 for two weeks in over 10 markets. Day and late fringe times. Agency: Kelly, Scott & Madison, Chicago. Target: total women.

**Elias Brothers** □ Restaurants. Begins April 18 for two weeks in various Michigan markets. All dayparts. Agency: Simons Michelson Zeive, Troy, Mich. Target: adults, 25-54.

**San Rio** □ Toys and novelties. Begins in late March for two weeks in two markets. Day, early fringe, late fringe, news and prime access times. Agency: Dentsu, Los Angeles. Target: women, 25-49; children, 6-11.

**Volume Shoe Co.** □ Athletic/casual. Begins in March for varying flights in 15 to 20 markets. Day, prime access, prime and fringe times. Agency: Foote, Cone &

## Rep Report

KWIK(AM)-KPKY(FM) Pocatello, Idaho: To Lotus Representative from Eastman Radio.

WAPA(AM) San Juan, P.R.: To Lotus Representatives from Katz Radio.

WZYC-AM-FM Frederick, Md.: To Lotus Representatives (no previous rep).

CFTM-TV Montreal, TVA Network of Quebec: To Adam Young Canadian Ltd. from Caverly Corp.

WMJX-FM (formerly WBZ-FM) Boston: To Eastman Radio (no previous rep).

KLRZ-FM Salt Lake City: To Hillier, Newmark & Wechsler (no previous rep).

KEYY(AM) Provo, Utah: To Hillier, Newmark & Wechsler from Pro Radio.

WFPA(AM) Fort Payne, Ala.: To Jack Bolton Associates from David Carpenter.

KFOG(AM) San Francisco: To Radio Advertising Representatives from Selcom.

WYDE(AM) Birmingham, Ala.: To PRO Radio from Katz Radio.

WOYK(AM) York, Pa.: To P/W Radio Representatives from Buckley Radio.

Belding, Chicago. Target: women, 18-34; men, 12-17.

**Merrill Lynch** □ Real estate services. Begins in March for varying lengths in Hartford-New Haven, Conn.; Baltimore; Washington, and Pittsburgh. Agency: Young & Rubicam, New York. Target: men, 25-54.

**Hungry Tiger** □ Restaurants. Begins April 5 for eight weeks in six markets. All dayparts. Agency: International Communications Group, Los Angeles. Target: adults, 25-54.

### RADIO ONLY

**Amalie Refining Co.** □ Motor oil. Begins April 12 for 18 weeks in about 20 markets. Morning drive, middays, afternoon drive and evenings. Agency: Bloom Advertising, Dallas. Target: men, 18-49.

**Pacific Telephone & Telegraph** □ Residence long distance. Begins March 29 for 13 weeks in about 12 California markets. All dayparts. Agency: Foote, Cone & Belding/Honig, San Francisco.



# Lotus

# is the right position

## for quality radio representation

- 8 years old and growing fast
- A young, aggressive, hard selling sales staff that fights for your national radio dollar.
- Constant communication with our stations.
- Professional, conceptual selling techniques.
- Research oriented—complete computer capability.

Call or write George Sternberg, V.P. for Station Relations, in New York.



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New York, N.Y. 10017/212-697-7601  
Atlanta — Drawer 7308  
Atlanta, Ga. 30309/404-881-0220

Chicago — 203 N. Wabash Ave.  
Chicago, Ill. 60601/312-346-8442  
Los Angeles — 6777 Hollywood Blvd.  
Hollywood, Ca. 90028/213-466-8119

San Francisco — 2225 Union Street  
San Francisco, Ca. 94123/415-563-3252  
Dallas — 7616 LBJ Freeway  
Dallas, Tex. 75251/214-960-1707

# Viacom has the biggest laughs in the business!



All in the Family  
A TANDEM PRODUCTION

The Bob Newhart Show

The Mary Tyler Moore Show



Family Affair



The Beverly Hillbillies

I Love Lucy



My Three Sons



The Honeymooners



Peticoat Junction



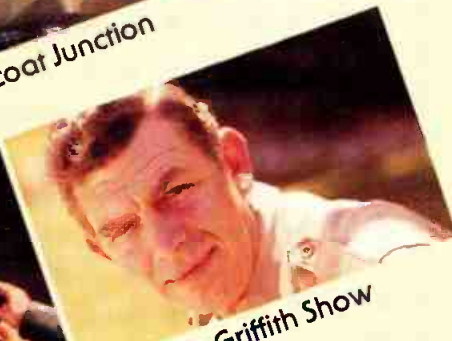
The Dick Van Dyke Show



Gomer Pyle



Hogan's Heroes



The Andy Griffith Show



Target: adults, 18-54.

**Chevron** □ Chemical pesticides. Begins March 29 for six weeks in 70 to 80 markets. Morning and afternoon drive times. Agency: McCann-Erickson/San Francisco. Target: men, 35-64.

**Coca-Cola Co.** □ Maryland Club coffee. Begins this week for six weeks in Houston and Beaumont-Port Arthur, Tex. Morning drive, middays and afternoon drive times. Agency: Marschalk Co., New York. Target: women, 18-49.

**Hartford Insurance** □ Begins April 5 for six to eight weeks in over 10 markets. Agency: McCaffrey & McCall, New York. Target: men, 25-54.

**Benjamin Moore** □ Paints. Begins March 22 for five weeks in eight markets. Morning and afternoon drive times. Agency: Warwick, Welsh & Miller, New York. Target: adults, 25-54.

**U.S. Shoe Corp.** □ Cobbie Cuddlers. Begins March 29 for two weeks in about 14 markets. Morning drive and middays. Agency: Ed Libov Associates, New York. Target: women, 25-54.

**Jensen Sound Laboratories** □ Car stereos. Begins March 29 for varying flights in over 10 markets. Agency: Benton & Bowles, Chicago. Target: adults, 18-34.

## BAPTISTS IN BROADCASTING

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- \* Station Managers
- \* Program and News Directors
- \* Sales Managers
- \* Station Reps

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Broadcasting, joined to share ideas  
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during the NAB.\*

Tuesday, April 6, 7:30-8:45 a.m.  
Leow's Anatole, Dallas



Jimmy R. Allen  
President  
Southern Baptist Radio and  
Television Commission

Speaker

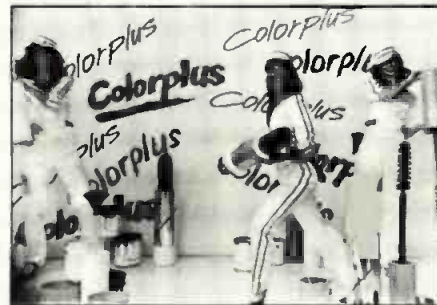
\*For Reservations: call Bonnie Wilson, (817) 737-4011  
Southern Baptist Radio & Television Commission  
6350 West Freeway, Fort Worth, Texas 76150

## AdVantage

**Larger than life.** Geer DuBois, New York, has created first TV commercial for new cosmetic line, Colorplus, that starts this month on ABC's *Night of 100 Stars* and *Academy Awards*, with spot to follow nationally. Illustrating "color" aspect of product, spot features dancers accompanied by giant-sized lipstick, nail polish and other cosmetics.



7 Up

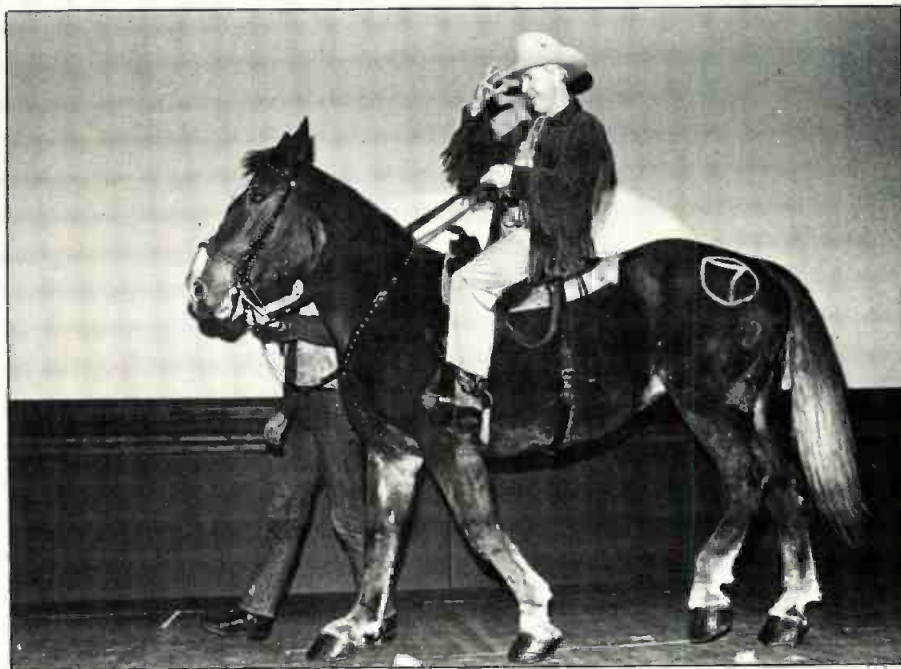


Colorplus

**Healthy 7-Up.** Seven-Up Co. has embarked on new ad campaign that takes away emphasis on taste of soft drink and instead stresses health. In new broadcast and print campaign, side-by-side comparisons are made between 7-Up and other leading soft drinks to isolate those not containing caffeine. New slogan is ... "No caffeine. Never had it. Never will." Philadelphia Phillies pitcher Tug McGraw is featured in TV spots.

**Heavy spending.** Scripto Inc., through ad agency, Barton-Campbell, Atlanta, has put finishing touches on \$7-million ad campaign set to peak in August and September for back to school rush. Largest percentage of campaign is earmarked for network TV. Scripto's 30-second spots are designed to show erasable pens as product that is no longer novelty. Spots will run on prime-time shows including: *WKRP in Cincinnati*, *Real People*, *That's Incredible* and *Incredible Hulk*. Other writing instruments promoted by Scripto will be mechanical pencil cards, value packs combining pens and pencils and leads. Also included in campaign are rebate incentives.

**Silverman's salvo.** InterMedia Entertainment Inc., New York and Los Angeles, headed by former NBC President Fred Silverman, has appointed Shapiro/Budrow & Associates, New York, as its advertising agency. Initial advertisements for new firm are being prepared to break in trade publications in mid-March. S/B also is creating on-air promotion, graphics and related material for InterMedia, which will be involved in programing for television, motion pictures and new media.



**Western road show.** ABC-TV's Western client/sales presentation moved to WABC-TV New York, after a stop at KGO-TV San Francisco (BROADCASTING, March 8). Dick O'Leary, (above) president of ABC-TV's Owned Television Stations Division, tips his hat to the crowd inside Waldorf-Astoria hotel in New York. The event attracted over 1,200 media buyers and corporate representatives.

**SUITE 2976**  
LAS VEGAS HILTON  
EAST TOWER

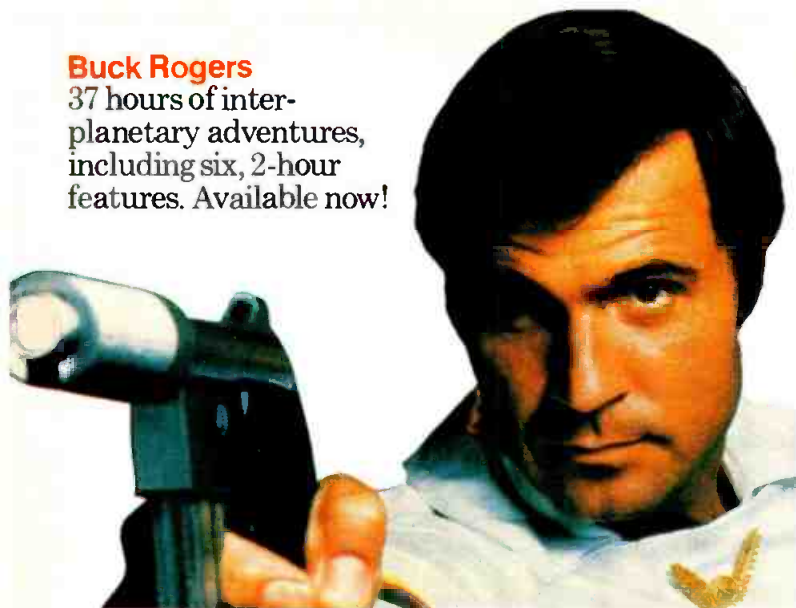
*You are cordially invited  
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of our suite during  
NATPE.*



**See what we've got...**  
**MCA TV**

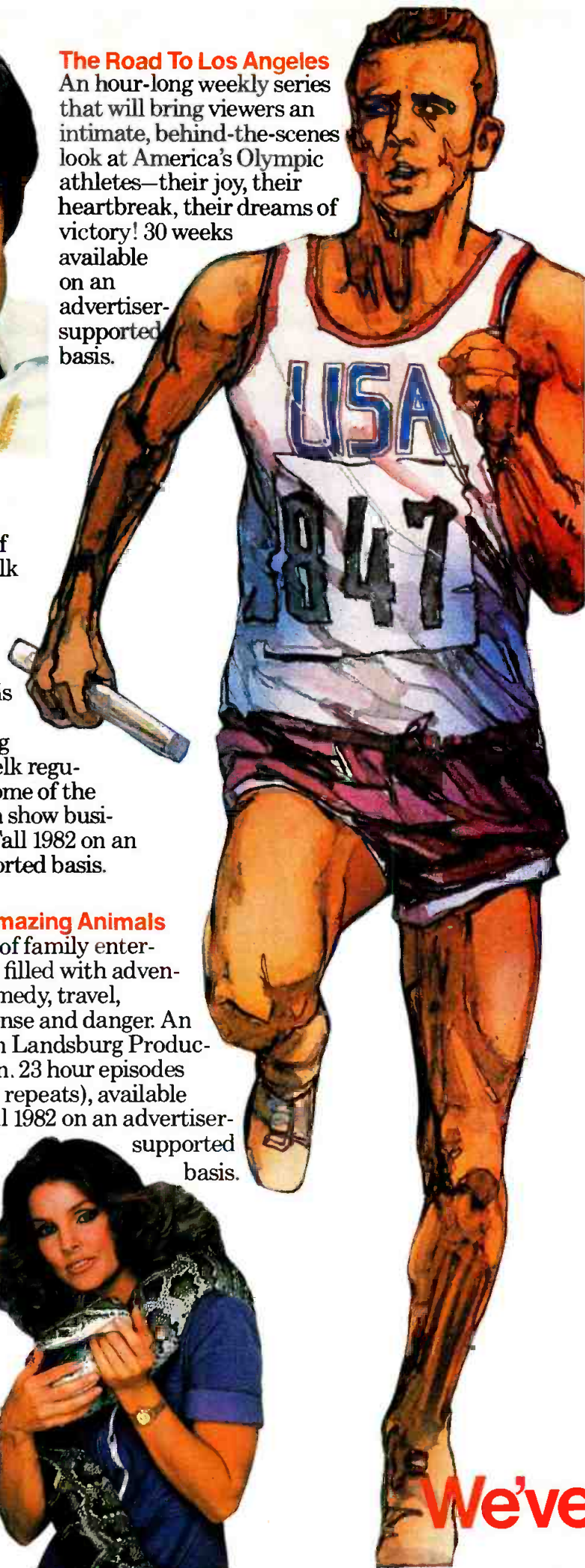
### **Buck Rogers**

37 hours of inter-planetary adventures, including six, 2-hour features. Available now!



### **The Road To Los Angeles**

An hour-long weekly series that will bring viewers an intimate, behind-the-scenes look at America's Olympic athletes—their joy, their heartbreak, their dreams of victory! 30 weeks available on an advertiser-supported basis.



### **Memories With Lawrence Welk**

The very best of Lawrence Welk programs—selected in response to thousands of letters from his fans. 52 color hours, featuring many of the Welk regulars as well as some of the biggest names in show business. Available Fall 1982 on an advertiser-supported basis.



### **Those Amazing Animals**

46 weeks of family entertainment filled with adventure, comedy, travel, suspense and danger. An Alan Landsburg Production. 23 hour episodes (23 repeats), available Fall 1982 on an advertiser-supported basis.



### **Hardy Boys/Nancy Drew Mysteries**

This past season, this superbly-produced, youth-oriented suspense series exceeded our projected guarantees to advertisers in every major category! Now, we're bringing it back for an encore performance. 46 hours available on an advertiser basis.



**We've**



### The Hit List

36 outstanding motion pictures including *Jaws*, *Coal Miner's Daughter*, *National Lampoon's Animal House* and *Same Time Next Year*.



### Custody Court

A new, first-run, half-hour reality-based strip that captures all of the human drama of parents battling for the love of a child. Available Fall 1982!



### Quincy

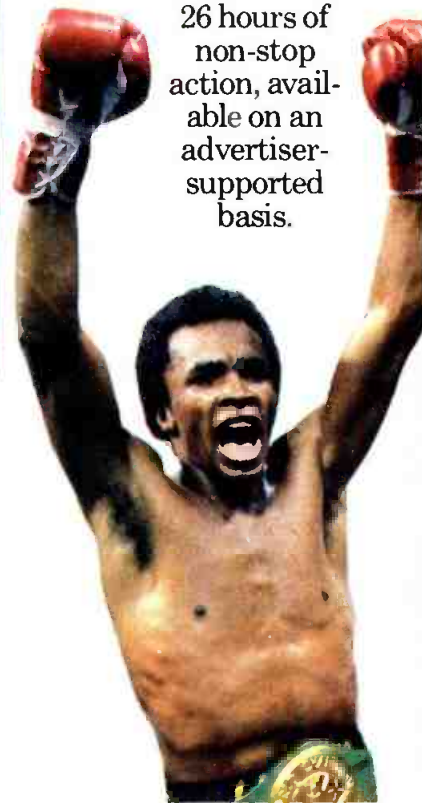
A powerhouse performer among young women 18-49 in prime time on NBC-TV and in late night on CBS-TV. Stars Jack Klugman. 100+ hours available Fall 1983.



### Sugar Ray Leonard's Golden Gloves

Officially-sanctioned Golden Gloves team boxing, hosted from ringside by the Champ himself.

26 hours of non-stop action, available on an advertiser-supported basis.



### The Incredible Hulk™

Once he's turned on, so are family audiences. 85 hours of action and adventure that the entire family can enjoy. Available now!



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ot something for everyone! **MCA TV**

A television research commentary from David Lehmkuhl, VP-group media director, NW Ayer, New York

## Tracking a decline in sports viewing

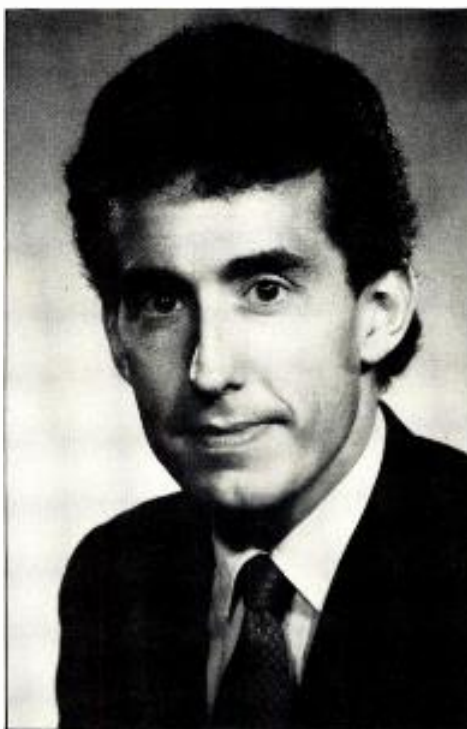
America has quit watching sports. Actually that's a little strong, but during 1981 people watched less auto racing, baseball, football, bowling, tennis, horse racing and *Wide World of Sports*-type shows than they did in 1980. These are the top-line findings of a report from the N W Ayer media research department that looked at the first half of 1981 versus the first half of 1980.

■ **Auto Racing:** The jewel of the auto racing season is suffering. In 1977 the delayed broadcast of the Indianapolis 500 drew a 15.6 rating and a healthy 32% share of audience. By 1980 these figures had slipped to 13.8 (down 12%) and 27 share. In 1981 the erosion continued, reaching a five-year low of 12.8 rating (down another 7%) and 24 share. Much of the loss in audience to this event is attributable to the 55-plus age group. While total viewing of the race is off 10% from 1980, the older segment of the audience is down by 18%. In comparison, the 18-24 age group has actually shown an increase of 4% in its audience.

■ **Baseball:** Even before the players' strike, the fans were turning away from the national pastime. Weekend baseball through June, which averaged a 7.0 rating in 1980, dipped to 6.7 in 1981 (down 4%). Total audience, however, crashed by 12%. While teen-agers increased their viewing and 55-plus showed no decline, the all-important 18-49-year-old segment fell by an incredible 23%. It seems clear that all the complaining about money and the idea of millionaire baseball players going on strike is most repugnant to the people in the work force.

■ **Football:** The Ayer study looked at only the January-June time period so the regular football season was not covered. The college bowl games and the professional championship games are, however, included. Even these long-time favorites have suffered significant audience erosion. The college bowl games were hit hardest as the Rose, Cotton, Hula, Senior and Sun Bowls in 1981 recorded their lowest ratings over the last five years. The Rose Bowl was off by 23% and the Cotton Bowl off an incredible 34%. The main loss in the bowl game viewing was women in the 35-49 age group (35% decline) and teen-agers who were off by 15%. Men were off a consistent 10% in all age categories.

The pros were not so damaged but even their showcase events fell off in 1981. The two championship games, which in 1980 averaged 33.8, were off slightly to 33.2. But the big story is the continuing slide of



David C. Lehmkuhl, vice president/group media director at N W Ayer Inc. in New York, directs media planning on the U.S. Army, Gillette, Kraft, De Beers diamonds, Howard Johnson's, *TV Guide*, and duPont Teflon accounts and is in charge of Media Research Department. He joined N W Ayer in Philadelphia in 1970 as media research analyst after receiving his BA from the University of Cincinnati and his masters degree from Michigan State University.

the Super Bowl as it has fallen from a 47 rating in 1978 and 1979 to 46 in 1980 to 44 in 1981. While both sexes showed viewing losses to the Super Bowl in 1981 versus 1980, women dropped 18% while men were down only 8%. The 55-plus age group, however, was the big loser as it shrank by nearly 20%.

Even the relatively minor sports have suffered audience losses.

■ **Bowling:** The Pro Bowlers Tour reached an all-time high rating in 1979 of 8.8, dipped slightly in 1980 to 8.5 and held its 8.5 in 1981. Despite holding its household ratings, the number of viewers dropped from an average of 9.7 million to 9.5 million.

■ **Tennis:** Yet another dismal showing. Grand Prix Tennis, down 9%; Grand Slam Tennis, down 13%; Tournament of Champions, down 18%; first weekend of Wimbledon, down 25% (second weekend occurred in July, outside the study period). Women, especially younger women, absorbed the majority of this loss.

While total adults were off by 13%, women fell by 20% and women 18-34 dropped by 29%.

■ **Anthologies:** Sports anthologies, as a category, have not suffered badly. They were down to an average 8.3 rating in 1981 versus an 8.5 in 1980. The flagship of the category, *Wide World of Sports*, is, however, off by 5% in 1981 (10.4 versus 10.9).

■ **The superstars:** This made-for-TV event, where athletes compete (often ineptly) in sports other than their own, is on a greased track sliding into oblivion. From a healthy 10.5 rating in 1977 this hyped feature has dropped steadily every year, reaching an 8.8 in 1980 and plummeting again in 1981 to 7.3 (down 30% in four years).

The slide in homes viewing sports is an alarming observation for the networks, but equally as depressing is the loss in number of viewers per household. In all sports for 1981 (except basketball), the number of viewers per viewing household was down from 1980. For example, the Super Bowl dropped 10% from 2.0 viewers per viewing household in 1980 to 1.8 in 1981. A seemingly insignificant decline per household, but when spread across some 30-million homes, a major loss. Other examples show baseball viewers per viewing household -10% tennis, -6%; anthologies, -5%; college bowl games and Indy 500, -4%, and bowling and horse racing, -3%.

From this information several industry conclusions can be drawn.

■ The impact of cable television is being felt. The availability of cable allows a wider range of viewing options. With more options available, the viewer does not have to "settle" for the sports offerings of the networks. Other sports or other viewing fare become a real alternative. This could help explain the drop-off of female viewers of many sports.

■ Television is becoming an individualized medium. With more multiple set households and a shrinking family size, the ratio of viewers to sets is declining. Thus, rather than gathering around the set in a familial way, people now tend to view what they individually desire while other members of the family adjourn to other rooms to view their own program selection.

■ Sports viewing is being spread out. ESPN (24-hour sports), the superstation, the USA and Madison Square Garden networks, increased local coverage of baseball, basketball and hockey, have all contributed to the increased number of hours of sports programming that are telecast. Viewers may be watching as much sports as ever, but spreading it over different hours and different events.

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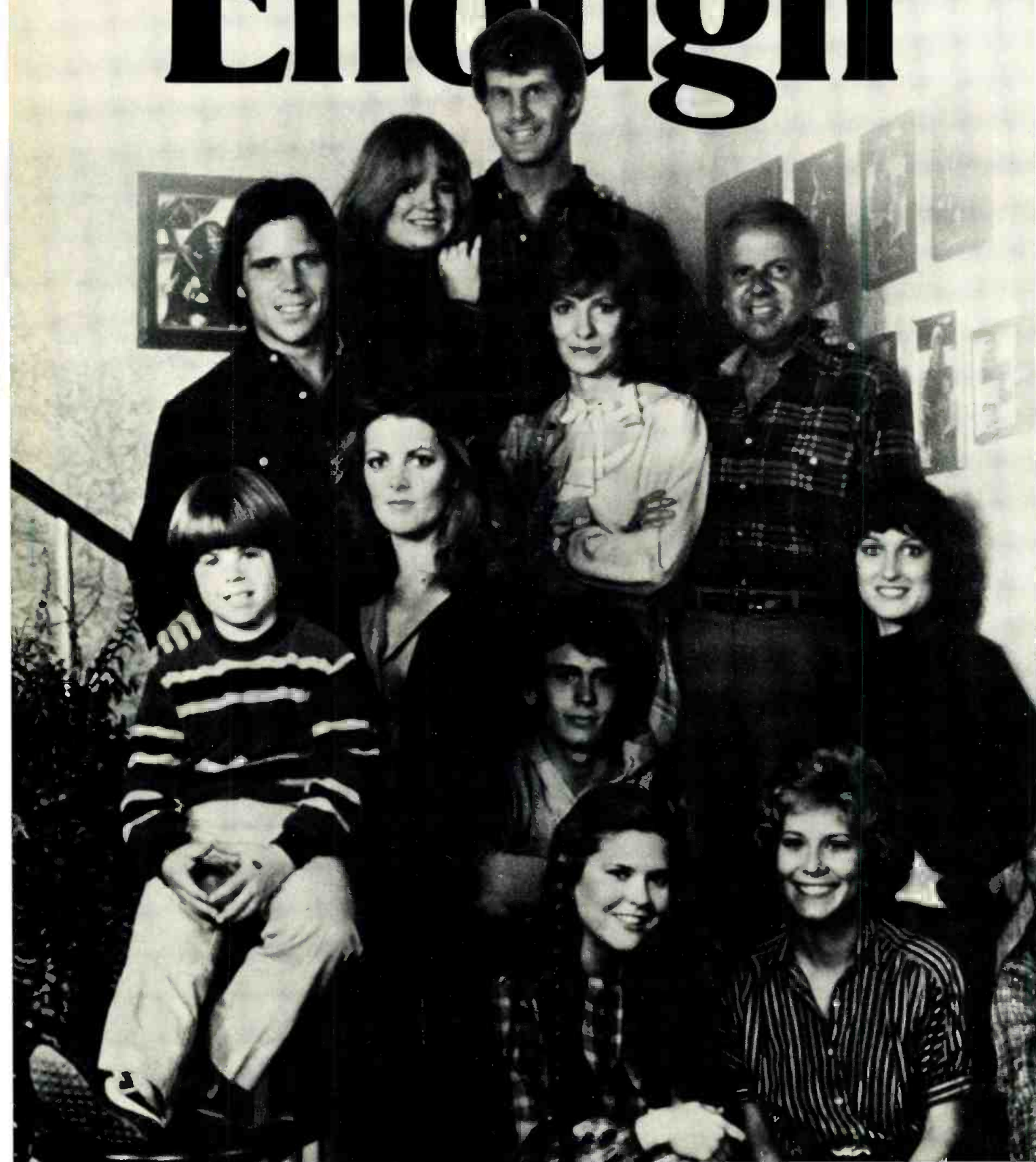


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PITTSBURGH ..... WPXI  
MIAMI ..... WCIX  
MINNEAPOLIS/  
ST. PAUL ..... KSTP  
SEATTLE/  
TACOMA ..... KCPQ  
ATLANTA ..... WSB  
ST. LOUIS ..... KDNL-TV  
TAMPA/  
ST. PETERSBURG.. WTOG  
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SACRAMENTO ..... KTXL  
INDIANAPOLIS .... WRTV  
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SAN DIEGO ..... KGTV  
KANSAS CITY ..... KBMA  
MILWAUKEE ..... WVTM  
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DAYTONA ..... WOFL  
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NORFOLK/  
PORTSMOUTH .... WYAH  
ALBANY, NY ..... WTEN  
GREENSBORO, NC . WFMY  
HARRISBURG/  
LANCASTER ..... WLYH  
LITTLE ROCK .... KTHV  
SHREVEPORT ..... KTBS  
TULSA ..... KOKI  
WICHITA ..... KTVH  
KNOXVILLE ..... WATE  
SYRACUSE ..... WIXT  
GREEN BAY ..... WLUK  
ALBUQUERQUE..... KLKK  
DES MOINES ..... WOI  
ROCHESTER ..... WOKR

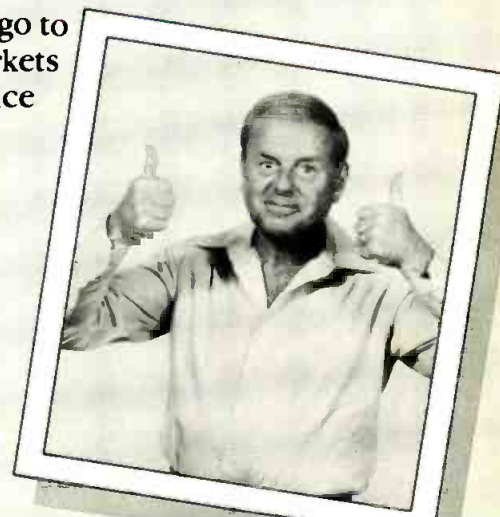
PORTLAND, ME ... WCSH  
SPOKANE ..... KXLY  
JOHNSTOWN/  
ALTOONA ..... WTAJ  
BATON ROUGE .... WRBT  
AUSTIN ..... KVUE  
FORT WAYNE .... WANE  
FARGO ..... KTHI  
LAS VEGAS ..... KTNV  
EL PASO ..... KCIK  
CHARLESTON, SC.. WCIV  
AMARILLO ..... KFDA  
YAKIMA ..... KAPP  
WICHITA FALLS.... KAUZ  
CORPUS CHRISTI ... KRIS  
BINGHAMTON .... WBNG  
LUBBOCK ..... KAMC  
BOISE ..... KIVI  
COLUMBIA, MO ... KOMU  
MIDLAND-ODESSA .. KTPX  
BAKERSFIELD ..... KERO  
ABILENE ..... KTXS  
IDAHO FALLS ..... KPVI  
WESTON/  
CLARKESBURG .... WDTV  
TWIN FALLS..... KMTV

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From Los Angeles to New York...from Chicago to Houston it's clear that both small and large markets applaud EIGHT IS ENOUGH as the perfect choice for success in early fringe. EIGHT IS ENOUGH consistently reaches women 18-49, teens and kids in huge numbers. In fact, its audience breakdown perfectly matches the available 4-8 pm audience. So get the Bradfords on your side and prove that our shining hour can be your golden opportunity.

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## This week

**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**—*Indiana Broadcasters Association* regional sales seminar. Spring Mill Inn, near Bedford, Ind.

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

**March 15-18**—*Washington Journalism Center* conference for journalists, "Health Care Issues—1982." Watergate hotel, Washington.

**March 16**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, 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**—*Indiana Broadcasters Association* regional sales seminar. Sheraton Inn, Anderson, Ind.

■ **March 16**—Joint meeting of *New York Women in Communications* and *Deadline Club* on "Rights in Conflict: The Controversy Over Television Program-

ing." McGraw Hill Building, New York.

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

**March 17**—*Indiana Broadcasters Association* regional sales seminar. Holiday Inn, Plymouth, Ind.

**March 17-18**—*National Association of Broadcasters* management seminar, "Employee Discharge and Discipline: Important Legal Issues for Station Management in the '80's." NAB headquarters, Washington.

**March 18**—*International Radio and Television Society* newsmaker luncheon. Panel: Ted Turner, Turner Broadcasting; Kay Koplovitz, USA Network; Chet Simmons, ESPN; Mike Weinblatt, Showtime; Jim Heyworth, HBO, and Ave Butensky, IRTS president. Waldorf-Astoria, New York.

■ **March 18**—*Chicago chapter of Women in Cable* meeting. Midland hotel, Chicago.

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

**March 19-20**—*Illinois First Amendment Congress and Society of Professional Journalists, Sigma Delta Chi*, region five, second annual Illinois First Amend-

ment Congress. Americana Congress hotel, Chicago.

## Also in March

■ **March 22**—*National Academy of Television Arts and Sciences* drop-in dinner. Topic: "Media Money: How Wall Street Influences the Industry;" and "Is There a Gold Mine in TV's Backyard?" Copacabana, New York.

**March 22**—*Annenberg School of Communications* colloquium "From Print to Electronic Publishing—The Future of the Sears Catalogue." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**March 22**—Deadline for entries in *Corporation for Public Broadcasting's* Edward R. Murrow Award. Information: Janet Guthrie, CPB, 1111 16th Street, N.W., Washington, 20036.

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

■ **March 23**—*National Video Center and Recording Studios* audio post-production seminar. National Video Center studios, New York.

**March 23**—*Louisiana Association of Broadcasters* leadership seminar. Holiday Inn South, Lafayette, La.

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

■ **March 24**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: John Von Soosten, vice president, program manager, WNEW-TV New York. Copacabana, New York.

**March 24**—*Louisiana Association of Broadcasters* leadership seminar. Regency hotel, Shreveport, La.

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

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

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

**March 25**—*Philadelphia Cable Club* luncheon meeting on "'R' Rated Networks—From the Suppliers Side and the Operator's View." Spectrum, Philadelphia.

■ **March 26**—*National Video Center and Recording Studios* audio post-production seminar. National Video Center headquarters, New York.

**March 27**—*Minorities in Cable and New Technologies* "Careers in Cable" seminar and conference. Chicago State University, Chicago.

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

**March 28-30**—*Institute for Graphic Communication* conference, "Electronic Imaging Systems." Andover Inn, Andover, Mass.

**March 28-April 3**—European and North American 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 29-April 1**—*Electronic Industries Association* spring conference. Shoreham Americana, Washington.

■ **March 30**—*Advertising Club of New York* luncheon meeting. Sheraton Center hotel, New York.

## ENTRIES NOW BEING ACCEPTED

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**Categories** include radio programming, news, promotion spots, radio commercials.

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**March 30-April 1**—*Institute for Graphic Communication* conference, "Multi-Function Work Stations." Andover Inn, Andover, Mass.

**March 30-May 18**—*UCLA Extension* course, "Cable Television Today: Technology, Programing, Career Opportunities," featuring guest speakers. Course coordinated by Ethel Greenfield, cable consultant. Information: (213) 825-9064.

■ **March 31**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Pierson Mapes, vice president, affiliate relations, NBC-TV. Copacabana, New York.

■ **March 31**—*National Video Center and Recording Studios* audio post-production seminar. National Video Center headquarters, New York.

**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.

■ **March 31-April 2**—*Armed Forces Radio and Television Services* worldwide workshop. Huntington Sheraton, Pasadena, Calif.

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

## 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 Ex-

cellence. Information: Anne Herron, (202) 775-3611.

**April 1-2**—*Global Village's* "New Media Series: Cable Television." Global Village headquarters, 454 Broome Street, New York, (212) 966-7526.

**April 1-3**—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas. Information: (703) 759-5094.

**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**—*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**—*Association of Maximum Service Telecasters* special meeting of board of directors. Fairmont hotel, Dallas.

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

**April 4**—*Association of Maximum Service Telecasters* 26th annual membership meeting. Convention Center, Dallas.

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

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

**April 5**—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communica-

tions Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

**April 5**—Deadline for applications for *Academy of Television Arts and Sciences* annual student summer internship. Information: Michael Liach, 4605 Lankershim Boulevard, North Hollywood, Calif. 91602. (213) 506-7880.

**April 5**—*Association of Maximum Service Telecasters* engineering breakfast. Adlophus hotel, Dallas.

■ **April 5-7**—*Community Antenna Television Association* basic CATV technical training seminar. Ramada Inn North, Oklahoma City.

**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 8**—*UPI New England's* 26th annual Tom Phillips Awards for excellence in broadcast journalism. Speaker: Ted Turner, Turner Broadcasting System. Sheraton-Lincoln Inn, Worcester, Mass.

**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 13**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, 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 15**—Deadline for entries in *International Radio Festival* of New York for achievement in radio programming, advertising and promotion. Information: International Radio Festival, 251 West 57th Street, New York, 10019.

**April 15-17**—*New Mexico Broadcasters Association* annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

**April 16**—*UPI-New York State Broadcast Awards* banquet. Windows on the World, New York.

**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.

## 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 4-8**—*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 19-21**—*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 Programming 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.

**Jan. 30-Feb. 2, 1983**—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

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

## Errata

**Steven Van Ophuijsen** joins **Satellite Representatives**, subsidiary of Eastman Radio Communications Group Inc., as VP and manager of new Los Angeles office, not Eastman Radio, as reported in "Fates & Fortunes" March 8.

**BEST**



**THE**

**OF**

**KING**

# IN THE FEATURE FILM JUNGLE... ONLY THE STRONG SURVIVE

LORD JEFF  
SONG OF LOVE  
ANCHORS AWEIGH  
BABES IN ARMS  
BOYS TOWN  
DESIRE ME  
EASTER PARADE  
THE FEMININE TOUCH  
ANNA KARENINA  
COMRADE X  
LITTLE WOMEN  
A NIGHT AT THE OPERA  
FOR ME AND MY GAL  
BATAAN  
RAGE IN HEAVEN  
PRIVATE LIVES  
FORSAKING ALL OTHERS  
ABOVE SUSPICION  
WOMAN OF THE YEAR  
MIN AND BILL  
DINNER AT EIGHT  
THREE GODFATHERS  
BOOM TOWN  
THE VALLEY OF DECISION  
CAMILLE  
LOST IN A HAREM  
SPEED  
COME LIVE WITH ME  
STRIKE UP THE BAND



NOTHING BUT TROUBLE  
BIG HOUSE, THE  
MUTINY ON THE BOUNTY  
WITHOUT LOVE  
THE GIRL FROM MISSOURI  
MEET ME IN ST. LOUIS  
COMMAND DECISION  
NORTHWEST PASSAGE  
VIVA VILLA  
BILLY THE KID  
MEN OF BOYS TOWN  
THE CHAMP  
GO WEST  
A DAY AT THE RACES  
WORDS AND MUSIC  
LASSIE COME HOME  
NAUGHTY MARIETTA  
FURY  
TODAY WE LIVE  
GOOD NEWS  
ASSIGNMENT IN BRITTANY  
MADAME CURIE  
BARNACLE BILL  
GOING HOLLYWOOD  
SUZY  
TEST PILOT  
THE ROMANCE OF  
ROSY RIDGE  
DAVID COPPERFIELD  
MEET THE PEOPLE  
A TALE OF TWO CITIES  
PARNELL

WHITE CARGO  
THE BARKLEYS OF BROADWAY  
EDWARD, MY SON  
STRANGE CARGO  
HOLD YOUR MAN  
THE PHILADELPHIA STORY  
THE MASK OF FU MANCHU  
A CHRISTMAS CAROL  
DOUBLE WEDDING  
MARIE ANTOINETTE  
PRIDE AND PREJUDICE  
THE BRIBE  
TAKE ME OUT TO  
THE BALL GAME  
CHINA SEAS  
THE GOOD EARTH  
A DATE WITH JUDY  
OUR VINES HAVE  
TENDER GRAPES  
THE CANTERVILLE GHOST  
MRS. MINIVER  
TREASURE ISLAND  
THE PIRATE  
BLACKMAIL  
THE SAILOR TAKES A WIFE  
THEY MET IN BOMBAY  
THE SEVENTH CROSS  
THEY WERE EXPENDABLE  
BROADWAY SERENADE  
A FREE SOUL  
GASLIGHT  
HAUNTED HONEYMOON  
NO LEAVE, NO LOVE





THE SUN COMES UP  
GRAND HOTEL  
EDISON, THE MAN  
THE GREAT ZIEGFELD  
ESCAPE  
NINOTCHKA  
THE GORGEOUS HUSSY  
THE SIDEWALKS  
OF NEW YORK  
ADVENTURE  
DESIGN FOR SCANDAL  
ROMEO AND JULIET  
THE WHITE CLIFFS  
OF DOVER  
HELL DIVERS  
THIRTY SECONDS OVER TOKYO  
THE PASSIONATE PLUMBER  
BORN TO DANCE  
OPERATOR 13  
CAPTAINS COURAGEOUS  
GREEN DOLPHIN STREET  
DR. JEKYLL AND MR. HYDE  
TWENTY MULE TEAM  
SOMEWHERE I'LL FIND YOU

HONKY TONK  
THE HOODLUM SAINT  
TARZAN, THE APE MAN  
THE WOMEN  
UNDERCURRENT  
THE POSTMAN ALWAYS  
RINGS TWICE  
TWO SISTERS FROM BOSTON  
DRAGON SEED  
COURAGE OF LASSIE  
THEY GAVE HIM A GUN  
TORTILLA FLAT  
UNHOLY PARTNERS  
MARX BROS. 'AT THE CIRCUS'  
THE PICTURE OF  
DORIAN GRAY  
RIO RITA  
THE THIN MAN  
THE SECRET HEART



TUGBOAT ANNIE  
SON OF LASSIE  
HUCKLEBERRY FINN  
SEE HERE,  
PRIVATE HARGROVE  
THE LAST GANGSTER  
MANHATTAN MELODRAMA  
HIS BROTHER'S WIFE  
I TAKE THIS WOMAN  
LOVE ON THE RUN  
CHAINED  
HOMECOMING  
IT HAPPENED IN BROOKLYN  
LADY IN THE LAKE  
THE MIGHTY MCGURK  
THE SECRET LAND  
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CABIN IN THE SKY  
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**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**—*Radio-Television News Directors Association* region 14 meeting. Reitz Union Building, University of Florida, Gainesville, Fla.

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

# Open Mike

## Requiem for a heavyweight

**EDITOR:** It was sad to read about the demise and change of format for one of the world's greatest radio stations—WABC(AM) New York.

Growing up on Long Island was a pleasure listening to WABC, Music Radio 77 and Dan Ingram, Cousin Brucie, Harry Harrison, Ron Lundy, "The superhit sounds of, WABC strikes gold, It's now number one on 77 WABC," etc.

And what a high attending college in Tennessee and picking up WABC at night almost 800 miles away.

Probably my biggest thrill though was during Easter vacation in Fort Lauderdale in the mid 1970's when a black convertible pulled up next to me at a red light. Blaring away some 1,600 miles away was WABC. It was thumbs up for my new-found friend in that car.

In the mid to late 1970's, WABC's audience declined, suggesting a new direction for the station. And now, in 1982, the talk bandwagon has been jumped on once again. Ironical, but WNBC in New York has increased its audience share with a format similar to WABC's during the past couple of years.

In conclusion, broadcasters and listeners alike must step back, reminisce for a few seconds, and offer thanks to the former president of ABC Radio, the late Hal Neal, who pioneered many of WABC's traditions. Radio will never be the same.—*Bill Williams, account executive, ABC-TV Spot Sales, Detroit, Mich.*

## Bell reply

**EDITOR:** While your March 1 editorial ("Belling Bell") adds to the rhetoric accompanying our agreement with the Department of Justice, it does not contribute to an understanding of the issues.

Real competition for intercity phone business exists today. We and others have estimated that our share of long distance market revenues will be less than 50% by the mid-eighties.

Alternate distribution systems exist now. As you well know, all one has to do is notice the satellite receivers mushrooming up along interstate highways and on urban business rooftops to realize that.

This means that for publishers and others who don't want Bell to carry their information, there are and will be other vendors to serve them. But while they may refuse us, we cannot and will not be able to refuse them, since we are and will continue to be regulated.

As to the cross-subsidy question, as you know, we already are compelled to establish a fully separate subsidiary to offer competitive services, except basic long distance service. So despite the cries of our competitors to the contrary, the possibility for cross-subsidy does not exist.

Your Jan. 18 editorial cited "new dynamics of competition in the communications marketplace." Many do not seem too eager to have the Bell System as part of that competition. We seek to compete on a fair and equal basis. Nothing more. But nothing less, either.—*William P. Mullane Jr., assistant vice president, AT&T, New York.*

## CBS complaint

**EDITOR:** CBS News's evident anxieties about its reputation for fairness (BROADCASTING, Feb. 8 and 15) [in its interview with General Westmoreland] are understandable. Accuracy In Media has—not for the first time—demonstrated how CBS edited out certain responses (and certain people altogether) that did not quite square with the "conspiracy theory" it was peddling. In addition, AIM depicted all the sordid details of the network's penchant for "trial by television" and the "ambush interviewing" as practiced by that nonpareil of the news business, Mr. Mike Wallace.

I suppose one cannot do anything about CBS News except to hope that our deliverance from the network news business is close at hand, (i.e., cable television).—*Anthony B. Cavender, Houston.*

## Suspicious

**EDITOR:** I wonder if David Gergen's calling the current crop of White House reporters "one of the finest ever" (BROADCASTING, March 1) is reason for concern? Does it mean he is happy reporters are swallowing what's being spoon-fed?

It sounds as though Sara Fritz knows what should have been known much earlier . . . perhaps even during the campaign. I'm pleased her comments were included in the article.—*Tom Sorensen, news director, KSOO(AM) Sioux Falls, S.D.*

## Connoisseur

**EDITOR:** Like fine wine and cheese, BROADCASTING gets better, as evidenced by the new graphics. Continuing best wishes.—*Skip Finley, president, Sheridan Broadcasting Network, New York.*

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The Newsweekly of the Fifth Estate

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|------|--------------------------|---------------------|
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| 2    | JEFFERSONS               | 23.6/35             |
| 3    | ALICE                    | 23.5/34             |
| 4    | <b>DIFF'RENT STROKES</b> | <b>23.4/35</b>      |
| 5    | HAPPY DAYS               | 23.2/34             |
| 6    | ONE DAY AT A TIME        | 23.1/33             |
| 7    | THREE'S COMPANY          | 23.0/34             |
| 8    | FACTS OF LIFE            | 22.8/35             |
| 9    | ARCHIE BUNKER'S PLACE    | 22.6/33             |
| 10   | LAVERNE & SHIRLEY        | 22.1/32             |
| 11   | TOO CLOSE FOR COMFORT    | 22.0/33             |
| 12   | HOUSE CALLS              | 21.1/30             |
| 13   | BRADY BRIDES             | 20.5/33             |
| 14   | BARNEY MILLER            | 19.7/30             |
| 15   | TAXI                     | 19.3/29             |
| 16   | MORK & MINDY             | 19.1/29             |
| 17   | HARPER VALLEY P.T.A.     | 18.7/30             |
| 18   | SOAP                     | 18.6/28             |
| 19   | BOSOM BUDDIES            | 18.3/27             |
| 20   | IT'S A LIVING            | 17.8/28             |
| 21   | WKRP IN CINCINNATI       | 17.1/29             |
| 22   | BENSON                   | 16.5/28             |
| 23   | FLO                      | 16.3/25             |
| 24   | I'M A BIG GIRL NOW       | 16.1/26             |
| 25   | LADIES' MAN              | 15.1/23             |

Source: NTI Nov. 1980 and Feb. 1981

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|---------------|----------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
|               |                                  |         |         | 18-49   | 18-34   | 18-49   | 18-34   |         |         |
| % Change      |                                  |         |         |         |         |         |         |         |         |
| PRIME ACCESS: |                                  |         |         |         |         |         |         |         |         |
| Philadelphia  | Star Trek                        | UP 100% | UP 100% | UP 142% | UP 152% | UP 11%  | DN. 29% | UP 144% | UP 262% |
| Pittsburgh    | Sanford & Son                    | UP 20%  | UP 22%  | UP 31%  | UP 35%  | UP 18%  | UP 23%  | UP 22%  | UP 62%  |
| Nashville     | Old Couple                       | UP 133% | UP 120% | UP 118% | UP 89%  | UP 33%  | UP 17%  | UP 167% | UP 433% |
| Las Vegas     | Kotter                           | UP 67%  | UP 90%  | UP 200% | UP 100% | UP 167% | UP 150% | UP 200% | NC      |
| Charleston    | M*A*S*H                          | UP 15%  | UP 13%  | UP 45%  | UP 39%  | UP 16%  | UP 19%  | UP 89%  | UP 106% |
| Beaumont      | Various                          | UP 88%  | UP 92%  | UP 340% | UP 500% | UP 300% | UP 67%  | UP 200% | UP 233% |
| Wilmington    | Hollywood<br>Squares             | UP 37%  | UP 34%  | UP 127% | UP 122% | UP 164% | UP 217% | UP 183% | UP 460% |
| Tri-Cities    | Face the Music                   | UP 25%  | UP 14%  | UP 43%  | UP 100% | UP 60%  | UP 200% | UP 200% | UP 400% |
| EARLY FRINGE: |                                  |         |         |         |         |         |         |         |         |
| Houston       | Barney Miller                    | UP 57%  | UP 58%  | UP 105% | UP 100% | UP 47%  | UP 42%  | UP 122% | UP 154% |
| Atlanta       | John Davidson                    | UP 63%  | UP 52%  | UP 141% | UP 218% | UP 114% | UP 171% | UP 429% | UP 178% |
| Boston        | What's Happening                 | UP 100% | UP 60%  | UP 20%  | UP 24%  | UP 26%  | UP 30%  | DN. 17% | DN. 13% |
| Buffalo       | John Davidson                    | UP 22%  | UP 19%  | UP 33%  | UP 36%  | UP 144% | UP 100% | UP 217% | UP 200% |
| Louisville    | Good Times                       | UP 29%  | UP 64%  | UP 44%  | UP 27%  | UP 15%  | UP 20%  | UP 70%  | UP 27%  |
| Greensboro    | Baretta                          | UP 44%  | UP 48%  | UP 76%  | UP 108% | UP 16%  | NC      | UP 91%  | UP 31%  |
| Rochester     | World of People                  | UP 300% | UP 186% | UP 300% | UP 800% | UP 100% | UP 100% | UP 150% | UP 400% |
| Lexington     | Local News                       | UP 40%  | UP 89%  | UP 140% | UP 125% | UP 100% | UP 100% | UP 175% | UP 267% |
| Jackson       | Bewitched                        | UP 167% | UP 167% | UP 167% | UP 200% | UP 300% | UP 200% | UP 150% | UP 50%  |
| LATE FRINGE:  |                                  |         |         |         |         |         |         |         |         |
| Milwaukee     | Various                          | UP 50%  | UP 33%  | UP 107% | UP 175% | UP 22%  | UP 40%  | UP 400% | UP 100% |

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\*\*Source: NTI Feb. 1976-May 1981

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| Program               | Rating      | Women 18+   | Women 25-54 |
|-----------------------|-------------|-------------|-------------|
| <b>Family Feud</b>    | <b>13.1</b> | <b>11.1</b> | <b>9.0</b>  |
| M*A*S*H               | 12.7        | 8.8         | 8.8         |
| PM Magazine           | 12.6        | 9.9         | 8.8         |
| Tic Tac Dough         | 8.7         | 7.4         | 4.4         |
| You Asked for It      | 8.3         | 6.1         | 5.1         |
| Entertainment Tonight | 7.9         | 6.1         | 5.5         |
| Joker's Wild          | 7.1         | 6.0         | 3.5         |

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Source: NSI Report on Syndicated Programs, 11/81 and 11/80. Estimates subject to qualifications available on request.

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# Broadcasting **Mar 15**

Vol. 102 No. 11

TOP OF THE WEEK

## PTAR: Coming back in from the cold

**Threatened access rule looks like a winner at the FCC as other program possibilities—financial interests and return to syndication—begin to get networks' attention**

For an organization grown to imposing strength at least in part on the basis of the FCC's prime-time access rule, the presence at its convention this week of six members of an FCC with a reputation for de—or un—regulation suggests a handful of Christians in a stadium full of lions. But it's likely that before the last gavel falls at the NATPE International convention in Las Vegas this week, programmers and commissioners will be on friendlier terms.

For the question of repeal of PTAR, the rule adopted in 1970 that bars networks from offering affiliates in the top 50 markets more than three hours of prime-time programming, is receding as an issue at the commission. The vigorous opposition of affiliates to network proposals for repeal or modification had pretty much persuaded commission officials that the time is not ripe for taking up the issue. More than that, there has been a change in the strategy of at least two of the networks, and it seems to be working.

NBC, and to a lesser extent ABC, are focusing their lobbying at the commission on repeal of two collateral rules—those barring networks from acquiring any financial interest in programming they purchase, other than the rights to two network runs, and from engaging in domestic syndication of programming. NBC and ABC representatives, at least, appear to be conceding the virtual impossibility any time soon of persuading a majority of the commissioners to vote their way. The only commissioner regarded as certain to vote for repeal is Chairman Mark S. Fowler.

On the other hand, chances for eliminating the collateral rules seem promising. Not only would repeal be in keeping with the commission's interest in leaving such regulation to the marketplace, those rules lack the same constituency as PTAR; important affiliates do not stand to lose the money they now make in the prime-time slot the networks want returned. The struggle would be with the nonindustry program producers, principally in Hollywood. What's more, the hardship argument that NBC officials are now making rings with more credibility than it did in the late 1960's.

Commission repeal of the two rules

would not end the matter, however. The consent decrees the networks signed with the Justice Department to end its antitrust suit against them contain restrictions on the networks that are virtually identical to the provisions of those rules.

Nevertheless, it was not suprising last week when a commission official, in a background briefing for reporters, talked of severing the financial interest and syndication rules from PTAR. The latter, he said, "has a low priority." The others, however, are likely to be considered "soon"—in May, according to some sources.

The rules were adopted at the conclusion of a lengthy inquiry into the networks' alleged dominance of the television programming market. Producers were

found to be at a disadvantage in dealing with the networks, the only market they had at the time. The rules, particularly PTAR, were designed to promote the program production market and to stimulate diversity of programming. (Initially, the commission had proposed limiting networks to filling 50% of prime time. PTAR was a recommendation of Westinghouse Broadcasting Co., now the most vigorous defender of the rule.)

Times have changed since the late 1960's. The market for programming has expanded, with pay cable, subscription television, videocassettes and videodisks creating new demand. And, indeed, the special staff inquiry into commission regulation of the networks conducted during the tenure of Chairman Charles D. Ferris concluded in 1980 with sharply critical comments of all three.

It called the financial interest and syn-



### Corvo's the one for NATPE

Phil Corvo, director of program operations for KGTV(TV) San Diego, was named last Thursday to be executive director of NATPE International, succeeding George Back, who's leaving May 31 to return to the syndication business fulltime (BROADCASTING, March 1).

The choice of Corvo was announced Thursday night at a news conference in Las Vegas, where NATPE was opening its 19th annual conference (see page 62). He was nominated by a search committee headed by Charles Larsen, WABC-TV New York, and was approved by the NATPE board Wednesday night. Larsen said the committee had considered "a lot of people" and held "serious interviews" with several. "It was a hard decision," he said, "but we feel good about [the choice of Corvo]."

Corvo will move to New York and take up his new post there May 1, giving him a month's overlap with Back in which to break in. Several NATPE insiders—aside from Corvo, who is second vice president and was scheduled to move up to first after this convention—reportedly were among those considered for post, which is said to carry an annual salary of about \$85,000.

Corvo has been with KGTV(TV), a McGraw-Hill station, for about nine years. He formerly was program and news director of KIRO-TV Seattle, and before that was production manager and program director at KXTV(TV) Sacramento, Calif.

dication rules "misguided at best," and said that "at the cost of disrupting an efficient risk-sharing arrangement between networks and program suppliers and increasing concentration in network supply, the rules diverted business from the existing networks' syndicated distribution arms." The staff said the rules did little to further the goals of diversity or competition in the program supply market. And as for PTAR, the staff said it reduced network dominance in the sense of mandating a reduction in the networks' prime-time schedules, and added, "The assertion that a reduction in 'network dominance,' thus defined, could be in the public interest ... is wholly at odds with elementary First Amendment principles."

The First Amendment aspect of the dispute is known to disturb Fowler, as well as other commissioners. In addition, he has made no secret of his distaste for a rule that interferes with the normal workings of the marketplace. But as nose counters among the networks have discovered, there are no other commissioners who appear prepared to vote for repeal of PTAR.

Anne P. Jones, the only commissioner who won't be at NATPE, at one time seemed likely to vote for repeal. She says she regards those on both sides of the network-affiliation relationship as "big boys" who should be able to negotiate a business deal without FCC intervention. But last week, she said she had been hearing "from people like Taft Broadcasting" offering counter arguments. She indicated she is reconsidering issues of "localism" and network "leverage" in dealing with affiliates that proponents of the rule have raised.

Commissioners Mimi Weyforth Dawson and Henry Rivera, the newest members of the commission, also indicated their visceral feeling is for repeal. "If it's a question of government inserting itself in a contractual relationship between two parties, I'm reluctant to do that," Rivera said. Dawson said, "These are the kinds of restrictions I feel we should be doing away with."

But they both added qualifications. Rivera said he would want to review the reasons the rule was adopted, whether it is achieving its aims and what the consequences of repeal would be. Dawson said she would be going to NATPE with "an open mind." She was also talking of a structural approach that would, among other things, obviate the need for rules designed to reduce network "dominance" of the programming market. She said elimination of the multiple ownership rules would permit entities to grow in size sufficient to compete with the networks. Then, she said, "perhaps PTAR and financial interest rules wouldn't seem so critical."

Among those favoring retention, Commissioner Joseph Fogarty is a convert. Three years ago, he made it clear at a NATPE convention he favored repeal. But now, he is understood to be "favorably disposed" to the rule, as an aide put it—though he would make some modifications. Fogarty will detail his suggested

**The Fowler  
FCC: Only  
the chairman  
is a definite  
no on PTAR**



Fowler



Quello



Washburn



Fogarty



Jones



Dawson



Rivera

changes today (March 15), at the convention's first general session, "PTAR Forum." His proposed changes are understood to be designed to permit the networks to be more competitive in providing prime-time programming, while protecting the affiliates' ability to make independent judgments.

Commissioners James H. Quello and Abbott Washburn are firm supporters of PTAR. "I felt all along that PTAR is a good thing, and I still do," Washburn said the other day. "It has resulted in diversity of television fare." Quello agrees, and makes the point that is of supreme importance to affiliates: The half hour from which networks are barred "is a very important revenue source for television stations in larger markets." The networks are free to fill a half hour with news programming.

On the other hand, the financial interest and syndication rules seem to be the soft underbelly of commission regulation of television program supply. And NBC is doing what it can to penetrate it with high-level lobbying. Over the past month, Robert Mulholland, NBC president and chief operating officer; Irwin Segelstein, NBC vice chairman, and Corydon Dunham, executive vice president and general counsel, along with Peter Kenney, Washington vice president, visited each of the seven commissioners to argue that the rules, whose validity the networks never

conceded, are now working an undue hardship on them.

(NBC, which had not been a major syndicator, has no intention of getting back into that business, according to Kenney. But he said repeal of both rules is necessary because they "overlap.")

Kenney, in his office last week, reviewed some of the points. He said pay cable programmers like Time Inc.'s Home Box Office are free to obtain not only exhibition but additional rights in programming they acquire while post-exhibition rights are denied the networks. "Let us compete fairly and without regulation in the marketplace," he said. And networks, he added, assume the risk of production—paying up to 100% of the suppliers' costs—without being able to gain from the post-exhibition rights to a show that is a hit. He said the networks "eat losses" on four out of five shows they finance, and added: "The basic theory should be that the person who takes the upfront risk should enjoy a share of the program's success." He also stated the truism that, "as profits decrease"—as NBC's are—"the ability to absorb losses decreases." One of the most dramatic changes in the programming market over the past 10 years that Kenney cited was the fact that networks are by no means the "dominant" source of revenue for motion picture producers. He cited published reports that, while the networks paid the studios \$30 million last year, pay television paid \$40 million—a figure likely to increase to \$80 million this year—and that videocassettes accounted for \$30 million last year and are likely to outpace sales to the television networks this year.

What of PTAR? NBC, Kenney said, is not seeking repeal. "Repeal would be desirable, but this is not our position." He conceded that affiliates' opposition was controlling. "The affiliates are not happy with rescinding PTAR, and I don't think we'll argue. We'll set it aside."

NBC is not alone in the new strategy. ABC's Washington vice president, Gene Cowen, is also said to be shifting attention from PTAR to the financial interest and syndication rules. CBS is following NBC's activities with interest but is continuing to focus on PTAR; its petition for waiver to permit its affiliates to carry an hour of network news is still pending before the commission, although it seems to have little chance of winning commission approval any time soon, if at all.

(The FCC staff has been preparing an item proposing rejection of the CBS petition on the ground that the commission does not intend to deal with PTAR on a piecemeal basis. That was the ground the commission advanced in September in rejecting the proposal of KRON-TV San Francisco for modification of PTAR to permit affiliates to carry off-network programming in access time from which it, along with network material, is barred. In rejecting that petition, the commission disposed of a pleading by NBC to expand the proceeding to include consideration of repeal of

the entire rule.)

The arguments for repeal of the financial interest and syndication rules are not going unheeded. Fowler is said to be "sympathetic"—to feel that the regulations have been a "disincentive" to the production of more programming. And Quello said that, while he favors retention of PTAR, he would "go along" with repeal of the collateral rules. At least, he feels the burden of proof is on those who argue they should be retained. "The network situation has changed drastically," he

said last week. The other commissioners have not yet focused on the arguments.

Of course, the backers of those two rules have yet to make their arguments. "We will fight to the bitter end any attempt to relax or eliminate" those rules, Fritz Attaway, of the Motion Picture Association of America, said on Tuesday. He said MPAA feels the commission has already been "too lax" in enforcing them.

He also noted that, even if the FCC repealed the rules, the networks would be barred from negotiating with suppliers for

anything but exhibition rights to their programs. The consent decrees—signed in the last couple of years—would remain a barrier. And MPAA would fight to retain them, too, Attaway said. Kenney, in effect, says the networks will have to take the hurdles one at a time and that the second will be easier if the FCC repeals the rules. "It won't happen overnight," he said. "It will be several years before we see the benefit of repeal—by which time there will be a diversity of sources, and costs will be skyrocketing." □

## IT'S BEGINNING TO LOOK LIKE THE END OF AN ERA

# NAB lifts TV, radio advertising codes

### In wake of Judge Greene's ruling, association's regulations are suspended pending outcome of Justice Department lawsuit

The National Association of Broadcasters suspended enforcement of all advertising provisions in its TV and radio codes last Wednesday (March 10). The move, made a week after a U.S. District Court ruled that part of the television code is illegal, eliminates advertising time standards, prohibitions in effect for years against the advertising of hard liquor, contraceptives, lottery information and program-length commercials and a long list of restrictions on how products may be presented to the public.

In suspending enforcement of its advertising standards, the NAB announced it plans to appeal a summary judgment by U.S. District Court Judge Harold Greene that the television code's multiple product standard violates antitrust laws. The standard, which prohibits the advertising of more than one product in commercials of less than 60 seconds, has caused some advertisers to pay more than they would have for advertising and, therefore, has increased the price of some products, according to Greene's decision (BROADCASTING, March 8).

Two other TV standards, one limiting the commercial time that may be broadcast in an hour and another limiting the number of commercial interruptions in each program, have been designated for trial before Greene. That trial will now be delayed until NAB's appeal has been completed.

Cancellation of the code is meant to be temporary, according to Erwin Krasnow, NAB senior vice president and general counsel. In announcing it had "canceled and terminated" enforcement of the standards, NAB said it was doing so "until termination of the litigation or until further notice." Krasnow said an appeal could take "six months to two years."

Krasnow predicted it would be "easy for NAB to reinstate the standards once the antitrust case has come to a settlement or

decision," but other NAB leaders predicted the opposite. "The code is dead," said one member of NAB's TV board, who said that because Judge Greene has ruled part of the code illegal, NAB will be reluctant to reinstate any part of it.

Advertising standards form the bulk of NAB's 30-year-old TV and radio codes. With their elimination go restrictions on the advertising of beer, wine, firearms and "personal products," such as hemorrhoid remedies, tampons and douches. Also gone is an outright prohibition on the advertising of "fortune-telling, occultism, astrology, phrenology, palm-reading, numerology, mind-reading, character reading or subjects of like nature," as well as a prohibition on the advertising of "tip sheets and other publications seeking to advertise for the purpose of giving odds or promoting betting."

Strict standards on the advertising of medical products are gone, including a prohibition on using "physicians, dentists, or nurses or actors representing" them. "Pitchman" and "bait and switch" tactics had been forbidden and the use of personal endorsements have been carefully controlled.

The practical effect of NAB's action on the advertising that is seen on the screen was not immediately clear. What did seem clear was that the networks would use NAB's move as an opportunity to take a fresh look at their own standards—presumably with an eye toward the feasibility of loosening them, since in most cases the networks claim their own are stricter than the NAB's.

In official statements otherwise non-committal about future plans, ABC and CBS said they were reviewing their own standards. NBC officials said informally that review there was "a good possibility." All three said advertising would still have to meet their standards.

ABC included a statement of its policy on multiple-product announcements, subject of the NAB code section specifically shot down by the court. ABC officials said it was "new wording" but reflected existing ABC policy on multiple-product an-

nouncements. In general, it seemed to contain substantially the same provisions as the court-invalidated code rule, except that it contained no reference to commercial length. Whether this is a relaxation of standards or not, officials said, would depend on how it is implemented.

There was speculation that at least some advertisers and agencies would begin pushing for liberties formerly prohibited by the code. "I'm waiting for the phone calls," said one network standards executive. But as of last Wednesday, he said, the phone hadn't started ringing.

Another network source speculated that networks would not lower their standards significantly below those in the code, if only because "if the NAB is allowed to reinstate its code, what would they do then?", if it's all left to the marketplace, he conceded. "Whatever one network does, the other networks will be doing by that afternoon."

Among other reactions:

M.S. Kellner, managing director of the Station Representatives Association, said it was "not in the public interest" to remove restrictions on the amount of commercial material that can be carried. He hastened to say he believes the vast majority of television stations will limit themselves to the amount that existed under the code.

"But there are always some weak links in the chain that may not live up to the restrictions that were in the code," he maintained.

He also suggested that the NAB might apply to Congress for relief to permit a voluntary code as has existed.

Roger Rice, president of the Television Bureau of Advertising, said: "It's ironic that the government talks about getting out of regulation and here we have a situation where there is industry self-regulation to benefit the public and the government is interfering."

Rice said he was "delighted" to learn that the NAB is going to appeal. It's important, he continued, that clutter be kept to a minimum if television is to grow.

NAB decided to appeal its case "be-

cause we think it was a wrong decision," said Krasnow.

A member of the NAB executive committee, however, said the appeal is a legal maneuver that could strengthen NAB's bargaining position in trying to reach an out-of-court settlement in the case. Krasnow confirmed that NAB is "talking with the Justice Department."

However, the appeal does not remove NAB or any of its code subscribers from the possibility of law suits over enforcement of the multiple products advertising standard. Although NAB spokesmen say they know of no suits being contemplated, there is said to be real concern over this possibility. "Any station could be liable if it followed the code," said one NAB televi-

sion board member.

When the Justice Department first filed its antitrust suit against the advertising standards, NAB was warned of this outcome. Then FCC Common Carrier Chief Philip Verveer, formerly an antitrust lawyer at the Justice Department, told the NAB board the government "had a good case" and that if the industry fought and lost, "code members could be sued for treble damages by anyone who thought he had been hurt" by the standards.

Krasnow said last week, however, that it would be "difficult for anyone to prove damages" and that "our lawyers tell us we have a good case." The Washington firm of Howrey & Simon has been counseling NAB on the antitrust case. □

## ABC's Pierce says it isn't so to cable

**Past and present opposition to wired medium has come back to haunt broadcaster as it seeks to market its own services to operators; letter to NCTA and MSO's seeks to differentiate company from its TV affiliates**

Charges that ABC is "anti-cable" drew a reply last week from Fred Pierce, in his capacity as executive vice president of American Broadcasting Companies. In a letter to board members of the National Cable Television Association and some 80 other cable industry leaders, Pierce said he wanted to "clarify ABC's position toward the cable industry because there has been some misinformation concerning where ABC stands."

It doesn't take much to figure that ABC officials feel Ted Turner is responsible for some of what they see as "misinformation." Turner's Cable News Network is battling, as Turner has put it, "to the death" with the Satellite News Channels service to come from Group W and ABC, and Turner has accused ABC of trying to "torpedo" cable operators. A favorite Turner target: the Viewer Information and Education Committee (VIE) that ABC affiliates, with a boost from the network, started last summer.

Pierce, in his letter, speaks of "a period of major change" in the communications industry, saying ABC intends to be part of the change, and "a leader in the telecommunications industry in its broadest sense." That, he says, led to ABC's decision to enter cable programming. "We feel our belief in the future of the cable industry is underscored by the clear financial commitment we've made and will continue to make in the development and production of programming for cable."

"That is not to say," the letter adds, that "support for our existing businesses... has diminished. Growth in one area need not be counterproductive to another."

Pierce then cites the VIE campaign (with its message "Don't let them pull the

plug on free TV") "as an example of support for an existing business." Saying that VIE broadcast spots "were produced and aired by individual stations," that "each local station determined its own policy on this and other issues" and that "we do not have control over our affiliates' activities, nor should we, since their business perceptions may be somewhat different from ours."

"The ABC Television Network," Pierce said, "has not utilized these spots," although he admits that the network occasionally uses a "made possible 'by advertiser-supported television'" tag on some "specially produced programs." Pierce termed that tag a "response to those who are negative about the quality of commercial broadcasting."

One person who's not buying that line is Geri Duckworth, one of the leaders in the effort to establish a cable affiliates association. Duckworth is with Cable TV of Puget Sound out of Tacoma, Wash.; it just so happens that John Behnke, president of Fisher Broadcasting, which owns ABC affiliate KOMO-TV Seattle, is chairman of the VIE committee. "Behnke's doing everything he can to ruin us," Duckworth asserts, and with KOMO-TV one of the stations that will be providing feeds to Satellite News Channels, Duckworth vows there's no chance News Channels will appear on her system.

Although she had not yet received a copy of the Pierce letter, Duckworth said she had been told to expect one. Informed of its contents last week, she said of Pierce's effort to draw a distinction between ABC and its affiliates actions: "I refuse to allow that distinction to go down."

Late Thursday Pierce said he hadn't yet received any formal responses, but cited recent conversations with major MSO's as indicative of ABC's acceptance within the cable industry.

Whatever response Pierce's letter generates in the rest of the cable industry, he's sure to find out first hand. He closed by saying, "I will be on the agenda at the NCTA convention in May and look forward to seeing you there." □

## More slack in the reins: FCC drops financial reporting form

**In unanimous vote, commission drops financial reporting rule saying burdens outweigh benefits; proposal to move FCC headquarters also bites dust, at least for now**

Again affirming its deregulatory bent, the FCC last week dropped its rule requiring broadcasters to file annual financial data with the commission.

In a unanimous vote (with Commissioners Joseph Fogarty and Henry Rivera concurring), the commission, at an open meeting, agreed to drop the requirement immediately. As a result, broadcasters won't be required to file form 324 for 1981. The forms otherwise would have been due April 1.

In a closed meeting, the commission also agreed to drop its effort to consolidate its Washington employees into one headquarters building, rejecting a General Services Administration proposal to move it to Alexandria, Va., eight miles from its current location ("Closed Circuit," March 8).

For the time being, the FCC will stay at its current building at 1919 M Street. Although the lease for the building expires this October, FCC sources said GSA and the FCC would probably negotiate with the owner of the building for a new lease.

The commission's move on the financial reporting requirement stemmed from an action last year, when the FCC unanimously proposed to streamline the reporting requirement or eliminate it altogether (BROADCASTING, Oct. 5, 1981).

At the meeting last week, however, the FCC staff, agreeing with the majority of the broadcasters commenting in the proceeding (BROADCASTING, Dec. 7, 1981), recommended that the requirement be dropped. According to the staff, the burdens imposed on the FCC and broadcasters by the requirement outweighed its benefits.

The staff also said that, when and if the need arose to collect such financial information, there were "more cost-efficient" ways such as ad hoc surveys, to get it.

Commissioners Abbott Washburn and Joseph Fogarty questioned why the commission shouldn't continue to collect the forms, perhaps through this year, to provide a "transition period," but the staff was opposed.

Larry Harris, chief of the Broadcast Bureau objected, contending that with its "limited resources," the bureau shouldn't be required to devote 4,500 "person hours" to processing the 1981 forms.

Although Washburn also questioned why the commission couldn't simply modify the form to require the filing of

only gross revenues, the staff said that, because it wouldn't be able to insure that broadcasters would calculate "gross revenues" the same way, the information gleaned from such a filing might not be valid anyway.

Although Fogarty expressed concern about the effect dropping the requirement would have on current and future proceedings that were based on economic arguments, Chairman Mark Fowler said the commission could always request financial information, if it was needed, on an ad hoc basis. He added that if the industry wanted that sort of information, "it can get it by other means."

Commissioner Mimi Dawson said she supported the item, but asked why the commission hadn't moved to eliminate the form 326 annual financial reporting requirement for cable operators.

Fowler said an item addressing the cable reporting requirement would "come up soon."

The commission rejected the proposed move, contending that although the Hoffman-Center building recommended by GSA was only 1.7 miles outside Washington, a 30-minute subway ride from downtown, the location was too remote. The FCC said moving there would impose too great a traveling burden on FCC staffers, the downtown law firms and interest groups that regularly deal with the FCC, and the public.

By remaining at its current building, the commission could save about \$1 million in rent in 1983, and another \$500,000 in 1984. However, the FCC will also have to postpone its hopes of consolidating its operations into one building, since the current headquarters won't be able to house personnel lodged at 2025 M Street, where the lease will expire in November 1983. □

## FCC, Justice hand in glove on AT&T deal

**Background briefing points way commission is heading on major policy issues coming up in near future**

The FCC plans to have "full input" into the Justice Department's approval of AT&T's divestiture agreement, a top FCC official said last week. To that end, the FCC has been holding discussions with Justice, the official said.

And although the FCC would prefer to insure that its interests in the divestiture plan were addressed as early in the process as possible, the FCC would always be able to have a say when AT&T, like any common carrier, had to apply to the FCC for approval to discontinue or modify services to affect the terms of the agreement, the official said.

Of special interest to broadcasters, the

official, who asked not to be identified by name, indicated that the financial interest and syndication rules—those barring networks from acquiring any financial interest in programming they purchase, other than the rights to two network runs, and from engaging in domestic syndication of programming—were being separated from the prime-time access rule and were likely to be "coming up soon."

The same official also indicated that the commission's VHF drop-in proceeding, although not currently scheduled to be addressed, might find itself facing a receptive commission. According to the official, "our general philosophy" is that the FCC should introduce new services to create competition "if they don't cause technical interference" to existing ones.

Although another official in attendance indicated that the drop-in proceeding had been lying dormant because FCC engineers had been concentrating on such items as the Regional Administrative Radio Conference and the low-power television proceeding, some should be returning to the drop-in proceeding.

The top official also indicated that he thought the FCC would be able to fulfill its responsibilities with the leaner, \$74.5-million budget the Office of Management and Budget has approved for it for fiscal 1983 (BROADCASTING, March 8).

"We won't have a cop on every block, but we will have a cop on every 20th block," the official said.

Although the official said the FCC had "costed out" its program needs to meet the 1983 budget as it stands, the official also said there were "lots of areas" where the FCC could still cut back.

One major area for cutting would be filing requirements, the official said. Specific filing requirements the official mentioned were broadcasters' annual financial reports and network affiliation agreements.

Other FCC actions, such as leaving the selection of a standard for AM stereo up to the marketplace, and "maybe" letting the marketplace set the standard for teletext, could also assure that FCC personnel would be freed to work on other projects.

The official also indicated that a major argument for permitting all parties to own cable systems is that cable may prove to be the only competitor for local telephone companies for the "local loop." Although the telephone companies would be divested, they would still be enormous companies, and larger cable operators might "be able to compete better" with the telcos, the official said.

The official added that it might be for the best for Congress to hold off on communications legislation until it found out what the new consent decree finally means. To attempt to write legislation now is to "invite some ill-advised legislation," the official said.

Another official said the FCC was experiencing more attrition now than it had in the past. Instead of eight persons leaving every pay period, now 10 are leaving, the official said. □

## Trying for another cable compromise

**NAB-NCTA working on new provisions of copyright legislation; latest version would require cable systems with up to 36 channels to carry new local signals for at least full rating period**

The National Association of Broadcasters executive committee has referred to its full TV board the decision of whether to approve a new compromise on pending cable copyright legislation. Support for the proposal appears tentative both within NAB and the National Cable Television Association, the other party to the compromise. But if agreement is reached, Representative Robert W. Kastenmeier (D-Wis.), copyright subcommittee chairman, has indicated he will sponsor most of its provisions in an amendment to the bill (H.R. 3560).

At issue in the copyright compromise are new provisions on mandated carriage of local broadcast systems that, if agreed to, could be added to a cable copyright bill scheduled for markup by the House Judiciary Committee on Wednesday (March 17). The NAB and NCTA had previously agreed to must-carry provisions for the bill but opposition from public broadcasters led to changes in the provisions just before the copyright subcommittee passed them (BROADCASTING, Dec. 21, 1981). That and opposition from UHF and other broadcasters to the must-carry compromise led NAB to withdraw support for the bill, which had gone through numerous other changes since first drafted last fall.

The newest compromise proposal would require cable systems with 36 or fewer channels to carry new local broadcast signals for a full Nielsen rating period (about 15 months) before dropping them for lack of sufficient viewership. New stations would not have been eligible for must-carry protection. A cable system of 36 channels or less would be permitted to drop permanently any station previously protected by must-carry rules if it had lost its necessary share of local viewership. Larger cable systems would be subject to the FCC's present must-carry rules. The previous provisions, agreed to by NAB, would have permitted cable systems with 36 or fewer channels to drop any station that received less than a 1% share of viewership in noncable homes or a 2% share in all TV homes in its area.

Cable systems with 36 or fewer channels would be required to carry at least two public broadcasting channels under the old compromise proposal and, if saturated, could make room for those channels by dropping duplicated network affiliates of the operator's choice. Under the new proposal, a system would have to retain affiliates most local to its area of service in

choosing which duplicated television signals to drop.

Although NAB and NCTA have agreed to support required carriage of two public broadcasting signals, Kastenmeier is said to favor raising the limit to three signals. Whatever the Judiciary Committee decides, however, will be subject to review by the Energy and Commerce Committee, which will review provisions in the bill affecting communications law.

Another section of the proposed compromise would codify the FCC's rule on carriage of subscription TV signals—that is, cable systems would not be required to carry local broadcast signals that are "predominantly" STV. It would modify the rule, however, by exempting cable systems with 12 or fewer channels. Those systems could drop a station that carried any subscription programming. A spokesman for ABC said the network is vigorously opposed to this exemption and will lobby for its removal from the bill. "The exemption would cover 70% of all cable systems," he said.

Gene Cowen, ABC vice president, Washington, said the network opposes both the new STV provision and one passed by the copyright subcommittee that would forbid the FCC from requiring cable systems to carry "any other audio or video services." There is likely to be more subscription programming in the future of broadcasting, said Cowen, and there will be more broadcasters marketing programming to a variety of media outlets. A copyright law prohibiting the FCC from requiring carriage of any new services could give the cable industry a tool for resisting broadcasters who want to lease channels, said Cowen.

In exchange for these amendments to the must-carry provisions, NCTA would like to include in the copyright bill codification of the FCC's ban on local television-cable crossownership.

Both ABC and CBS have expressed "serious concern" about this provision, but some members of the NAB executive committee appear willing to seriously consider it. "We wouldn't be losing something we already have," said TV board chairman Mark Smith, vice president, KLAS(TV) Las Vegas, but "the bill would fly in the face of a campaign at the FCC" to eliminate the crossownership ban.

Neither Smith nor John Summers, NAB executive vice president, general manager, could predict how the board will rule on the new compromise but both indicated negotiations with NCTA are continuing and that further compromise is likely. Smith said NAB hopes for agreement by today (March 15).

At NCTA, the uncertainty lies primarily with provisions requiring cable systems to carry new TV stations for at least one rating period. "There's misunderstanding on this," said James Popham, NAB senior vice president, congressional liaison, who said NCTA has assumed systems with 12 channels or fewer would be exempt from the requirement. □

## CBS survey finds affiliates firmly against longer evening news

**Out of 123 respondents, 61% oppose network's plan; greatest percentage of objectors are stations in top 25 markets**

The widely held notion that big group owners are the chief opponents of expanded network TV evening newscasts may be diluted, if not dispelled, by results of an independent survey conducted for the CBS-TV affiliates board.

The survey, among all CBS-TV affiliates, found opponents outnumbering supporters by more than two to one.

Opposition predominated, sometimes by overwhelming margins, in markets of all sizes and in all time zones.

James Babb of WBT(TV) Charlotte, N.C., chairman of the affiliates board, said the survey was conducted by Media Research, San Antonio, Tex., during the first two weeks of February. Questionnaires were sent to the general managers of all CBS-TV affiliates except the CBS-owned stations, asking for their positions on the plan for a one-hour evening newscast that CBS wants to put into effect in the first quarter of 1983.

A total of 123 affiliates responded before the cutoff date, Babb said, for a 62.8% rate of return. That response rate, considered unusually high for a survey, was interpreted by observers as a reflection of strong affiliate feelings on the issue or, among those who said they were undecided, an appreciation of its importance.

Of the 123 respondents, Babb said, about one-fourth (25.2%) favored the CBS plan, while three out of five (61.5%) opposed it. Somewhat more than one out of 10 (13.8%) said they were undecided.

In the top 100 markets, where CBS presumably would need a strong base of support to make its plan work, opposition was even higher: 77% against, 16.4% for, 6.6% undecided.

In the top 25 markets, the opposition rate was higher still, with 88.9% of the respondents against the plan and 11.1%—a single station—favoring it.

In markets 26 through 50, the opposition rate approached three to one, with 63.6% opposed, 22.7% for and 13.6% undecided.

In markets 51 through 75, 93.3% were opposed, 6.7% in favor. In markets 76 through 100, the vote was 73.3% against, 20% for and 6.7% undecided.

The highest level of support and the lowest rate of opposition were found among affiliates in markets above 100, but the nays still led: 45.2% against, 33.9% for, 20.9% undecided.

One of the key arguments by stations against evening news expansion by any network is that expansion would almost inevitably intrude on station time protected by the FCC's prime time access rule—a rule whose future they feel, apart

from other considerations, is shaky enough even without tampering for any network purpose.

CBS's plan, revealed to the affiliates board last fall and made public in more detail in a subsequent FCC filing, seeks to minimize that problem by scheduling its one-hour news prior to prime access time in all time zones except Eastern (BROADCASTING, Nov. 23, 1981, et seq.). In the Eastern zone, 15 CBS affiliates in top 50 markets—the only markets technically bound by the access rule—already meet the FCC's local news requirements for an automatic waiver of the rule. The purpose of the filing was to seek an FCC waiver for 13 other Eastern zone affiliates that are also in top-50 markets but whose local news patterns do not qualify for an automatic waiver (BROADCASTING, Jan. 18).

In its petition to the FCC, CBS said it did not know whether the 13 affiliates involved would carry the expanded news even if the waiver was granted. The affiliates board's survey suggests that most of them probably wouldn't want to. While not tied to these stations specifically, the results showed that Eastern zone respondents as a whole were against the news expansion by about three to one over supporters: 66.7% opposed, 22.9% in favor, 10.4% undecided.

In the central time zone, 59.2% were against, 32.7% for and 8.1% undecided. In the mountain zone, it was 53.8% against, 7.7% for and 38.5% undecided. And in the Pacific zone it was 63.6% against, 9.1% for and 27.3% undecided.

Babb, who submitted the survey results to CBS officials before releasing them to BROADCASTING, did not seem particularly startled by the findings. By and large, he said, they confirmed the findings of two prior, but more informal, surveys conducted by the affiliates board. □

## Washington starts ball rolling on cable franchising

**City council OK's legislation setting up design commission to draw up requirements and issue request for proposal**

The nation's capital has taken the first step toward bringing cable television to its 245,700 TV households and 638,000 residents. The Washington city council last week gave preliminary approval to legislation that would set up the machinery for awarding a cable franchise, establish minimum requirements for cable service and provide the foundation for its future regulation.

Without prompt action, Washington will

become the hole in a metropolitan cable donut. Most Washington suburban cities and counties either have cable or are well on their way to being wired. Arlington county and Alexandria, both Virginia, have up and running systems. And within the last few months, Prince George's county, Md., awarded two franchises and Montgomery county, Md., and Fairfax county, Va., accepted bids.

The bill authorizes a 28-member "design commission" that will have 90 days from the effective date of the bill to decide what services the city needs and prepare a request for proposal (RFP). Once the bids are received the commission will evaluate them and make recommendations to the city council that will make the actual grant. And once the award is made, the commission will stick around and help make sure the cable operator fulfills its promises.

The bill also creates an Office of Cable Television. Its primary jobs will be to mandate a minimum number of access channels and oversee their use and to report each year to the city council on the development of new cable services and on the city's cut of the cable revenues. The existing Public Service Commission will regulate cable rates.

The bill lays out some stiff penalties for the cable system if it breaches its agreements with the city, goes bankrupt or defrauds any of its subscribers. "The council may either suspend for a time certain, or terminate the franchise or exercise the right of first refusal to purchase the assets of the ... system at a cost not to exceed fair market value," the bill says.

The city is asking for at least 5% of the gross cable revenues each year as a franchise fee and is requiring that the cable system have two-way capability. Although specifics will be included in the RFP, the bill also requires a minimum of six access channels and, when subscribership reaches 3,500 homes, at least two studios capable of producing and distributing programming throughout the system. A public access board will be set up to manage the access channels and studios.

The original bill, as reported to the council by the consumer affairs committee of councilwoman Wilhelmina J. Rolark, contained rigid ex parte rules that would have required everyone—councilmen, their staff members and cable officials—to keep detailed records of private conversations. The guidelines, however, were apparently too rigid for the majority of the council and were excised from the bill. The full council also weakened some of its original bill's affirmative-action provisions.

Robert Johnson, president of District Cablevision Inc., which is after the franchise and which has been urging the city to move forward on cable, was generally pleased by the bill. He said he was glad to see that the period for getting out an RFP was reduced from one year to 90 days and noted that "the bill still has a strong legislative intent for minority

owners." What bothered Johnson most was the "tough language" which permits the city to take over the cable system if it fails to meet its franchise obligation, he said. DCI is a partnership of Tele-Com-

munications Inc. (20%) and a group of local investors (80%) that includes Johnson, who is also president of Black Entertainment Television, and Tyrone Brown, a former FCC commissioner. □

## Washington goes Hollywood—or vice versa

Film crews and promo teams convened in Washington last week to tape segments of *Capitol*, the new CBS soap opera to be launched Friday, March 26, with a one-hour prime time special from 10 to 11 p.m. The new daytime drama portrays the fates and fortunes of two prominent political families, the McClandlesses and the Cleggs, who have been enemies for generations and now face new rivalry on the Washington battlefield of political and personal affairs.

To herald the new series, camera crews representing 16 CBS affiliates followed the Hollywood set to the nation's capital for a week of on-location scenes, socializing, press conferences, dinners and an elaborate reception at the Phillips Collection.

The show stars veteran actor Rory Calhoun, along with Carolyn Jones, Ed Nelson and Constance Towers. It is produced by John Conboy, winner of eight Emmy awards and producer of *The Young and the Restless*. The special one-hour introduction was directed by Corey Allen.

After its March 26 prime-time launch, *Capitol* will air every weekday from 2:30 to 3 p.m.



1. Co-stars Kimberly Beck-Hilton and David Mason Daniels before the Capitol in *Capitol*. 2. Mike Ogiens (l), CBS vice president for daytime and children's programming, and *Capitol* producer John Conboy press conferencing. 3. Director Corey Allen giving pointers to actress Kelly Palzis while actor Bill Beyers looks on. 4. Camera crews from KOLN-TV Lincoln, Neb.; WHIO-TV Dayton, Ohio; WCCO-TV Minneapolis, and WHBF-TV Rock Island, Ill., record the action.

## Radio Marti options

**Presidential commission is examining ways to fight any Cuban jamming of new AM service**

The Presidential Commission on Broadcasting to Cuba is concerned not only with problems of establishing Radio Marti, which is to be the administration's voice for telling Cuba news of that country (see page 134). The commission is also considering options available for dealing with Cuban jamming of the station.

According to minutes of a closed meeting on March 2, released last week, the commission discussed four options: 1. purchasing time on private stations in Florida, Louisiana and perhaps Texas to transmit evening programming from a variety of geographical sites and frequencies; 2. using high-powered stations in the Caribbean to broadcast several hours a day; 3. using shortwave transmissions, employing Voice of American transmitters at different sites in the U.S., and 4. using VOA's AM transmitter on Marathon Key, which signs off at 10 p.m.

There were several other developments last week related to what has become the U.S.'s broadcasting war with Cuba. Representative Dante Fascell (D-Fla.), chairman of the House Subcommittee on International Operations, held a hearing on the outcome of the western hemisphere conference on AM broadcasting, in Rio de Janeiro, last fall, and took the occasion to restate his view that Florida broadcasters should not be expected to bear the brunt of Cuban-caused interference, particularly if it increases after Radio Marti goes on the air. He feels they should be compensated by the government for costs involved in recouping service area lost to the inter-

ference. But in spite of his concern about the Florida broadcasters, Fascell complimented delegation members who testified on their work in Rio and the commission for its effort to help the Florida broadcasters. Delegation members showered praise on their chairman, Kalmann Schaefer, assistant to the FCC on international communications matters, for his leadership at the conference.

Meanwhile, it was evident that the U.S. has not resolved technical problems involved with Radio Marti. Wilson LaFollette, chief of the FCC's technical and international branch and a vice chairman of the delegation, said Radio Marti would cause interference to stations in Cuba and several other countries. That indicated the U.S. still plans to operate the station on 1040 khz. But observers noted that would be foolhardy in the face of Cuban plans to establish a 500 kw station on the frequency. They also noted that the U.S. officials have said repeatedly that Radio Marti would be engineered to avoid interference to anyone; the aim, he noted, is to put a listenable signal over Cuba. □

## Sympathetic Wirth airs financial plight of public broadcasting

Neither advertising nor increased support from the private sector will fill the gap created by reduced federal support of public broadcasting. That was the conclusion of celebrities (including Pearl Bailey), station managers and officials from both commercial and public broadcasting who argued against proposed cuts during roughly four hours before the House Telecommunications Subcommittee last Thursday (March

11). Chairman Timothy Wirth (D-Colo.), who asked for the oversight hearing, called the proposed federal cuts "Draconian" and said that the medium confronts a "potentially devastating financial crisis."

Wirth also seized the opportunity to attack administration plans to kill the National Telecommunications and Information Administration's Public Telecommunications Facilities Program, and accused the President of not caring about the 30% of the U.S. still not served by public radio and the 10% not served by public TV—noting that the Public Broadcasting Act encourages development of public telecommunications facilities. NTIA Director Bernard Wunder responded that lack of spectrum, not of money, is the problem, and added that cable ultimately will take care of the unserved TV homes.

Representative Al Swift (D-Wash.), a subcommittee member who sits on the Temporary Commission on Alternative Financing for Public Telecommunications (which oversees the experiment), said that when and if advertising on public stations becomes a reality, it might take years before a profit was realized and it still may not subsidize an entire operation.

Cullie Tarleton, senior vice president of radio, Jefferson Pilot Broadcasting, Charlotte, N.C., urged that public broadcasting receive "adequate" levels of funding and that funds be appropriated far enough in advance. He noted that public broadcasting is exploring a number of alternative funding methods, but needs federal funding to help it through a "transition period," while it explores the alternatives. Tarleton is chairman of the radio board of directors of the National Association of Broadcasters and a member of the NAB Task Force on Public Broadcasting Funding. □

## Winding up the words on common carrier rewrite

**Wirth subcommittee completes hearings on H.R. 5158; AT&T argues for loose rein, others would tighten restrictions on that major telephone company; markup anticipated this month**

The House Telecommunications Subcommittee completed hearings last week on the AT&T antitrust settlement and a major rewrite of common carrier sections of the Communications Act (H.R. 5158). As in previous hearings, testimony offered broadly opposing views on whether Congress should try to modify the settlement by further restructuring AT&T, restricting its entry into unregulated markets and permitting AT&T's divested local operating companies to offer competitive as well as monopoly-regulated services.

At issue among subcommittee members is whether the post-settlement AT&T will be able to cross-subsidize its unregulated ventures with revenues guaranteed by regulated, long-distance rates. An even greater concern is whether divested local

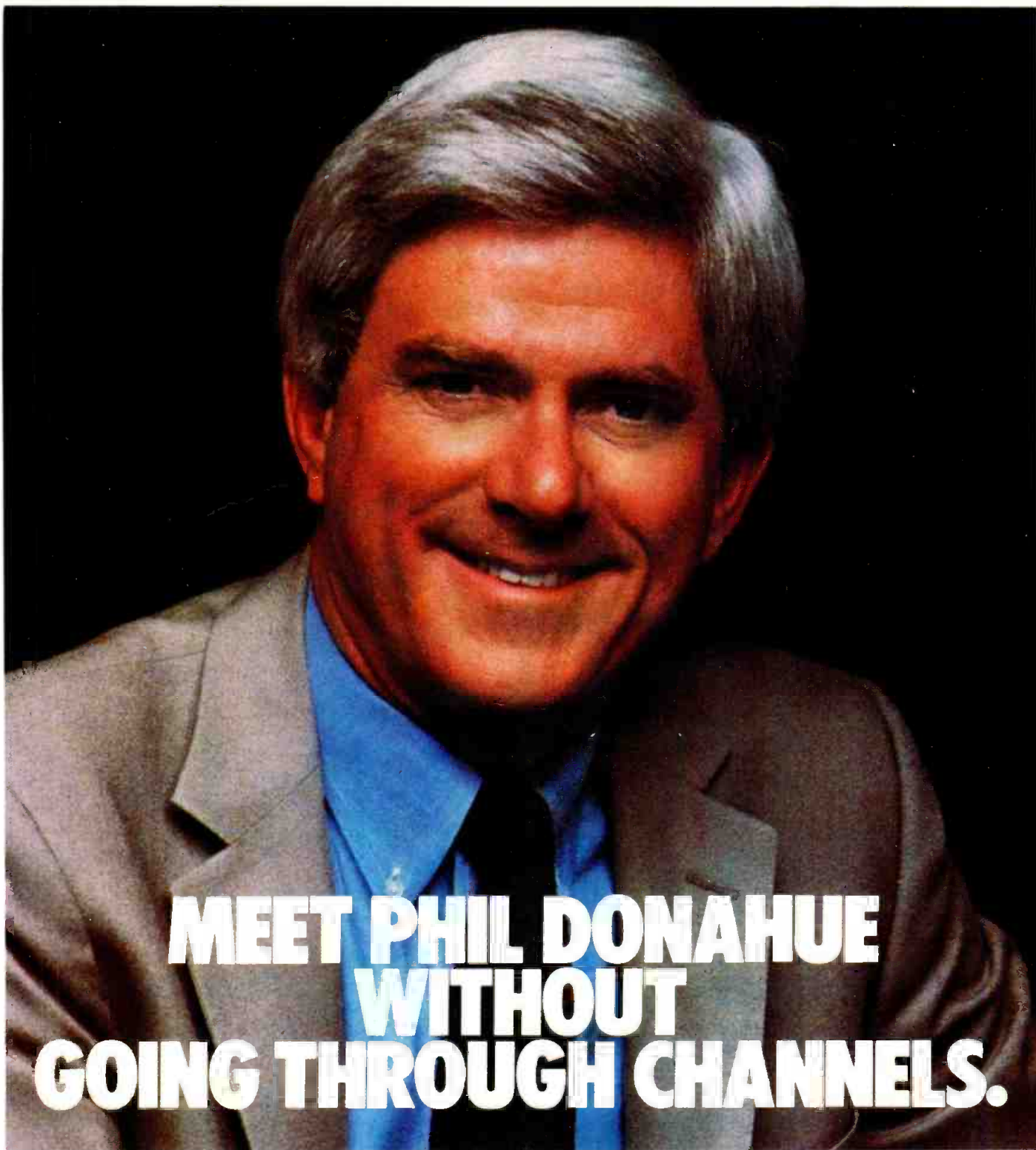
companies, stripped of all but their regulated local telephone networks, will be able to survive in a changing telecommunications marketplace in which vertically integrated competitors could offer competing local services via wire, microwave or satellite.

The subcommittee has not yet resolved how it will deal with these issues in its bill, which it hopes to mark up later this month, but a spokesman for the subcommittee said they appear to be reaching a consensus that local companies should retain ownership of installed wiring and the Yellow Pages. Such assets, and revenues from newly-defined access fees paid by long distance carriers to connect locally, could prevent precipitous increases in local phone rates, according to some members and subcommittee staffers.

Morris Tannenbaum, executive vice president of AT&T, urged the subcommittee for the second time in two weeks to avoid restructuring AT&T or its local operating companies in their legislation. Restrictions being contemplated, such as

partial outside ownership of AT&T's unregulated subsidiary, total outside financing of any new subsidiaries and a prohibition on AT&T's ability to construct and operate local and long-distance transmission facilities that could compete with regulated local and long distance networks, would prevent AT&T, Western Electric and Bell Labs from "delivering the services they now offer, much less entering new fields, in which most of its competitors would be foreign entities." The subcommittee has not held adequate hearings on some of the restrictions in its legislation, said Tannenbaum, including those that would impose procurement quotas on AT&T Long Lines, force sale of installed customer premises equipment by AT&T at the time of divestiture, continued publishing of patents owned by AT&T and the need for broad separation between AT&T and its unregulated activities.

William Baxter, assistant attorney general for antitrust, also reappeared before the subcommittee and continued to



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urge, as have other officials of the Reagan administration, that legislation be restricted to narrow issues—preventing “surges in local telephone rates,” allowing for national defense and security planning and defining state and federal jurisdiction over a post-settlement telephone industry.

Joining Baxter in urging a limited approach was William McGowan, chairman of MCI, who predicted Congress would not pass “another distressingly controversial bill” and urged the subcommittee not to “intervene in the settlement.”

A group of other long-distance competitors disagreed with McGowan and argued that local operating companies be permitted to offer unregulated services, to assure reasonable access fees. All concurred, however, that a National Telecommunications Fund to be created in H.R. 5158 to subsidize local telephone rates would likely backfire. Such a fund, meant to supplement revenues from local access fees,

should subsidize only needy and rural telephone users, said James Devlin, president and chairman of U.S. Telephone Communications.

It is not necessary to subsidize all local rates, as would H.R. 5158, said McGowan, because most local rates are not now subsidized, even though AT&T in the past argued that they were. The fund would have the effect of subsidizing business users and the local operating companies, said McGowan and George Knapp, chief executive officer of ITT Communications Operation Companies.

State public utility commissioners present at the hearings urged the subcommittee to guarantee through legislation that divested local operating companies be able to continue offering customer premises equipment, the Yellow Pages and other competitive services. Cost-based access fees, as provided for in the AT&T settlement, would not be enough of a subsidy to

keep local rates from escalating and network services from declining, according to Louise McCarren, chairman of the Vermont Public Service Commission.

Spokesmen for the Communications Workers of America and the International Brotherhood of Electrical Workers also urged that local companies provide those services, arguing that consumers should be able to go to one supplier for their telephone needs.

CWA President Glenn Watts urged the subcommittee, however, to scrap its legislation as presently drafted and start over with a completely new bill. Provisions in H.R. 5158 could harm job stability for workers already facing massive change as a result of the settlement, he said. Outside ownership of separate subsidiaries, equipment procurement quotas and mandated patent publishing are not in the interest of communications workers or consumers, he said. □

## WEEK ONE OF AM STEREO

# Jockeying for position at the starting gate

**Initial field of four American companies and possible entries from Japan would all like to start from position on the rail; other manufacturers also in act; broadcasters on the fence**

The FCC's decision not to decide which AM stereo broadcasting system should be the national standard has produced all the confusion many predicted it would. Since the FCC's action (or inaction) two weeks ago, broadcasters and equipment manufacturers have been warily surveying the marketplace, looking for signs of which system will ultimately emerge as the de facto standard.

By not establishing a standard the FCC has instigated a marketplace battle for acceptance among at least four systems, proposed by Harris, Magnavox, Motorola and Kahn Communications. (Belar Electronics, which proposed a fifth system, has already quit the fight.) Each feels that an initial surge of interest in its system could snowball into nationwide acceptance by the industry and public. Consequently, the four are out in the marketplace aggressively promoting their systems to broadcasters and receiver manufacturers.

Despite the five-year delay in authorizing stereo broadcasting, there is still widespread interest in it. Many AM broadcasters see it as a tool for competing more effectively with FM stereo stations. Receiver manufacturers think stereo will be a new inducement for consumers to buy millions of new radio sets. And broadcast equipment manufacturers are excited by the prospects of selling stereo studio equipment, exciters and monitors and new transmitters to broadcast the stereo

signal with full fidelity. (Harris said outfitting of many of the nation's 4,650 AM stations for stereo will generate \$100 million in revenues for the equipment manufacturers.)

At stake in this marketplace fight are the royalties the winning company will earn from the sale of each receiver built to its standard. Over the lifetime of some of the stereo patents, royalties could add up to tens of millions of dollars. As receiver manufacturers, either Magnavox or Motorola would benefit additionally by coming out on top since it would not have to pay royalties.

The industry should not look to its associations to sort out the competing systems for it. The National Association of Broadcasters and the Electronic Industries Association have tried to help the industry reach a consensus on the standard, but the attempts have been fruitless. Because of the antitrust laws, the associations must now shy away from influencing the decisions of broadcasters and manufacturers. Those same laws also make it difficult for broadcasters in a particular market or a group of receiver manufacturers to get together and pick a system without running into antitrust problems.

There are as many opinions about how it will all shake out as there are players. Kahn, for instance, believes it will be the broadcasters who make the decision and that the receiver manufacturers will follow. Others believe that it will be the major receiver manufacturers who will set the standard by simply flooding the market with a specific set. The Japanese manufacturers, unencumbered by antitrust laws, could get together, decide what the standard should be and go full speed ahead in producing and marketing receivers. Belar's

Arno Meyer even suggested they could give away the relatively inexpensive exciters to key broadcasters in major markets to insure a signal in each for the standard they select.

It is far too early to perceive any sort of marketplace trend at this point, but Kahn and Magnavox seem to have more going for them than the other two. Leonard Kahn, president of Kahn, has been working for the acceptance of his system for two decades and when the FCC gave AM stereo the nod, he was ready with a list of nearly four dozen stations in the U.S., Canada and Mexico that he says were ready to begin service with his system. (The most the other companies can say is that they have a number of “contingent orders.”)

Moreover, Kahn's system can be received immediately by using two monaural receivers spaced apart and slightly detuned to pick up the left and right channels. In response to criticism that that is a “sham” or a “novelty that will soon wear off,” Kahn conceded that the two-receiver set-up is an interim arrangement but insisted it beats having no receiver at all. He added that there is some evidence in the FCC's AM stereo dockets indicating that his signal received on two monaural sets “works better than one of the systems with its special receiver.”

Magnavox, which except for a brief statement two weeks ago has remained silent on its market plan, may profit from the FCC's tentatively picking it as the stereo standard in April 1980. Although the FCC reneged on the selection to gather more information on the attributes of all the proposed systems, many receiver and integrated circuit manufacturers began the design of Magnavox stereo decoder chips

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**Atlanta** #1 in its time period, topping PM Magazine and You Asked For It!\*

**Houston** Surpassed both Nov. '81 and Jan. '81 TP in Rating, Households and all key adult demographics!\*\*

**San Francisco** Recently moved to Access and already surpassing Jan. '81 TP by 40% in Rating, 60% in Women 18-49!\*

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\*\*ARB



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and receivers. Panasonic, a subsidiary of the world's largest manufacturer of radio receivers, Matsushita, said the company is ready to go any way the marketplace does, but that it is best prepared to make Magnavox receivers. National Semiconductors, one of the nation's leading makers of integrated circuits, has a Magnavox decoder chip (the LM1981) and Dan Shockey, linear consumer product marketing manager, will even quote a price of \$2 each and promise immediate delivery. Shockey notes, however, that "by happenstance" the chip can be used to decode the Motorola and Belar systems and possibly the Kahn and Harris systems as well. The universality of the chip, Shockey said, stems from the fact that it is based on rudimentary FM technology—"an FM detector followed by an integrator"—and that it is without some of the "embellishments" of pilot decoders that distinguish the systems. Being a subsidiary of North American Philips also doesn't hurt Magnavox's chances. According to Shockey, North American Philips is second only to Matsushita as a worldwide maker of radio sets.

Before they can think of winning over broadcasters in large numbers, the system proponents have to make sure exciters are available. An exciter is the initial transmitter stage that creates the two-channel stereo signal; the additional transmitter stages merely amplify the first. All the proponents expect to have exciters available within six months. To maintain quality control, Kahn has decided to fabricate all the units himself. He put the price at about \$12,000 but said it will fall when he begins making them in quantity.

Harris has an early-bird special. Any broadcaster that orders an exciter and monitor (a device for monitoring signal levels) between now and the end of the National Association of Broadcasters convention gets them both for \$9,000. After that, the set will cost \$12,000.

Although not now a broadcast equipment manufacturer, Motorola has decided to build both exciter and monitor and sell them for \$10,000 each.

Magnavox has taken a different tack. It has licensed Belar to build the monitors and is negotiating an arrangement with Continental Electronics, a major manufacturer of radio transmitters, to build the exciter. Vernon Collins, vice president for domestic broadcast marketing, Continental, said he won't have a price on the exciter until the deal with Magnavox is set. Collins said Continental's relationship with Magnavox goes back two or three years but should not at this time be interpreted as a whole-hearted endorsement of the Magnavox system. He said he may try to sell the Magnavox system to broadcasters, but that he won't push too hard. If a customer needs help in hooking up a Continental transmitter to, say, a Kahn exciter, Continental will gladly help, he said.

Other major exciter manufacturers aren't quite sure what to make of the situation. For the present, RCA and McMartin Industries plan to do nothing. "Once the dust settles," said RCA's Wally Warren, "maybe we will have a little bit better idea of which way to go." Bob Anderman, director of marketing for McMartin, is more concerned about the boon AM stereo could be to transmitter sales than he is about making exciters. Old transmitters have "too much carrier shift and are not linear enough," he said, to deliver a quality AM stereo signal to homes. Many broadcasters who want to go AM stereo may have to shop for a new transmitter first, he said.

Many AM stereo proponents are hoping that a hint at the ultimate standard will emerge at the NAB convention, which begins April 4 in Dallas. All the system proponents will have exciters and receivers there and the convention organization is providing a forum for discussion of the service. The NAB's Chris Payne said all the system proponents and major receiver and integrated circuit manufacturers have been invited to speak at two consecutive Tuesday (April 6) sessions. It's hoped that either from the dais or from the audience, broadcasters and receiver manufacturers will make their intentions known.

■ AM broadcasters interest in stereo stems from their belief that it will halt the continuing loss of listenership to FM stations, a phenomenon that is changing the nature of AM. More and more, AM broadcasters are avoiding the head-to-head competition with FM stereo music by turning to news and talk. The most conspicuous example is WABC New York. That station, which for many years was synonymous with top 40 radio, announced three weeks ago that it will switch to an all-talk format in May.

The biggest AM stereo enthusiasts seem to be those broadcasters that have been sold on the Kahn system. Three of the NBC owned and operated stations—WNBC New York, WMAQ Chicago and KNBR San Francisco—hope to be pumping Kahn stereo to their listeners within five months. Dom Fioravanti, vice president and general manager of WNBC, said stereo is a "guarantee of music on AM" and predicted that it would "allow us to grow and compete with FM." Joseph Dorton, president of Gannett Broadcasting Group's radio division, which plans to switch on the Kahn system at KSD St. Louis and WWCV Cleveland, believes there will be rapid acceptance of AM stereo because of consumers' familiarity with FM stereo. "There is no need for an education process."

Outside the Kahn proponents, however, most AM broadcasters seem to be willing to wait—some forever. "Until we see what system would appear to be most appropriate, until we see it has value," said James Arcara, executive vice president for radio, Capital Cities Communications, the decision to broadcast stereo can't be made.

And although ABC is equipped to broadcast stereo with Kahn exciters at WLS Chicago and WMAL Washington, it is not ready to say when it will begin broadcasting with them. A spokesman said ABC will not make a decision until it has had a chance to study the FCC order, due for release this week. Multimedia was indicating last week that it may not broadcast stereo, regardless of how quickly a de facto standard emerges. Paul Fiddick, vice president and general manager of its radio division, said what audience an AM broadcaster gains by going stereo, he may lose because of a smaller coverage area. It would be particularly foolhardy for an AM station to invest in AM stereo, he suggested, before the standard is settled on. A station could spend a lot of money on the wrong system and be in worse competitive shape than when it started, he said.

Charles Morgan, chief engineer for Susquehanna Broadcasting, does not believe AM stereo will ever stack up against FM because of the "inherent quality limitations" of amplitude modulation. AM stereo will have particular problems at night, when the band is plagued by adjacent channel interference, he said. But Morgan is not ruling out the possibility that Susquehanna might someday broadcast stereo. "We will be competitive," he said, "and if AM stereo is the thing, we will be AM stereo." □

**New NAB lineup.** The National Association of Broadcasters elected 18 new members to its board of directors last week, replacing nearly half the members of its 15-member TV board. Following is a list of those elected, with italics denoting incumbents re-elected.

#### Radio Board

**District 2:** *Martin F. Beck* WBLI(FM) Patchogue, N.Y.; **District 4:** *Robert Hilker*, WCGC(AM) Belmont, N.C.; **District 6:** *Charles Cooper*, WKOR-AM-FM Starkville, Miss.; **District 8:** John F. Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; **District 10:** Paul W. Olson, KLEM(AM) Le Mars, Iowa; **District 12:** *Fred L. Conger*, KWBW(AM)-KHUT(FM) Hutchinson, Kan.; **District 14:** Douglas C. Stephens, KEDN(AM) Denver; **District 16:** *Cliff Gill*, KWVE(FM) San Clemente, Calif.; Market A: Gary Stevens, Doubleday Broadcasting, New York; Market B: Dick Oppenheimer, KIXL(AM)-KHFI(FM) Austin, Tex.; Market C: John E. Hyde, KDHL-AM-FM Faribault, Minn.; Market D: Lee R. Shoblom, KFWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.

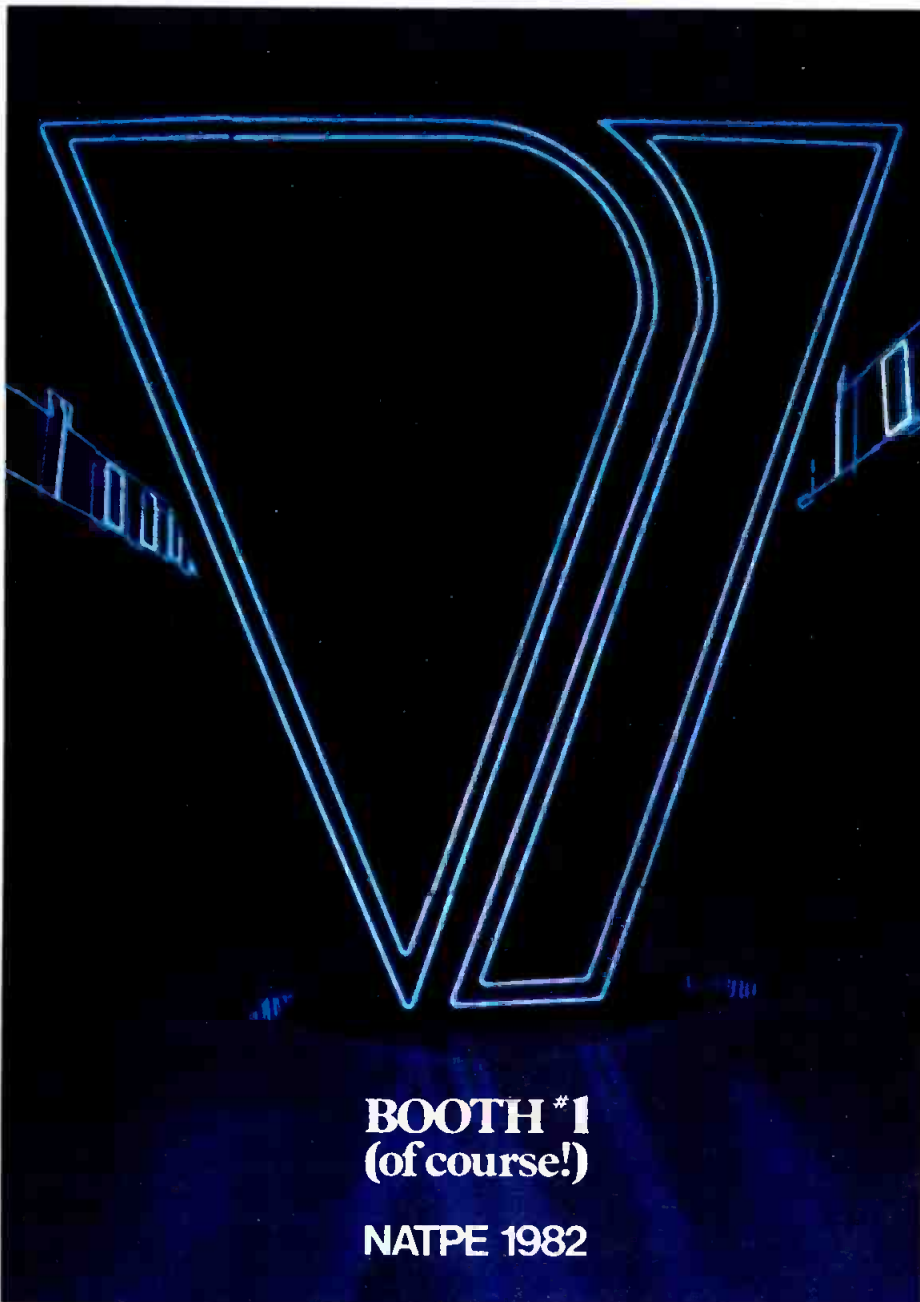
#### TV Board

Bill Bengston, KOAM-TV Pittsburg, Kan.; *William Dilday Jr.*, WLBT-TV Jackson, Miss.; James C. Dowdle, Tribune Company Broadcasting, Chicago; William B. Faber, WFLA-TV, Tampa, Fla.; Crawford P. Rice, Gaylord Broadcasting Co., Dallas; and William F. Turner, KCAU-TV Sioux City, Iowa.

# NATPE 1982

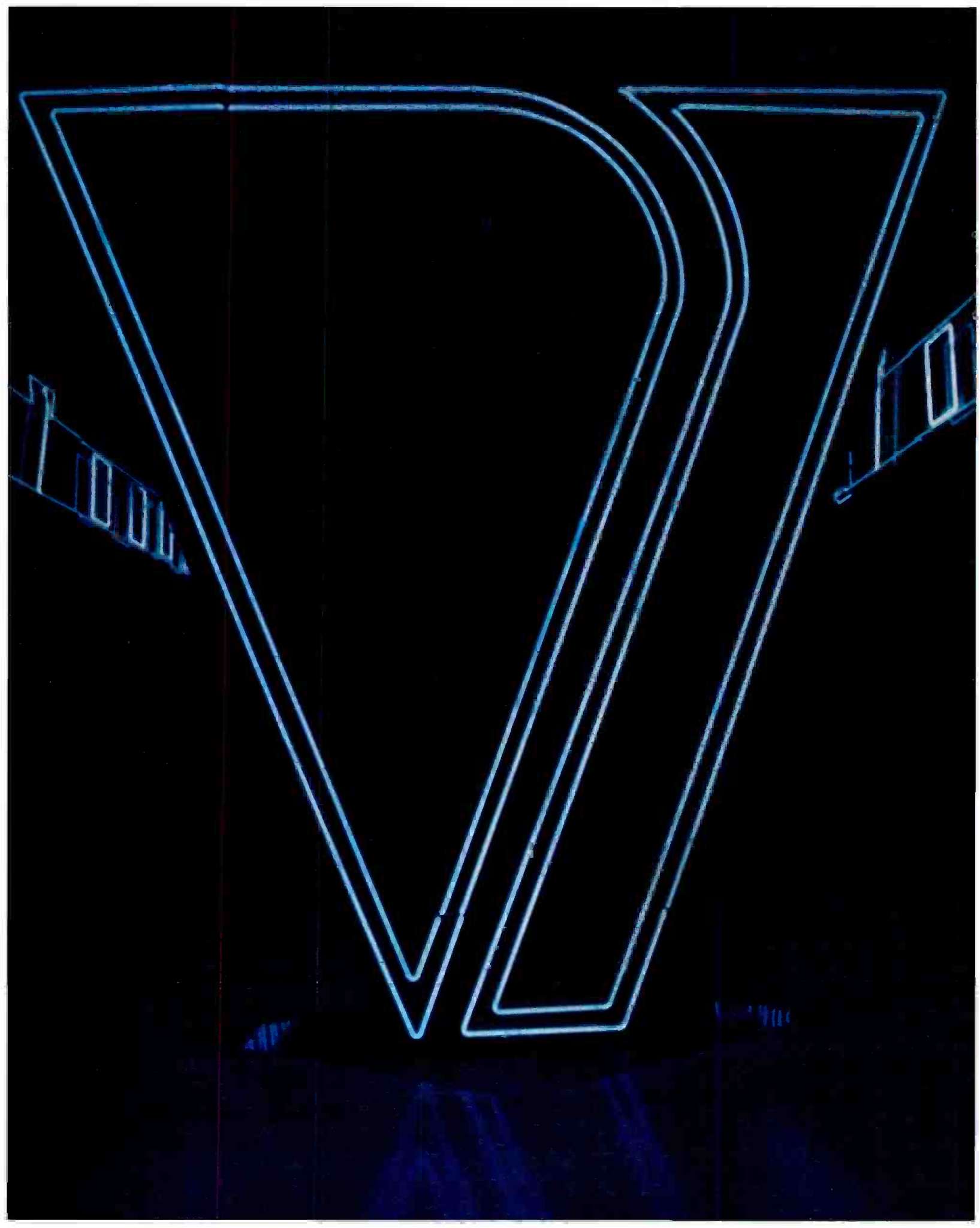
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The action's in Las Vegas but all eyes are turned to Washington



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**NATPE 1982**



## **FIRST-RUN SERIES AND SPECIALS**

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Family Feud  
Easter Fever  
Take Me Up to the Ballgame  
John Wayne,  
An American Legend  
Spy  
Circus  
To Tell the Truth

## **FEATURE FILMS**

Viacom Features I  
Viacom Features II  
Viacom Features III  
Viacom Features IV  
Viacom Features V  
Viacom Features VI  
Viacom Features VII  
Viacom Features VIII  
Viacom Movie Greats  
The Legend Group  
GASP  
Special Delivery

## **OFF-NETWORK**

Hawaii Five-O  
The Bob Newhart Show  
The Mary Tyler Moore Show

Tandem Productions'

All in the Family  
The Best of the  
Beverly Hillbillies  
Clint Eastwood in Rawhide  
Gunsmoke  
I Love Lucy  
The Honeymooners  
Petticoat Junction  
Family Affair  
My Three Sons  
The Rookies  
Gomer Pyle  
Hogan's Heroes  
The Andy Griffith Show  
Wild Wild West  
Perry Mason  
The Twilight Zone  
The Dick Van Dyke Show  
The Life and Times of  
Grizzly Adams

### **CARTOONS:**

Terrytoons, featuring  
Mighty Mouse  
Heckle & Jeckle  
Deputy Dawg



**NATPE 1982**

# NATPE INTERNATIONAL *Las Vegas* LAS VEGAS HILTON/SAHARA MARCH 11-16, 1982

## Programers train anxious eyes on PTAR

NATPE International's 1982 television programming conference opened last Thursday (March 11) to a projected 3,400 paid registrants and 4,500 conventioners overall.

Speeches and panels are being held at the Sahara. The marketplace site—hospitality suites and exhibition-hall floor—is the Las Vegas Hilton.

At both locations, the threat to the prime-time access rule is being felt. This year's agenda, running through Tuesday, finds NATPE with its most regulatory-oriented sessions ever and PTAR the central issue. And in the marketplace, access piloting is conspicuous in its decline compared to previous years.

A full "PTAR Day" has been scheduled on Monday, with all panels at least touching on the issue and some directly tied to it. Subjects range from "The Syndicator's Dilemma: To Develop or Not to Develop" to "The Bottom Line Syndrome: Amortizing Either Way."

The day's Washington emphasis also includes a luncheon address from FCC Chairman Mark Fowler as well as taped remarks from President Ronald Reagan.

On hand during the conference will be members of Congress and communications attorneys. And as of last week, in addition to Chairman Fowler, NATPE was expecting FCC Commissioners Mimi Dawson, Joseph Fogarty, James Quello, Henry Rivera and Abbott Washburn.

NATPE will take up its traditional concerns in panels such as "Programing the Sweeps." But continuing its open-door policy to

all TV media, other topics to be included are "Is Cable Networking?" and "The Aftermarkets ... and an Afterword about Copyright."

This year's keynoter represents both broadcast and cable: William F. Baker, president of Group W Television Group and chairman of Group W Satellite Communications.

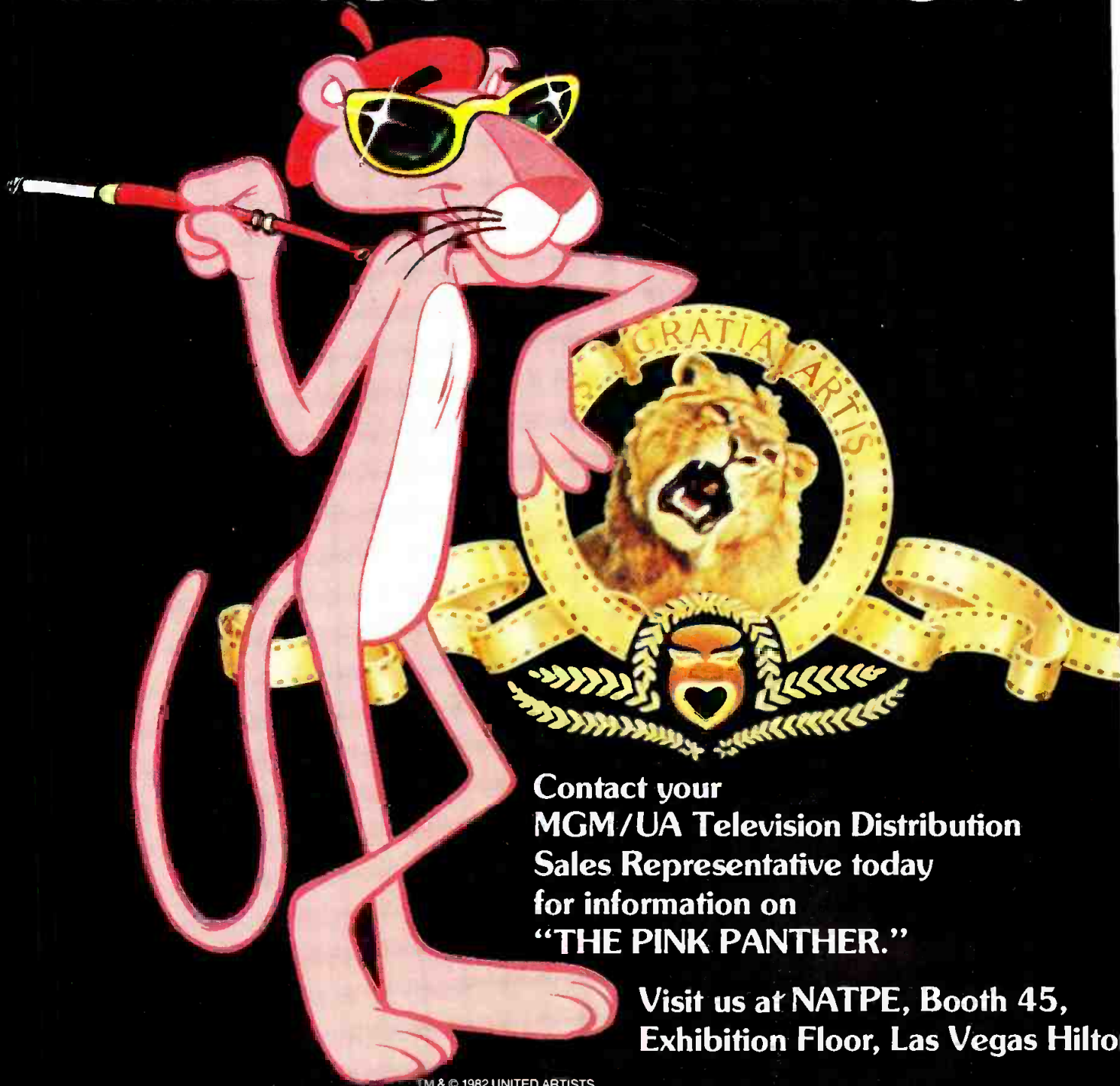
Elsewhere on the NATPE agenda, there are the ABC, CBS and NBC affiliate meetings (where prime-time access and network news expansion are expected to be focal points) as well as sessions for independents, Public Broadcasting Service members, cable programers and international broadcasters.

Other sessions will run the gamut of "The Communications Year Ahead," "The Sixth Estate: Time Banking and Barter" and "Import-Export."

In the Hilton marketplace, many syndicators have taken a wait-and-see approach on access before committing their dollars to new pilots for that time period. As a result, other dayparts—primarily early-fringe and late-night—are expected to draw the lion's share of attention. Major programming genres this year include court shows and soap-opera magazines, as well as programs with a psychological bent. Game shows are expected to be fewer than in past years. And as usual, the off-network properties continue to enter the syndication marketplace.

NATPE last week was expecting 247 firms to be participating in its marketplace. About 70 will be on the exhibition-hall floor as NATPE continues to phase in that format through 1984. □

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# On stage in Las Vegas: NATPE's active agenda

## Saturday, March 13

**Registration.** Open 8 a.m.-5 p.m.

**Breakfast.** 8:45-10:45 a.m. (Sahara) Welcome by Las Vegas Mayor Bill H. Briare and Senator Howard Cannon (D-Nev.). Keynote: William F. Baker, Westinghouse. International scholarship presentation by Steve Currie.

**Three concurrent workshops.** 11 a.m.-12:15 p.m. (Sahara) *Washington Report*. Moderator: Richard E. Wiley, Kirkland & Ellis. Participants: Senator Howard Cannon (D-Nev.); FCC Commissioners Mimi Weyforth Dawson and Henry Rivera; Erwin Krasnow, NAB; Mark Smith, KLAS-TV Las Vegas; Representative James Santini (D-Nev.).

*What Will Happen to Children's Programming?* Moderator: Barry Thurston, Field Communications. Participants: Peggy Charren, Action for Children's Television; John Claster, Claster Television; Linda Rios Brook, KENS-TV San Antonio, Tex.; FCC Commissioner Abbott Washburn.

*Import-Export*. Moderator: Bruce Gordon, Paramount TV International. Participants: Regina Dantas, CBS Cable; Mike Gould, Gould Entertainment; Renato Pachetti, RAI Corp.; Arthur Weinthal, CTV Network. Special Guest: Bernard Chevy, MIP.

**Delegate, spouse, lounge and hospitality suites.** Open 12:30-7 p.m.

**NATPE follies.** 9-10 p.m. (Sahara).

**Party.** 9 p.m.-1 a.m. Co-sponsored by Gold Key Media (Sahara).

## Sunday, March 14

**Rex Humbard breakfast.** 7:45-9:15 a.m. Sponsored by H.I.S. Marketing.

**Catholic mass.** 8-8:45 a.m. (Sahara).

**Overseas visitors breakfast.** 8-9 a.m.

**Registration.** Open 8:30 a.m.-4:30 p.m.

**Delegate and spouse lounge.** Open 9 a.m.-5:30 p.m.

**Hospitality suites.** Open 9:30 a.m.-5:30 p.m.

**Network/independents meetings.** 9:30-11 a.m. (Sahara). *ABC*. Moderator: Stan Marinoff, WISN-TV Milwaukee. Participants: James Duffy, president, ABC-TV network; Robert Fountain, vice president, affiliate relations, ABC-TV; Tony Thomopoulos, president, ABC Entertainment.

*CBS*. Moderator: Steve Currie, KOIN-TV Portland, Ore. Participants: B. Donald Grant, president, CBS Entertainment; Tony Malara, vice president and general manager, CBS-TV network; Scott Michaels, vice president, affiliate relations, CBS-TV; Neil Pilson, president, CBS Sports; James H. Rosenfield, executive vice president, CBS/Broadcast Group; Van Gordon Sauter, president, CBS News.

*NBC*. Moderator: Ron Klayman, WMC-TV Memphis. Participants: Pierson Mapes, vice president, affiliate relations, NBC-TV; Brandon Tartikoff,

**Press corps.** BROADCASTING's editorial, advertising and circulation departments will be headquartered in Hilton suite 1465 during the NATPE convention. On hand will be Dave Berlyn, Gene Edwards, Kwentin Keenan, Win Levi, Richard Mahler, Steve McClellan, Chris McGirr, Charles Mohr, Jay Rubin, Larry Taishoff, Tim Thometz, Don West, Dave Whitcombe and Len Zeidenberg.

president, NBC Entertainment; Ray Timothy, president, NBC-TV network.

*Independent*. Moderator: John von Soosten, WNEW-TV New York. Participants: Farrell Meisel, WDCB-TV Washington; David L. Simon, KTLA-TV Los Angeles; Barbara Smith, WCIX-TV Miami; Paul Krimsier, WGNO-TV New Orleans.

*PBS*. Moderator: Tom Madigan, WOED-TV Pittsburgh. Participants: Chuck Allen, KAET-TV Phoenix; Larry Bershon, ARCO; Beryl Spector, WHMT-TV Albany-Schenectady, N.Y.; Paul Steen, KPBS-TV San Diego.

*Cable*. Moderator: Joe Cohen, Madison Square Garden Communications. Participants: Mert Koplin, Corporation for Entertainment and Learning; Laurie Leonard, WMTV-TV Madison, Wis.; Russell Rhodes, Ogilvy & Mather; Derk Zimmerman, Group W Satellite Communications.

**General session.** 11:15 a.m.-12:45 p.m. (Sahara). *Why Don't You Return My Phone Calls*. Moderator: A.R. Van Cantfort, WSB-TV Atlanta; Michael Garin, Telepictures.

**Brunch.** 11:30 a.m.-1:30 p.m. Spouse and guest brunch with Phil Donahue.

**Press conference.** 1-2 p.m. By network affiliate moderators.

**Iris reception and awards show.** 5:30-9 p.m. (Aladdin). Hosted by Gary Collins and Mary Ann Mobley. Entertainment by Lou Rawls and the Sahara hotel girls. Presenters: Goriddle Gorilla, Ken Howard, Gordon Jump, Jayne Kennedy, Michael Landon, Sugar Ray Leonard, Nancy McKeon, Phil McKeon, Terry Meeusen, Ricardo Montalban, Sarah Purcell, Roxie Roker, Richard Sanders, Chef Tell and Lauren Tewes.

**Iris awards party.** 10:30 p.m.-1:30 a.m. (MGM Grand).

## Monday, March 15 (PTAR Day)

**Delegate/spouse lounge.** Open 7-9 a.m., 2-7 p.m.

**Registration.** 8 a.m.-5 p.m.

**General session.** 8-9:30 a.m. (Sahara) *PTAR Forum*. Moderator: Mickey Gardner, Bracewell & Patterson. Participants: Gene Bohi, WGHP-TV Greensboro-High Point, N.C.; Joel Chaseman, Post-Newsweek Stations; Jim Coppersmith, WTRO-TV Tampa, Fla.; FCC Commissioner Joseph Fogarty; Sandy Frank, Sandy Frank Film Syndication; John Lane, Hedrick & Lane; Tony Malara, CBS Network; Rep. Al Swift (D-Wash.); Ray Timothy, NBC Network.

**General session.** 9:45-11:15 a.m. (Sahara) *The Next True Program Form*. Moderator: Charles W. Larsen, WABC-TV. Participants: Richard Ballinger, Metromedia; John Goldhammer, Paramount Television; Mickey Hooten, WISN-TV Milwaukee; Bill Lord, ABC News; Vince Manzi, CBS Owned Stations; Bob Pittman, Warner Amex; George Resing, Group W Productions.

**Four concurrent workshops.** 11:30 a.m.-12:45 p.m. (Sahara). *Here Come The Indies—Will the Independents Become Independently Stronger?* Moderator: Sheldon Cooper, WGN Continental Broadcasting. Participants: Alan Bell, KTVU-TV San Francisco; Carol D. Myers, WJLA-TV Washington; Lucille Salhany, Taft Broadcasting; John Serrao, KTRV-TV Boise, Idaho; Fred Silverman, InterMedia Entertainment.

*So I'm Not in the Top 50—What Does It Mean to Me?* Participants: Barry Barth, WJXT-TV Jacksonville, Fla.; Bill Logan, WIS-TV Columbia, S.C.; Roger Ottenbach, KMTV-TV Omaha; Stu Seibel, KIMA-TV Yakima, Wash.

*The Syndicator's Dilemma—To Develop or Not To Develop*. Moderator: Dave Syford, Comworld. Participants: Sandy Carter, Carter-Grant Communications; Dick Colbert, Colbert TV Sales; Robert Goldfarb, Viacom;



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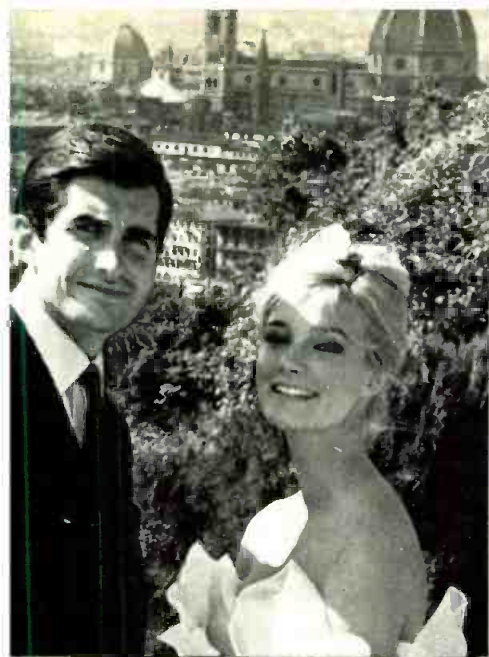
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SOMEBODY UP THERE LIKES ME • SOME CAME RUNNING • THE STRAWBERRY STATEMENT • SWEET REVENGE  
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David Salzman, Telepictures; Gene Swerdloff, ABC Owned Stations.

**The Bottom-Line Syndrome—Amortizing Either Way.** Moderator: Bob McAuliffe, Broadcast Financial Management Association. Participants: Cliff Curley, WCVB-TV Boston; Bill Key, WHBQ-TV Memphis; Mick Schafbuch, KOIN-TV Portland, Ore.; Jack Shenkan, Hearst Broadcasting.

**Luncheon.** 1-2:30 p.m. Address by FCC Chairman Mark S. Fowler. President Ronald Reagan by videotape.

**Athletes in action.** 9:30-10:45 p.m. (Sahara) Pittsburgh Steeler Quarterback Terry Bradshaw.

**Movie screening.** 11 p.m.-1 a.m. "Being There."

## Tuesday, March 16

**Delegate and spouse lounge.** Open 7-9 a.m.

**Registration.** 8 a.m.-12:30 p.m.

**Two concurrent workshops.** 8-9:15 a.m. (Sahara) *Effective Movie Packaging and Scheduling.* Moderator: Sandra Pastoor, WTTG(TV) Washington. Participants: Bill Cox, WFAA-TV Dallas; Tim McDonald, TeleCorp.; Dick Robertson, Telepictures; Joe Tirinato, MGM/UA.

**DBS: Open Sky or Blue Sky.** Moderator: George Back, NATPE International. Participants: Bob Fransen, United States Satellite Broadcasting; Larry Harris, FCC Broadcast Bureau; Robert Howard, United Satellite TV, John Tagliaferro, Hughes TV.

**Three concurrent workshops.** 9:30-10:45 a.m. (Sahara) *Dealing with Nonfiction Programing.* Moderator: Phil Corvo, KGTU(TV) San Diego. Participants: Stu Billett, *The People's Court*; Dick Crew, *PM Magazine*; Chuck Gingold, KYW-TV Philadelphia; Muriel Reis, WNEW-TV New York.

**Deregulation and Fairness.** Moderator: Jim Major, KGO-TV San Francisco. Participants: Charlotte Hall, WLNE-TV New Bedford, Mass.-Providence, R.I.; L. Stanley Paige, Post-Newsweek Stations; Steve Sharp, FCC general counsel; Fred Young, WTAE-TV Pittsburgh; Sam Simon, National Citizens Committee for Broadcasting.

**The Sixth Estate—Time Banking and Barter.** Moderator: Ave Butensky, Ed Libov Associates. Participants: Rod Erickson, Time Buying Services; Stan Moger, SFM Media; Gentry Trotter, Koplir Communications.

**Three concurrent workshops.** 11 a.m.-12:15 p.m. (Sahara) *Programming the Sweeps.* Moderator: Allen Sternberg, WCKT(TV) Miami. Participants: Gene Davis, Gene Davis Associates; Stew Park, KNTV(TV) San Jose; Ron St. Charles, WUAB-TV Cleveland; Brooke Spectorsky, WSA-TV Atlanta; Don Tillman, KTTV(TV) Los Angeles.

**The Aftermarkets ... and an Afterword About Copyright.** Moderator: Alan Perris, Post-Newsweek Stations. Participants: Richard Barovick, Fulop & Hardee; Seymour Horowitz, 20th Century-Fox Video; Jim Jimir-

ro, Walt Disney Telecommunications; FCC Commissioner James H. Quello; Seth Willensen, RCA SelectaVision.

**Is Cable Net-Working?** Moderator: Kay Koplovitz, USA Cable Network. Participants: Char Beales, National Cable Television Association; Dick Cox, CBS Cable; Bill Gruber, Cox Cable; Bob Johnson, Black Entertainment Television; Greg Nathanson, Showtime; Robert Wussler, Turner Broadcasting.

**Luncheon.** 12:30-2:15 p.m. (Sahara) *The Communications Year Ahead—Some Views from the Inside and Outside about the Next 12 Months.* Moderator: Jeff Greenfield, CBS. Participants: Dr. David Pearl on psychology; Howard Ruff on economics; Neil Postman on sociology.

**Preview.** 2:30-3:15 p.m. (Sahara) *Conference '83—A Preview.* Charles W. Larsen, WABC-TV New York; Jon von Soosten, WNEW-TV New York.

**Business meeting and elections.** 3:30-4:30 p.m. (Sahara) Chairman: Steve Currie, president NATPE International.

**Extracurricular activities.** Not all of NATPE '82 involves speeches, panels and marketplace wheeling and dealing. Delegates, spouses and others also have a number of other activities available from which to choose, ranging from early-morning exercise to an afternoon tennis tournament to late-night parties.

Unless otherwise indicated, all are at the Hilton.

Sunday, Great American Entertainment has jazz aerobics with Candy Colby (9:30-10:30 a.m.). Also on Sunday there are choices of a Rex Humbard breakfast (7:45-9:15 a.m.), from H.I.S. Marketing, and a Catholic mass (8-8:45, Sahara), arranged by Paulist Productions. Overseas visitors are welcome at a Sunday breakfast (8-9 a.m.) sponsored by the New York World Television Festival and Eastman Kodak.

A women's tennis tournament from Eastman Kodak is set for Friday afternoon (1:30-4:30 p.m.) with the championship games and awards on Saturday (2-4 p.m.). There's a Neiman-Marcus fashion and beauty champagne fete also on Saturday (11:30-1:30 p.m.) and on Sunday (11:30-1:30 p.m.), Multimedia has a Phil Donahue brunch.

Saturday is the day for the traditional NATPE Follies (9-10 p.m., Sahara), followed by a party (10 p.m.-1 a.m., Sahara) co-sponsored by Gold Key and NATPE. A reception (5:30-6:30 p.m., Aladdin) starts Sunday's Iris Awards night followed by the Iris Awards show (7-9 p.m., Aladdin) and then a party (10:30-1 a.m., MGM Grand) sponsored by MGM/UA Television Distribution. Monday night, RPM General has an Athletes in Action reception with Terry Bradshaw (9:30-10:45 p.m., Sahara), and Lorimar is screening the Peter Sellers film, "Being There," (11-1 p.m., Sahara).

Among the services provided, Eastman Kodak is sponsoring the delegate/spouse lounge and 3M Magnetic Audio Visual division is taking care of the message center information desk. Both are in the Hilton. Shuttle bus service among hotels is co-sponsored by Turner Program Services and NATPE.

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Back looks back on his two years at NATPE

## The state of NATPE, according to Back

**Association's first executive director, nearing end of two years in post, reflects on past, present and future of NATPE**

Two years ago at NATPE International's San Francisco conference, George Back, syndicator and former board member, was introduced in his new role as the association's first executive director.

This week at NATPE '82 in Las Vegas, his successor may be named.

With Back having decided to return full time to the syndication business once his contract expires May 31, a NATPE search committee last week was interviewing final candidates for the job. The committee, led by the slated incoming NATPE President Charles Larsen from WABC-TV New York, has been hoping to have its choice up for board approval by convention time. However, it isn't taking that as an absolute deadline and the selection could come later.

While the committee has kept a tight lid on those being eyed for the post, believed to come with a yearly salary in the \$85,000 range, several candidates are understood to be NATPE insiders (BROADCASTING, March 1).

Once his successor is in place, Back's main attention will be on his own firm, George Back & Associates. His NATPE

contract has allowed him to continue working in program development and distribution, but only as a part-time consultant. Come June, Back is expected to reverse roles and become full-time syndicator and part-time NATPE consultant.

Shortly before heading for Las Vegas for final conference preparations, NATPE's exiting executive director took time with BROADCASTING to reflect on the association, present and future.

Back reports NATPE as "financially stable" and with a solid membership base of more than 1,500—organizationally on a "good solid base to grow if it wants to grow." It's an important "if" for Back, who believes that NATPE, while remaining open to a diverse membership, doesn't necessarily have to consider itself "an organization for everybody."

"I'm not sure as I leave," he explained, referring specifically to the NATPE marketplace, "that there is a one-for-all forum." That, he says, would mean routinely accepting that growth is improvement. Furthermore, he noted that both cable and independent television groups now have their own marketplaces.

At the same time, however, Back warns other organizations to "think about what you're doing" and avoid the "duplicative nature of a lot of conventions." More conventioning, he says, can be a "detriment

to management," considering the time invested outside the office and the dollars spent participating.

Back recommended that NATPE and other organizations make a concerted effort to "clean up the growth" in conventioning and perhaps find "a better way to go" in certain cases. Back said that "we don't use our own technology... We're not using the satellite."

While Back acknowledged that it remains necessary "to press the flesh" at times during the year, he suggests that teleconferencing might be a way to cut down on all the traveling.

NATPE itself has experimented with teleconferencing. Last June it held its first meeting by satellite, with two two-hour sessions on advocacy advertising and program director accountability originating from WDCA-TV Washington and available to anyone with access to Westar I.

As for lobbying—a new function NATPE took on for the first time when it found the prime-time access rule in jeopardy—Back strongly believes it should continue and go beyond PTAR. "Don't fold the tent and run away" after the access issue is settled, Back said, claiming that "NATPE's potential voice on other issues is too important to lose."

Back doesn't think NATPE should go as far as to hire a full-time lobbyist or open a

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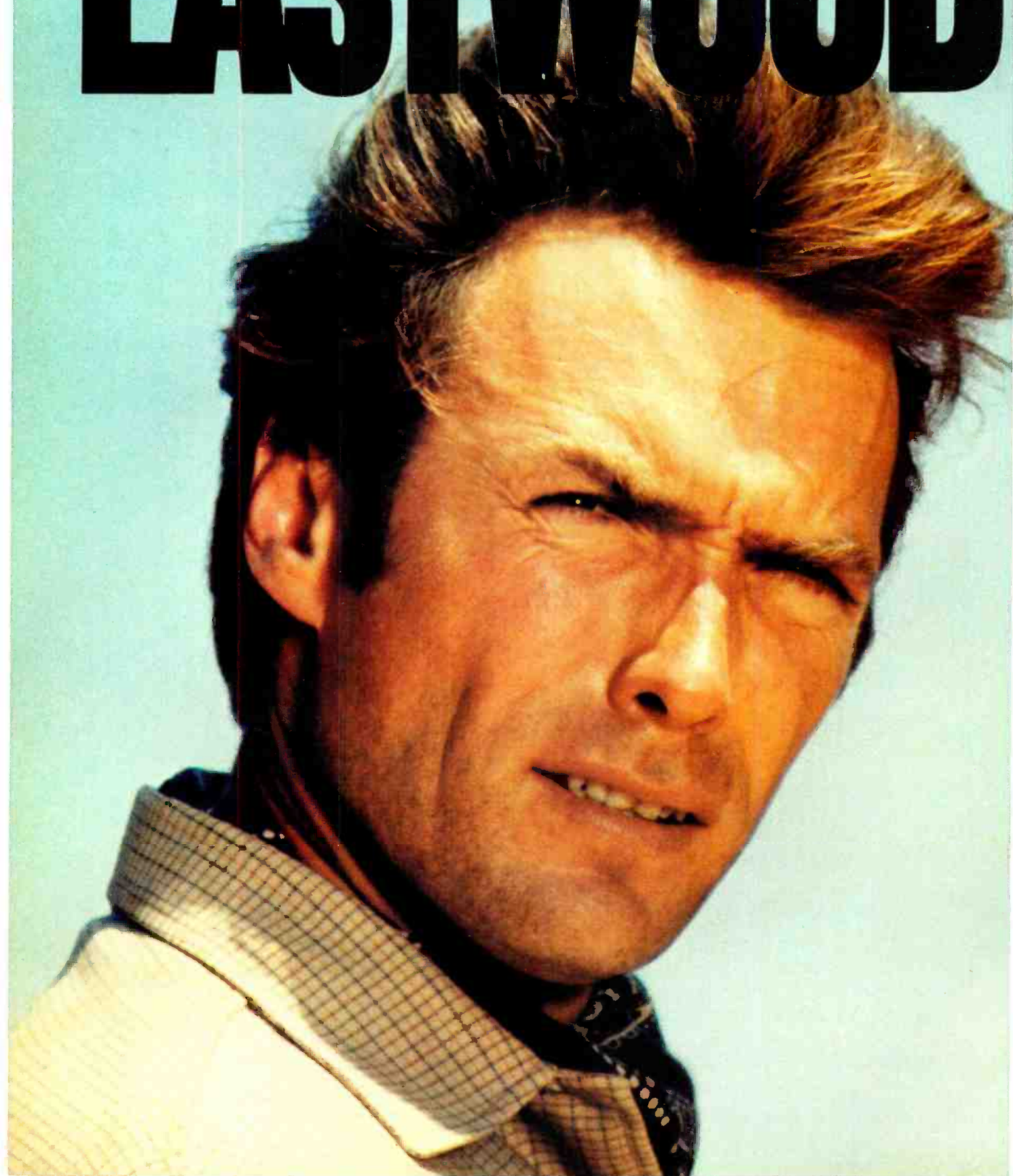
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Washington office. But he advises taking action and hiring counsel on individual issues. And while he admits the suggestion would bring "heated debate" on the NATPE board, Back is in favor of NATPE raising its voice now on another issue: copyright.

On the prime-time access front, Back says that "we got heard" and that the organization has put its message across in Washington about "what is capricious regulation and what is not." In future years, Back expects the rule to continue in some form. "I don't know if it will be 7:30 p.m. (NYT) every night on everybody's station," he says, "but I think it's understood that access to the majority prime-time audience by local broadcasters is necessary."

In coming years Back expects NATPE to become more of a resource and information center for the programing community at large.

One idea being explored now "at the very preliminary stages and on a low-key basis," he says, is using NATPE as a

clearinghouse-of-sorts. Given NATPE's membership and contacts, Back explains, the organization "sits in the best position" to match up companies in the programing process. And here his thoughts clearly extend beyond just broadcasting.

Back gives the example of a cable system looking for "male-oriented weekend programing." He says that NATPE then could suggest suppliers with available programing and even advertisers wanting to reach that market. Back stresses that this doesn't mean NATPE would be going into the programing business itself but rather would charge a service fee for the information.

Back also sees NATPE taking a greater educational role for its members, with special NATPE-initiated courses, for example, at Harvard Business School or other institutions. Overall, as program directors' responsibilities increase, Back said, NATPE must take on more information and advisory activities. One area he brings up in this regard would be NATPE training on how to deal with the recent

proliferation of pressure groups.

As for the actual running of NATPE, now through a combination of full-time staff and volunteer officers and board members, Back suggested a sharper delineation of responsibilities. Simply, Back believes the programing areas should be handled by volunteers, leaving "the business of NATPE" to the staff.

With NATPE officers and board members changing every year, Back says the exhibition-hall marketplace—to be in full force by 1984 and "ultimately a multimillion-dollar" commitment—"can't be run by volunteers." The full-time staff, he says, is best at taking care of such things as "storage, unions, lighting, trucking and hotel negotiations."

This week, NATPE moves into the second stage of its phased in exhibition-hall format, with about 70 of the projected 250 firms now out of hospitality suites. In two years, NATPE expects the transition to be complete and by then Back believes an "industrywide design," state-of-the-art exhibition model will show itself. □

## IN THE SHADOW OF PTAR

# Programers come to NATPE with downbeat expectations

Anyone looking for innovation and variety should not expect too much from this year's NATPE conference in Las Vegas. That's the consensus of a random selection of program directors and managers from around the country asked about their reaction to offerings from program producers and distributors.

The nonnetwork production community has "a severe case of the jitters" over possible repeal of the prime-time access rule, believes Alan Bell, vice president and general manager of KTVU(TV) Oakland/San Francisco. As a result, he and other program executives contacted by BROADCASTING last week view the marketplace as narrower and less adventuresome than in years past. Tighter budgets, on the part of producers as well as program buyers, are also contributing to the trend. In addition, the observers see inroads made by cable and home video services affecting their choices more than they have in the past.

"There are lots of courtroom shows, plenty of shows related to soap operas, and fewer movie packages, talk shows and magazine programs," declared David Simon, director of programing for KTLA(TV) Los Angeles. Like KTVU, KTLA is an independent VHF station that has become more competitive during recent years offering old movies, off-network series, and a nightly, one-hour news block. "I'm disappointed by what's being offered to us," said Simon. "It's very bleak."

The obvious genre trends at this year's NATPE are courtroom shows, spinning off from the successful introduction of *People's Court* last year, and "soap programs," which Simon sees "borrowing

from the success of the soap operas themselves." The public's fascination with ABC's *General Hospital* in daytime and CBS's *Dallas* and *Falcon Crest* in prime time is apparently fueling the interest among producers in soap-related shows.

"There isn't a hell of a lot out there in terms of production," Simon contends. He sees the emphasis on low-budget, single-camera shows, linking the trend with the nation's sluggish economy and PTAR's uncertain future. "I think the economy is affecting the other side [producers] more than it is us. Programs like the courtroom shows, for example, are not very expensive to produce."

The feeling shared by Simon and other station representatives is that only a few of the new programs will survive. That's not surprising, of course. But what has surprised a number of programers is the overall quality of what's being offered.

"I saw some of the new programing at the INTV [Association of Independent Television Stations] convention here last January," recalls Sandra Pastoor, program director for WTTG(TV) Washington. "I didn't see anything that I'd want to write home about. I hope that some of the productions have been upgraded for NATPE because there were some things that were downright terrible. I saw nothing that excited me."

Pastoor feels that many producers are essentially pitching concepts or treatments. The high cost of production, she says, has made them reluctant to do much more than turn a camera on.

"The investment in pilots appears to be way down . . . This makes it a lot harder to buy, especially for an independent. There

is life beyond *M\*A\*S\*H* reruns. There had better be, or we're all in trouble."

She cites the off-network comedy series as an example of a strong ratings performer that has done consistently well for WTTG in the 7:30 p.m. (PTAR) time period. So far, Pastoor hasn't seen anything that she feels can outdistance *M\*A\*S\*H* in the early evening slot.

"I seriously doubt we would ever remove *M\*A\*S\*H* from 7:30 p.m., whether there is a prime-time access rule or not," she continued, underscoring her observation that this year's NATPE holds little in the way of programing charm for the Metromedia outlet.

A bigger issue than PTAR for Pastoor is the increasing incidence of cash/barter sales among syndicators and distributors. She sees a definite trend toward insistence on stations giving up a minute or more of advertising availability for insertion of national spots.

"I'm very disturbed by the trend—which is possibly understandable—toward attaching very high price tags and adding barter minutes inside the property. I realize this is probably done so that the prices won't go crazy, but those minutes are golden. Our station is in a sell-out position and [the practice] is killing to us," Pastoor explains.

Some of the cash/barter deals can be negotiated, she notes, but it's often the case that sponsors demand clearance of a spot in top markets before they'll agree to support a new program.

"The risks and costs of first-run are so high, many of the new shows would probably not start up without the barter arrangement," believes KTVU's Bell. Although not

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Currie

happy about the situation, he feels resigned to it, "because we could not get those shows any other way."

Linda Rios, program director of KENS-TV San Antonio, Tex., says it's "too early" to tell if the cash/barter trend is permanent and therefore she's reluctant to make any generalizations about it. Some risk is also taken by the program's distributor, she points out. "If it is a big hit, of course we want all the time we can get to advertise. But if it's not, they may be helping us by selling that spot."

Rios remembers that *Hour Magazine* was introduced two years ago with a one-

minute barter availability at a time when "no one felt that it would become a trend. Syndicators see it as an alternative to lower cash prices—and maybe that's a good thing."

Former NATPE president and WSB-TV Atlanta program manager A.R. Van Cantfort, however, is emphatically opposed to the idea.

"When you add up the numbers, you wind up paying through the nose for some of these (cash/barter) programs. When you're giving away a 30-second spot at 7:30 p.m. on a station like ours, you're talking about a lot of money."

Van Cantfort has gone along with barter minutes in order to obtain some product, but he is "not happy about it." He points out that WSB-TV likes to keep its commercial load light in prime-time access, creating another conflict with bartered programming.

In Seattle, KING-TV program director Keith Lollis feels the barter approach is "OK, as long as the cash deal is negotiable... It could get out of hand, but at this point I think [cash/barter] is pretty much under control." He warns that there is some danger in the fact that the approach now has "its foot in the door. Next year, they may want more."

Steve Currie, NATPE president and operations manager of KOIN-TV Portland, Ore., believes barter and time banking are "a very big problem" for many program

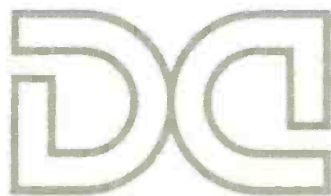


Van Cantfort

executives and he feels they will be seriously discussed at the convention.

"Stations are very leery of it. They are afraid of losing money through it or getting caught as a participant in something that isn't quite right," he says, citing recent disclosures of fictitious financial entries involving time banking made by JWT Syndication (BROADCASTING, March 8).

Currie echoed an assessment heard often last week that the 1982 NATPE gathering would be geared more to the advantage of late-night and daytime program buyers than prime-time access and early evening, primarily as a result of uncertain-



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ty over PTAR's future.

"As a businessman, I don't blame the syndicators for not doing much with access this year," Currie said. "If I were in their shoes I'd be doing the same thing. That's why NATPE has taken such a strong stand on this issue in favor of PTAR retention." He points out that six FCC commissioners, all except Anne P. Jones, will travel to Las Vegas to participate in the conference program. Currie feels there is "a good chance" that the encounter could sway commission opinion in favor of keeping the rule.

"I honestly believe the network television lobby got to the new chairman and some of the new commissioners soon after they arrived and managed to convince them that no one wanted the prime-time access rule," says Currie. "That's not true."

Currie maintains that PTAR has helped boost local service to the point where it now accounts for about 30% of the television broadcast schedule overall, in non-network hours.

"Stations are definitely headed for more localism because of the dearth of product as well as the competitive factor posed by the new technologies," he says. "If a change in PTAR results in *PM Magazine* going off a Portland TV station, you can bet that show won't be picked up by a local cable channel."



Simon

In Los Angeles, for example, localism has bred two PTAR competitors among network-owned stations that both enjoy respectable ratings with head-to-head magazine shows.

The high cost of obtaining syndicated product in a major market was a prime motive in KNXT(TV)'s decision several years ago to develop *Two on the Town*, a nightly strip that eventually edged out syndicated competition in local ratings. Last year KABC(TV) expanded its own magazine, *Eye on L.A.*, from weekends to week-

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Currie belie

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KING's Lollis notes tha

rently produces 34 local hour

including news, and feels th

trend among King Broadcasti

is toward production of more

graming.

"As more cable channels become a

ble to the viewer, localism makes us more

distinguishable," Lollis said. "The mood

of our company is to try to create the local

identity."

Lollis says KING has no current plans to

distribute its original programing regional

ly or nationally, as KCRA(TV) Sacramento,

Calif., and WCVB-TV Boston, among

others, have done. The broadcaster does

share news and public affairs segments

with co-owned stations, however, to good

effect.

San Antonio's Rios is also looking more

intently at local production as a means of

solving acquisition and visibility dilem

mas. KENS is producing the pilot for a new

five-day-a-week magazine show that Rios

says "is partly a response to the rising cost

of programing [but] also a reaction to the

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**Tush**—Thirty minutes of hilarity with one of America's fastest rising comedians, Bill Tush.

**Caribbean Nights**—A weekly Caribbean holiday with stars and musical entertainment from San Juan, Puerto Rico.

**Newsmaker Saturday**—Daniel Schorr hosts a forum featuring leading newsmakers and a panel of nationally known journalists.

**Up Close**—Poignant conversations with leaders from industry, government and entertainment.

**China**—An exploration of China's recent modernizations and national move toward the one child family.

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times. If *Mork and Mindy* is imported into your market by cable, and you air it also, your identity is going to suffer."

Rios sees a big shift in emphasis at this year's NATPE from access to late night, attributed, again, to the nervousness over PTAR's future. She senses a growing acceptance of the idea that late-night network fare, among affiliates, might be worth delaying or pre-empting in favor of syndicated shows or old movies.

"Our station would prefer to delay the CBS network's late-night programming, but that is not allowed. So we pre-empt it in favor of movies, and are doing better than we did with the network in our ratings," Rios reports. If the trend continues, she says, late night could become the next big battleground over network control.

Several program executives see late night as one of the few areas in which new program concepts are being tried out.



Rios

They note the availability of shows that explore adult-oriented themes, in sexuality, humor and language.

Another bright spot seems to be the continued acceptance and success of program series and specials produced in joint or co-venture agreements for syndication, particularly among independent stations.

"Budgets for local programming produced on a local level are very limited," said KTVU's Bell. "The economic situation isn't helping us any." By combining the budgets from many stations, productions such as *Operation Prime Time*, *Solid Gold* and *Entertainment Tonight* have become realities.

"When you get into anything that involves props and location shooting and multiple cameras, you're into a magnitude in budgets that is beyond the grasp of any one of us," Bell explained. "We can only do it by working together."

Pooling resources may indirectly help stations with other types of local programming. Success during earlier prime-time periods, says Bell, helps KTVU maintain a strong one-hour newscast at 10 p.m. Without the opportunities afforded by prime-time access, for example, the station revenue needed to mount that news program might be unavailable.

Bell was less critical than several others contacted last week about product

availability at this year's NATPE. He sees inflation and tight money resulting in a marketplace that "concentrates more on product and less on the novelties and giveaways.

"The stakes have risen to a point where program directors need more time to examine the goods. We're becoming more businesslike, and moving away from the carnival atmosphere. Our model is more similar to MIP or INTV now." In short, he said, "the risks are higher now."

Some stations have felt the financial squeeze in a different way. Several program directors said they were going to NATPE alone or with fewer associates than in the past. Some stations opted out of attending altogether, citing lack of interest in what they felt would be available or lack of station resources to warrant the trip. At least one entire station group is known to have stayed home this year.

"Price has always been a factor and still is," confides KING's Lollis, the only representative from his station who will be attending NATPE in 1982. "I'd say money is as big a problem for buyers as it is for producers this year." In spite of that, Lollis says his station is willing to take a risk if he sees a good show.

Lollis is especially interested in obtaining new movie packages, pointing out KING-TV runs "about 900" motion pictures per year.

"My sense is that the movie packages are drying up," he says. "We seem to be losing a lot to pay cable, which has a great impact on a station like ours."

That sentiment is expressed also in Los Angeles, where KTLA's Simon says availability and prices of feature films have been negatively affected by new video options. The days when he could count on all the major studios to come out with new packages for independent television stations at NATPE time appear to be over, Simon laments.

Simon is also looking for a daytime replacement for *The John Davidson Show*, which has been discontinued.

"We're disappointed that *Davidson* went under," he said. "He's worked well for us." Simon sees the demise of talk shows as an unfortunate trend, that may or may not be replaced by successful courtroom, soap-related, or locally produced shows. He noted that KTLA, in association with its affiliated Golden West Television, has started production of *Couples*, a new half-hour show that follows on radio's recent success with psychotherapy talk shows.

Another Los Angeles independent, Metromedia's KTTV(TV), is helping to develop a series called *Singles Magazine*, one of several new programs exploring life styles of the nation's 60 million single people. Group W Productions is mining a similar vein with its *Getting Personal* strip on the subject of interpersonal relationships.

But it's the "sameness" that disappoints many program buyers this year.

"In looking at what's being offered, I

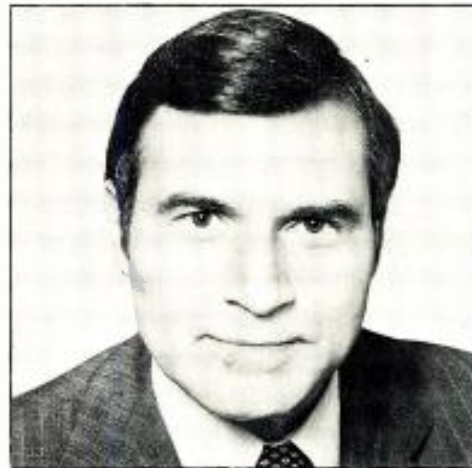
must ask, 'Where's the creative community?'" ventured William Frank, vice president and station manager of independent KCOP(TV) Los Angeles.

The disappointment is tempered by the realization that things could get worse, however. If the threat of repeal of the prime-time access rule has already caused such an impact in the production community, many are wondering when the situation might improve.

"If PTAR goes away, we may have more programming and producers to choose from, or we may have many producers who simply stop producing programs," explained Simon. "We'll have to adopt a wait-and-see attitude for now."

Sandra Pastoor of WTTG Washington terms PTAR's repeal "a double-edged sword.

"On the one hand, I'd rather program against network news than entertainment



Bell

programming. But if the networks gobble up the time, the market for that [access] kind of product will be reduced. And that's going to hurt us."

KING-TV's Lollis said his station's parent company is on the record in support of network news expansion, though he personally is "not convinced that doing news in access is the right thing to do." He pointed out that local news has done very well for KING.

Van Cantfort conceded that the deregulatory tone of the current FCC suggests that prime-time access may be doomed, but he feels such a move would be a grave error. PTAR has increased the impetus at his station, already a strong locally originating station at the time the rule went into effect, for production of a wide range of local programs, including children's series, public affairs, and news. The threat of PTAR's withdrawal, he said, has forced WSB-TV to move faster on its plans for new local productions to take the place of programming that no longer seems to be available through syndicators.

"There's no question that buyers are going to have to look harder and deeper to find what they want and need this year," Currie concluded. "But I think you will find today's program director has a lot of options today that he or she didn't have before. I think we have a lot to offer." □

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### Exhibition list

The following companies will be exhibiting programs or services in the suites of the Hilton hotel during the NATPE convention, unless noted otherwise. EH denotes exhibit hall, the second year NATPE has undertaken such a set-up. New programs are indicated with an asterisk.

**A.C. Nielsen** 2765  
Nielsen Plaza, Northbrook, Ill. 60062

Television network and local market research.  
**Staff:** Roy Anderson, Paul P. Baard, Carroll C. Carter, William M. Chesney, Wayne Cornell, James C. Cute, Mahlon W. Edmonson, Hal P. Fleig, Larry Frerk, William S. Hamill, Clay Herrick, Jerry S. Infantino, William L. Miller, Eugene E. McClure, David R. McCubbin, Stan C. Peterson, Ann M. Rosenberg, David A. Traylor, Lou West, Dave Woolfson, Karl Wyler.

**Admerex International** 332

**Advanswers Media** 337  
10 Broadway St., St. Louis 63102

Fishing with Roland Martin, 1982 Golden Eagle Awards, Bill Dance Outdoors, That Nashville Music, St. Louis Baseball Cardinals, Coors Western Outdoorsman, Blair Pro-Rodeo. **Staff:** Pat Bolling, Rose Busalacki, Carol Raack, Paula Stacy.

**Alan Enterprises** 2915  
26170 Pacific Coast Hwy., Malibu, Calif. 90265

Vietnam: The 10,000 Day War, Speed Racer,

Felix the Cat, Mighty Hercules, Abbott and Costello Show, movie library. **Staff:** Alan L. Gleitsman, Cheri Rosche, Chris Buchanan.

**Alan Landsburg Productions** 2919

**Aicare Communications** EH

52 1503-05 Walnut St., Philadelphia 19102

Classic Features (170), Sky King (72)\*, Fred Waring Show (52)\*, Great American Men, Trial & Error\*, Sports Doc\*, Making Ends Meet, Corner Drugstore, Buyer Beware, Mr. Wizard's Science Report, Maintenance Ms., National Television Sports Quiz, One Great Moment in Sports, Medical Report with D. Lynne Kitei, Senior Report with Maggie Kuhn, Network Graphics, Making Ends Meet with Jon McClure, Great Ideas, Greatest Sports Legend (26). **Staff:** Jordan Schwartz, Frank Beazley, Frank Avena, Frank Kreh, Richard Grove.

**Alfred Haber** 6  
321 Commercial Ave., Palisades Park, N.J. 07650

Tom Jones (24)\*, Forum Presents (18), Dottie West: Special Delivery\*, Mississippi Days and Southern Nights, New Country from the Old Country, Las Vegas Jubilee, Bing Crosby: His Life and Legend, Kimberly Jim, Waylon, Cheryl Ladd Specials (3), Paul Anka in Monte Carlo, Perry Como specials (7), Kenny Rogers specials (3), Special Sesame Street Christmas, Special Anne Murray Christmas, All Star Tributes (7), Circus of the Stars VI\*, Ann Margret: Hollywood Movie Girls, Rockette: Holiday Tribute to Radio City Music Hall, Paul Simon, Bing

Crosby specials (3), Las Vegas Jubilee, Uptown: Story of Harlem's Apollo Theater, Country Gold: First 50 Years, Goldie Hawn and Kids\*, Olivia Newton-John\*, Evening at the Moulin Rouge\*, Shirley MacLaine—Every Little Movement, Luciano Pavarotti\*, Dottie West, Larry Gatlin, Tom Jones (24)\*, Coward of the County\*, Gauguin the Savage. **Staff:** Fred Haber, Martha Strauss, Paul Rittenberg, Jane Stefanizzi.

**American National Enterprises** 2855-56  
106 West 2950 South, Salt Lake City 84115

American Diary (26), Eagle I (15), Neptune Squad (15), Eaglit I (12). **Staff:** R.V. Coalson, Charles D. King, Al Korn, Mark Webb.

**American Television Syndication** 5-110

**Andrews/Mitchell Enterprises** 2868  
14724 Ventura Blvd., Sherman Oaks, Calif. 91403

Soap Opera Recap (52), 17 First Run Features, Bellamy (26), Seven Million Fugitive, Viacom (10). **Staff:** William Andrews, George Mitchell, Esther Cole.

**APA International** 3-118  
1735 N.W. 7th St., Miami 33125

**Staff:** Louis J. Boeri, Rafael Fusaro, Abilio Felipe.

**Arbitron** 5-118  
1350 Avenue of the Americas, New York 10019

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NAVY BLUES  
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HOLLYWOOD CANTEEN  
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THE STORY OF LOUIS PASTEUR  
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ALL THIS AND HEAVEN TOO  
WE'RE IN THE MONEY  
CALLING PHILO VANCE  
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THE BEAST WITH FIVE FINGERS  
NAUGHTY BUT NICE  
GOLD DIGGERS OF 1935  
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CHARGE OF THE LIGHT BRIGADE  
MY LOVE CAME BACK  
FLAMINGO ROAD  
ALWAYS LEAVE THEM LAUGHING  
HE WAS HER MAN  
CAPTAINS OF THE CLOUDS  
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THE BATTLING BELLHOP  
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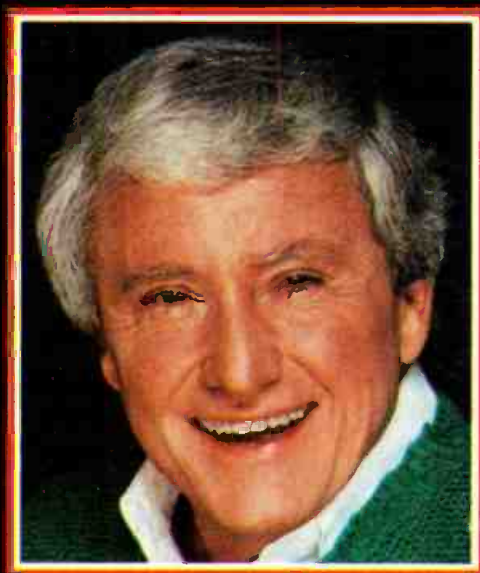


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Promotion AID audience flow. **Staff:** Rick Aurichio, Pete Megroz, Blaine Decker, Mark Young, Jim Mocarski, Bill Shaffer, Eileen Boylan, Dennis Spragg.

**ARP Films** 319  
342 Madison Ave., New York 10173

Spiderman (91), Spiderwoman (16), Marvel Super Heroes (78), New Fantastic Four (13), Rocket Robin Hood (52), Max the 2000-year-old Mouse (104), Star Blazers (102), Halas Batchelor (104), Strange Paradise (195), Gentle Ben (26). **Staff:** Claude S. Hill, Anne B. Cody, Joanne Melton, Richard Blayney.

**Art Media** 3-108

**ASI Market Research** 344  
7655 Sunset Blvd., Los Angeles 90046

**Staff:** Paul S. Lenburg, Wayne Neiman.

**Avery-Knodel TV** 2777  
437 Madison Ave., New York 10022

**Staff:** Robert Kizer, F. Robert Kalthoff, J. William Knodel, Robert Dudley, Joseph Powlin.

**Audio Plus Video International** 340

**Bar Hodgson** 2843-44  
2066 Queen St. East, Toronto M4E 1C9

World of Motorcycles (24). **Staff:** Bar Hodgson, Al Anthony.

**Baron Enterprises** 321  
522 S. Sepulveda Blvd., Los Angeles 90049

From Me to You (65)\*, On this Day (260)\*, Women of Achievement (10)\*, Fantastic World of Science Fiction\*, Nature's Window (130). **Staff:** Barry Bergsman.

**BBi Communications** 47  
5 TV Place, Needham Branch, Boston 02192

Tom Cottle Up Close\*, Healthbeat, Dick Raymond's Garden\*, This Was America, The Baxters, Miller's Court, Summer Solstice, 1982 Boston Marathon Special\*, Law Works\*, Update on Health\*, Point of Law. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Jack Duffield, Carl Menk, Tim Duncan, Bruce Marson, Steve Schlow.

**B/C Distribution** EH

**Behrens Company** 32  
170 S.E. 14th St., Suite 6, Miami 33131

Kidsworld, Drawing from Nature. **Staff:** Bob Behrens, Betsy Behrens, Bill Behrens.

**Belbo/Chanowski Productions** 3-104

**Bentley Syndication Services** 579

**Bloom Film Group** 530  
1680 Vine St., Hollywood, Calif. 90028

American Features (11)\*, New Funny Company (52), Roger Ramjet & The American Eagles (31), Four Winds to Adventure (39), It's a Small

World (39). **Staff:** David Bloom, Ida R. Bloom, Bill A. Bloom, Ray Myles, A.F. McKaye, Art Greenfield.

**Bozell & Jacobs** 473  
One Dag Hammarskjold Plaza, New York 10017

**Bravo Productions** 2808

**Brent Walker** 473

**Bristol Myers** 2826  
345 Park Ave., New York 10154

In search of ..., Rock Comedy, Alive and Well. **Staff:** Peter Spangler, Rick Glosman, Peter Fredas, Marvin Koslow, Jim McGuinn.

**Broadcast Express** 422

**Broadcast Programing** 425

**Broadcasters Promotlon Association** EH

**Broadcast Sales Development** 4-124  
79 Bush Ave., Greenwich, Conn. 06830

NFL Greatest Moments, Legends of NCAA College Basketball. **Staff:** Browning Holcombe Jr., Joann Trotta.

**BROADCASTING** EH

**Bill Burrud Productions** 5-106  
1100 S. LaBrea Ave., Los Angeles 90019

Amazing World (4), Secret World of Reptiles, Vanishing Africa, Great American Wilderness, Predators of the Sea, Devil's Mountain, The Carnivores, Mysterious Miniature World, Last Ark. Dangerous Creatures, Curse of the Mayan Temple, Montezuma's Lost Gold, Treasure Chest, Creatures of the Amazon, Man Against the Sea, Animal World, Safari to Adventure. **Staff:** Bill Burrud, Gerald L. Dhesse, John Burrud.

**Cable Fare** TBA  
190 N. Canon Dr., Beverly Hills, Calif. 90210

Just for Laughs, ARS Nova, Fabulous Follies. **Staff:** Ralph Smith, Donald Smith, Jeffrey Smith, Richard Gueniero, Edward Marcus.

**Cable Films** 2845

**Canadian Broadcasting Corp.** 30  
Box 500, Station A, Toronto M5L 4Z1

Wayne & Shuster, Seeing Things, The Collaborators, Strawberry Ice, A Movie Package (5), Christmas Specials (5), Flappers, Dancing Man, Musical Superspecials (5), Telidon display. **Staff:** Gui Mazzeo, Dennis O'Neill, Robert Straight, Charles Falzon.

**Capital Cities Television** 2911  
4100 City Line Ave., Philadelphia 19131

Capital Cities Family Specials, Ratfink, Girl on the Edge of Town, Juggler of Notre Dame,

America's Battle with Crime, Capital Cities Special Report, Including Me, Why Can't I Learn, Secret of Michaelangelo: Every Man's Dream, Yonder Come Day, Dance Theater of Harlem, Buffy Sainte-Marie: Native North American Child, Let's Eat Food. **Staff:** Robert K. King, Charles Keller, William G. Mulvey, John Toutkaldjian.

**Carter-Grant Productions** 347  
250 W. 57th St., Suite 528, New York 10019

VideOlympics\*, Women of Russia, Countdown to Superbowl XVII\*, Countdown to the World Series\*, Holiday Moments (35)\*, 8 Days of Chanukah, 21 Days of America, Tradition of Easter, Chapters in Black American History (20), Quality of Life (260), Bridal Moments (20)\*, Women in China\*, American Living History Theater\*, Dance City\*. **Staff:** Sherry Grant, Sandra Carter, Fran Reiter, Marianne Catalano, Donna Cox Wells.

**CB Distribution** 36  
9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

Carol Burnett & Friends. **Staff:** Alan Silverbach, Gerald Feifer, Tom O'Leary.

**CBN Continental** 573, 576  
CBN Center, Virginia Beach, Va. 23463

USam-Wake Up America, Another Life (5), X-Pose (5), Super Book (26), Update News. **Staff:** Richard Thomas, Dave Clark, Steve Newton, Bill Doyle, John McEntee, Ed Nashatka, Nancy C. Hanna, Robert E. Johnson, Jim Reid.

**CBS Broadcast International Sales** 347

**CBS Television Network** EH  
51 W. 52nd St., New York 10019

**Children's Media Productions** EH

**Children's Television Workshop** 5-124  
1 Lincoln Plaza, New York 10023

Betcha Don't Know\*, 3-2-1 Contact\*, The Lion the Witch and the Wardrobe\*, Sesame Street, Electric Company, Health Minutes, Christmas Eve On Sesame Street. **Staff:** David Champtaloup, Anne Kreamer.

**Cinema Shares (see Excel)** 2935

**Claster Television** 2931-32  
200 E. Joppa Rd., Suite 400, Towson, Md. 21204

**Staff:** John H. Claster, Sally Claster Gelbard, Janice Carter.

**Colbert TV/King World** 23  
1888 Century Park East, Suite 1118, Los Angeles 90067

Soap World (195)\*, Police Court (195)\*, Jack

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Anderson Confidential (26)\*, 90-Seconds, Joker's Wild, Tic Tac Dough, Celebrity Bullseye, Lassie (192), The Rifleman (168), Soap Spot (130), Little Rascals, The Butcher, Dr. Lendon Smith, Paul Strassel's Tax/Money. **Staff:** Dick Colbert, Jack Barry, Dan Enright, Mitch Colbert, Jody Pollock, Meri Brantley, Lori Fair, Jill Siegel, Harvey Reinstein, Larry Lynch, Barbara Agostino, Ron Greenberg, Bob King, Michael King, Roger King.

**Columbia Pictures International 4-110, 112**  
15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Cassie & Co., Teachers Only, One of the Boys, Baker's Bunch, Today's FBI, Mr. Merlin, Code Red, The Blue and the Gray, Hooker, Ivanhoe, Hunchback of Notre Dame, Goliath Awaits. **Staff:** Susan West, Brian McGrath, Helios Alvarez, Nelson Duarte, John Migicovsky.

**Columbia Pictures Television 2875**  
15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Barney Miller, Carter Country, Charlie's Angels, Family Court, Fantasy Island, Soap, Starsky and Hutch, Volume I for the 80's, Volume III for the 80's, What's Happening. **Staff:** Steve Astor, Joe Abruscato, Ralph Andrews, Jonathan Axlerod, Don Bryan, Dick Campbell, Ken Doyle, Doug Duitsman, Jack Ellison, Brandy French, Tom Holland, Bob Jacobs, Bill Katsafanas, Pat Kenney, Brian McGrath, Herb Weiss, Ed Warren, Herman Rush.

**Comworld International 28**  
9000 E. Church St., Box 911, Brentwood, Tenn. 37027

Romance Theater\*, Rock-n-Roll, The First 25 Years\*, Peter Marshall and The Big Band\*, Blue Jean Network 82\*, Standing Ovation\*, Procter & Gamble Movies\*, College Basketball 1982\*, Nashville World Concerts\*, Las Vegas Jubilee\*, Roy Clark in the Bahamas\*, Music in the Mississippi Mood\*, Old West Gazette\*, Irish Special-Country Roads\*, Celebration Of Women, State Fair USA, NAACP Awards, Christmas with the Lennon Sisters, Donna Fargo Show, Big City Comedy, Martin Luther Show. **Staff:** David Sifford, Beverlie Brewer, David Vester, Annette Johnson, Carmon Moon, Dave Lynch, Robert Chenoff.

**Con Hartsock/Swank Telefilms EH**

**Cori & Orient 315**  
2049 Century Park East, Suite 1200, Los Angeles, Calif. 90067

In Concert (18), Die Fledermaus, Jabula, Shell Shock Rock, Cornflakes for Tea, Fatty & George (10), Nuggets, Toycraft, Anita in Jumbleland (26), Mariolino, Wonderful Tales from Around the World (96), Animation Theater, Chuck the Beaver, Groyzer X, Tinderbox, Seventh Match, Dinah Saur Show (13), Oscar (39), Woozies (26), Hard Knocks, Symptoms, Black Panther, Slippery Slide, Round the Bend, Terror on the Hill, Borneo, Last Barsham Fair, Walking in a Sacred Manner, Stairway to the Moon, Fallas,

World Wildlife Shorts (4), Games from Around the World, Echo of the Wild, Last Tasmanian, Stepping Out, This is a Man, Eleven Powers, Through Joy and Beyond, Rejoneador, Red Deer, Lalai Dreamtime, Floating, Dark Memories, Afalaj, Living Goddess, Shamanism in Java, One of Our Airmen Is No Longer Missing, Vanishing People, Blueprint for Extinction, Human Experience, Eye of the Beholder, Wild Country, Amazing Creatures of the Sea (13), World Wildfire. **Staff:** Marie Hoy.

**Craig Breedlove Enterprises 53**  
1901 Avenue of the Stars, Suite 275, Los Angeles 90067

Hollywood Previews (52), Challenge of the Sexes (26), Weiss Global Enterprises, Alfred Haber Inc., 14th Annual World Championship Chili Cook-off. **Staff:** Don Colapinto.

**Creative International Activities 356**  
372 Central Park West, Suite 17W, New York 10025

Summer Solstice, Health Beat (12)\*, Roosevelt, Hitler, Churchill, Truman, JFK (5), This Was America (12), Body Works (13), Lome Greene's New Wilderness (26)\*, Images of Ireland\*, Peter Gunn (114), Lovers of the Empire\*, Almanac (337), Mr. Lucky (34), Yancy Derringer (34), Star Performance (156), Sinister Queen (8)\*, Evening at the Improv (26)\*, Best of Sullivan (12), Biography (65), Grand Prix All-Star Show (26)\*, Spectreman (63). **Staff:** Klaus J. Lehmann.

**Dan Curtis Distribution 13**  
5555 Melrose Ave., Los Angeles 90038

The Curtis Signature Collection (16), Adventure I (6), Action I (12), Horro/Sci Fi (11), Love in Cold Blood. **Staff:** Sy Shapiro.

**CW Broadcasting 3-114**

**Dan Robinson Broadcasting EH**

**Data Communications 2749-51**  
3000 Directors Row, Memphis 38131

**Staff:** Nancy Jeffries, Greg Calhoun, Steve Price, Sarah Turnipseed, Diana Summerville, Bill Boyce.

**Devillier-Donagan Enterprises 2913-14**  
1525 New Hampshire Ave., Washington 20036

Animated children's, fine arts and documentaries from Nordic countries. **Staff:** Ron Devillier, Brian Donegan.

**DFS Program Exchange 368**  
405 Lexington Ave., New York 10017

Olympic Champions (60), Sport Billy, Secret's Out, Scooby Doo (110), Flintstones (166), Bullwinkle (98), Rocky & His Friends (156), Underdog (62), Tennessee Tuxedo (56), Uncle Waldo (52), Dudley Do Right & His Friends (38), Young Samson (20), Space Kiddettes (20), Korg—70,000 BC (16), Inch High Private Eye (13), Whellie & the Chopper Bunch (13),

Roman Holidays (13), Devlin (16), Around the World in 80 Days (16), The Jetsons (24), Jonny Quest (26), Valley of the Dinosaurs (16). **Staff:** Allen Banks, Jack Irving, Susan Radden, Tim Strosahl, Wallace Chateauvert.

**Don Fedderson Productions 2933-34**  
12735 Ventura Blvd., Suite 28, Studio City, Calif. 91604

Lawrence Welk Show. **Staff:** Don Fedderson, Charles Spira, Sam Lutz, Irving Ross.

**Ed Libov Associates 321**

**Ralph C. Ellis Enterprises 402**  
1231 Yonge St., Suite 300, Toronto M4T 2T8

**Staff:** R. Stephen Ellis.

**Embassy Telecommunications EH**  
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

Diff'rent Strokes (144), One Day at a Time (163), The Jeffersons (183), Sanford & Son (136), Good Times (133), Maude (141), The Professionals (52), Mary Hartman Mary Hartman (260), John McEnroe ... the Rites of Passage, Entertainer of the Year (15), New Ones II (16), New Ones (18), VIP Group (18), Plus Twelve, 28 for '68, Top Time, Nightmare Theater, Pete 'n Gladys. **Staff:** Robin French, Gary Lieberthal, Ron V. Brown, Hal Gaba, Lois Luger, Leslie Tobin, Corey Bender, Meade Camp, Chris Egolf, Mike Mellon, Stephen Morley-Mower, Deborah Willard, Robert Oswaks.

**Enoki Films 3-124**  
81 Carlton Avenue East, Wembley, Middlesex HA9 8LZ

X-Bomber, Swiss Family Robinson, (50), Tom Sawyer (49). **Staff:** Yoshinori Enoki, Yoshiaki Enoki.

**Excel Video/Cinema Shares 2935**  
450 Park Ave., New York 10022

Feature films, special\*, Pathfinder (13)\*. **Staff:** Ken Israel, Beverly Partridge, Hank Guzik, Dick Ostrander, Annette Campbell, Fred Baum.

**Faith for Today EH**

**Filmlife Inc. 342**

**Filmtel Inc. 327**

**Filmways Enterprises 2961-62**  
1875 Century Park East, Los Angeles 90067

Saturday Night (102), Backstage Pass (13), Monsters on the Prowl. **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Rob Word, Jack O'Connell, Roger Adams, Tom Cerio, Larry Hutchings, Rick Jacobson, Ed Cooper, John O'Brien.

**Financial News Network 510**

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# restone Program Syndication 2810-11

100 W. Broadway, Hewlett, N.Y. 11557

eeze Frame, Greatest Journey, Card Sharks (60), Cop Shop (260), Prisoner: Cell Block H (60), Young Medics (260). **Staff:** Len Firestone, Brian Firestone, Alton Whitehouse, Gin Wood.

# rst National Media 2815

# sher/Braun Communications 347

# remantle EH

50 Madison Ave., New York 10021

sophisticated Gents,\* Magic with the Stars,\* ds From Nowhere,\* An Evening with Gerry ulligan,\* Herbie Mann\*, American hallenge\*, Kennedy Center Honors\*, Barbara andrell and the Mandrell Sisters (16)\*, avarotti at Julliard, Live from Lincoln Center, /ho's Afraid of Opera?, Kennedy Center onight, Star Chart\*, Fugitive Samurai (79), National Geographic series (35), That's My Line (13), Nana (6)\*, One Last Ride (5)\*, Niko (6), ey and Redhawk, Diana Ross Special, 980-82 Tony Awards, Night of 100 Stars\*, jazz in America\*, Country Comes Home, 50 ears of Country Music, Roy Acuff: 50 Years e King of Country Music\*, Johnny Cash pecials (10), Johnny Cash: Christmas in Scot- land, Lynn Seymour: In a Class of Her Own, ureyev: In Tribute to Nijinsky, Nutcracker with likhail Baryshnikov, Magic of David Copper- eld\*, It's Magic\*, Like Magic\*, Price Is Right, ard Sharks, I've Got a Secret, Password Plus, amily Feud, Blockbusters, Beat the Clock, o tell the Truth, Match Game, Ryan's Hope, Take err (260), Greatest Sports Legends (89), Ali: A iving Legend, Jack Johnson: Black Power in e Ring, 1981 Masters' Water Ski Tournament, amily Hour Festival (44), Swiss Family Robin- on, Adventures of Black Beauty, New Candidamera (130), Hopalong Cassidy (91), Woo- inda Animal Doctor (39), Kidsworld (150), omper Room, Curious George (104)\*, langers (26), Noggin (6), Bagpuss (13), Ivor he Engine (20), 11 animated specials.

# our Star Entertainment 5-107

# rench Television EH

1290 Avenue of the Americas, New York 10019

# uji Telecasting 2847

145 Fifth Ave., New York 10022

onstable Rannosuke, Samurai Special, ueen of a Thousand Years, Lady Ninja, Ateking the Dashing Warrior, Lucy-Mary of outhern Rainbow. **Staff:** T. Eto, N. Kasai, M. akiyama, N. Okayama, D. Yoshida, C. Kito.

# usco Entertainment 356

127 Madison Ave., New York 10022

isaster (26), Biography (65), Battle Line (39), urvival (48), Almanac (377), Behind the scene (37), Friends of Man (45), Robin Hood (143), Sir Lancelot (30), Invisible Man (26), word of Freedom (39), Yancy Derringer (34), eforeign Intrigue (156), Star Performance (153).

Star & Story (26), Big Story (39), International Detective (39), The Hunter (39), Wire Service (39), Peter Gunn (114), Mr. Lucky (34), Colonel March (26), Decoy (39), Police Station (39), My Hero (33), J.F.K., Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, In- visible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco.

# Garrett Co. 23

6922 Hollywood Blvd., Suite 407, Los Angeles 90028

Animated/children's shows, cartoons, docu- dramas, documentaries, game shows, program inserts, promo packages, feature packages, series, mini-series, specials, sports, talk/maga- zine programs. **Staff:** Don Garrett, Julie Nathanson.

# Gateway Productions 322

304 E. 45th St., New York 10017

Louis Rukeyser's Business Journal, Dow Jones Financial News Inserts, Families, Pennywhis- tle, Psychology Today, Unique Homes, Variety, Who Runs America?, Against the Odds, All About Zoos, American Games, American Life Style, Glamorous Commodities, It's Tough to Make it in This League, On Your Feet, Oppor- tunity, Great American Comedy Show, Great American Revenues, People Show, The Pro- position, Proposition Circuit, Themepark U.S.A., Truckers Whalers and Cowboys: Building a Country. **Staff:** Allan Albert, Paul Galan, Dick Hubert, Magdalene Constan.

# Gaumont Teleproductions 377

24 rue Jacques Dulud, 92200 Neuilly-sur-Seine, France

Lucky Luke, World of Image, Evasion/Escape, Italy and Music, Portraits of ..., Don't Cry, This Good Old Life, Cooking Experiment with a Great French Chef Roger Verge, Great Day in the Morning. **Staff:** Philippe de Chaisemartin.

# Gaylord/Yongestreet Program Services 4-106

357 N. Canon Dr., Beverly Hills, Calif. 90210

Hee Haw. **Staff:** Alan Courtney, Elmo Williams, James Terrell, Sam Lovullo, Martin Clayton, Dorothea Delaplain, Marcia Minor, Penny Woods.

# Gerber/Carter Communications 22

488 Madison Ave., New York 10027

That Teen Show, Miss Black Teenage Scholar- ship Awards, Today's Black Woman (39), Jack Johnson: Black Power in the Ring. **Staff:** Charles S. Gerber, Evelyn C. Gerber, Charles W. Gerber, John Catanese, Rand Stoll.

# General Entertainment 3-111, 115

1515 Broadway, New York 10036

Powerful 10, Kung Fu Features, Virginia Graham's Woman's Digest, Upstairs at Xenon with Bill Boggs, Koupon Kitchen\*, Weekend Projects\*. **Staff:** Mort Zimmerman, Hy Steir- man, Jerry Molfese, Joseph Josephson.

Kathryn Wallack, Donna Barrie, Jim Clinton, Lydia DeTorres, Wendy Robinson.

# Global Video Communications 2733

744 W. Church St., Orlando, Fla. 32805

Standards conversions, film-to-tape transfers, videotape duplication. **Staff:** Jerome Kurtz, David Antoniak, Jacob Weisbarth, Catherine Malatesta, Don Mitchell, Nancy Hultgren, John Ceconi.

# Globo TV Network of Brazil 463-469

909 Third Ave., New York 10022

Yellow Woodpecker Ranch, Morte & Vida Severina, Cabocla (170), Ciranda de Pedra (154), Vinicius de Moraes for Children, O Bem Amado, Fantastico the Show of Life, plus musi- cal specials, novellas, series. **Staff:** Luis Eduardo Borgerth, Humberto Cirone, Robert Campbell, Lisette Stewart.

# Gold Group 313

# Gold Key Entertainment/Media 335-336

159 W. 53rd St., New York, 10019

Krofft Super Sales (202), Abbott & Costello cartoons (156), Main Events II (15)\*, Poseidon Files (15)\*, Galaxy One (15), Galaxy Two (15), Good Vibrations (15), Main Events I (15), Nep- tune Journals (12), Gamma Chronicles (15), Beta Chronicles (12), Alpha Chronicles (10), Bill Burrud Features (6), Rainbow I-IV Outdoor Adventures (10 in each), Thirteen TV Premieres (13), Scream Theater (32), Awards Theater (50), Action Theater I & II (20 in each), Astor Classic Features (10), Astor Sci-Fi Features (6), Late Show (30), Cisco Kid Features (13), Dick Tracy Features (4), Pinocchio\*, The Palace (13), Alice's Adventures in Wonderland, Two Kennedys—A View from Europe, In Search of Ancient Astronauts, Loggins and Messina "In the Attic", Walt Wagner Show with Peggy Fleming, Dick Tracy Specials (4), Encore News\*, Portrait of a Legend, America's Top 10. **Staff:** Arthur N. Ryan, Leonard R. Soglio, James Ricks, Mike Newsom, Rod Sterling, Reid Davis, Ben Barry, William F. Cooke, Katia Yaksic, Stephen Lovell, Betty Griffiths, Lawrence D. Feinberg, Jeff Alan, Joan Marcus, Mary Kilmartin, Howard Mendelson, Debbie Bodell, Simone Sylvern, Jodie Levitus.

# Golden West Television 2905

5800 Sunset Blvd., Los Angeles 90028

# Goldfarb Distributors 3-106

# Granada Television 2917-18

1221 Avenue of the Americas, New York 10020

Happy Since I Met You, Nailed, L.S. Lowry—A Pri- vate View, Gossip from the Forest, Secret Orchards, Member for Chelsea, Strangers, In- vasion, Business Decisions, Rich World Poor World, Minter, Disappearing World, The Chris- tians, World In Action, Conductor at Work: Claudio Abbado, Isadora, Lot of Happiness, Christmas Carol. **Staff:** Barrie Heads, Leila Maw, Adrienne Spartan, Edward E. Finch.

# Great American Ent./Coe Films 339

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- East American Syndication** 2852  
10 W. Grove St., Suite 475, Reno 89509
- Something Funny (260)\*. **Staff:** Stan Rad, Willie Stein, Nat Ligerman, Frank Blueson, Don Galloway.
- Group W Productions** EH  
1 Universal City Plaza, Universal City, Calif. 91068
- Magazine, Hour Magazine, John Davidson Show, We're Movin'\*, Chef Tell's Good Life, Fight For Survival, Private Sides of ... Getting Personal, Newsfeed **Staff:** Edwin T. Vane, George E. Resing Jr., Leonard T. Giarraputo, Frank R. Miller, Owen S. Simon, Christine Foster, Robert H. Rubin.
- Grundy Organization** 570-71  
McManus & Co. 425 E. 63rd St., New York 10021
- soner-Cell Block H (312), Restless Years (31), Young Medics (1,300)\*, Punishment (3), Bellamy (26), Taurus Rising (22), Sons of Daughters (104), Runaway Island (9), All at Sea, The Alternative, Death Train, Demolition, One to Ground, Image of Death, Mama's Gone Hunting, Newman Shame, Night Nurse, Rage into Darkness, Roses Bloom Twice, Alp Merchant, Poor Fella Me, Seven Million Dollar Fugitive. **Staff:** Reg Grundy, Joy Chambers Grundy, Robert Crystal, Tom McManus, Di Joks.
- G. A. Gutman** EH  
10 Park Ave., New York 10017
- uck Conners's Great Western Theater (26), Spectacular Four, Red Ryder (23), Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (9), Lost Side Kids (13), Hollywood Seven International Three, Universal Cliffhanger (5), Branded (3), Guns of Will Sonnett (50), Ingrid Bergman eater (2). **Staff:** Leo A. Gutman, Esther Ilenzano.
- Hardy Jones Productions** TBA  
30 Bridgeway, Sausalito, Calif. 94965
- ur Years with the Dolphins\*, Undersea Untain\*. **Staff:** Hardy Jones.
- Harrington, Richter & Parsons** 2779  
10 Park Ave., New York 10017
- Henry Jones** 533
- Hollywood Distributors** 323
- Real Pictures International TV** 3-102
- Image Futures** 3-122
- Hero Florentino Associates** 4-121, 23  
1 W. 63rd St., New York 10023
- and Eddie Show. **Staff:** George Honchar, Robert Kuretsky, Rosemary Kalikow.
- Sight Paulist** 50
- 17575 Pacific Coast Hwy., Pacific Palisades, Calif. 90272
- Needle's Eye\*, Missing Persons Bureau\*, A Decision to Love\*, Rendezvous\*, Sixth Day, God's Guerillas, Little Miseries\*, When Heroes Fall\*, Teddy\*, Domino Effect\*. **Staff:** Ellwood E. Kieser, Judith Eagan.
- Intercontinental Communications** 407  
630 Fifth Ave., Suite 3007, New York 10111
- Beany & Cecil (26), Canadian Invitational Tennis\*, Olympia Spectaculars\*, Robert Graves Anthology\*, Telenovelas\*, A Place of Dreams, Aretha Franklin\*, Body Human (9), Circus (22), Classic International Features (150), Evening at Pops (18)\*, Grand Prix Tennis (12)\*, Great Exhibitions (13)\*, Jazz at Antibes (5)\*, Joy of Bach, National Geographic Specials (60)\*, Nova (45)\*, Previn and the Pittsburgh (4), Sensational Seventies (12), SFP Documentaries (10)\*, Vic Braden's Tennis for the Future (13)\*, World (8), You (130)\*. **Staff:** Thomas P. Einstein, Nina C. Berry.
- International TeleMedia** 61-62  
3710 Commercial Ave., Northbrook, Ill. 60062
- Sweet 16 and Pregnant\*, Shoot/Don't Shoot\* Going Straight\*, Mom I Want to Come Home Now, Buster and Me, Just Kidding, Epidemic Why Your Kid Is on Drugs\*, Power Pinch\*, Jimmy Ballard Golf Connection (13)\*. **Staff:** Linda Sheldon, Rae Brooks, Marcia Lovenson.
- Interprom** 4-118
- Irish Saxe Sound Productions** 420
- ITC Entertainment** 2865  
115 E. 57th St., New York 10022
- Cinema 12 (12), Entertainment Volume Three (16), Volume Two (16), Volume One (15), Thrillers (43), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), Space: 1999 (40), When Havoc Struck (12), Let's Rock (24), Very Special Seven (7)\*, Superlative Seven (6), Crimes of Passion (30), The Protectors (52), My Partner the Ghost (26), Department S (28), The Persuaders (22), The Adventurer (26), The Baron (26), Man in a Suitcase (28), Secret Agent (45), Dangerman (39), Gale Storm Show (125) Fury (114). **Staff:** Abe Mandell, Leonard Kornblum, Pierre Weis, Joseph Ceslik, Jim Stern, S. Allen Ash, Al Lanken, Charlie Keys, Cy Kaplan, Armando Nunez, Valerie Rowley, Philip Jones.
- Jack F. Grimm Productions** 2807  
309 First Nat. Bank Bldg., Box 35, Abilene, Tex. 79604
- Search for the Titanic, Return to the Titanic, Deadly Fathoms, China 1982, Tibet 1982. **Staff:** Jack F. Grimm, B.J. Billing, June Mitchell, Gail Qualls.
- Janus Films** 477  
119 W. 57th St., New York 10019
- Laurel and Hardy (11), Doctor in the House (150), Teenage Films\*, Ultimate Classics.
- Staff:** Robert Cohen, Jonathan Sehring, Dolores Mayer.
- Jim Owens Entertainment** EH  
Colonial Pl., Box 457, Brentwood, Tenn. 37027
- Jerry Reed Show, Concert Behind Prison Walls, Barbi Doll for Christmas, Tribute to Hank Williams, Tribute to Chet Atkins from His Friends, Evening with the Statler Brothers, Country Music Salutes Texas, Conway Twitty: 25 Years, Second Annual Top Country Hits, 16th Annual Music City News Country Awards. **Staff:** James W. Owens, Gus Barba.
- JK Productions** TBA  
Town Hall Bldg. Junction City, Peoria, Ill. 61614
- Jimmy Ballard Golf Connection (13). **Staff:** Marvin E. Jay, Bob Kirshenbaum, Jimmy Ballard.
- JPD Entertainment** 564  
642 Silver Spur Rd., Rolling Hills Estates, Calif. 90274
- Fourth Dimension (7)\*, Bright China\*, Kung Fu Movie Package\*, View of the White House by H.R. Haldeman (6)\*, American Adventure (26), Grapevine Opry (26), Galaxy, World Kickboxing (26). **Staff:** James Patrick Devaney, Susan Devaney, Maria Eugenia Leyva, Daphne Peel.
- JWT Syndication** EH  
466 Lexington Ave., New York 10017
- Will to Win\*, Tales of the Unexpected, World of Survival, Personality News Network, America at Play, China Magic, Miss Peach, A Gorey Halloween, Newsweek News Inserts, Nooze Reports, Update on Health. **Staff:** Robert E. Buchanan, Norm Varney, John H.P. Davis, Jeanne Paynter, Debi Crawford, Juanita Hamilton, Lanier Brannen Hege, Thomas Paine, Joan Shingles.
- Karol Media** 2827
- Katz Communications** 27-121  
One Dag Hammerskjold Plaza, New York 10017
- Staff:** Dave Abbey, Jim Beloyianis, Kenn Donnellon, Vic Ferrante, Richard Golden, Dick Goldstein, Pete Goulazian, Jim Greenwald, Gordon Hastings, Gary Lico, Frank McCann, Dick Mendelson, Alison Moore, Phil Oldham, Ed Papzian, Fred Petrosino, Don Robinson, Serge Valle.
- King Features** 35  
235 E. 45th St., New York 10017
- Zoom, Popeye (220), Cool McCool (20), Beattles (39), All New Popeye Show (62), Beetle Bailey (50), Barney Google and Snuffy Smith (50), Krazy Kat (50), Flash Gordon (24), Genesis Project (11)\*, Perspective on Greatness (26), Nova (60), World (10), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000),

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Minneapolis/St. Paul/A CBS Affiliate 

ie Butcher (350), Julia Child (100), Flash Gordon (40), Vic Braden on Tennis (13), Boston Ops (26), Great Performance Plays (20). **Staff:** Bruce L. Paisner, William E. Miller, Charles Shutt, Chips Barrabee, Samuel Gang, Brian Caddy, Marie Gentile, Steve Elsky.

# ing World (see Colbert)

**lein &** **2853-54**  
111 S. Robertson Blvd., Los Angeles 90035

romo packages. **Staff:** Barbara Abels, Jim Collier, Jeanie MacLaughlin, Roxanne Amaguchi, Bruce Littlejohn, Karen Sen.

**aBuick & Associates** **408**

**.A.V.A. Productions** **577**  
40 W. 60th St., New York 10023

imation. **Staff:** Vincent Tilotta, Jim Tilotta, Bill Rhodes, Karl Kraft.

**exington Broadcast Services** **58**  
77 Third Ave., New York 10017

len Campbell Music Show, LBS's Musicakers in Concert, Rock Comedy, Test Shows, ght of the Month, Greater New Orleans Golf pen, Rainbow Patch, International Knock-Out arate, Our Town, Galdar and the Knights of alladin, Sha Na Na (97), Hot Fudge, Health eld, Doctor Snuggles, World Championship nnis, Nobody Does It Better Than You merica, Strawberry Shortcake, Night Before hristmas, Christmas Messenger, plus LBS eo division. **Staff:** Henry Siegel, Roger ffon, John Ranck, Louise Granelli, Michael eiden, John Topol, Mark Graff, Lisa Merians, ilt Strasser, Wendy Phillips, Bobbie Marcus, ierese Kiely.

**ionheart Television** **64**  
7 W. 57th St., Suite 415, New York 10019

ie Two Ronnies\* (32), Dick Emery Show\* (0), Not the Nine O'Clock News (10), Up Pom- ii (13), Morecambe and Wise (65), Dave len at Large (51), Fawltly Towers (12), Ripping rns (9), To the Manor Born (13), Good Neigh- rs (29), Dad's Army (26), Butterflies (20), Fall id Rise of Reginald Perrin (21), The Goodies (6), Poldard\* (29), Jane Eyre\* (5), Casanova ), Gentleman, John Halifax (6), Kean (2), Moll anders (2), Onedin Line (42), Pride and Pre- dice (5), Nana (5), Omega Factor (10), ighishman's Castle (3), Running Blind (3), inset Song (6), When the Boat Comes In (6), Moonstone (5), Wildlife Safari\* (24), Train- g Dogs the Woodhouse Way (10), Ireland: A levision History (13), Civilization (14), urther Most English (4), Six Wives of Henry II (6), Elizabeth R (6), Vision On (74), Circuit even Miami (12), Great Railway Journeys of e World (7), Great Zoos of the World (8), eat Parks of the World (6), Yesterday's Wit- ss (2), First Churchills (12), Blue Peter ecial Assignment (4), Shirley Bassey (12), ght and Sound in Concert (23), Rock Goes to ollege (6), Old Grey Whistle Test (7), Doctor ho (172), Window on the World (7 documen- ies), Black Tulip (6), Ivanhoe (10), Last of the hicans (13), Little Women (9), Rebecca of

Sunnybrook Farm (4), Tom Brown's Schooldays (8), Airport, Bomb Disposal Men, Bull's Eye War, Battle of the Atlantic, Blind Eye of Murder?, Deep Cold War, Energy Crunch (3), Juan Carlos, Kenya Runner, Mother Teresa of Calcutta, My Kingdom for Love: Abdication, Missing Hero, Orders from Above, Passion of Pernambuco, Portrait of a Terrorist, Surgery of Violence, San Francisco: City That Waits to Die, Traffic in Babies, White Tribe of Africa (4), Yellow Cab, The Zoo, Ballet Shoes (6), The Talisman (8), Premiere (6), My Son My Son (7), Billion Dollar Bubble, On Giant's Shoulders, Snow Queen\*, Bar Mitzvah Boy, Fear and Loathing on the Way to Hollywood, Song by Song by Gershwin, She Fell Among Thieves, Leo Sayer Show, Russian Language and Its People (20). **Staff:** Wynn Nathan, Frank Miller, Robert Greenstein, Nelsa Gidney, Don Joannes, Harvey Reinstein, Charles Benton, Morton H. Broffman, Byron Parkin, Roy Gibbs, Christine Condon, Ray Stiles, John Stringer.

**Lorimar** **EH**  
3970 Overland Ave., Culver City, Calif. 90230

Dallas (150), Eight Is Enough (112), Lorimar I (25), Lorimar (26). **Staff:** Ken Page, Tony Brown, Chuck Atkins, Bruce Genter, Maury Lanken, Jack Donahue, Monty Lounsbury, Marty Mills, Bill Trotter, Victoria Laughlin, Mike Zucker, Ralene Levy, Dorothy Hamilton, Kim Lorello.

**Lutheran Television** **37**  
2185 Hampton Ave., St. Louis 63139

**Staff:** Janet R. Naji, John A. Daniels.

**Madison Square Garden/Hughes TV Network** **2938-40**  
4 Pennsylvania Plaza, New York 10001

Primetime Sports, Entertainment Specials\*, European Ice Show Spectacular. **Staff:** Joseph M. Cohen, Allan Rubinstein, J. Gordon Bridge, Cheryl Brown, Larry Fischer, Jodie Friedberg, Bill Page, George Snowden, John Tagliaferro, Jim Wergeles.

**Mag-Net** **29**  
540 Madison Ave., New York 10022

Soap Talk\*, **Staff:** Stephen P. Mathis, Richard S. Gold, Jo-Anne Leighton, Roberta Blattman.

**Major League Baseball Productions** **56**  
1212 Avenue of the Americas, New York 10036

This Week in Baseball (29), Baseball Bunch (24), Baseball Bloopers, Baseball Hall of Fame **Staff:** Joe Podesta, Larry Parker, Terry Kassel, Mel Allen, Jody Shapiro, Geoff Belinfante, Jay Moran.

**M.A. Kempner** **59**  
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

TV Powwww, Barney, Telephone Poll\*, Jockey. **Staff:** Marvin A. Kempner, Daniel H. Kempner, Richard Weighill, Max Stuart, Hank Guzik.

**MCA TV** **2976**  
445 Park Ave., New York 10022

Adam 12, Alfred Hitchcock Presents, Dragnet, Emergency 4, Holmes & Yoyo, Jack Benny Show, Leave It To Beaver, Love That Bob, McHale's Navy, Munsters, Rod Serling's Night Gallery, Woody Woodpecker and Friends, Alfred Hitchcock Hour, Alias Smith and Jones, Baretta, Battlestar Galactica, Bionic Woman, Bold Ones, Boris Karloff Presents Thriller, Emergency I, Hardy Boys/Nancy Drew Mysteries, Incredible Hulk, Ironside, It Takes a Thief, Major Adams, Marcus Welby, M.D., Quincy, Rich Man, Poor Man Book I, Rockford Files, Run For Your Life, Six Million Dollar Man, Sugar Ray Leonard's Golden Gloves, Suspense Theater, Universal Star Time, Name of The Game, Virginian, Wagon Train, Buck Rogers\*, Those Amazing Animals\*, Road To Los Angeles, Custody Court\*, Memories with Lawrence Welk\*, Woody Woodpecker—cartoons\*. **Staff:** Al Rush, Lou Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Mort Slakoff, Gerri Pare, Bob Davis, Bert Herbert, Bobbi Fisher, David Brenner, Phil Conway, Carl Runge, Marc Grayson, Paul Hoffman, Tom Maples, DeArv Barton, Stephanie Beatty, Ernie Goodman, Fran Tollk, Jack Robertson.

**MCA International** **2908**  
100 Universal City Plaza, Universal City, Calif. 91608

Harper Valley, House Calls, No Soap Radio, Simon & Simon, Shannon, Dark Room, Book Adventures, An Evening with Ray Charles, Masada, B.J. & The Bear, Lobo, Peter and Paul, Gangster Chronicles, Galactica, World's Greatest Circus, World Premiere's 90 Minute Movies and Universal Feature Films, Gimme A Break. **Staff:** Bob Bramson, Colin Davis, Peter Hughes, Jeff Schlesinger, Paco Padilla, Marion Gorton, Iris Gelt, Terry Tyler, Layton Bailey.

**McHugh and Hoffman** **345-46**  
3970 Chain Bridge Rd., Fairfax, Va. 22030

**Staff:** Peter S. Hoffman, John E. Bowen III.

**Medallion TV Enterprises** **3-107**

**Media Communications** **314**

**Media 4** **3-117**

**Media Lab** **402**  
20 Victoria St., Suite 403, Toronto M5C 2N8

Littlest Hobo, Stars on Ice, Kicking Around, The Titans, Waterville Gang, Fast Forward, Science International, Les Amis de mes Amis, Planet of Man, Al Oeming: Man of the North, Cities, Portraits of Power, Greatest Journey. **Staff:** Maxim W. Engel, Isme Bennie.

**Metromedia Producers Corp.** **EH**  
5746 Sunset Blvd., Hollywood, Calif. 90028

Weekday\*, VegaS (68)\*, Knock Knock\*, Merv Show, New Dick Van Dyke Show (72), Cross-Wits, That Girl (136), Ann Sothern Show (193), Super Pay Cards (130), Teenage Suicide: Don't

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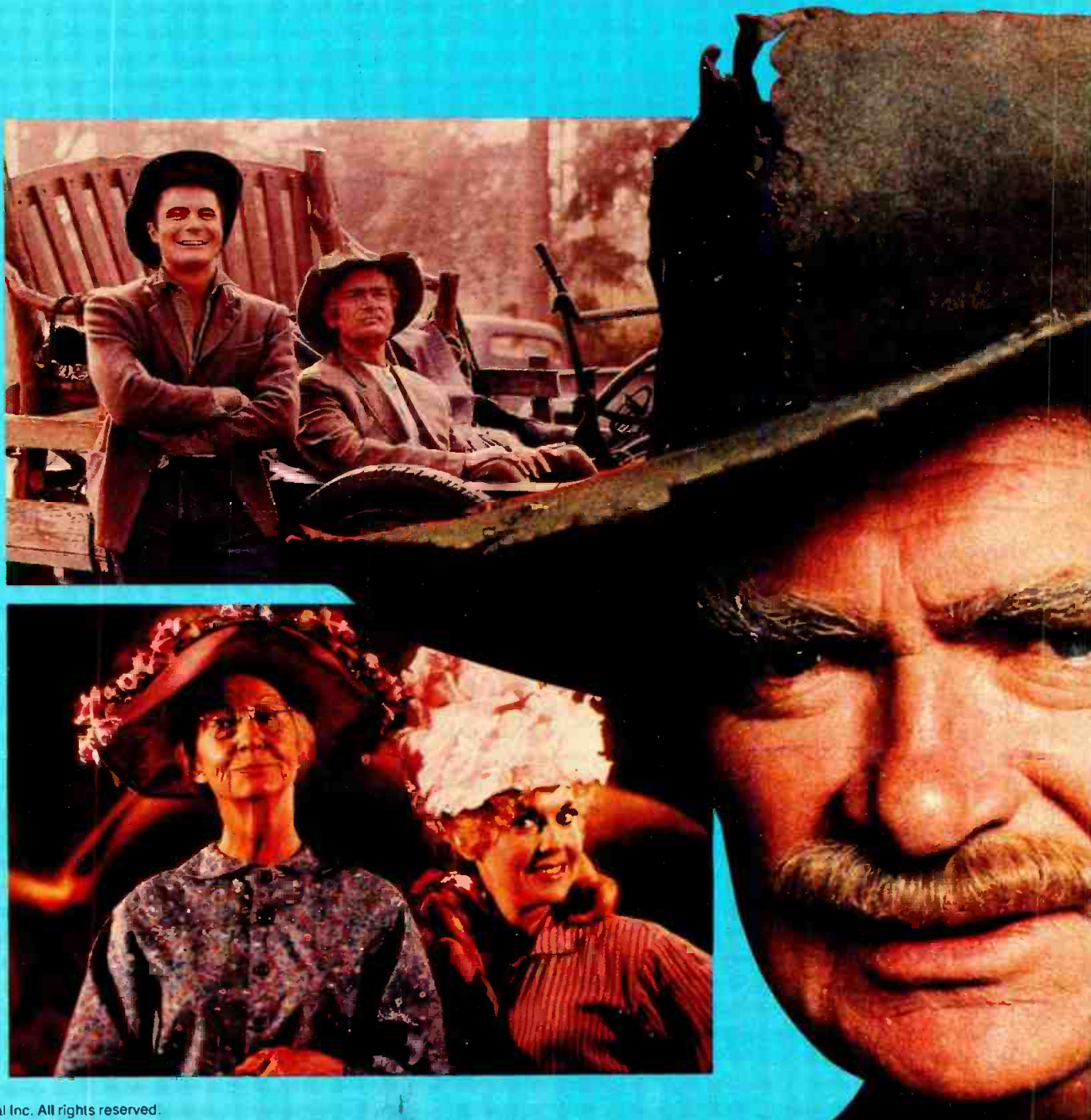
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ace\*, Entertainment Tonight, Solid Gold, Make Me Laugh (195), Mork & Mindy (73), Taxi (3), Laverne & Shirley & Company (134), Happy Days Again (189), Odd Couple (114), Brady Bunch (117), Star Trek (79), Love American Style (224), Star Trek Animated (22), Brady Bunch Animated (22), Mission: Impossible (171), The Untouchables (114), Lucy Show (156). **Staff:** Richard Frank, W. Randolph Reiss, Allen Ricketts, John E. Goldhammer, Richard Eidner, Garrett Hart, David Mumford, Dan Keenblatt, Steve Goldman, Al Rothstein, Glen Cohen, Joel Berman, Kevin Tannehill, Bill Bradley, Greg Neidel, Sid Cohen, Mel Harris, Robert Klingensmith, John Pike, Ronald Elson, Len Grossi, Leonard Kalcheim, Mike Mlicare, Bruce Gordon, Joseph Lucas, Malcolm Orme, Kevin Keely, Ramon Perez.

#### **Penzoil Film Center 318**

**CS Productions 2819**  
2 E. 46th St., New York 10017

ends in Living. **Staff:** Michael McCurdy.

#### **Perin Enterprises 354** 10 E. 42nd St., New York 10017

oral Jungle (12), Cannon Fodder I (45), Winning Moment\*. **Staff:** Richard Perin.

#### **Peter Rodgers Organization 18** Box 2759, Beverly Hills, Calif. 90213

Science Fiction Features (18), Chiller/Monster/Horror Features (29), Pro Features (65), Special Features (12), Masterpiece Features (25), EMI Features (77), Nostalgia 9 Features (9), I Spy (20)\*, Family Treats (13), Fugitive Samurai '91, Flipper (88)\*, Gentle Ben (56)\*, Bill Cosby Show (52), Wyatt Earp (179), New Candid Camera (130), Judy Lynn (52)\*, White Escape (13), High and Wild (52), Buck Rogers, Kennedy's Island, Johnny Cash, How the West Was Lost, Magic\*, Shari Lewis: Christmas Concert\*, Bill Cosby Monologues\*, Celebration\*, Christmas Visit, World Full of Music, Frank Sinatra Jr. in Concert\*, Myth or Reality\*, Pia Fadora Special\*, Man Who Was Born to Sail\*, Curious George (104). **Staff:** Peter Rodgers.

#### **Petry Television 4-110-12** 3 E. 54th St., New York 10022

**Staff:** Ed Aiken, David Allen, Dick Weinstein, Bill Fagan, Ted Van Erk, Harry Stecker, Bob Miggins, John Heise.

#### **Polygram Television 7** 3940 Overland Ave., Culver City, Calif. 90230

Eric Sevareid's Chronicle, Queen for a Day, World of Soaps, Carol Shaw Show, Go To Bed America. **Staff:** Norman Horowitz, Mark Kaner, Dalton Danon, Brian Pike, Ollie Hesketh, Seymour Berns, David Friedman, Rainer Siek, Karin Hackett, Paul Shrage, Paul Brown, Abbie Chapman, Dick Jolliffe.

#### **Prlain Productions 532**

**Post-Newsweek Productions EH**  
4676 Admiralty Way, Suite 520, Marina del Rey, Calif. 90291

Charlie Rose Show, Agronsky and Company. **Staff:** Joel Chaseman, Alan Perris, Tay Voye, Madelyn Goldberg, Ellen Manowitz.

#### **Producers' Showcase 357** 250 Fifth Ave., Suite 503, New York 10001

Uncle Floyd Show\*, Story at the Top of the World: Alaska\*. **Staff:** Joseph E. Kovacs, Joel Gallen, Stanley Sherman, Teddy Abramowitz.

#### **Program Marketing Services 316** 60 E. 42d St., Suite 1701, New York 10165

Best of Sullivan (31). **Staff:** Albert S. Goustein, A. Frank Reel, Alton Whitehouse.

#### **Program Syndication Services 370-71** 405 Lexington Ave., New York 10174

24 Days of Christmas (24), Morning Stretch, Holiday Moments (35), Phantom Wolf, Gift of Winter, Christmas Star, Topper (78). **Staff:** Peggy Green, Suzanne Crowe, Ronda Kerschner, Aileen Marcus, Laura Dearborn.

#### **Pro Sports Entertainment EH** 154 E. 46th St., New York 10017

NFL Weekly Magazine\*, This is the NFL\*, Superbowl XVI\*, NFL's Best Ever, Super Memories of the Super Bowl, NFL Symfunny, Football Follies, Son of Football Follies. **Staff:** George Fritzing, Mike Vaughn, Mitch Gutkowski, Tony Vella.

#### **Quantiplex 2775** 919 Third Ave., New York 10022

Viewer and consumer ratings. **Staff:** William A. Morris, Ronald H. Laufer, Gerald Troxell.

#### **Random Productions 2813** 5437 Laurel Canyon Blvd., Suite 209, North Hollywood, Calif. 91607

Music Music Music\*, Hollywood Cabaret, May Nutter's Country Album, Hollywood Close-up, Country Days Nashville Nights, Live at the Palomino, Music Show. **Staff:** Stuart M. Schoenburg, Peter V. Ware.

#### **Raymond International 410-11** 353 St. Clair Ave., East, Toronto M4T 1P3

Canadian Sketches, New Tales of the Riverbank, Guitare, Mayfair Bingo. **Staff:** Bruce Raymond.

#### **RCA American Communications 2730** 400 College Rd., Princeton, N.J. 08540

**Staff:** H.W. Rice, L. Donato, D. Pratt, J. Grandy, W. Kopacker, M. Pirrone.

#### **Reeves Teletape 325** 708 Third Ave., New York 10017

#### **Representative Films 410-11** 120 Peter St., Toronto, M5V 2G7

Willy Woops, Lively Country (78), 50's Connection (24), Sounds Good (78), Wayne Thomas Show (39), Lively Specials (26), Glitter (78),

Backstage at the Center (26), Music til Midnight (130), Travellin' Music (26), Music Store (26), Backstage (26), Music Circle (26), Al Hirt Special, Pete Fountain Special. **Staff:** Dorothy Janhevich, Dino Kotopoulos, Stewart A. O'Brien.

#### **Rhodes Productions 373** 124 11th St., Manhattan Beach, Calif. 90266

Richard Deacon's Micro-Magic (130)\*, Let's Make A Deal (200), Pitfall (130), SCTV (78), Just Between Us (65), New Divorce Court (130)\*, Cisco Kid (156), Celebrity Revue (120), Plants are Like People (52), Keystone Komedies (79), Peter Marshall Salutes the Big Bands, Four Girls Four\*, Scrooge, Mine Eyes Have Seen, Australians At War, Butcher, Baker (260), It's A Fact (130), Dear Toni (130), Stan Kann Show (52). **Staff:** Jack E. Rhodes, Ralph V. Cunningham, William G. Rhodes, Chris Remington, Nicholas A. Fasola, Rhian R. Rhodes.

#### **Richard Price TV/London Weekend 2846**

#### **Romano Film Group 427**

#### **RPM General 324**

#### **Rubicon Corp. 2821-22** 1735 N.W. 7th St., Miami 33125

**Staff:** Don H. Kemper

#### **S.A.L. Films EH** 420 Lexington Ave., New York 10017

World of Survival, Tales of the Unexpected. **Staff:** John F. Ball, Victor Simpkins.

#### **Samuel Goldwyn 2879**

#### **Sandy Frank 44** 645 Madison Ave., New York 10022

You Asked For It (150), Soap Opera Digest (180). **Staff:** Sandy Frank, Thomas M. Battista, Richard Bompane, Philip Besser, Lou Israel, Nancy Schecter, Steven Weisner.

#### **Screen International EH**

#### **Seltei 2711** 750 Third Ave., New York 10017

**Staff:** Art Stringer, Ed White, Harry Wise, Peter Sisam, Charles Lore, Ray Johns, Joe Eisberg, Jim Bloom, Dick Owen.

#### **SFM Entertainment 360** 1180 6th Ave., New York 10036

SFM Holiday Network (11), Churchill and the Generals, Seven Dials Mystery, Why Didn't They Ask Evans?, Mobil Showcase Network, Origins, Car Care Central, Sports Illustrated, March of Time, Crusade in the Pacific, Computers Are People Too, Heisman Trophy Award, Dayan, SFM Classic Network, SFM Documentary Network, Fat Albert. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Mike Moore, James Hergen, John Murphy, Dave Grimm, Mike James, Mary Ann O'Dea.

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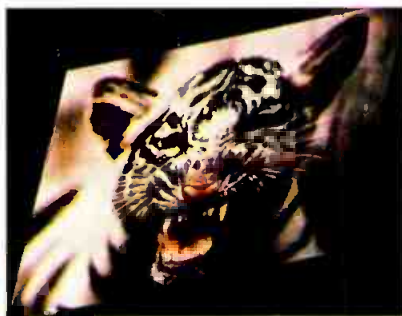
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**show Blz** 4-100  
10 21st Ave., South, Nashville 37203

Ernest Tubb: An American Original\*, Great American Singalong, Around the World in '82, Christmas Legend of Nashville, Pop Goes the Country (26), Nashville on the Road (26), Backstage at the Grand Ole Opry (26), Dolly (26), Marty Robbins Spotlight (24), Porter Wagoner Show (26), Gospel Singing Jubilee (26). **Staff:** Reg Dunlap, Stan Sellers, Dick Montgomery, Larry Frankenbach.

**Smeloff Teleproductions** 20  
1201 E. Pacific Pl., Suite 502, Denver 80231

American Trail I (260) Trail II (260) Trail III (65) Trail IV (260), Pennsylvania Trail (50), New York Trail (31), Massachusetts (38), American Trail (26)\*, Trail VI (26)\*. **Staff:** Nick Smeloff, Lenae Bogh, Dirk Olsen, Greg Adams.

**Spot Time** 550  
166 Madison Ave., New York 10017

**Staff:** Carmine Patti, Harley Lucas.

**Sunwest Productions** 814  
1021 N. McCadden Pl., Hollywood, Calif. 90038

On air graphics. **Staff:** Steve Soffer, Jay Jacoby.

**Syndicable** 55  
166 N. Broadway, Jericho, N.Y. 11753

Just For Laughs (26)\*, What Have You Got to Lose? (13)\*, Ars Nova (26)\*, Fabulous Follies (36), Prelude (2), Up for Grabs (39), Success (104), Melting Pot (130), Country Serenade (26), Sam Diego Show (65), America Sings (54), Down Home U.S.A. (52), Sky's the Limit (27), Masters of the Martial Arts (26), Sports Scrapbook (78), Teamwork, Whatever Happened To (260), Butcher, Baker (260), Dear Toni (130), Sew What's New (78), Master Bridge (26), Just Between Us (65), Sacred Space (39), America Still (52), Remarkable (26), Coping (91), Eat Yourself Healthy (78), Bomper Room (52), Imagine That (26), Cidoozie (26), Funny Man (26). **Staff:** Jeffrey P. Smith, Jason Starr, Randy Kromol.

**Syndicast Services** 3  
2 W. 45th St., New York 10036

Twice a Woman, Lives We Live, Sorcerer's Apprentice, Country Jamboree (26), 1982 Mrs. America Pageant, Victor Awards, Entertainer of the Year Awards, Battle of the Las Vegas Showgirls, Fifth Annual Rhythm & Blues Awards, World Series of Poker, Don Kirshner's Rock Concert (26), Sunday Night Live, NCAA Football, Game of the Century. **Staff:** Sheldon Boden, Leonard Koch, Gerry Lepkanich, Terry Paolillo, Bernie Schulman, Joe Weinflash.

**Synsat** 2753

**20th Century-Fox** 460-463, 479-480  
10201 W. Pico Blvd., Los Angeles 90035

Best of the Midnight Special\*, Barry Farber Show\*, M\*A\*S\*H, Roots of Rock-n-Roll, Dance Ever Year Five\*, Daniel Boone, That's Holly-

wood, Jackie Gleason Show, Fox Fanfare '82\*, Time Tunnel\*, T.H.E. Hospital\*, Batman, Circus, Ghost and Mrs. Muir, Nanny and the Professor, Room 222, Land of the Gaints, Lost In Space, Voyage to the Bottom of the Sea, Super 66, Special 42, Planet of the Apes, Charlie Chan, Premiere I, Century 5, 6, 7, 8, 9, 10, Fox One, Two, Three, Laurel and Hardy Comedy Classics, Shirley Temple Theater, Cartoons, Planet of the Apes Cartoons. **Staff:** Harris Katleman, Edward Gradinger, Andrea Baynes, Robert Morin, Richard Harper, Dayna Kalinn, George Paris, Steven Orr, Joseph Greene, Jerry Greenberg, Stanley DeCovnick, Penny Price, Bob Braithwaite, Jeffrey Schadow, Charles Gersch.

**D.L. Taffner** 2871  
1370 Avenue of the Americas, New York 10019

Children's Animated Classics (15), Benny Hill Package (120), Kenny Everett Video Show (32), King of Kensington (65), That Awful Quiz Show\*, Three's Company, Thames Originals (125)\*, Wayne & Shuster (80), Hollywood (13), World at War (88). **Staff:** Donald L. Taffner, John P. Fitzgerald, Dick Cignarelli, Ed Nugent, Mike Fahn, Frank DiGraci, Christina Thomas, Leo M. Brody.

**William B. Tanner** 341  
2714 Union Ext., Memphis 38112

TV ID's, production libraries, jingles, promotional packages. **Staff:** David Tyler, Zack Hernandez, Bill Laffey.

**T.A.P.E.** 568-69  
c/o McManus 425 E. 63d St., New York 10021

Television program and motion picture evaluation. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch.

**Telecas Japan** 2802

**Telecip** 2901

**Tele-Color Productions** 320  
150 S. Gordon St., Alexandria, Va. 22304

What's at the Movies\*, Roberta Peters Special\*. **Staff:** Harold L. Smullian, Ed Baruch.

**Telcom** 2803  
1901 Avenue of the Stars, Los Angeles 90067

Programing and news consultants. **Staff:** Herb Jacobs, Grace Jacobs, Ron Krueger.

**TeleCulture** 2823  
420 Lexington Ave., New York 10017

The Diploma, Fear, Six Feet of the Country, Concert with Maria Callas, Conquest of the K2, Bolwieser, Platinots.

**TeleFeatures** 3-100  
950 Third Ave., New York 10022

Adventures of Felix the Cat (52), Popsy by the Sea (52), Castleberry Knights (52), Captain Cosmo & Spacy (52), Gang from Guzzlin Gulch (26), Gina Lollobrigida Discovers the Phillipines. **Staff:** Gustave Nathan, Neal

Kublan.

**Telepictures** 43  
One Dag Hammerskjold Plaza, New York 10017

Real Product (130)\*, So You Think You Got Troubles\*, Singles Only\*, Prime of Your Life\*, Telepictures 2 (27)\*, Masters of Fury (15)\*, People's Court, Look at U\*S, Here's Lucy (144), My Favorite Martian (103), News Information Weekly Service, Telepictures L (13), Noah's Animals, King of the Beasts, Last of the Red Hot Dragons, Great Space Coaster, Fantasy, Geppetto's Music Shop, Heavenly Days, Little Kid's All-Star Band, Magic Star Traveler, Memoirs of a Fairy Godmother, Mr. Moon's Magic Circus, Falmouth: The Great American Road Race, Footsteps of Giants, Hong Kong: The Arrival of Boat 845, Lost Treasure of the Conception, Women of Russia, Caribbean Nights (13), Detective School (13), Fridays (57), 24 Days of Christmas (60), Game of the Century (6), specials (23). **Staff:** Michael Jay Solomon, Michael Garin, David E. Salzman, Stephen Ross, Richard T. Robertson, Joseph Goldfarb, Arthur Loomis, Jim Moloshok, Jim McGillen, Jonathan D. Shapiro, Scott Carlin, Brian Byrne, Don Ross.

**TeleRep/OPT** 364-367, 379-380  
919 3rd Ave., New York 10022

Solid Gold (52)\*, A Woman Called Gold\*, Smiley's People\*, Sadat\*, Helen and Teacher\*, Key To Rebecca\*, Founding Father: The Story of Joseph P. Kennedy\*, Way They Were, Girl the Gold Watch and Everything, Goliath Awaits, Top of the Hill, Girl the Gold Watch and Dynamite, Gossip Columnist, Condominium, Tourist, Mom the Wolfman and Me, Yogi's First Christmas, Entertainment Tonight (52). **Staff:** Al Masini, Steve Herson, Jay Isabella, Dick Brown, Tom Bellviso, Tom Tilson Jr., Dick Waller, Jerri Braet, Phil Flanagan, Mary Jane Hastings, Bob Schneider, Rick Levy, Mike Weiser.

**Telesound** 343  
1088 Howard St., San Francisco 94103

You Should See Us Now\*, Library One, And You. **Staff:** Karl H. Sjodahl, Debra L. Robbins.

**Television International** 2772

**Teleworld** EH  
10 Columbus Cr., New York 10019

Spider-Man Movie specials, Teleworld 100, Prestige I, History Makers Vol. I (13), Vol. II (26), International Award Theater (14), Witness to Yesterday (26), Laurel and Hardy Laughtoons (120), Star Maidens (13), Castaway (13). **Staff:** Robert Seidelman, Noah Jacobs, Karen Jamison.

**Teverama of Florida** 419  
69 Merrick Way, Suite 203, Coral Gables, Fla. 33134

Amada Mia, Andreina, La Hija de Nadie, Luz Marina, Maite, Marielena, Mi Mejor Amiga, Munequita, Rosalinda, Sorangel, Tres Destinos, La Comadre, Gomez. **Staff:** Angel Garcia

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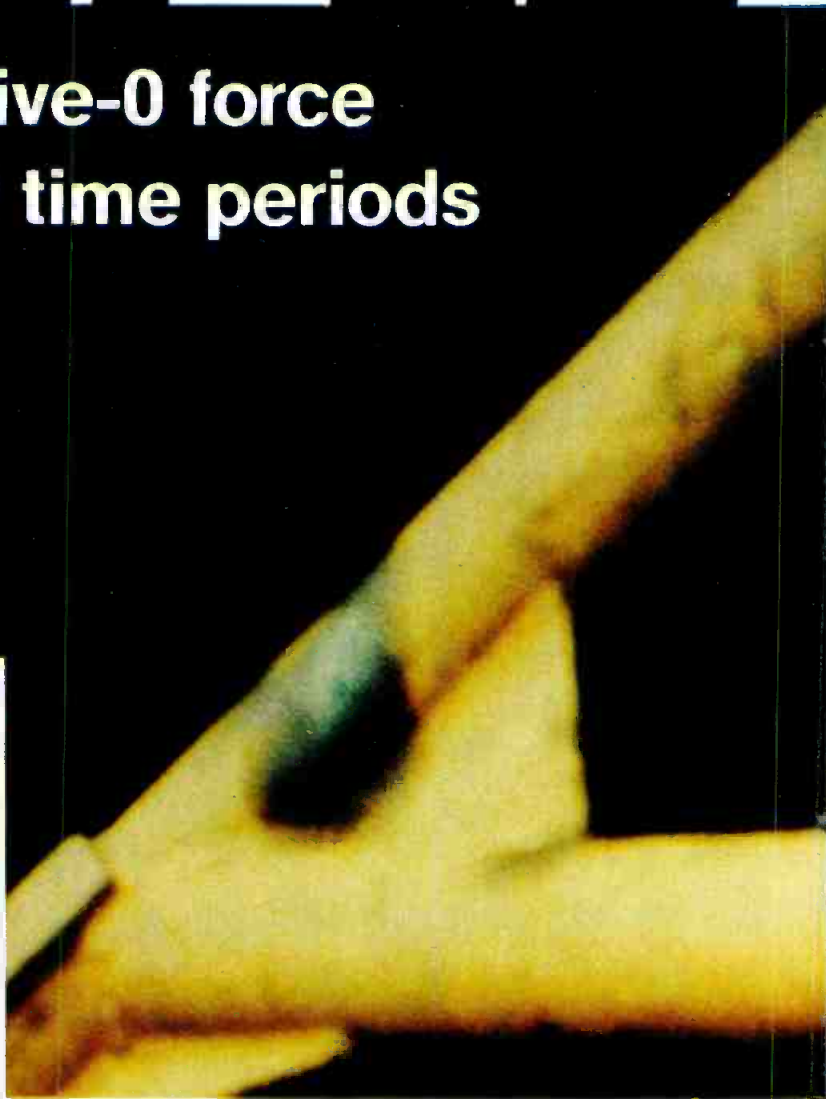
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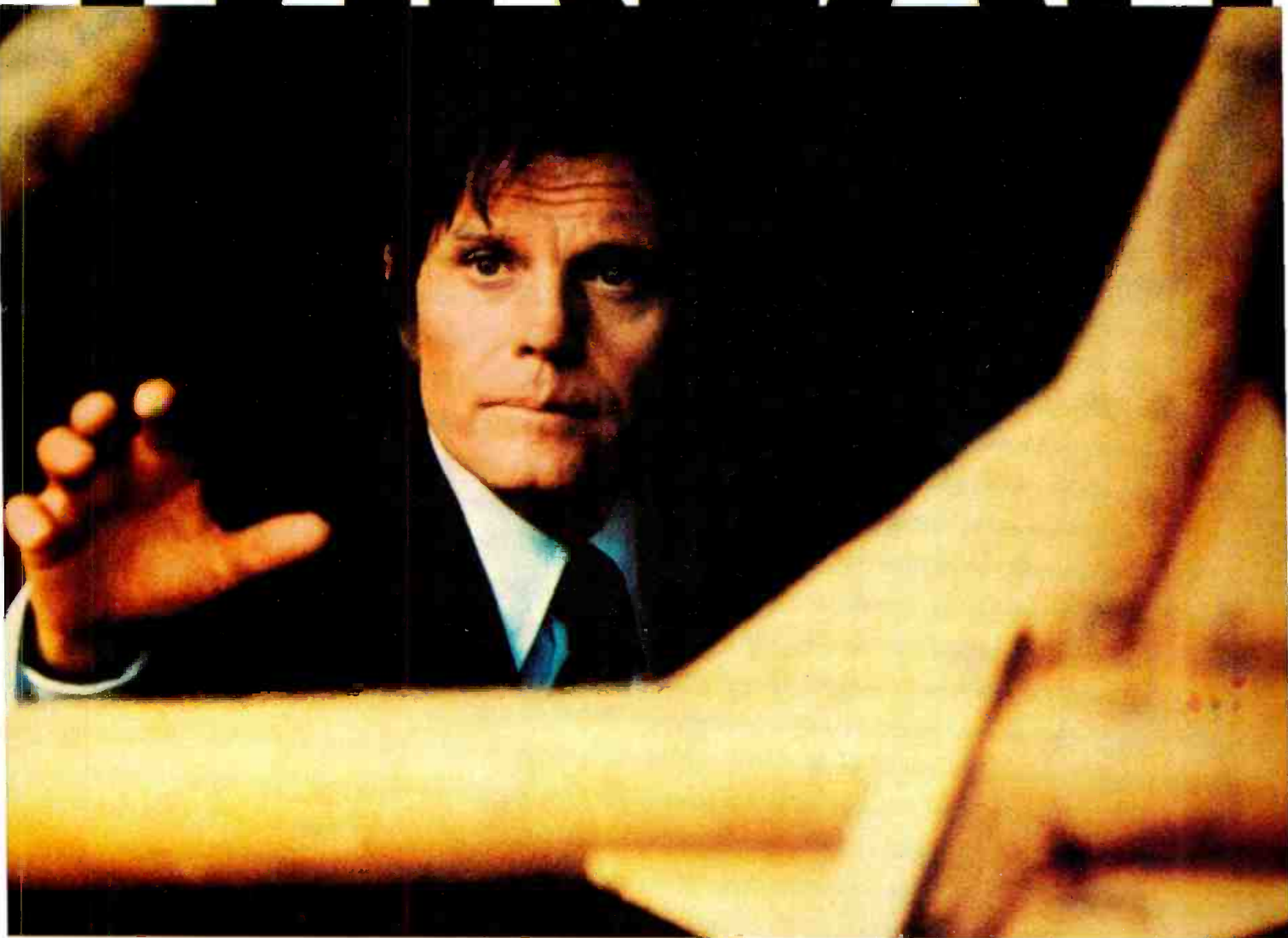
## EARLY FRINGE

"Hawaii Five-0" can build early fringe audiences by more than doubling the number of adults who watch lead-in programs. Los Angeles (KCOP-TV): rating up 20% over "Good Times" lead-in, women up 127% and men up 274%. Tampa (WTSP-TV): rating up 100% over "Laverne & Shirley" lead-in, women up 141% and men up 307%. Fresno (KSEE): rating up 133% over "Charlie's Angels" lead-in, women up 106% and men up 136%.

## LATE FRINGE

"Hawaii Five-0" is the highest rated dramatic hour in late night television, topping "Kojak," "Bonanza," "Starsky & Hutch," "Rockford Files" and all others. It's a late-night Number One in Boston (WBZ) with a 34 share, in Baltimore (WJZ) with a 28 share and in Salt Lake City (KSL) with a 49 share.

# THREAT!



Against "Tonight Show" competition in Hartford, Kansas City, Tulsa and Peoria, "Hawaii Five-0" scores an average 2-point share advantage and wins 50% more women 18-49 and 33% more men 18-49.

#### PRIME TIME

"Hawaii Five-0" is the highest rated syndicated dramatic hour in prime time, ranking above "Battlestar Galactica," "The Waltons,"

"Rockford Files," "Star Trek" and "Kojak." Its average prime-time rating also tops such other shows as "Entertainment Tonight," "Saturday Night" and "Sanford and Son."

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lanque, Benjamin Perez, Patrick Holmes.

**James Television** 2871  
49 Tottenham Court Rd., London W1P 9LL

(See D.L. Taffner). **Staff:** Muir Sutherland, Michael Phillips, Charles Butler, Trisha Friswell.

**Thomas Horton Associates** 2850  
14 Sierra Rd., Ojai, Calif. 93023

Governor (8), Challengers (26), Country Life (250), Wild South (26), Big Ice (3), Ring of Fire (13). **Staff:** Thomas Horton, Linda Buzzell, Larry Saltzman, Maurice Smyth, George Henare, Peter Fowler.

**Thorn EMI Video** 5-100, 104  
300 Third Ave., New York 10022

**Staff:** Frederick J. Richards, Nicholas P. Santrizos, Caroline Vanderlip, David Bannon.

**Top of the Chart** 2857

**Total Video** 4-117  
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Kung Fu Films (4). **Staff:** Alice Hsia.

**Trident Television** 48  
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Trident I (20), Trident II. **Staff:** Arthur Zeiger, Elliott Abrams, Murray Oken, Bruce Wilson, Lynne Dowling, Jim Kraus, Graham White, Robert Bibb.

**Turner Program Services** 2925  
1050 Techwood Dr., N.W. Atlanta, 30318

CNN2, Jacques Cousteau (3), Style, Nashville Alive, Caribbean Nights (13), Tush (20), Championship Wrestling, Peachtree Road Race, Out Here On My Own, Freeman Reports, People Now, Nice People (26), Up Close (26), Newsmaker Saturday, Newsmaker Sunday, Winners (26), A Finite World, China, Bangladesh. **Staff:** Henry A. Gillespie, Sidney Pike, Robert Schuessler, Thomas N. Todd, Charla Hewitt.

**TV Cinema Sales** TBA  
211 S. Beverly Dr., Suite 101, Beverly Hills, Calif. 90212

Masterpiece Features (25), Nostalgia 11 Features (11), Lucky 11 Features (11), 77 EMI Feature Films, Classic Vintage Westerns (12), Melody Ranch (38), Nutty Squirrel, Police Dog. **Staff:** Jerry Weisfeldt, Peter S. Rodgers, Richard Ostrander, Art Greenfield, Julian Schlossberg, Alton Whitehouse.

**TVS Television Network** 3-119, 121;  
31-123  
280 Park Ave., New York 10017

Afternoon\*, Historyland, Space Minutes\*, Weekend College Basketball, SEC Prime Time Basketball, Hall of Fame Tip-Off Classic, ACC/SEC All-Star Game, NBA East-West All-Star Game; 1983 College Basketball Preview, Alan King Tennis Classic, World Team Tennis, Canadian Open Tennis\*, Italian Open Tennis\*, Australian Open Tennis\*, All American Tennis\*, Maui Pro Tennis, Major League Baseball Preview\*. **Staff:** Lee S. Eden, William Madden, Ellen Bedell.

**Unifrance Film** 470-71  
9200 W. Sunset Blvd., Suite 540, Los Angeles 90069

French television fare. **Staff:** Josette Bonte, Agnes Millerand, Randolph Pitts.

**Uni-Set Corp.** EH

**U.S. Chamber of Commerce** 317  
1815 H St., NW, Washington 20062

It's Your Business. **Staff:** Dr. Richard Leshner, Carl Grant, Bob Adams, Anne Merick, Cheri Rusbuldt, Bette Alosin, Andy Kosek, Meryl Comer, Milt Miller.

**Valor Productions** 435

**Versatile Video Enterprises**

419

**Viacom** EH  
1211 Avenue of the Americas, New York 10036

Night Court in Vegas, Louis Rukeyser's Business Journal, Family Feud, To Tell the Truth, Spy (6), Circus (24), All in the Family (207), Hawaii Five-O (200), Mary Tyler Moore (168), Bob Newhart (142), Life and Times of Grizzly Adams (2), Best of the Beverly Hillbillies (168), Hogan's Heroes (167), Clint Eastwood in Rawhide, Family Affair (138), Gomer Pyle (150), Gunsmoke (226), My Three Sons (160), Perry Mason (245), Andy Griffith (249), Dick Van Dyke (158) Twilight Zone (134), Wild Wild West (104), The Honeymooners (39), The Rookies (90), I Love Lucy (179), Petticoat Junction (148), Terrytoons (689), Viacom Features I-VIII, Viacom Movie Greats, Legend Group, Gasp, Special Delivery. **Staff:** Ralph M. Baruch, Terrence A. Elkes, Kenneth F. Gorman, Willard Block, Dennis Gillespie, Michael Lambert, Joseph Zaleski, Raul Lefcovich, Robert Goldfarb, Jerry Kaufer, Jack Kelley, Peter Yaman, Paul Kalvin, Jim Marrinan.

**Victory Television** 2964-66  
275 Madison Ave., New York 10016

Lou Grant (92), WKRP in Cincinnati (70), White Shadow (54), Rhoda (110), Streets of San Francisco (119), Match Game, World of People. **Staff:** James T. Victory, Chuck Wolfertz, Ben Okulski, John Rohrs, John Rohrs Jr., R. Feinstein.

**Video/Films International** EH

**Video Tape Co.** 3-101

**Vidtronic** 335-336  
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**Vipro. Program Services** 560  
645 N. Michigan Ave., Chicago 60611

Paul Harvey Comments, Hints From Heloise\*, American Way\*, Financial Planning for Women\*, Screen Treasures (22)\*, Gigglesnort Hotel, Kup's Show, Focus on the Family (24)\*. **Staff:** Donald J. Frehe, Tom Edinger, Steve Palmer, Mike McHugh, Maria Cerone, Diane Rydzewski, George Marketos, Peter Polakowski.

**Visnews** 428

**Vitt Media International** 428  
1114 Avenue of the Americas, New York 10036

Hostess Family Classics (26), Big Blue Marble (125), My 17th Summer, Treasure Island, Witches Sister, Do Me a Favor Don't Vote for My Mom. **Staff:** Howard Marsh, William Morton, Phil DeCabia.

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|----------------------------------|---------------|---------------|--------------|---------------------|
| Network affiliate, top 40 market | ↑ 2.9         | ↑ 4.5         | ↑ 6.0        | ↑ 4.2               |
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| Network affiliate, top 50 market | ↑ .25         | ↑ 6.9         | ↑ 9.6        | ↑ 2.8               |

Based on Nielsen VIP® reports 1979-1981, subject to qualifications in said analyses.

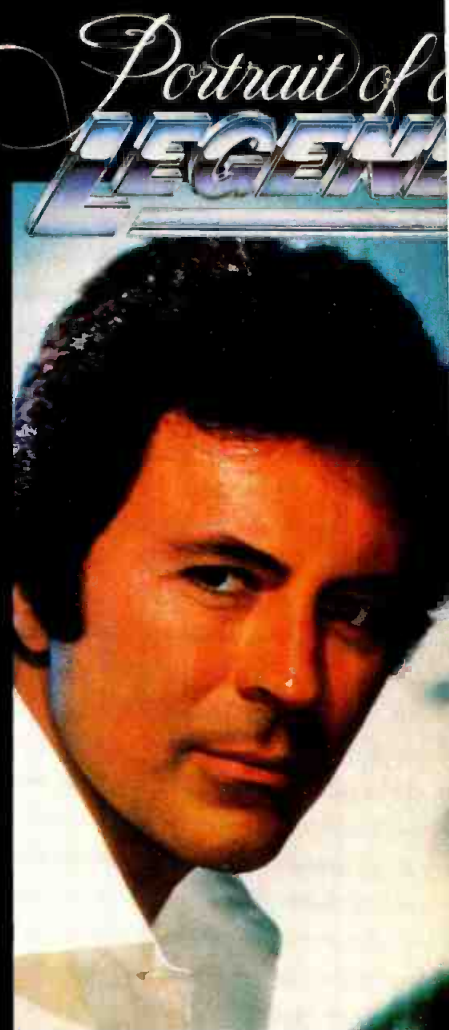
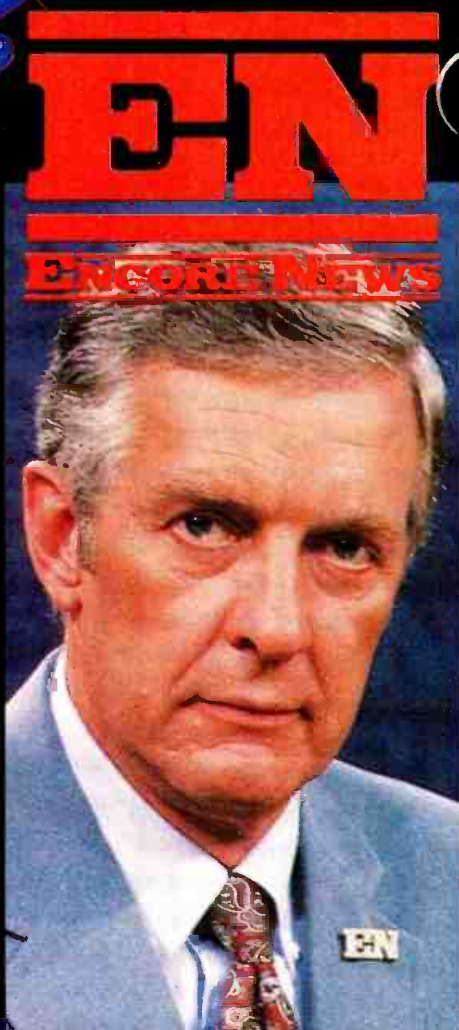
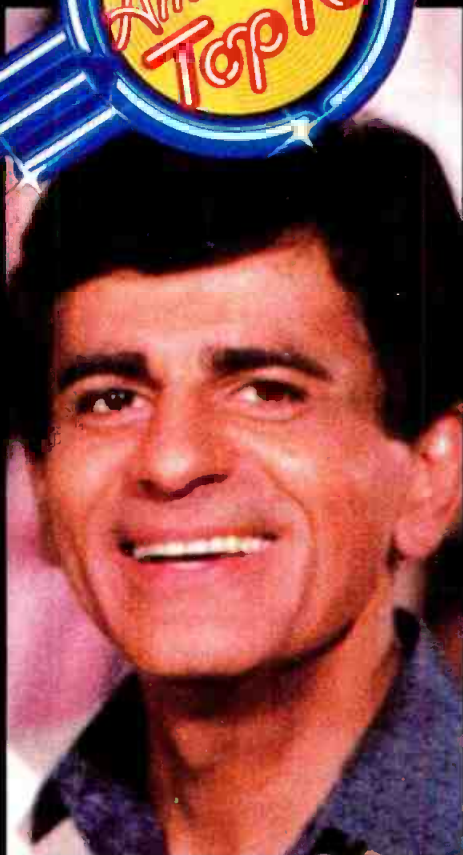
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**Warner Bros. 2980**  
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ugs Bunny & Friends (100), Porky Pig & Friends (156), Alice\*, Welcome Back Kotter 95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman 69), Dukes of Hazzard\*, Harry O (44), Wonder Woman (61), Kung Fu (62), Waltons (221), The FBI (234), Tarzan (57), Maverick (124), Roots: The Next Generations (14), Roots (12), Pearl 6, Phenomenon of Roots, David L. Wolper Specials of the 70's, Volume 22 (38), FBI Story 4), Volume 21 (26), 20 (30), 19 (30), 18 (28), 17 (23), 16 (22), 15 (15), 14 (22), 13 (28), 12 (12), 11 (10), 2-A (22), 1-A (22), 13 Classic Thrillers (13), Tarzan Features (32), Bowery Boys (48), Starlite 3 (30), 4 (30), 5 (29), 6 (28). **Staff:** Charles D. McGregor, William Hart, Peter Affe, Ed Donaldson, Bill Seiler, John Louis, Phillip Barkin, Arthur Kananack, Gordon Hellman, Paul Simon, Joel Kaplan, John Chickering, Dee Eulberg, Dan McRae.

**Weiss Global Enterprises 46**  
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**Western World Television 2927, 2928**  
**132 Lasky Dr., Beverly Hills, Calif. 90212**

Poetry of Landscape, In the Sky, Living Tomorrow, Britain at War, Medicine Today. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Midge Barnett.

**William Morris**
**326**
**Wold Communications/Robert Wold Co. 4-107**  
**10880 Wilshire Blvd., Los Angeles 90024**

Wold satellite network. **Staff:** Robert N. Wold, Gary J. Worth, Wayne Baruch, Robert E. Wold, Michael Sterba, Laurie Thelen, Paul Johnson, Mark Wallhauser.

**Worldvision Enterprises 2861**  
**660 Madison Ave., New York 10021**

Dark Shadows, Love Boat (150), Little House on the Prairie (166), Barnaby Jones (177), Man from Atlantis (20), Doris Day Show (128), Mod Squad (124), Combat (152), The Fugitive (120), The Invaders (43), Irish Rovers (39), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show, Newlywed Game, Holocaust, Against the Wind, Prime I (10), II (16), III (16), IV (26), V (26), VI (19), VII (25), Fun World of Hanna-Barbera (84), H-B's World of Super Adventure (129), Banana Splits & Friends (125), Saturday A.M. at the Movies (6), Top Cat (30), Wait Till Your Father Gets Home (48), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), Casper (244), Jackson Five (23), Jerry Lewis Show (17), King Kong (26), Lancelot Link-Secret Chimp (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Smokey the Bear (17), George of the Jungle (17), Discovery (103), 12th Annual Senior Olympics, Jack Nicklaus at the Home of Golf, Fabulous 60's (10), Bay City Rollers, Echo I, Herbie Mann, Is It Christ?, The Last Nazi, Raphael, Roberta Flack/Donny Hathaway, World of Liberace, World of Hugh Hefner, World of Miss World, New Fangles Wandering Minstrel Show, Musical Ambassadors, Kenny Rogers and the First Edition in New Zealand. **Staff:** Kevin O'Sullivan, Hal Golden, Bert Cohen, John D. Ryan, Jerry Rettig, Howard Lloyd, Randy Hanson, Ed O'Brien, Jim Thompson, Reggie Jester, John Barrett, Paul Danylik, Bill Baffi, Burton Rosenburgh, Steven Appel, Mel Watson, Brian O'Sullivan, Eugene Moss, Lucille Shevett.

**World North Television (MGM) 1676A**  
**One Dag Hammerskjold Plaza, New York 10017**

Black Belt Theater (13), Black Belt Theater II (26), WNT 1982 (14). **Staff:** Frank Stanton, Victor Elmaleh, George Hankoff, Niko Elmaleh, Martin Schildkraut, Larry Bensky, Lori Gold.

**Y&R Program Services 355**  
**285 Madison Ave., New York 10017**

Discover: The World of Science, Spirit of Christmas. **Staff:** Joseph Ostrow, Gerald Baldwin, Joseph Schrier, Stephen Lazarus.

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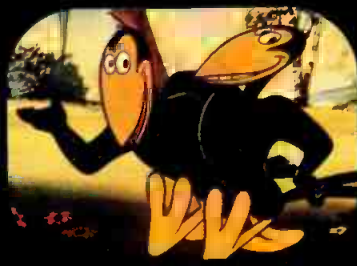
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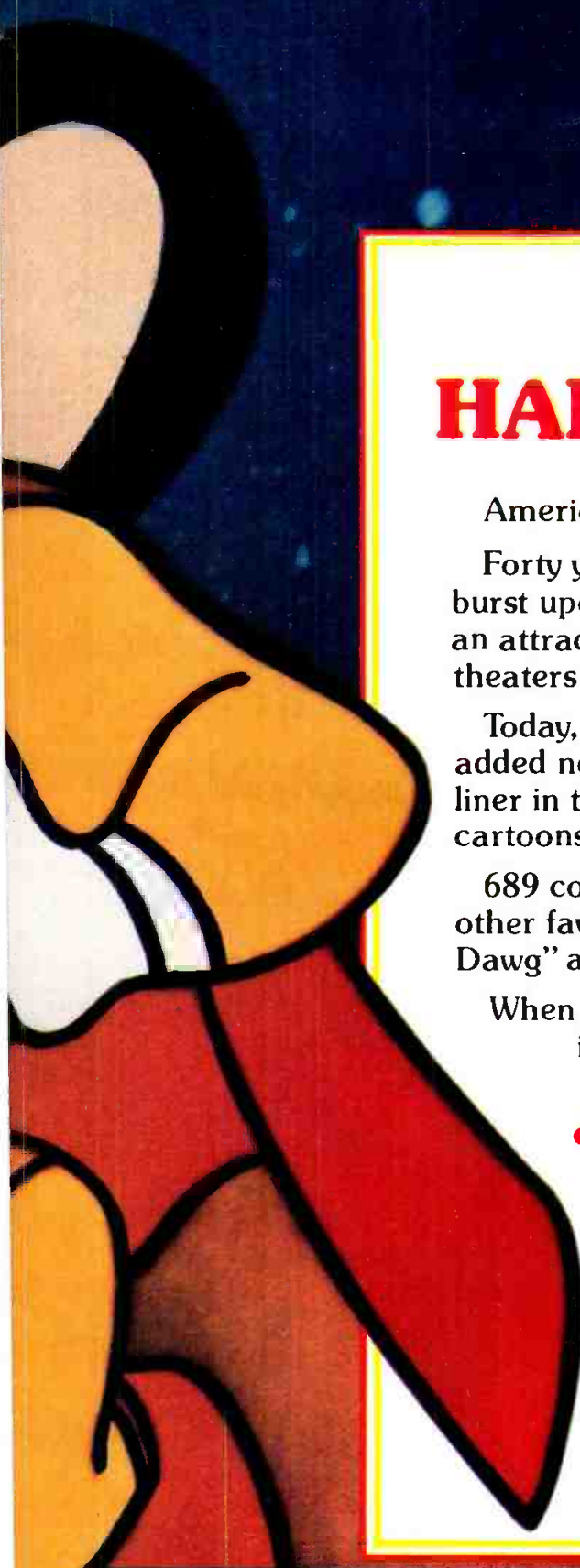
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## Will Radio Marti worsen the Cuban interference problem?

**That's question raised in hearings on new government service; Florida broadcasters, others want negotiations to avoid harm to their signals, also lessening of U.S. rules to allow fighting back**

The fate of American AM broadcasting and U.S. foreign policy as it affects Cuba were closely linked as the House Foreign Affairs Committee held hearings on the Reagan administration's proposal to create Radio Marti. The 50 kw station on 1040 khz would be the U.S.'s chosen instrument for breaking what the administration says is the Castro government's monopoly on information reaching the Cuban people. But some industry representatives who testified expressed concern that establishment of the station would simply aggravate the problem—already serious—of Cuban-caused interference to U.S. stations. They called for negotiations with Cuba. But others talked of a kind of electronic warfare.

With some reservations—including those of Chairman Clement J. Zablocki (D-Wis.), who wondered whether the government couldn't do the same programming by way of the Voice of America's AM outlet on Marathon Key, Florida, or

by private stations—the committee seems sure to approve the administration bill (H.R. 5427) authorizing the station and providing \$10 million in State Department funds for first-year costs. Indeed, Representative Dante Fascell (D-Fla.), chairman of the subcommittee on International Operations, said in effect that approval was a foregone conclusion. "The policy decision [by the administration] has already been made," he said. "Asking Congress to put a brake on this is unrealistic."

Assistant Secretary of State for Inter-American Affairs Thomas O. Enders said the purpose of Radio Marti—named after a 19th century Cuban patriot—is "to give Cubans the means they now lack to know what kind of society has been imposed on them, to have a source of news and entertainment that is not manipulated by the state, to find out what is really happening in their country, why so many have to go off to foreign military duty not always to return, and what the state does with the wealth of the Cuban people."

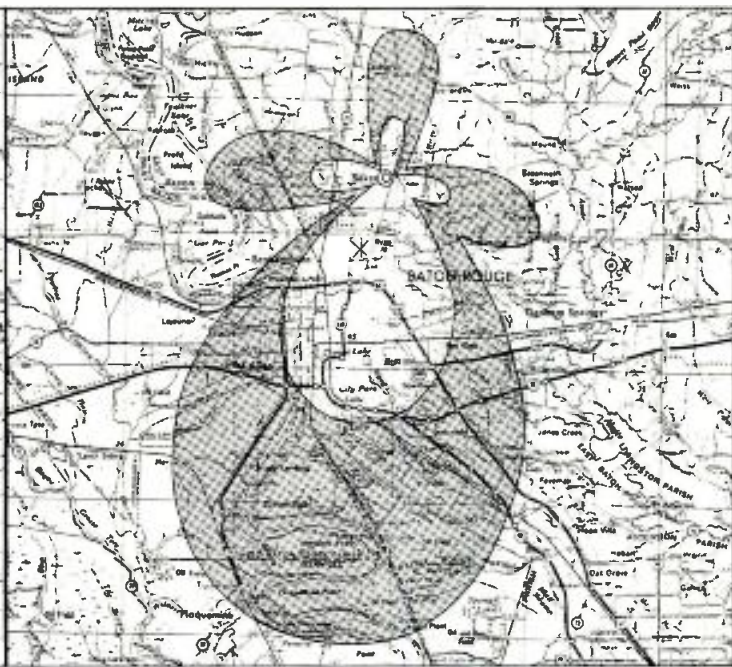
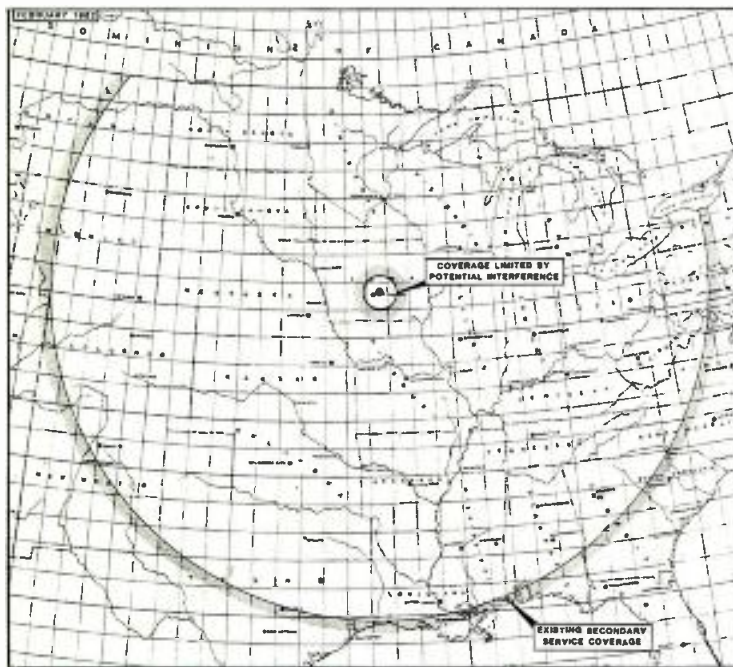
But what would be the cost to American broadcasting? The administration is well aware of Cuban-caused interference. The National Association of Broadcasters two weeks ago released a study documenting the problem (BROADCASTING, March 8). It shows that, if Cuba implemented plans for

the 187 stations—existing and proposed—in its inventory, the results for American broadcasting could be devastating. And Enders, in response to a question, said "there is no question" that the Cubans will use Radio Marti as an excuse for raising the level of interference.

But Enders made it clear he does not think Radio Marti would be the real cause. He noted that Cuban stations have been the source of interference to U.S. outlets since the 1960's and that, in 1979, "when the U.S. was trying hard to improve relations with Cuba," Havana announced plans for building a number of new transmitters, including two 500 kw stations. State Department officials say there is no indication, based on past dealings the interference problem would cease if Radio Marti did not go on the air.

The only remedial action Enders discussed in his statement involved defensive measures—"fast-track" regulatory procedures to enable affected stations to increase power or change frequencies when targeted (a tactic already being applied by the FCC, with the commission responding within 24 to 48 hours) or possible congressional action to compensate stations affected by "additional, aggressive interference should all else fail."

But in response to questions from Rep-



**Shrinkage.** Two examples of potential Cuban interference to U.S. broadcast operations are shown in these diagrams, part of a study commissioned by the National Association of Broadcasters. At left, the large outer ring shows the existing secondary service area of WHO(AM) Des Moines, Iowa, a 50 kw facility operating on 1040 khz. The small inner cir-

cle shows estimated coverage limits in the face of Cuban interference. At right, the large shaded area shows the estimated coverage that WLCS(AM) Baton Rouge, La., a 1 kw station on 910 khz, would lose to Cuban interference. In WHO's case, coverage would be reduced from 1,714,337 to 5,926 square miles; in WLCS's, from 314 to 76 square miles.

left no doubt he felt the U.S. should strike back at Cuban radio service, Enders said the U.S. might find it necessary to "retaliate" in response to Cuban radio "aggression." "We have the capability to interfere with Cuban radio on a broad scale," he said. "The Cuban government should know that if they attempt to cause interference or to target individual stations, two can play at that game."

Among the broadcasting industry representatives who testified, the toughest talk came from those closest to the firing line. Harold Frank, vice president and general manager of WINZ(AM) Miami and vice president of radio for the Florida Association of Broadcasters, and Herbert Levin, general manager of WQBA-AM-FM Miami and president of the South Florida Association of Broadcasters, both said representatives of affected agencies of government, including the FCC, State Department and Congress, should participate in a coordinated effort to find solutions to the interference problem. (A task force of FCC and State Department officials is already searching for solutions.) But Frank said FAB believes Castro needs "incentives" to come to the bargaining table and that, as a result, it has adopted a resolution calling on the government to build facilities to interfere with "and/or" jam Cuban radio signals. Levin noted that the south Florida radio broadcasters adopted a resolution supporting the concept of Radio Marti.

Representatives of national organizations, however, took a less heated view. The National Association of Broadcasters, the Clear Channel Broadcasting Service and the Association of Broadcast Engineering Standards called for negotiations with Cuba as a means of resolving the interference problem. And while Vincent Wasilewski, president of NAB, avoided mention of Radio Marti—he said the association had not taken a position on it—David E. Hilliard, speaking for CCBS, and Walter Johnson, the executive director ABES, expressed concern that Radio Marti would aggravate the problem.

Wasilewski said, "The solution lies with the federal government. Broadcasters implore Capitol Hill and the administration to work together with the Cuban government on this serious issue. While we fully recognize the political sensitivity of the Cuban interference problem, we urge you to carefully consider all negotiable options and their consequences which may affect each and every American."

Wasilewski said Cuba, which walked out of the western hemisphere conference on AM broadcasting in Rio de Janeiro last December and did not sign the Final Acts, "operates its facilities as an outlaw nation, ignoring international restrictions." And he said the implications for American radio stations throughout the country, not only in the Southeast, are "alarming." He cited the results of the NAB study on Cuban interference which shows that, if Cuba proceeds with its inventory of stations, over 200 AM stations in 32 states and the District of Columbia would suffer interference and reduced listening areas.

Hilliard, who is a partner in the law firm



White



Frank



Levin

**Common cause.** F. Clifton White, chairman of the Presidential Commission on Broadcasting to Cuba told that group's first public meeting that he "strongly supports" the concept of Radio Marti, the administration's proposal for broadcasting news of Cuba to that country. The meeting was attended by 14 broadcasters from Florida, concerned about interference being received from Cuba. Harold Frank, vice president of radio for the Florida Association of Broadcasters, and Herbert Levin, president of the South Florida Radio Broadcasters Association, discussed the interference problems both at the commission meeting and at hearings of the House Foreign Affairs Committee on Radio Marti.

of Kirkland & Ellis and counsel for the CCBS, and Johnson, who served on the U.S. delegation to the Rio conference, did not stop with urging the committee to consider negotiations as a way out of the interference problem. They said the presumed value of Radio Marti should be weighed against the possible loss in domestic service that could result. Radio Marti, Hilliard said, "has the potential for making a bad situation worse."

Such arguments did not seem to make much of an impression on the committee. Fascell described Radio Marti as an "irrelevancy" in connection with the interference problem. And Ireland, in response to a plea from Johnson to be sensitive to the danger to the U.S. system of broadcasting, called him "a Neville Chamberlain."

However, some support for the possibility that Cuba herself might initiate bilateral talks came from Kalmann Schaefer, assistant to the FCC chairman on international communications and head of the delegation to Rio. He noted that the success of the International Telecommunication Union is based on the self-interest of the members. Such self-interest, he said, raises the possibility that "Cuba may yet initiate another attempt to develop a scheme of AM broadcast allocations under which both Cuba and the United States would—in the main, at least—shelter their AM services from mutual interference."

Short of such talks—or their failure if held—Hilliard had another suggestion. He said the U.S. should go beyond its present policy of permitting stations to increase power to recoup service lost to Cuban interference. He said it should permit such increases above the 50 kw limit now imposed on American broadcasting. He

noted that the present policy discriminates against Class I clear channel stations which now operate with 50 kw and in some cases are suffering from Cuban interference.

Harriet A. (Sis) Kaplan, president of the National Radio Broadcasters Association, went a step further—to the delight of Fascell. She said it is "unfair that the Florida broadcasters should have to bear the brunt of the interference which has resulted from a political problem affecting the entire nation." She recommended that Congress suggest to the commission that it relax rules governing interference, "much of which interference is highly theoretical." She said the relaxation could be in the form of allowing affected stations to increase power—even above 50 kw—to overcome interference. She would grant such cases unless the interference to U.S. stations was "substantial." Such a plan, she said, would "result in a sharing of the burden of the Cuban problem" now experienced in Florida with stations outside of the state.

Fascell throughout the hearing had called for such an approach. And he chided the broadcasting industry for ignoring the problem while only Florida stations were affected. But he said the time has come for the industry "to stick together in this thing and do whatever is required to force a long-term agreement and help the industry people who are in difficulty."

But Wasilewski, in his testimony, cast doubt on the wisdom of an effort at sharing the burden, or even of attempting to counter Cuban interference by authorizing higher power for affected stations. Cuban interference patterns, he noted, change daily. "It takes nothing more than the turn of a screw in Cuba to give U.S. broadcasters a whole new set of problems." □

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## Satellite spacing: multifaceted debate

Comments filed in FCC proceeding to reduce orbital spacing run gamut of suggestions and opinions, but if consensus emerges, it is that FCC should use caution

The FCC should proceed gradually in any effort to expand satellite capacity. Or that seemed to be the consensus of the mixed comments the FCC received last week.

The comments came in response to an FCC proposal to reduce orbital spacing in the 4/6 ghz (C) and 12/14 ghz (K) bands last year (BROADCASTING, Oct. 5, 1981). In an effort to insure open entry and assure that demand for transponders didn't outstrip supply, the commission proposed to reduce spacing for satellites on the C band from four degrees to two. It also proposed to reduce the spacing on the K band from three degrees to two.

While some commenters argued for leaving the spacing alone, and others endorsed dropping both bands to two degrees, most appeared to agree that the FCC shouldn't reduce the spacing on either band below three degrees—at least for the near term.

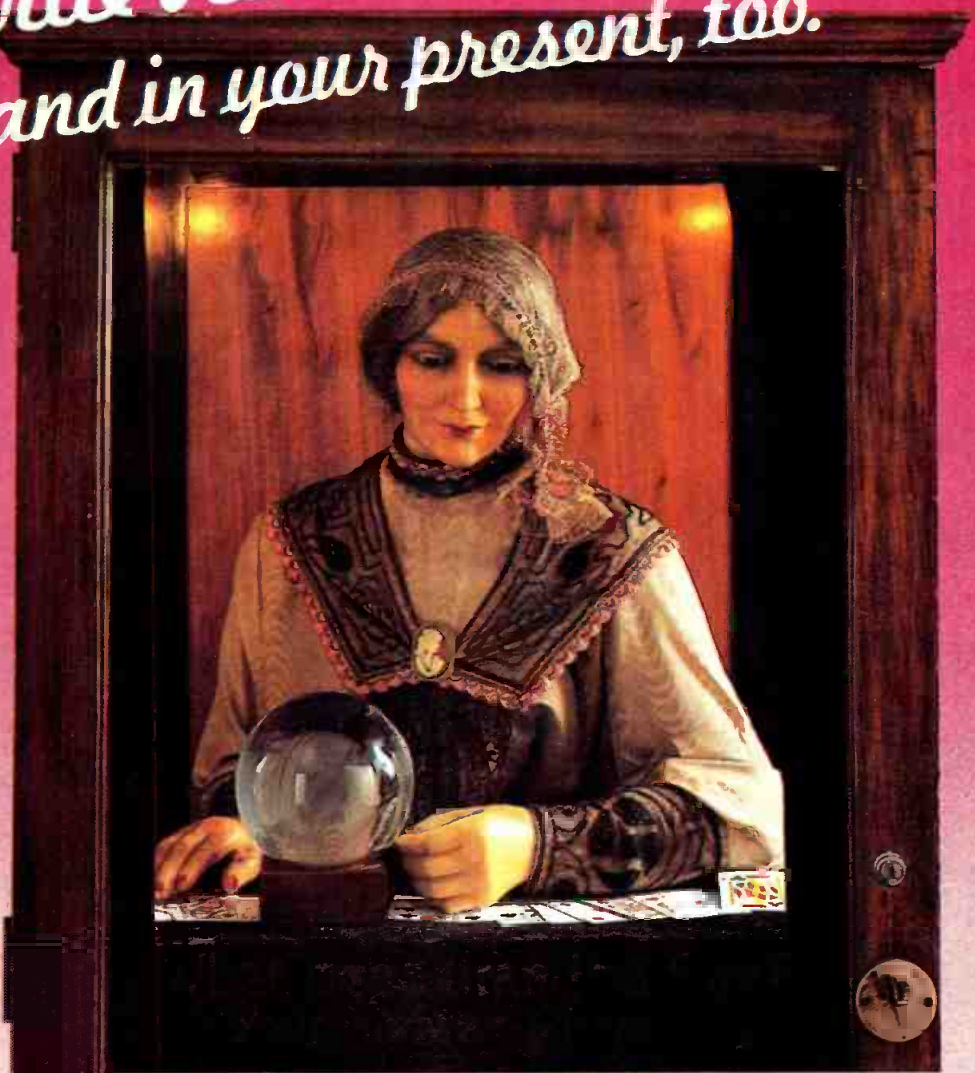
The Department of Commerce, for example, said it supported the FCC's proposals. "The growing demand, along with construction and launching costs already invested by the industry, require the commission to institute the space reduction proposals expeditiously," it said. "The commission's proposals represent the best opportunity for accommodating new entrants, thereby increasing the diversity of services and maintaining a competitive marketplace."

Satellite Syndicated Systems Inc. said the FCC's proposals were all for the good. "If the two degree spacing proposal is adopted, the supply of transponders will finally equal or even exceed the demand," it said. "This will result in less pressure on program suppliers to obtain transponders on a specific 'cable satellite' and thus prevent carriers and other domsats from exacting excessive prices and imposing restrictive conditions. With the development of more cable satellites, more programmers will emerge to fill the demand for diverse and specialized programming and the marketplace will finally normalize," SSS said.

The FCC's proposals may require "some upgrading of existing receive-only earth stations utilized by cable television operators and other receivers of satellite programming," it said. "However, the public-interest benefits of an abundance of inexpensive satellite services far outweigh the costs of adopting earth stations to the new two degree spacing," SSS said.

United Press International, however, said it was opposed to any decrease in the orbital spacing on the C band. According to UPI, it wouldn't be fair "to impose the economic and technical costs associated

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Charlie Rose in your future...  
and in your present, too.*



**A**  ... I see  
Charlie Rose  
with the largest  
percentage of  
women 18-49  
of all the  
syndicated daytime  
talk programs.



**A** 

**K**  ... I see  
Charlie Rose in  
6 of the top 10  
markets.



**Q**  ... I see  
Bob Hope,  
Sally Field,  
Ann Landers,  
Harry Reasoner  
and other  
big-name guests  
on the Charlie  
Rose Show.



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Charlie Rose  
Show, a half-hour  
daily program,  
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barter basis  
through Syndicast  
Services, Inc.



**10**  ... I see the  
Charlie Rose  
Show at the  
Syndicast booth  
at NATPE.  
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**10** 

Source: Nov. 1981 Nielsen SPA, daytime only.  
All audience data subject to qualifications available on request.

**POST-NEWSWEEK PRODUCTIONS**  
"We're producing results"

with small orbital spacing on customers who, in reliance on existing commission rules and policies, have made sizable investments in their existing systems and equipment."

Mutual Broadcasting System Inc. said that reduced orbital spacing would result in less transponder bandwidth. As a result, the six-foot antennas that Mutual uses would not meet interference objectives, Mutual said.

Although Mutual said it shared the commission's view that additional spacing would ultimately benefit all users and the American public, it also noted that a reduced spacing would create "major operational and financial consequences" for those having to retool and called for phasing in any space reductions "under a carefully developed plan which, among other things, includes implementation of the new policies on those points in the orbit which would have the least impact on existing users."

Westinghouse Broadcasting Co. Inc. said it supported the concept of reducing orbital spacing between C-band satellites to three degrees. "However, before implementation of any such reduction, the commission must assure itself that relatively inexpensive 4.5 meter antenna technology is available that provides adequate quality

reception of video programing," Westinghouse said.

Southern Pacific Communications Co. said it "clearly" recognized the need for increased orbital capacity. But, "because of problems inherent in two-degree spacing at this time, the commission should at the very least consider a gradual phasing in of this plan, affording minimum disruption to systems currently proposed. In the interim, until such time as two-degree spacing is more technically feasible, a variable spacing plan comprising some combination of different spacing could be implemented which considers the variations in currently planned or operational systems and accommodates them accordingly," Southern Pacific said.

The National Cable Television Association said it thought a three-degree spacing would be less disruptive than a two-degree one.

NCTA questioned the commission's conclusions regarding the ability of existing earth station equipment to deliver television to cable systems at acceptable or tolerable levels of interference. At the two-degree spacing, the receive-only dishes the cable industry uses now would be rendered obsolete, NCTA said.

Instead, NCTA recommended that satellites launched in the near term be

three degrees apart in the C band and two degrees apart in the K band. It recommended that two-degree spacing in the C band be authorized only after alternatives were considered and practical ground facilities were available.

NCTA said that a separate notice of inquiry should be launched on earth station antennas, after which "reasonable and practical rules or guidelines which would tolerate closer spacing of satellites could be adopted."

If the study were completed in time, new facilities could be made to meet the new rules or guidelines, perhaps in 1985. Existing facilities shouldn't be made to meet the new standards until 1995, so that "present earth station investments can be sensibly amortized," NCTA said.

RCA Americom said it thinks three-degree spacing is "practical with current satellite and terrestrial systems." A further reduction to two-degree spacing is possible, but would be dependent upon establishing stiff technical standards for transmit and receive earth station antennas; polarization standardization and interleaving of satellites; standardization of the satellite's signal strength on the ground and effective means of inter-satellite traffic coordination, RCA said.

Home Box Office Inc. said the FCC should be able to effect a shift to two-degree spacing on the K band "in relatively short order," causing only an "acceptable amount of dislocation." However, it said, reducing to two degrees the C band would "degrade the quality of cable television signals to a point that would be significantly below acceptable standards for those cable subscribers now served by 4.5 meter earth stations. Because the number of such earth stations is substantial and the impact upon the viewing public is unacceptable, it would be contrary to the public interest for C band satellites to be spaced at two degrees," HBO said.

"In the meantime, HBO urges the commission also to pursue expeditiously and vigorously alternative means of increasing in-orbit transponder capacity, including the use of reverse frequencies in the C band, and to explore the possibility of reverse frequencies in the K band as well," HBO said.

Hughes Communications Inc. said it favors an "immediate" reduction of C-band spacing to three degrees. "The additional orbital locations resulting from further reducing orbital spacings would unquestionably create benefits, but there would also be significant costs," Hughes said. "In assessing the cost-benefit trade-off, the commission should consider the impact on earth station owners and on innovation with regard to new services, and it should give satellite operators and itself the flexibility to respond to the dynamics of a constantly changing market. By continuing its evolutionary policies to foster both innovations and competition, the commission can improve the efficiency of orbital and frequency usage without creating prematurely and artificially rigid constraint on the future," Hughes said.

Satellite Business Systems said it sup-

## InSync

**Recent convert.** RCA Cablevision Systems has added new 58-channel digital converter series to its line of cable television equipment. Series KS converters have as options decoder capability, remote control and A/B switch that doubles capacity to 116 channels. Micro-computer memory can store up to 15 channels, and design anticipates future addressability option.

□

**Details uncovered.** Suit filed by Mutual Broadcasting System against Western Union (BROADCASTING, March 1) contains Mutual's account of details of agreement between National Public Radio and Western Union by which NPR's excess capacity on Western Union's satellite system could be sold to commercial users. According to suit, Western Union would receive rebate or kickback of between 60% to 90% of difference charged NPR and rate charged third party to which Western Union resells or brokers channel. Percentage of rebate depends on length of arrangement with third party and whether use of Western Union's uplink and/or downlink facilities is included. NPR spokesman declined to comment.

□

**Teletext filing.** United Kingdom Teletext Industry Group has filed opposition to CBS's petition for reconsideration of FCC's decision to permit marketplace to choose teletext system. In petition for reconsideration, CBS said failure to adopt standard might slow teletext development (BROADCASTING, Jan. 18). In opposition, United Kingdom said CBS's "fundamental reason" for pressing for standard was its fear that North American standard it has plugged "will not be competitive in the open market." United Kingdom said if commission tried to choose standard, teletext would be delayed for years.

□

**K-R experiment.** Knight-Ridder Newspapers has secured agreement with regional Florida bank to provide electronic banking service through its planned Viewtron videotext venture with AT&T. KRN videotext subsidiary, Viewdata Corp., said south Florida experiment will commence in mid-1983 and company hopes to sell Viewtron service to 5,000 homes in first year in three-county area that includes Miami, Hollywood, Fort Lauderdale and Palm Beach. Banking deal was signed with Southeast Bank.

□

**Westar IV launched.** NASA launched Western Union's Westar IV satellite Thursday, Feb. 25, from Kennedy Space Center at Cape Canaveral, Fla. Twenty-four-transponder satellite flies over equator at 99 degrees west longitude. Half satellite capacity will be used to replace Westar I which is nearing end of its usefulness and half will be used for host of other voice, data and video services, including distribution of Westinghouse/ABC's News Channels (BROADCASTING, March 1).

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## Saturday Night

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SATURDAY NIGHT  
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IN THE LAST FIVE YEARS.

| Year | Program                                | Ratings | Share | Total<br>Women | Women<br>18-34 | Women<br>18-49 | Total<br>Men | Men<br>18-34 | Men<br>18-49 |
|------|----------------------------------------|---------|-------|----------------|----------------|----------------|--------------|--------------|--------------|
| 1981 | SATURDAY<br>NIGHT                      | 3       | 13    | 10             | 9              | 10             | 20           | 19           | 19           |
| 1980 | YOU BET<br>YOUR LIFE/<br>CANDID CAMERA | 1       | 3     | 3              | 1              | 3              | 2            | 2            | 2            |
| 1979 | J. GLEASON/<br>VARIOUS                 | 1       | 1     | 3              | 1              | 1              | 3            | 2            | 2            |
| 1978 | ROOKIES                                | 1       | 2     | 4              | 3              | 4              | 2            | 2            | 2            |
| 1977 | MOVIE                                  | 2       | 7     | 6              | 2              | 3              | 7            | 4            | 6            |

SOURCE: ARB NOV. 1977-81

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Network



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Entertainment  
Network

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## ABC RADIO NETWORKS



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# NAMED BY FORTUNE MAGAZINE AS A PRODUCT OF THE YEAR—

## Music to Particular Ears

One of cable TV's many charms is its ability to serve up specific audiences for advertisers, much as specialized magazines do. This is called "narrowcasting," and the purest example to date is Music Television, from Warner Amex Satellite Entertainment Co. Launched in August, MTV beams out 24 hours a day a stream of performances by recording stars popular with the 12-to-34 age group. Over 300 U.S. cable systems offer the MTV channel to their 2.5 million subscribers for nothing, which is close to what the music costs Warner Amex. It consists almost exclusively of videotapes made by record companies and passed along free to MTV, just as records are to radio stations.

MTV's special audience has attracted such advertisers as Pepsi, 7-Up, Dentyne, and the U.S. Navy. Cable operators make money by selling two minutes an hour to local advertisers, and from renting a device (optional but irresistible) that delivers the sound through the subscriber's stereo.



Of the countless products and services introduced in 1981, FORTUNE magazine chose just 10 that deserved special attention. And one of them was MTV: Music Television. MTV was singled out for providing a unique and innovative contribution to the American marketplace.

# MTV: MUSIC TELEVISION

If MTV is that important to the general business community, think how important it can be to you. Although it's offered free to your basic subscribers, MTV can substantially increase your profits. With stereo hookups. Second-set charges. And, MTV allows you to sell two minutes of local advertising every hour.

What's more, it's also free to you. You don't have to be in the FORTUNE 500 to know that's a great deal.



ported the FCC proposals but thought the "goal must be implemented on a phased and flexible basis which will accommodate both user and carrier requirements."

That, SBS said, means "allowing current antennas which do not meet the proposed standard . . . to continue in use for the remainder of their lifetimes. . . . This should not frustrate the commission's ability to implement a reduced satellite deployment plan, particularly if it is able to assign adjacent orbital slots to homogeneous satellites."

Scientific-Atlanta Inc. said it thought the "commission is premature and optimistic in its expectation of going to less than three-degree spacing between satellites."

As an alternative, the FCC should use the orbital arc from 55 degrees west longitude to 70 degrees west longitude for "immediate expansion," reduce satellite spacing to three degrees in the C band in 1985, but continue three-degree spacing in the K band, Scientific-Atlanta said.

Western Union Telegraph Co. said it recognized the "virtual inevitability of spacing reduction at C band," but it didn't endorse the plan to go to two degrees.

"The spacing standard could become three degrees and evolve toward two degrees as improvements occur in the satellite technology," Western Union said. "We believe that matters such as these would best be resolved through the deliberations of an industrywide committee, with commission representatives included," Western Union said.

AT&T said even though it could modify its satellite services to accommodate two-degree spacing, "we believe that a 2.5-degree satellite spacing with a real 3 db improvement in each station antenna sidelobes is the most cost-effective means of significantly increasing the number of orbital slots."

The satellite telecommunications section of the Electronic Industries Association recommended that the FCC reduce spacing in the C band only to three degrees, continue three-degree spacing in the K band, and use the orbital arc from 55 degrees west longitude to 70 degrees west longitude for immediate expansion.

"Any further reduction of satellite spacing in the 4/6 ghz or 12/14 ghz band need not be considered until most or all the orbital arc is saturated with three-degree spaced satellites," EIA said. Further reductions should be considered only "after sufficient measured data can be gathered for the interference at this state," EIA said.

M/A Com Inc. said two-degree spacing could be implemented for most domsats by the end of the decade, as "long as domestic satellite operators are required to coordinate RF carrier plans, and transponder channel plans from one satellite to the next are required to coordinate the areas of polarization so as to achieve the benefits of cross-polarization isolation, and are required to publish actual measured transponder power levels."

M/A Com also thought "earth station manufacturers will have little difficulty

designing and manufacturing transmit/receive earth stations that, coupled with the above requirements on the space segment, will provide acceptable performance for most domestic satellite services." □

## Cable teletext service will be fed by satellite

**Field-SSS joint venture will use Satcom III-R to distribute text material in WTBS signal**

Although teletext is seen primarily as a broadcast service, millions of homes around the country might get their first look at teletext on cable television. Field Electronic Publishing Inc. and Satellite Syndicated Systems said last week that they are discussing a joint venture to offer a national teletext service via satellite and cable systems.

Teletext is a system for sending information—text and graphics—to home television screens during the vertical blanking interval of a television signal. The "pages" of information are sent cyclically; a decoder attached to the television receiver is instructed by the viewer to "grab" a page and display it on the screen. Broadcasters have been experimenting with such systems in the United States for the past few years, and are now waiting for the FCC to sanction the service.

Under the contemplated deal, FEP would supply SSS with a national teletext magazine comprising 120 pages of news, sports and weather. SSS would then insert the pages in the VBI of WTBS(TV) Atlanta and deliver the superstation along with the teletext magazine via Satcom III-R to

more than 4,000 cable systems and 18.5 million homes.

According to SSS spokesman Bill Sullivan, SSS would market the service to cable operators, who would offer the teletext service to their subscribers the "same way they would a pay tier." Consumers would have to pay a one-time installation charge, which would include the cost of the decoder, and a monthly subscription fee. Sullivan said no determination has been made on what SSS would charge cable operators for the service or guess what operators might charge consumers.

FEP is a wholly-owned subsidiary of Field Enterprises Inc., a Chicago-based company with interests in cable, broadcasting and publishing and is well prepared to enter into the new venture. It has been experimenting with broadcast teletext since April 1981 and has been offering a variation of teletext—a late-night (early morning) full-channel service in which the sequentially broadcast teletext pages can be watched without a decoder—since last September.

The new teletext service would share WTBS's VBI with SSS's current CableText services: UPI Cable News Wire, Reuters Newsview, View Weather and Dow Jones. The CableText pages, which are transmitted about once every 20 seconds, are taken out of the VBI at the cable headend and sent to homes on a full cable channel. SSS also will continue using the VBI for downloading of the Quotrader commodity reports to Apple computer users.

SSS and FEP have used the British Ceefax teletext technology for their various services and, according to Sullivan, will continue to use it in the new venture. SSS is negotiating with Zenith Radio, which has been supplying Ceefax decoding equipment to SSS and FEP, to manufacture the home decoders. □

## STC sets specs for DBS earth stations

Satellite Television Corp. last week released specifications for the satellite earth stations subscribers will need to receive the three channels of pay television from its direct broadcast satellites beginning in late 1985 or early 1986.

According to STC President Irving Goldstein, the release of the specifications is intended "to encourage marketplace competition and development of the best, lowest-priced home equipment possible." All interested manufacturers, STC said, are invited to develop and build prototypes of earth stations and deliver them to STC by July 15, 1982.

STC says it would prefer to "stimulate" the market without making a purchase of earth stations, but there is a strong possibility it will be forced to. One industry source said it is unlikely that any manufacturer will make the enormous investment necessary to tool up for DBS earth station production without a sizable contract from STC in hand. According to one manufacturer, STC's initial order, which might come as soon as this summer, will ask for

50,000 earth stations.

The specifications, which are available from STC's David Durand, cover the two-and-a-half foot antenna, the outdoor microwave unit that downconverts the 12-ghz DBS frequency to an intermediate, a frequency more immune to interference, and the indoor unit that demodulates the signal and remodulates it at an open VHF frequency.

There are a number of companies interested in the DBS market, which could require several million units by the end of the decade. Among them are General Instrument, Scientific-Atlanta, Satcom Inc., NEC America, Panasonic, Microdyne and California Microwave.

At start-up, STC will have only one operational satellite in place to deliver its service to the Eastern time zone, but assuming it finds a partner to share the enormous financial and operational burden of the system, three additional operational satellites to serve the rest of the country could be launched within a year after service is inaugurated. □

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## Time banking: casting a wary eye on a common practice

**In wake of JWT debacle, opponents and proponents of time banking have begun assessing value of program bartering in exchange for future commercial air time**

The spotlight on time banking in television program syndication as a result of J. Walter Thompson's financial problems and its ensuing decision to discontinue this practice (BROADCASTING, March 8) has split some advertising agencies and media buying services into widely opposing camps.

On the one side are the opponents of time banking (the bartering of programing to local stations in exchange for future commercial air time) who contend the procedure is complex and difficult to control and manage; often locks a client into certain stations irrespective of their programing; provides stations with programing of questionable quality and enables some agencies with large spot TV dollars to use that leverage to persuade stations to accept less-than-desirable programs.

Its proponents insist that time banking, with proper controls, can be beneficial to both stations and advertisers. They concede the procedure must be carefully monitored. They say the station should be provided with a suitable program and the agency should "cut" a satisfactory deal, generating time worth at least 20% more than the value of the program in the market and often considerably more than that. This approach, they say, can help stations recoup funds during slack periods. When the time actually is used, they continue, the agency or the buying service should be certain the spots are run off in a satisfactory period.

The Thompson debacle erupted last month when the agency revealed its syndication unit had made fictitious accounting entries of \$24.5 million over a four-year period (BROADCASTING, Feb. 8 et seq.). This led to the suspension without pay of Marie Luisi, senior vice president and director of communications services, who headed the program syndication ac-

tivities. Ten days ago Thompson announced it would withdraw from general time banking but not from barter syndication, when it involves in-show commercials or a single client time bank (BROADCASTING, March 1). Without being explicit, Thompson indicated that time banking may have been tied to its financial woes in syndication.

Agencies and station representatives canvassed by BROADCASTING pointed to some diminution of time banking in the immediate future although there was no clear-cut consensus. Stations, agencies and media services may be slightly wary now, officials say, but the practice seems too firmly embedded to disappear. They agree time banking can be a boon for stations in a period of rising program costs and recessionary pressures but stress that stations should guard against accepting low-quality shows.

Television station interest in the Thompson gambit was underscored by Roger Rice, president of the Television Bureau of Advertising. He said eight TV stations of varying sizes have called him since the Thompson announcement.

"They said they were glad to hear about the action," Rice reports. "Mind you, stations are not against barter. They want time to be bought and sold on merit and programs to be bought and sold on merit. Too many times some agencies and buying services use the 'carrot-and-stick' approach—in other words, take the program and we'll take care of you when it comes to buying spot television in your market."

A spokesman for J. Walter Thompson said last week the agency always had a firm policy against so-called "tie-in" barter and added that "more than a year ago we separated the buying function from syndication, so that the same people were not involved in buying as were involved in syndication, although Marie Luisi still headed both units."

Five other agencies are known to be active in program syndication. Doyle Dane Bernbach, Cunningham & Walsh and Lexington Broadcast Services, independent

subsidiary of Grey Advertising, do not operate time banks, but function along the lines of the new Thompson set-up. The time bank route is still in effect at Ted Bates & Co. and Dancer Fitzgerald Sample.

Walter E. Reichel, senior vice president and executive director of media and programs for Bates, says the agency intends to continue with its time bank. He notes that the Bates approach is different from Thompson's in that Bates does not buy the programing but locates programs it believes stations need. The stations provide Bates with time, he adds, and after selling the time to its clients for 80% of the market price, Bates pays the program supplier.

Peggy Green, senior vice president and director of local broadcast for Dancer and president of its Program Syndication Services subsidiary, says the agency has gone on record as retaining time banks since there are sufficient controls. Her unit, she maintains, provides stations with programs they can use and the arrangement can be useful for all parties concerned.

Stan Moger, executive vice president of SFM Media Corp., New York, confides he has long been uncomfortable with time banks. He said SFM had only one experience with the procedure about a year and a half ago and it was "a disaster." He claims time banking is difficult to manage and control, particularly in view of changing personnel at stations. He says it often locks clients into stations irrespective of the programs they are carrying. And, he says, it paves the way for some agencies to use their clout in spot spending to force stations to take lackluster programing.

Dean McCarthy, vice president and director of Harrington, Richter and Parsons, thinks both stations and distributors are making "a mistake." In the long run, he believes, the straight cash transaction will turn out to be the best approach.

"But I have no illusions that barter and time banks will go away," he agrees. "There's always the inducement that your out-of-pocket costs are being reduced. But more and more the advertiser is controlling the station's spot inventory. We all know that tie-in barter exists and there will be stations willing to deal."

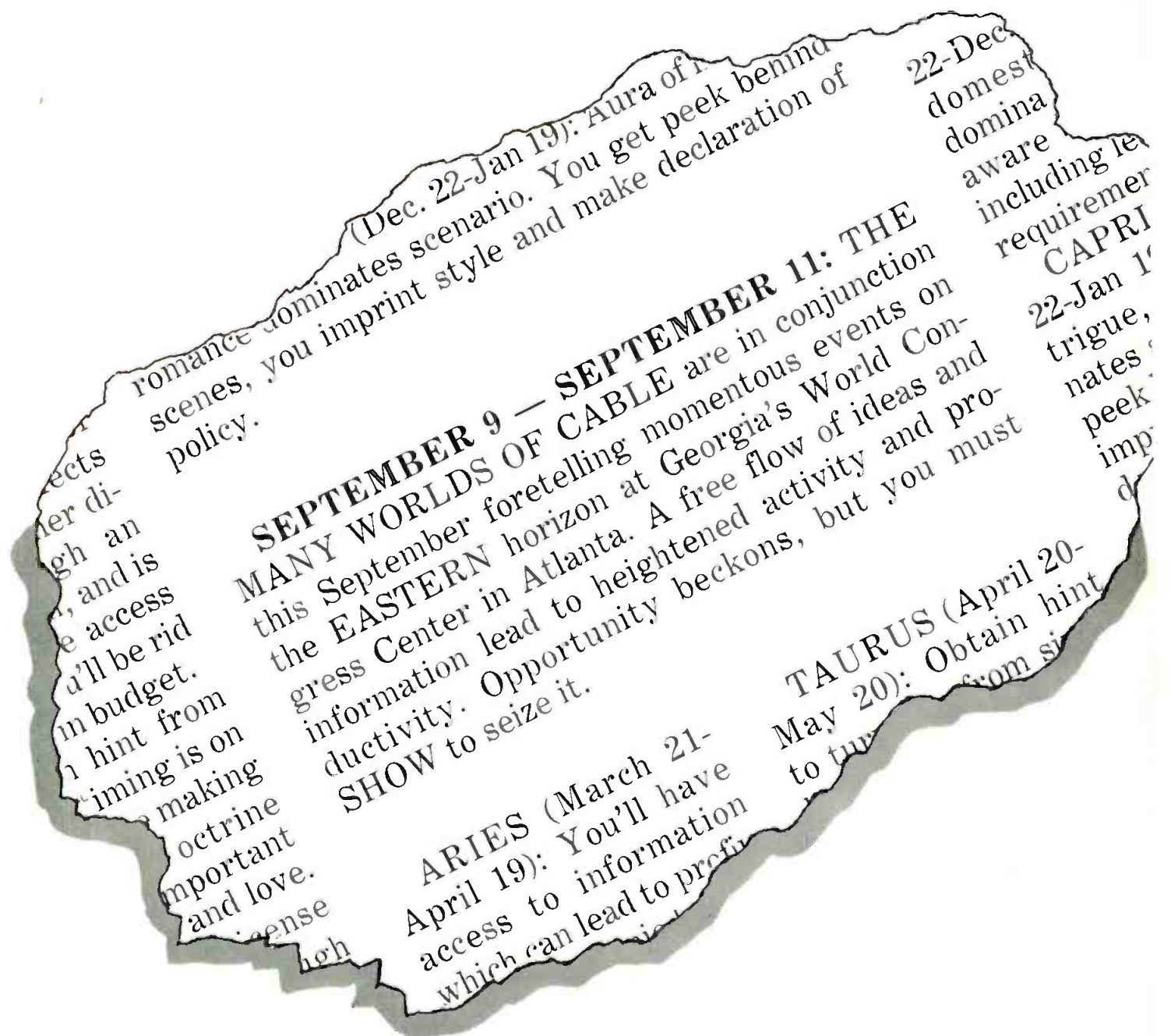
A media buying official who asked not to be identified said barter and time banking are not new phenomena. They have existed and flourished many years, he said, pointing out that the legendary film promoter, Matthew Fox, was putting together multimillion-dollar barter deals for feature films more than 25 years ago. "They barter like there's no tomorrow. Not only for television programs, station

**New media impact.** The new technologies will have an impact on advertising research comparable to the effect produced by the advent of television, according to Dr. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

In a keynote speech to the Advertising Research Foundation's 28th annual conference, Bogart reminded his audience that television produced "a tremendous amount of new research because it had to establish quickly its unique power and sales effectiveness." He said a fair prediction is that "we are headed for a new spurt of revitalized research activity, creativity and funding" as "we face insistent demands for better understanding of how the new media work and what they mean for advertisers."

One important change, he said, is that with new technologies, an interactional system allows the consumer to place an order directly through his keypad instead of picking up a phone and calling an 800 number.

# YOUR CABLE Horoscope



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And what other exhibit features the most sophisticated and cost-effective editors and peripherals in the business? All plug-compatible, all based on Sony's total system approach, and all technologically superior.

And where else will you find the incredible Betacam™ system? The most compact, the most lightweight, and the highest performance combination of recorder and cameras (one-tube and three-tube) of its kind anywhere. And most important of all, it's the greatest value for your money in the industry.

The answer: only at Sony.

So after wading through an endless array of ordinary exhibits, come watch Sony turn up the lights on the most significant broadcast innovations of 1982.

**SONY**

Broadcast

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broadcast equipment, office equipment, motel space, trips, you name it, they have it. And they've got enormous time banks."

Moreton Binn, board chairman of Atwood Richards Inc., New York, pointed out his company has been in operation since 1958 and adds: "Do you think we could have lasted that long if the media did not trust us?"

The firm, which he refers to as a "reciprocal trade organization," functions in all media but is particularly heavy in broadcast. He indicates that program syndication is one facet of his business but not the leader in generating the time banks established at stations throughout the country.

He does not believe the JWT experience will have a deleterious effect on barter syndication or time banking. He points out that several media service organizations and at least one major advertising agency, Lennen & Newell, have gone bankrupt in recent years but other organizations have thrived.

Binn says there are no hard rules in "cutting a barter deal." It depends on the urgency of the need, either on the part of the station or the barter house. He has completed some transactions in which the time was only slightly below the market price and in others where the ratio was considerably higher.

"Barter is at its peak today," Binn asserts. "The economy is faltering, unemployment is high, bankruptcies are

growing. As long as we continue to deliver on our promises to stations and other customers, our business will continue to thrive."

## Bates sees good news in annual media costs survey

**Study shows that lower-price trend will continue this year**

Ted Bates Advertising, New York, has a positive message about media costs for 1982: it expects the "dis-inflation" trend in advertising that began in 1981 to continue this year.

In its annual analysis of media cost trends, released last week, Bates projects that the increases in network TV, spot TV, network radio and spot radio should be parallel or only slightly higher or lower in 1982 than the Conference Board's estimate of a 7% growth in the consumer price index.

"We anticipate [a] moderate C-P-M increase in network TV—5% for daytime and 8% for evening," the Bates report says. "Spot TV should increase at the same rate as in 1981—5%. Network radio (9%) and spot radio (7%) should experience similar increases in C-P-M's that occurred in 1981. Magazines (6%) and outdoor (7%) should parallel the Conference Board's estimate of 7% CPI growth, while newspa-

pers and supplements should exceed the CPI growth rate with a 9% C-P-M increase."

The analysis, prepared by the media information and analysis division of Bates's media program department, tracks trends in unit costs, audience, national expenditures and C-P-M's for nine media segments over the past 12 years (see page 154).

The report estimates that between 1970 and 1981, unit costs climbed by 188% in daytime network TV, 206% in evening network TV, 88% in spot TV, 134% in spot radio, 132% in network radio, 69% in magazines, 150% in newspapers, 120% in supplements and 162% in outdoor.

During the same 12 years, according to Bates, audiences grew by 21% in daytime network TV, 23% in evening network TV, 25% in spot TV, 31% in spot radio, 66% in network radio, 2% in newspapers and 13% in supplements. The magazine audience dropped by 3%.

In a section devoted to cost-per-thousand trends, Bates says the rise in C-P-M's during the 12-year period was 139% for daytime network TV, 148% for evening network TV, 59% for spot TV, 78% for spot radio, 39% for network radio, 74% for magazines, 144% for newspapers, 95% for supplements and 128% for outdoor.

The Bates report underlines that the "boom years" were 1976-79 when there were dramatic increases in C-P-M's, especially in television. During that period, according to Bates, there were annual average percent increases of 17% for daytime TV, 14% for evening network TV and 10% for spot TV. Bates stresses that these increases outpaced the CPI, which climbed at an 8% annual rate. Bates comments that all other media showed increases that closely paralleled the CPI increases during 1976-79.

Turning to advertising volume performance, Bates observes that during those "boom years" the growth in total annual advertising investment exceeded the growth in the GNP (gross national product) 12% to 15%. Bates adds that a similar trend occurred in 1980 and 1981, with advertising volume rising by an annual average of 11.5% while GNP climbed by 10%.

In assessing 1981, Bates hails the return of single-digit C-P-M increases—the first time this has happened since the early 1970's. The agency points out that television (both network and spot) C-P-M's increased at roughly half the rates exhibited during the "boom years" and 1980.

"Network radio, however, exhibits a unique pattern in that it experienced an 8% C-P-M increase in 1981 compared to a 5% increase in the previous year. We believe there are two major contributing factors for this rise: network radio has traditionally operated with a 'limited' advertising base and the development of new, narrowly targeted networks has escalated demand for this medium."

The agency concludes that 1982 media costs will still rise in spite of economic pressures, including high unemployment and a stagnating GNP. But Bates says if the

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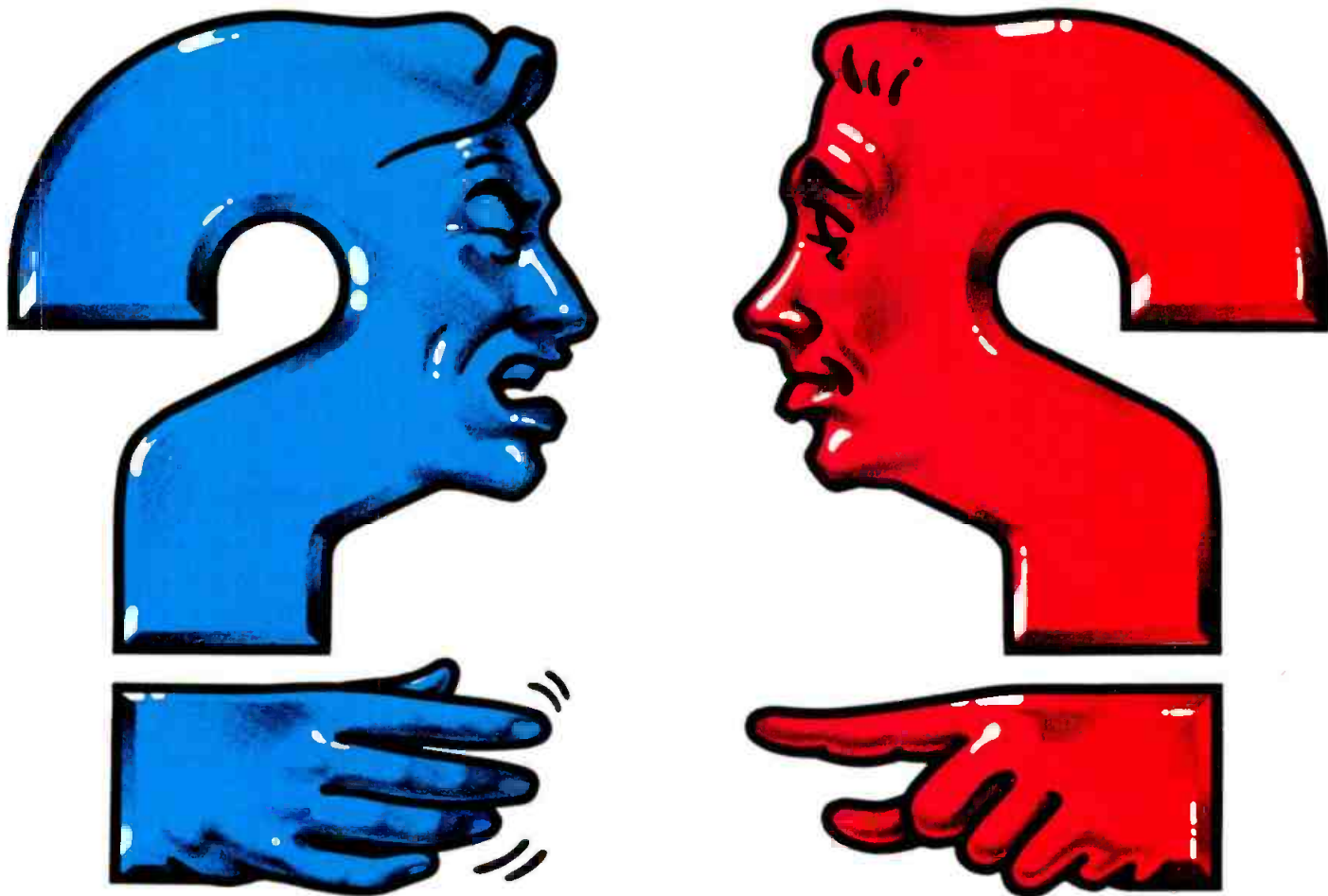
Serving the television industry, worldwide, with a tradition of professionalism and integrity.

To find out about our line-up of daily and weekly programs, contact Larry Cummings, Vice President/Media, at N.A.T.P.E. or at our office.



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Every week "It's Your Business" pits the experts against each other for 30 minutes of heated debate and cool reason. It's the only national public affairs program that gives your viewers both sides of the issues.

Our unique format has carried us into our third successful season on 150 commercial television stations, including 44 of the top 50 markets.

Prominent figures from

Congress, business, labor, consumer groups and government join U.S. Chamber of Commerce President Richard Leshner and Moderator Meryl Comer to debate major business and economic issues affecting everyone.

See this exceptional public affairs program at NATPE. Ask about our barter arrangement. And find out why our dissenting adults make sense for your viewers.



Visit our NATPE Suite 317.

Charlie, our caricaturist, is back to capture your personality.

It's Your Business - Produced weekly by the  
Chamber of Commerce of the United States.

**DON'T  
GAMBLE  
IN  
LAS  
VEGAS.**



Visit Multimedia at NATPE  
in Suite 4-103/105, Las Vegas Hilton.

What are your chances of leaving Las Vegas a winner? Extremely good if you stop by Multimedia's hospitality suite during NATPE, and check out our odds-on favorites for 1982.

**Country Specials.** Our country music specials are popular all over the country. No wonder, when they include stars like the Statler Brothers, Barbara Mandrell, Roy Clark, Tammy Wynette and others.

**Young People's Specials.** The audience for our Young People's Specials reaches far beyond just young people. These sensitive, award-winning specials are true family entertainment.

**American Pie.** Multimedia introduces a brand new idea and concept to informative television. An entertaining slice of Americana. American Pie travels throughout the U.S. to bring you special stories

about special people. This fast-paced magazine show is hosted by JoAnn Pflug and Squire Fridell.

**Donahue.** *Time* magazine recently called Donahue "consistently the best national talk show." The latest Nielsen ratings confirm that Donahue attracts more total women and more women 18 to 49 than his talk show competition — Merv Griffin and John Davidson combined. That's quality and quantity.



**MULTIMEDIA**  
Multimedia Program Productions, Inc.

### Cost-Per-Thousand Trends

|             | Day Net TV | Eve Net TV | Spot TV | Magazines | Newspapers | Supplements | Spot Radio | Net Radio | Outdoor | CPI |
|-------------|------------|------------|---------|-----------|------------|-------------|------------|-----------|---------|-----|
| 1970        | 100        | 100        | 100     | 100       | 100        | 100         | 100        | 100       | 100     | 100 |
| 1971        | 87         | 93         | 98      | 101       | 104        | 101         | 102        | 99        | 104     | 104 |
| 1972        | 84         | 99         | 92      | 100       | 107        | 103         | 108        | 89        | 111     | 108 |
| 1973        | 95         | 111        | 91      | 99        | 112        | 107         | 108        | 89        | 114     | 114 |
| 1974        | 105        | 120        | 93      | 103       | 130        | 116         | 109        | 89        | 123     | 127 |
| 1975        | 110        | 122        | 93      | 111       | 147        | 121         | 115        | 90        | 131     | 139 |
| 1976        | 137        | 133        | 116     | 113       | 161        | 125         | 129        | 99        | 140     | 147 |
| 1977        | 177        | 167        | 122     | 123       | 175        | 148         | 140        | 108       | 153     | 156 |
| 1978        | 191        | 182        | 122     | 135       | 190        | 150         | 148        | 116       | 169     | 168 |
| 1979        | 200        | 205        | 133     | 146       | 205        | 163         | 155        | 123       | 188     | 190 |
| 1980        | 222        | 232        | 144     | 162       | 224        | 178         | 166        | 129       | 208     | 214 |
| 1981        | 239        | 248        | 150     | 174       | 244        | 195         | 178        | 139       | 228     | 234 |
| 1982 (est.) | 250        | 267        | 158     | 184       | 266        | 212         | 190        | 151       | 244     | 251 |

### Unit Cost Trends

|             | Day Net TV | Eve Net TV | Spot TV | Magazines | Newspapers | Supplements | Spot Radio | Net Radio | Outdoor |
|-------------|------------|------------|---------|-----------|------------|-------------|------------|-----------|---------|
| 1970        | 100        | 100        | 100     | 100       | 100        | 100         | 100        | 100       | 100     |
| 1971        | 94         | 96         | 102     | 100       | 104        | 99          | 106        | 111       | 108     |
| 1973        | 98         | 109        | 95      | 97        | 107        | 102         | 112        | 117       | 119     |
| 1973        | 113        | 124        | 95      | 97        | 114        | 109         | 119        | 119       | 123     |
| 1974        | 121        | 137        | 100     | 102       | 130        | 121         | 124        | 117       | 134     |
| 1975        | 140        | 147        | 102     | 107       | 144        | 131         | 132        | 123       | 144     |
| 1976        | 163        | 160        | 130     | 110       | 159        | 135         | 151        | 129       | 156     |
| 1977        | 204        | 203        | 137     | 119       | 173        | 156         | 166        | 148       | 172     |
| 1978        | 227        | 228        | 140     | 130       | 190        | 168         | 179        | 159       | 191     |
| 1979        | 247        | 256        | 160     | 140       | 205        | 183         | 193        | 171       | 212     |
| 1980        | 279        | 300        | 179     | 156       | 226        | 201         | 213        | 195       | 237     |
| 1981        | 288        | 306        | 188     | 169       | 250        | 220         | 234        | 232       | 262     |
| 1982 (est.) | 302        | 330        | 197     | 180       | 274        | 242         | 253        | 255       | 285     |

### Audience Trends

|             | Day Net TV | Eve Net TV | Spot TV | Magazines | Newspapers | Supplements | Spot Radio | Net Radio | Outdoor |
|-------------|------------|------------|---------|-----------|------------|-------------|------------|-----------|---------|
| 1970        | 100        | 100        | 100     | 100       | 100        | 100         | 100        | 100       | 100     |
| 1971        | 107        | 103        | 104     | 99        | 100        | 98          | 104        | 112       | 104     |
| 1972        | 116        | 110        | 103     | 97        | 101        | 99          | 104        | 132       | 107     |
| 1973        | 119        | 111        | 105     | 98        | 102        | 102         | 111        | 134       | 108     |
| 1974        | 115        | 112        | 108     | 99        | 100        | 104         | 113        | 132       | 108     |
| 1975        | 127        | 120        | 110     | 97        | 98         | 108         | 114        | 136       | 110     |
| 1976        | 119        | 120        | 112     | 97        | 98         | 108         | 117        | 130       | 111     |
| 1977        | 116        | 121        | 112     | 96        | 99         | 106         | 119        | 136       | 112     |
| 1978        | 119        | 125        | 115     | 96        | 100        | 112         | 121        | 138       | 113     |
| 1979        | 123        | 125        | 121     | 96        | 100        | 112         | 124        | 139       | 113     |
| 1980        | 126        | 128        | 125     | 96        | 101        | 113         | 128        | 151       | 115     |
| 1981        | 121        | 123        | 125     | 97        | 102        | 113         | 131        | 166       | 115     |
| 1982 (est.) | 121        | 123        | 125     | 97        | 103        | 114         | 133        | 168       | 117     |

### National Expenditure Trends

|      | Day Net TV | Spot TV | Magazines | Newspapers | Net Radio | Outdoor |
|------|------------|---------|-----------|------------|-----------|---------|
| 1970 | 100        | 100     | 100       | 100        | 100       | 100     |
| 1971 | 96         | 93      | 106       | 111        | 107       | 112     |
| 1972 | 109        | 107     | 111       | 124        | 111       | 125     |
| 1973 | 119        | 112     | 112       | 125        | 110       | 130     |
| 1974 | 129        | 121     | 116       | 134        | 111       | 132     |
| 1975 | 139        | 132     | 113       | 137        | 122       | 143     |
| 1976 | 172        | 175     | 138       | 169        | 145       | 164     |
| 1977 | 209        | 179     | 167       | 188        | 159       | 188     |
| 1978 | 240        | 209     | 201       | 201        | 179       | 199     |
| 1979 | 277        | 233     | 227       | 254        | 193       | 231     |
| 1980 | 309        | 265     | 250       | 272        | 219       | 244     |
| 1981 | 334        | 300     | 271       | 318        | 253       | 256     |

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and Network Radio, 60 seconds for Spot Radio, one page four-color for Magazines, miline black and white for Newspapers, one page black and white for Supplements and 100 showing for Outdoor. Audience levels and CPM's are based on women 18+ for Day Network; total persons 2+ for Evening Network; TV households for Spot TV; persons 12+ for Radio; circulation for Magazines, Newspapers and Supplements; and total population for Outdoor. Sources for audience information are: Network and Spot TV—A.C. Nielsen; Network Radio—"RADAR"; Spot Radio-Arbiltron; Magazines—Magazine Publishers Association; Newspapers—Newspaper Advertising Bureau; Supplements—Standard Rate and Data; Outdoor—Outdoor Bureau and estimates. Figures for 1982 are Ted Bates's estimates.

government is successful in holding down inflation, the moderating trend in media prices might be a sustained one, "bringing with it welcome relief to advertisers." □

## Ayer cable study: still rural-oriented

**Ad agency says that penetration is not high enough in most major ADI's for targeted media buys now, but that, it says, will change**

"Rural/small town cable with a sprinkling of suburbs may be just the thing for some marketers—a kind of *Grit* of the airwaves ... but marketers who want to reach "any target group with a high degree of concentration in large metropolitan areas, like trend-setting young women, wine consumers or PM's (professionals/managers) may be barking up the wrong tree with cable."

That assessment of cable advertising comes from a study by Ayer Media, a unit of ad agency NW Ayer. The report maintains that "with all the advertising interest in cable, its future looks very rosy, ... in all this hubub, however, we shouldn't forget that the future is really not here yet."

Ayer focused on the disparities in cable penetration, stressing that cable today remains "in most instances ... a small market/rural market phenomenon." Moreover, "in 22 of the top 50 markets, cable penetration is less than 5% in the center city and its immediate suburbs."

Philadelphia is used as an example. Ayer noted it is the country's fourth largest ADI with 25% cable penetration, "equal to the national average." But a close look at the market, Ayer suggests, shows cable would not be a good vehicle in the ADI "for reaching selective affluent targets." PM's, says Ayer, are concentrated in seven suburban counties, none of which have higher than 15% cable penetration. "Cable does remarkably well in the south Jersey pine barrens and the Pennsylvania Dutch farm country where the PM's of the area do not reside in great numbers." Ayer suggests that means cable might be a consideration for "an advertiser like J.C. Penney or John Deere," which would want to reach the outlying areas of the Philadelphia ADI, but not for others.

In a few markets, Ayer says, cable's future has already arrived: San Francisco, San Diego and Pittsburgh. But in most major markets, according to the agency, cable still has a long way to go.

"This is not meant to dampen the spirits of those who are careening full tilt into cable television," the report states. "Its real purpose is to advise you that unlike network television, cable is not available in equal numbers throughout the nation. An advertiser must overlay his geographic and demographic needs with what cable has to offer at this time; otherwise a national advertiser who is seeking groups concentrated in the urban/suburban core of major cities, buying cable television today may be just eating the hole in the donut." □

# **MOBIL SHOWCASE NETWORK PROGRAMMING AVAILABLE FOR SYNDICATION**

**"Churchill and the Generals"**

**"The Seven Dials Mystery"**

**"Why Didn't They Ask Evans?"**

**and Masterpiece Theatre's**

**"I Remember Nelson"**

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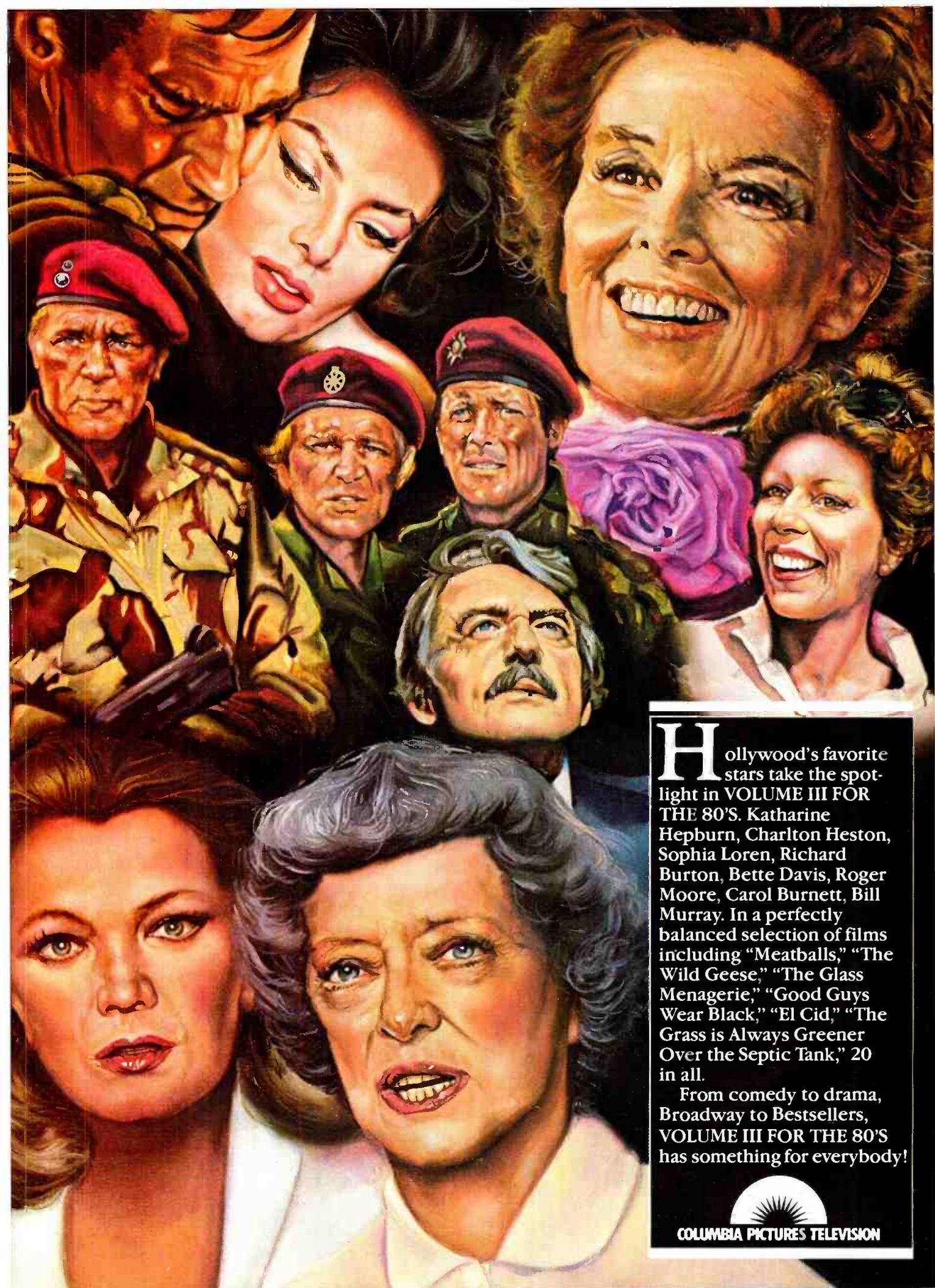
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# PLAY FAVORITES.





**H**ollywood's favorite stars take the spotlight in VOLUME III FOR THE 80'S. Katharine Hepburn, Charlton Heston, Sophia Loren, Richard Burton, Bette Davis, Roger Moore, Carol Burnett, Bill Murray. In a perfectly balanced selection of films including "Meatballs," "The Wild Geese," "The Glass Menagerie," "Good Guys Wear Black," "El Cid," "The Grass is Always Greener Over the Septic Tank," 20 in all.

From comedy to drama, Broadway to Bestsellers, VOLUME III FOR THE 80'S has something for everybody!



COLUMBIA PICTURES TELEVISION



# CURRIE



*"Incredible opportunities are coming for the local programmer!"*

Steve Currie, 1981 President of the National Association of Television Program Executives, is Manager of Broadcast Operations, KOIN-TV, Portland, Oregon.

"NATPE does quite a bit to help improve local programming. Sponsoring the IRIS Awards, for example. They're only for local programming, and there's no question that they've become a major award in the TV industry. NATPE-sponsored workshops and general sessions deal with the problems of local stations and those of the local programmer. The exchange of ideas and information from around the country helps us all.

"The role of Program Director is difficult even for NATPE to define, because responsibilities vary from station to station. It started out, in many cases, that the Program Director was merely an operations clerk who shuffled paper, took the network schedule, and filled in the half-hour hole on Saturday or Sunday. Most of the actual program decisions were made by the General Manager, Sales Manager, or a combination thereof. As Program Director here, I have responsibility for the on-air look of the station. I don't control the journalistic aspect of the news, but I am involved in how the product looks on the air. Attitudes toward the Program Director are changing, too. There is

a great realization that if you have a good programmer who is doing a good job, you're going to get your ratings.

"I think that as our industry develops, the local station with local studio, talent, and expertise is going to become a major supplier to other groups, whether they be a low-powered station in our own market, a cable channel, the video market, whatever.

"Right now it's easier to go out and buy a syndicated series than it is to create your own local programs, but it's not necessarily better. We have a program here called *Northwest Illustrated*, which precedes *60 Minutes* on our station.

It's a magazine half-hour similar to *60 Minutes*—on a local level—and has won a number of awards, including a DuPont Columbia award. This show is, to a great extent, produced on film. We shoot on Kodak film, because we want a clean, finished look—one that sets it apart from some other news programming you see on the air. It's our showpiece and has to have the right look. Kodak film gives that to us. I'm very proud of the show, because the station is not only providing a service—we're doing something of quality.

"If I see any coming trend, it's that of more news and informational shows done on a local basis. This will help local stations maintain their local affinity. And it's a great opportunity for us. Look, it's seldom that a local station can go out

and do a dramatic presentation, a sitcom, or a movie. It's just not in the cards. But here is the chance to have something truly unique for our market. It's where we have our expertise. It's where we have the ability to really excel. There's a lot of opportunity coming for the local station, and I think that's something we all need to keep in mind."

*If you would like to receive our quarterly publication about motion picture production for television, TELEK, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, New York 14650.*

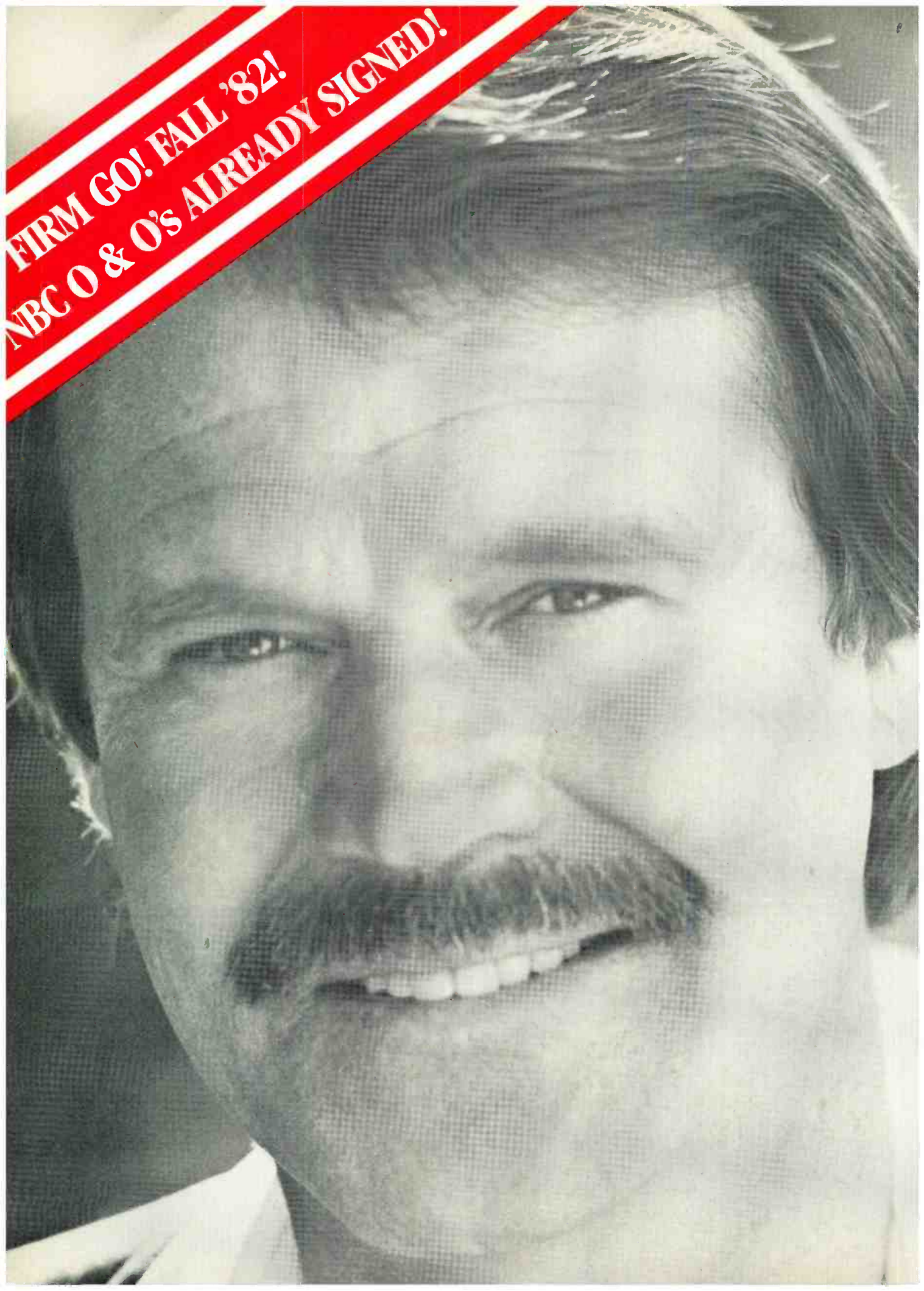
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**America's  
Storyteller**

**FIRM GO! FALL '82!**  
**NBC O & O's ALREADY SIGNED!**



# Star Power.

---

## Glen Campbell. Prime access superstar.

- America's best-known male TV performer: a phenomenal 99 familiarity score among young adults.

- "Glen Campbell is not only a multi-talented, consummate performer, he's a true television personality...the most entertaining and competitive program of its kind available today."

—NBC O & O's

- Pilot boosted WNBC NY's access over the preceding week by 20%...WMAQ Chicago's by 55%...KNBC Los Angeles' by 54%. (NSI Overnights)

- Major guest stars every week.

- A superb advertiser-sponsored opportunity.

- Available right now to stations and advertisers for Fall '82 start.

---

## The Glen Campbell Music Show

Produced by  
Pierre Cossette Productions  
in association with  
Gaylord Program Services, Inc.  
Distributed by



**LEXINGTON BROADCAST  
SERVICES COMPANY, INC.**

777 Third Avenue, New York, New York 10017 (212) 838-1185

## ARTS in the evolving cultural medium

**On first anniversary of ABC/Hearst joint venture startup, theme weeks have become element nights on schedule**

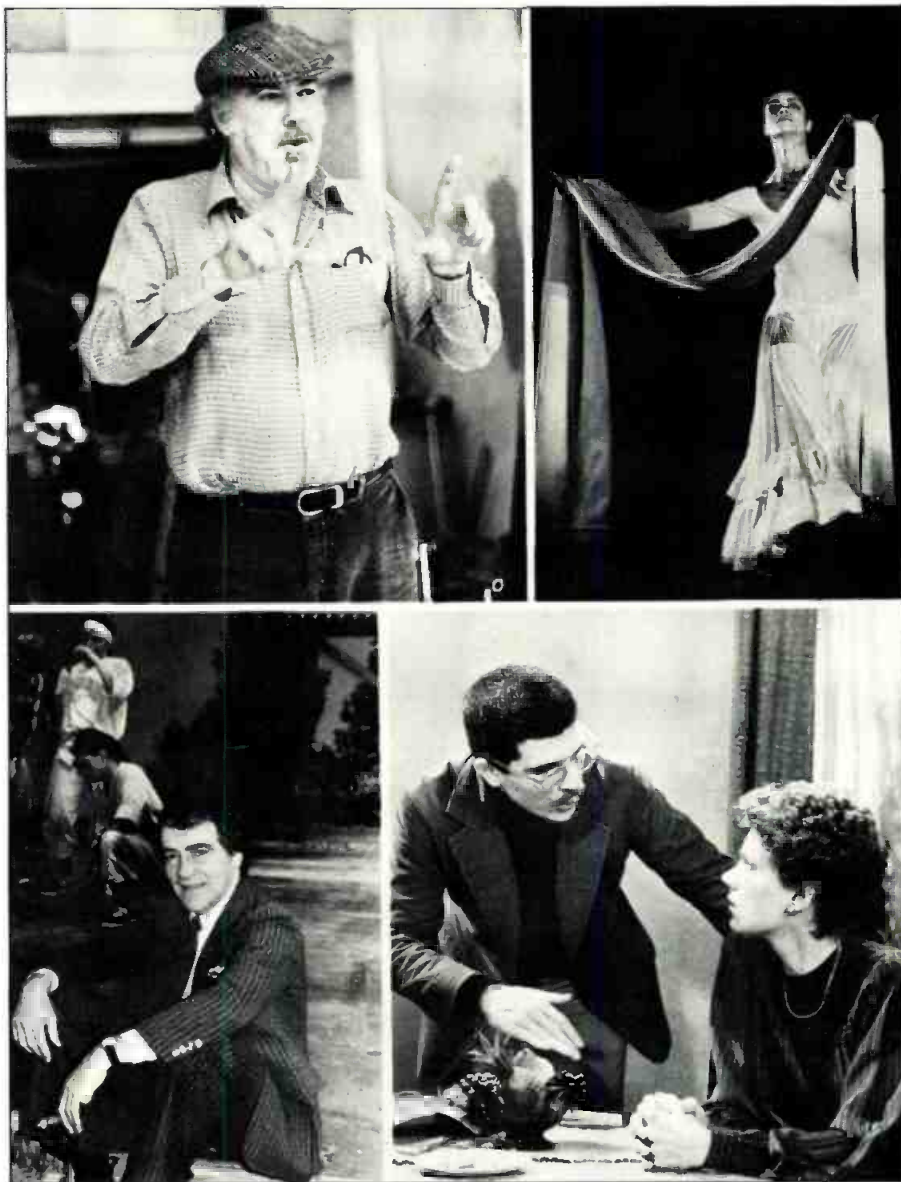
Last night (March 14) marked the start of the second year for ARTS, the cultural program service that was ABC's first entry into the cable programming field, and with the new schedule, ARTS brought out a new look. (To be correct, ARTS is now a presentation of Hearst/ABC Video Services, carried on Warner-Amex Satellite Entertainment Company's Nickelodeon Channel transponder.) Gone are the guest-hosted "theme weeks" that were originally intended to provide a measure of continuity to the service's programs; in their stead is a schedule built around "element nights," with each day of the week devoted to a specific performing art.

That's the major change noted by Jack Healy, ABC Video Enterprises vice president, product development and acquisitions, in talking about the service in which he's heavily involved. With the exception of an increase in dramatic productions, Healy says, ARTS will be no different in content in this second season. Among upcoming dramatic productions are director Robert Altman's cable television directorial debut, "Rattlesnake in a Cooler" (the subject of a Kennedy Center reception and screening in Washington last week); a one-act play by Frank South; two plays by noted playwright and author David Mamet, and two productions by Joseph Papp.

Healy thinks one thing viewers will notice about this year's ARTS is "much more of a network look," something that includes "a lot more on-air promotion." The promotion push reflects a common problem for the cable programmer—with the multiplicity of services, how can a programmer let viewers know what's going to be on the channel in the coming nights. There's also a direct tie-in between the disappearance of ARTS's former hosts, and the on-location shooting of the host segments that marked the old theme-weeks, and the upshift in promotional spots.

Along with the promotion, the element nights are supposed to make it easier for cable subscribers to know they'll at least get the genre they're interested in if they tune to ARTS on a given night: Sunday's will feature musical performances, Monday's dance, Tuesday drama, with Wednesday devoted to the *Mobil Showcase* programming on various arts. Thursday, Friday and Saturday repeat the first three days of each week.

The repeat pattern is something ARTS is maintaining from its first year; according to Healy the pre-launch research ABC conducted, which suggested a repeat pattern



**Second time around.** Among the new shows that will premiere early in ARTS's second year will be the following: Robert Altman (top left), on the set filming "Rattlesnake in a Cooler"; Donna Wood (top right), the principal dancer in Alvin Ailey's "Ailey Dances"; Joseph Papp (bottom left), producer of "The Dance and the Railroad", and playwright David Mamet and his wife, actress Lindsay Crouse, associated with "Reunion."

would be an asset with the viewers ABC was hoping to attract, has been validated by the response ARTS is receiving from its audience.

Quantifying that audience, Healy says ARTS has been drawing an average rating of 1 to 1.5 in the 6.5 million homes it reaches, for an average hourly audience of about 600,000.

Advertisers haven't exactly been falling over themselves trying to reach those 600,000. Polaroid is the only sponsor to come on board since ARTS announced

Mobil back in October. But Healy says that in part is due to ARTS being "a new business in a new industry in a depressed economy." He reports "a lot of interest from major advertisers," now that "we have some facts, not just suppositions." One vehicle he says a number of advertisers have expressed interest in sponsoring are the *ARTS Minutes*, short investigations of art-related topics that along with similarly timed *ARTS Quiz*, the service hopes to use as pacing elements between programs in the coming year. □



# T'S CROWDED AT THE TOP.

The number one independent TV station in the top 20 markets delivers a crowd of the people you're selling to.\*

As the number one independent station in the top 20 markets, it's clear we're Chicago's number one independent station.

Number one by a substantial margin.

In fact, during early fringe,

WGN delivers a larger audience than any station in Chicago, period.

So if you've got a product looking for an audience, we've got the audience that's looking for your product.



**TV9**  
CHICAGO

A subsidiary of Tribune Company Broadcasting Inc.  
November 1981 ARB Survey.



**Blair Television**

**Let's Come  
Down to Earth  
about  
Satellite  
Radio  
Programming**



## **Straight facts from the people who offer you programming and profits instead of just promises.**

There's a lot of static in the air today concerning satellite radio programming. Some people are promoting themselves as our competitors. But just how competitive are they?

The fact is, there is one live, multi-format 24-hour satellite radio network on the air today. And only one.

The same network that pioneered space station programming in August of last year and today has over 125 affiliates.

The one and only network that combines top notch on-air talent and programming with flexible formats that allow ample local I.D. The network whose technology is in place *today*, and whose proven financial benefits for subscribers are as solid as the future of satellite broadcasting itself.

That lone satellite radio pioneer is us — Satellite Music Network. And we have five questions you should ask our "competition" before deciding whether they really are.

1. Are they on the air *now*?
2. Are they really a 24-hour, *live* satellite network?
3. How many formats do they have now?
4. Do they provide the flexibility to maintain your local identity?
5. How much do they cost?

If you can't get down to earth answers from them, call us toll free at 1-800-527-4892. (In Texas, call 214-343-9205)

Instead of pie-in-the-sky promises, you'll get satellite in the sky results. Ask any of our affiliates.

The logo for Satellite Music Network, featuring the words "Satellite Music Network" in a bold, sans-serif font. The text is white and is set against a background of three horizontal yellow bars.

**Satellite  
Music  
Network**

## Ratings Roundup

ABC-TV, for a week at least, finally knocked CBS-TV out of the prime-time winners' circle.

The March 1-7 scores put ABC on top with an 18.4 rating and 29 share to CBS's 18.0/28 and NBC-TV's 15.2/24.

The ABC victory ended a 14-week winning streak for CBS (including one CBS/ABC tie last month).

Long-form particularly paid off for ABC, with all three of its two-hour programs bringing 35 shares. Monday's *ABC Theater: Divorce Wars: A Love Story* scored a 22.8/35; a two-hour expanded *Love Boat* episode on Saturday brought in a 21.9/35 and Sunday's movie, *Alligator*, was worth a 23.0/35. The network's regular lineup on Tuesday and Wednesday also performed well, earning averages of 21.1/33 and 20.0/31 respectively.

CBS, by contrast, had low numbers for its movies: Tuesday's *An Innocent Love* (14.6/24), Wednesday's *Desperate Lives* (14.6/23) and Saturday's *Comes a Horseman* (12.6/21). But as usual it had the highest scoring night of the week on Friday with *Dukes of Hazzard*, *Dallas* and this week a *Lynda Carter: Street Life* special (pre-empting *Falcon Crest*) averaging a 22.9/38.

During the week, ABC won Monday, Tuesday, Wednesday and Saturday; CBS took Thursday, Friday and Sunday and NBC went without a winning night.

Of the new programs joining the schedule, ABC's *Police Squad* pulled an 18.3/27 as Thursday's opener. A 90-minute introduction to *Chicago Story* on Saturday beginning at 8:30 p.m. brought NBC only a 12.3/20.

In the early-evening network news ratings, March 1-5, CBS scored a 13.9/23 to NBC's 13.3/22 and ABC's 12.5/21. It was ABC's sixth week in a row in the basement position.

### The First 20

|     |                                         |     |         |
|-----|-----------------------------------------|-----|---------|
| 1.  | 60 Minutes                              | CBS | 29.6/46 |
| 2.  | Dallas                                  | CBS | 28.4/46 |
| 3.  | Jeffersons                              | CBS | 24.0/35 |
| 4.  | Three's Company                         | ABC | 23.9/36 |
| 5.  | Alligator                               | ABC | 23.0/35 |
| 6.  | Alice                                   | CBS | 23.0/33 |
| 7.  | ABC Theater: Divorce Wars: A Love Story | ABC | 22.8/35 |
| 8.  | Archie Bunker's Place                   | CBS | 22.4/33 |
| 9.  | Magnum, P.I.                            | CBS | 22.3/33 |
| 10. | One Day At A Time                       | CBS | 22.0/32 |
| 11. | Love Boat (two-hour episode)            | ABC | 21.9/35 |
| 12. | Too Close For Comfort                   | ABC | 21.9/34 |
| 13. | Dukes of Hazzard                        | CBS | 21.8/36 |
| 14. | Dynasty                                 | ABC | 21.8/35 |
| 15. | Happy Days                              | ABC | 20.6/31 |
| 16. | Hart to Hart                            | ABC | 20.5/35 |
| 17. | Little House on the Prairie             | NBC | 20.4/30 |
| 18. | Fall Guy                                | ABC | 20.0/31 |
| 19. | Real People                             | NBC | 19.9/31 |
| 20. | Trapper John, M.D.                      | CBS | 19.8/31 |

### The Final Five

|     |                          |     |         |
|-----|--------------------------|-----|---------|
| 65. | Open All Night           | ABC | 11.4/19 |
| 66. | NBC Magazine             | NBC | 10.7/18 |
| 67. | Success: It Can Be Yours | ABC | 9.8/15  |
| 68. | Here's Boomer            | NBC | 8.9/14  |
| 69. | Flintstones              | NBC | 8.2/13  |

## Klein calls for new conscience

**Klein & president says programing possibilities for new media should go beyond offerings now on conventional television**

"My greatest fear is that this variegated new world of home video we are in the process of creating may simply turn out to be future schlock." That was the message delivered by Bob Klein, president of the Los Angeles creative consulting firm of Klein & and of the nonprofit Satellite Education Services, to a meeting of Town Hall of California in Los Angeles.

Klein said he welcomes the production boom created by new technologies but warned that greed and a failure to take new risks would waste the expanded opportunities.

"If the new media offer merely more of the same," he argued, "we will pander rather than elucidate... we will downgrade rather than lift. We can be a promised land where the new technologies grow and offer a legacy... or we can, through greed, fail to grasp this incredible opportunity... leaving behind nothing."

"The decision on how to program these new channels of communication should not be the choice of *Gilligan's Island*, *The Dukes of Hazzard* and 50% annual profit. It must be the choice of intellectual growth, quality, diversity and reasonable profit."

Klein emphasized that the blue sky promise of cable, DBS, and other means of delivering programs may be enormous, "but in practice there's very little profit as yet." He estimated that no more than half of the new services are likely to survive. Klein is hopeful that success will come with diversification and innovation, but expressed anxiety about the fact there are so many "old faces" involved in the new technologies:

"The president of Warner Amex used to be president of CBS. The Cable News Network is being run by another former president of CBS. The Rockefeller/RCA Entertainment Channel is being run by another former president of CBS. If Bill Paley hadn't fired so many presidents, I don't know where cable would have gone for its executives."

Commenting on what he sees as the impact of new technologies on older entertainment vehicles, Klein predicted that within "the next decade, we will see virtually the entire record business go video."

Pointing to the success of Warner Amex's The Music Channel, which features pop music accompanied by video clips, Klein speculated that "music television will be the next major business success in cable, and I believe it will change the face of popular music... Pop music will become a visual art."

By the mid-1990's, said Klein, "the new media will also become the motion picture industry's main source of revenue... Two



Klein

or three times as many films will be made, filmmakers will be able to explore a much wider spectrum of themes, films [will] be made on smaller budgets for smaller audiences and still make a profit."

In the final analysis, Klein believes, "we are dealing with a fight for the leisure dollar. The competition for CBS Cable is not ABC ARTS or Bravo. It is vacation travel. The competition for videocassettes is not videodisks. It is video games."

Klein concluded with the observation that "there is great dissatisfaction with [broadcast] network programing... For the future of this society, for the future of our most valuable resource—children—we must offer high quality entertainment and information that can be available throughout the land, so that when people thirst for knowledge and stimulation, they can drink from the new electronic well and be satisfied and not poisoned. We're asking people to pay for it now, and I don't believe they will accept what they've accepted in the past." □

## NBC Talknet expands to weekends

**Seven-hour, late-night block of talk adds new programing**

NBC Radio has become more loquacious late at night and affiliates are taking notice. NBC Radio's Talknet, a series of phone-in talk shows fed to more than 60 affiliates from 10 p.m. (NYT) to 5 a.m. weeknights, will expand to weekends beginning in April.

According to Morrie Trumble, director, programs, NBC Radio Network: "We respond pretty much to what our affiliates tell us. We saw the shift of the music audience to the FM band and we have a lot of powerhouse AM's who had always done well, but now wanted talk."

Dick Penn, vice president and general manager, NBC Radio Networks, added: "We've been hearing from affiliates for a long time that they were interested in long-form talk programing in the late evening. They couldn't do that kind of show themselves with the same quality and diversity a network can offer."

Trumble said the idea of initiating the

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talk blocks began three years ago, but only materialized last November after key personalities were secured. Bruce Williams, a former small-business man turned radio talk show host, is one of them. His program, fed live at 10 p.m. for two hours and then repeated at 3 a.m., deals with the "universal problems" of personal finances.

Also on the bill is Sally Jessy Raphael, whose three-hour show, fed live at midnight, incorporates a "close friend" approach in discussions on a plethora of topics centering on "emotional problems." Trumble said Raphael, who doesn't hold a degree in psychology, refrains from "psycho-babble" or terminology that is too clinical for radio.

Bernard Meltzer, formerly host of an advice program on WOR(AM) New York, will join Talknet early in April for two live, five-hour shows fed Saturday and Sunday evenings between 7 p.m. and midnight. Negotiations are still in the works for the remaining two hours. The slot may be filled by a Hollywood-based show "with a highly visible host" and celebrity guests, Trumble indicated. Another possibility is a New York-based "service" talk/phone-in show examining life styles and offering advice.

Further programming expansion is not anticipated "for quite a while," said Trumble. After NBC Radio goes "full satellite," as expected by 1983, it would be more likely, he said. In the meantime, NBC Radio plans to have an interim satellite system working to distribute Talknet. □

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## Disney Channel picks Wagner of CBS as head

**Program VP will be president  
of joint venture with Group W;  
he takes over March 21; service  
planned to start next year**

Group W Satellite Communications and Walt Disney Productions, co-venturers in the planned cable programming service to be known as The Disney Channel, have tapped Alan Wagner, CBS Entertainment vice president, programs, New York, to be The Disney Channel's first president. Wagner will assume that position on March 21. At press time, CBS had no replacement lined up for Wagner.

Wagner's career with CBS has spanned 21 years, during which he was involved in



Wagner

the development of such programs as *The Defenders*, *M\*A\*S\*H* and *The Mary Tyler Moore Show*. As vice president, programs, he has been responsible for the development of all CBS Entertainment programs emanating from New York and Europe. Before assuming that position, Wagner held three other posts with the rank of vice president (nighttime programs, program planning and development, and program development, Hollywood).

Among other things, Wagner will have responsibility for overseeing The Disney Channel's initial four-year \$100-million programming budget. The family-oriented service is scheduled for launch in early 1983 with 16 hours of programming a day.

In a Group W announcement of the appointment, Wagner was quoted as saying, "I've been here with CBS for 21 years—that's a lifetime. And you don't decide to

leave lightly—that's a tough one. But in deciding to join the Disney Channel, I felt that I could make a difference because this service is something so vitally important—and fun—to all of America and I want to be a part of this fascinating, exciting and exploding cable television industry."

Jonathan Hayes, president of Group W Satellite Communications, said that Wagner was the first candidate to be approached by his company and Disney to fill the post. He explained that the co-venturers felt that Wagner would bring to the Disney Channel "a clear understanding of the importance for television to be better than it is," and that Wagner could fulfill the medium's "promise to combine successful and quality programming for the American family..." □

## NBC has second thoughts on captioning pull-out

**For now, network's support  
will continue but its  
concerns remain; those  
center on shortfalls  
in projected figures  
for decoder purchases**

NBC is reconsidering its decision to pull out of the National Captioning Institute's closed captioning program. Network officials announced last Monday (March 8) that "for the time being" NBC will continue with its four and one half hours of captioning each week, while it studies a proposal from NCI that would keep NBC involved on a limited basis until March 1983.

It is not known when the network will make a decision on the proposal. NBC's concerns that prompted its announced pull-out have not diminished. In a Feb. 11 letter sent to NCI, Irwin Segelstein, NBC vice chairman, listed two reasons for withdrawing from the program: sagging caption decoder sales and the possibility the present captioning method will become obsolete. The NCI had predicted that 100,000 decoders would be sold within a year, but in two years only 43,000 have been purchased. NBC pays NCI \$600,000 a year for the captioning service and \$400,000 in transmission expenses.

NCI provides captioning services to ABC and PBS, neither of which have indicated a desire to pull out. CBS has refused to join the program, believing teletext is a better way to help the hearing impaired. Currently, 35 hours of captioned programming is available on the three networks. The NBC captioned programs are: *Little House on the Prairie*, *Father Murphy*, *Diff'rent Strokes* and *NBC Sunday Night at the Movies*.

The network's decision to cancel its captioning service met with resistance from the hearing impaired. Roughly 200 demonstrators from two schools for the deaf picketed RCA headquarters last Monday (March 8) protesting NBC's decision. □

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## Monitor

**Closing down.** Group W Productions is discontinuing production of *The John Davidson Show*, its syndicated talk show launched in June 1980. Program, offered in 60- and 90-minute versions, will cease production in May and have last airing Aug. 27. Changing market conditions and rising costs are attributed causes of demise.

**Showtime buy.** Showtime has announced major film licensing agreement with Paramount Pictures providing for cablecast of titles including "Atlantic City," "Mommie Dearest," "Paternity," and "First Monday in October." Other titles include Australian feature, "Galipoli," and Disney/Paramount production, "Dragonslayer." Number-two pay network also says it's made series commitment for late-night adult serial, *Romance*, to be produced by Paul Klein. Pilot for "pay-TV's first serial" had been commissioned last year (BROADCASTING, Nov. 16, 1981).

**Accent on boxing.** In expansion of its live boxing coverage, NBC-TV has scheduled telecasts of 14 bouts during March on three weekend dates. Telecasts will be carried from Atlantic City on March 20 and 21 and from Philadelphia on March 27. Marv Albert and Dr. Ferdie Pacheco will provide ringside commentary for matches, which will feature such boxers as Michael Dokes, Renaldo Snipes, Rocky Lockridge, Aaron Pryor, Mustafa Hamsho and Curtis Parker.

**CBS shifts.** CBS-TV series, *Nurse*, had final broadcast in current time period, Thursday, March 11, at 10-11 p.m. (NYT). Program returns at new time, 10-11 p.m. Fridays, on April 23. *Falcon Crest* has last original broadcast on Friday, April 16 (10-11 p.m.), returning to that time period on May 28. Two new prime-time series premiere Monday, April 5: *Report to Murphy*, half-hour weekly comedy series about small, metropolitan parole office, debuts at 8:30 p.m.; and *Making the Grade*, half-hour sitcom about big city high school, is slated for 9:30 p.m.

**NBC moves.** Changes in NBC-TV prime-time schedule include *Father Murphy* moving from Tuesday, 8-9 p.m. to Sunday, 7-8 p.m., effective yesterday; *Bret Maverick* shifting from 9-10 p.m. on Tuesday to 8-9 p.m. that night and *Flamingo Road* from Tuesday 10-11 p.m. to 9-10 p.m. that night, both effective today.

**Making deals.** Actress Lindsay Wagner has entered multifaceted agreement with ABC-TV involving series development and movies for TV. Agreement calls for exclusivity in development of prime-time series project in which Wagner would star... Edgar J. Sherick Associates, has entered pact to produce television mini-series, TV movies and series for Metromedia Producers Corp. Part of pact includes development already under way for NBC involving mini-series and dramatic series. Sherick is former vice president for programming at ABC-TV.

**USA again.** USA Network has tapped Post-Newsweek's wdiv(TV) Detroit for addition to its planned daytime schedule. Hour-long talk show, *Sonya*, produced by station and starring Dr. Sonya Friedman, will be among new series debuting in early April.

**PBS ratings bonanza.** January was fruitful month for public television with highest recorded cumulative audience ratings for both full day and prime time in PBS history. In addition, National Geographic Special *The Sharks*, was "all-time most watched public television program," and *Life On Earth*, is highest rated weekly series on record. National audience estimates for sample week of Jan. 11-17 from A.C. Nielsen show that public television's prime-time cumulative audience rose by 17% over last January. Full day cumulative rose by 9.6% over last year.

## Senate Republicans offer programming via satellite

The Senate Republican Conference hopes to enter the realm of regular TV programming on Saturday (March 20), when it offers the first of what could be a series of programs to broadcasters and cable TV operators. Entitled *Conference Reports*, the series is to feature roundtable discussions by members of Congress and representatives of the print and broadcast press.

Senator James McClure (R-Idaho), who presently chairs the conference, will host

the first installment. Accompanying him will be Senator William Roth (R-Del.); Representative Jack Kemp (R-N.Y.); Jerry Flint, *Forbes* magazine, and Daniel Schorr, Cable News Network. Participants will discuss supply-side economics and its chances for success.

The 30-minute program will be fed via Satcom III-R, transponder 16 between 3:30 and 4 p.m., E.S.T. It will also go out over the Public Broadcasting Service on Westar 1, transponder 12, between 7:30 and 8 p.m., E.S.T.

Each installment in the series is to be paid for from the campaign treasuries of its participants. The first segment cost

\$1,025, with \$450 of that paid to rent a commercial transponder, \$110, to rent a PBS transponder, \$16 to cover the cost of tape and \$60 for rental of Senate production studios.

Continuation of the series will depend on senators' willingness to pay for it, said Carter Clews, communications director for the conference, and much of that will depend on how many stations and cable systems carry the programs.

The conference, which first ventured into TV programming by supplying actualities of senators commenting on President Reagan's State of the Union address (BROADCASTING, Jan. 18) is presently surveying broadcasters and cable operators to gauge that effort's acceptance.

## New public radio group formed to distribute shows

**American Public Radio designed to complement NPR with more entertainment offerings**

Representatives of four major public radio stations, along with one statewide public radio entity, have formed a new nonprofit organization "developed to assist stations which produce program series for the public radio system." American Public Radio Associates said it would serve producing stations in "marketing, co-production coordination, scheduling, station relations and national fundraising."

Among the more than 20 programs the new group plans to distribute are *A Prairie Home Companion*, *Festival*, *New York In Concert* and the Los Angeles Philharmonic concerts.

American Public Radio is intended to be "complementary, not competitive" toward National Public Radio, according to Wallace A. Smith, general manager of KUSC(FM) Los Angeles and one of five founding board members of the organization. Other board members are John Beck of WNYC-FM New York, Al Hulslen of KQED-FM San Francisco, Walter Sheppard of WGUC(FM) Cincinnati and William Kling of Minnesota Public Radio, St. Paul.

Acting as chairman of APR, Kling said the organization will emphasize development of specific program concepts and new services that have not previously been a part of the national programming agenda.

"It is the clear intention of all the directors of American Public Radio Associates to stay out of politics and to concentrate on the development and production of programs which will benefit their own stations as well as the stations of others who choose to participate in the American Public Radio Network."

Smith told BROADCASTING the group was formed in part as a response to a perceived shift at NPR away from arts and performance programming in favor of more news and public affairs coverage.

APR headquarters will be at 45 East Eighth Street, St. Paul.

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They realize that VAC ratings which pinpoint a television audience's specific buying habits on a market-by-market, program-by-program and specific category-by-category basis, are an unbeatable way to get

the most from their advertising dollars.

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## Bendix takes a bite out of RCA

**That doesn't sit well in chairman Bradshaw's office—company says it won't tolerate outside meddling; meanwhile annual earnings report shows plunging profit figures**

RCA last week took the corporate approach to screaming bloody murder, but there wasn't much the company could do otherwise following the announcement by Bendix Corp. Chairman William M. Agee that his company had purchased more than a 5% interest in RCA, an interest Bendix seemed to suggest would likely increase to 9.9%.

Agee, who Bendix said "met with Mr. Thornton Bradshaw, chairman of RCA, on March 8 to inform him personally of Bendix's intent to file the disclosure statement and to assure him that Bendix's position is a friendly one," called the stock purchase "a statement of confidence in RCA's future." "We are encouraged by the recent statements of [RCA's] management about its plans and directions and believe they could lead the company along a fine future path," the announcement quoted Agee as saying. Bendix also insisted its acquisition of RCA common stock, is "for investment purposes only" and that Bendix "has no present plans for an acquisition, merger or reorganization of RCA."

But RCA wasn't buying that line for a minute: "Mr. Agee's actions, in secretly accumulating a block of RCA stock, show that his only purpose is to further his own ambitions and not the interests of RCA and its stockholders or even Bendix and its stockholders." The statement released by RCA quoted Bradshaw as saying: "We cannot and will not permit Mr. Agee to unilaterally exercise initiatives that may be counterproductive." Citing his efforts at forging a "strategic redirection" of RCA, Bradshaw said, "this is precisely the time in which the management must concentrate all of its resources and energies toward achieving its important business programs. Therefore, this is precisely not the time for us to permit anyone to attempt to meddle with or in any way destabilize the effort under way right now."

The vehemence of the RCA response was exemplified by the unattributed comment: "Mr. Agee has not demonstrated the ability to manage his own affairs, let alone someone else's." An uncharacteristically personal remark to appear in a corporate communique, the comment was an apparent reference to the 1980 flap regarding Agee's handling of rumors of his romantic involvement with a top executive at Bendix, Mary Cunningham, who left and later joined Seagram.

The RCA announcement said the firm

will take "all actions necessary to protect RCA and its stockholders," and listed the names of RCA's investment bankers and legal counsel for good measure.

Still, the essential problem RCA faces is that its poor financial performance—its stock dropped to a low of around \$16.75 two weeks ago—has left the company in a vulnerable position, not necessarily for a takeover attempt but for strategies that would stop short of outright takeover. Agee engineered such a move previously for Bendix, buying 20% of Asarco which was later sold back to that company at a hefty premium over market value, netting Bendix \$75 million after taxes.

RCA's poor performance was underscored in the release earlier last week of the company's 1981 annual report, and the proxy statement for this year's annual meeting. The report went beyond the previously released year-end earnings statement (BROADCASTING, Feb. 1), which had reported the drop in net profit from \$315.3 million in 1980 to \$54.0 million last year. By business segment, the profits of NBC dropped from \$75.3 million in 1980 (they had been \$152.6 million in 1977) to \$48.1 million in 1981, helped by the write-off of \$34 million in inventory for programs that NBC decided it wouldn't be able to run a second time.

Commercial products and services, which include picture tube manufacturing and broadcast and cable products, logged a \$55.7-million loss for 1981 against \$95.7 million in profits in 1980—chiefly because of a \$130-million restructuring charge levied against the picture tube division. But sales and earnings for commercial products were also lower "reflecting reduced demand for RCA broadcast equipment as well as unanticipated costs associated with new product introductions."

Communications services showed a decline in profits to \$83.1 million from \$90.9 million, but the year-earlier figure had included \$36.6 million in insurance costs covering the loss of Satcom III. Excluding that, earnings from communica-

tions services were a record in 1981.

In consumer products and services, profits climbed to \$132.2 million from \$99.6 million. Profits there were negatively affected by the introduction of the videodisk. In a later footnote, repeating one in last year's annual report, RCA said "the negative impact on profits" for the disk project was \$106.8 million in 1981, \$55.5 million in 1980 and \$21.4 million in 1979. (Last year's report took those charges back to 1978's \$8 million.) That totals \$191.7 million spent over the four years, not counting what was recouped this year in player and disk sales, estimated outside the company to be some \$60 million.

In RCA's review of its broadcast operations, it noted sales at the NBC Television Network increased a scant 6% last year, and that coupled with the program write-down, the network experienced "a sharp decline in profits." Owned television stations, however, were said to have logged "record sales and profits." The economics of NBC's radio operations were not directly addressed.

RCA's broadcast operations closed last year with \$832.8 million in assets; capital expenditures for broadcast plant and equipment totaled \$36.7 million and as of Dec. 31, NBC had \$900 million in outstanding program commitments that will require payment over the next five years.

Among notes gleaned from the RCA proxy is that Grant Tinker, as chairman and CEO of NBC, draws a higher base salary (\$500,000) than RCA Chairman Bradshaw (\$450,000). But that base figure for Bradshaw gets some hefty additions: The proxy says Bradshaw's five-year contract, ending June 30, 1986, provides that if his incentive plan awards are less than \$300,000 in a given year, the company will pay him the difference; that he'll be granted an option for 50,000 shares of RCA common stock (though at \$24.25 per share), and that "promptly after" each June 30 for the contract term he'll get an amount equal to 6,500 shares multiplied

### Bottom Line

**Music contract.** Musak and other background music services have reached agreement on new contract with American Society of Composers, Authors and Publishers, resolving litigation going back to Jan. 1, 1971. New pact raises fee for music in public areas (stores, etc.) from present \$27 per month to \$32 this year, with incremental rises over five-year life of deal. Fee for work areas (doctors' offices, etc.) goes from present 3.5% of music service charge to 4%. Broadcast Music Inc. contract was settled earlier at between one-third and one-fourth of ASCAP fees.

**Deeper pockets.** Robert Wold Co. has obtained \$10.5-million line of credit from Security Pacific Bank. Wold, which provides satellite transmission services for television and radio programming, will use money to help finance company's capital equipment program.

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Last year, Bradshaw received \$466,390 in salary and fees, plus another \$154,250 in contingent remuneration. Evidently his annual salary was paid in full even though his term of employment with the company commenced June 1; while the incentive guarantee of \$300,000 was halved accordingly. Bradshaw also, it's noted, commenced his RCA employment a month before he succeeded Edgar Griffiths as chairman on July 1. Griffiths received \$450,000 in salary in 1981 plus \$50,298 in

cash equivalent remuneration. After he resigns from the RCA board effective June 1, of this year, Griffiths will receive \$250,000 a year as a consultant for the next five years.

Director Donald Smiley, according to the proxy, drew \$208,333 for consulting services in 1981, and entered into a one-year contract last August providing for his services "to conduct studies and make recommendations on management organization and development matters at a rate of \$150,000 a year."

Julius Koppelman, who retired at age 65

on Sept. 1 of last year after 38 years with the company, including four as director, had an agreement with RCA under which he was paid \$285,000 in two installments, "in view of a prior commitment to employ him to age 66."

The proxy further includes a shareholder resolution sponsored by Accuracy in Media, which holds three shares of RCA common. It calls for the appointment of an "in-house critic or 'ombudsman'" for NBC News. The resolution is similar to one AIM sponsored last year that garnered 9.4% of shareholder votes. □

## Financial minds converge in St. Louis

### Broadcast and cable panels bring industry heavyweights to discuss the business of business

The Financial Analysts Federation's March 3-4 conference on telecommunications and media in the 1980's drew 200 analysts to the Sheraton St. Louis hotel for two days of sessions that explored the electronic media from telephones to cable television.

Several panels were of direct concern to those involved in broadcast and cable-delivered communications: one session brought together James H. Rosenfield, group executive vice president of CBS; Joseph P. Dougherty, president of the broadcast division of Capital Cities Communications, and Walter E. Bartlett, president of Multimedia Inc. Another included Robert C. Wright, president of Cox Cable Communications; Daniel Aaron, president of Comcast, and Phil Petty, senior vice president, manager, Capital Cities Cable.

On the broadcast panel, Rosenfield addressed concerns about the future of network television, particularly two "misperceptions": that erosion of network viewing will mean "the present system will not be economically viable" and that "the proliferation of program sources will allow network affiliates to more profitable program with nonnetwork product." Audience isn't eroding, Rosenfield maintained, it's "burgeoning," with the number of households watching television up 7% over the last five years. Furthermore the types of program services cable is providing add to incremental viewing, Rosenfield claimed; they're not "competitive to our basic business," which is why, he suggested, CBS feels it can participate in their development.

Network programming has been affected by movies on pay networks, Rosenfield conceded—in both audience and costs. But Rosenfield insisted that the networks' response, made-for-television product, is both well-viewed and economical. Reviewing other steps CBS has or is taking, Rosenfield cited the planned introduction of the daytime drama, *Capitol*, in a daypart where "a one point improvement in ratings over a year ... could increase our net revenue ... by \$47.5

million." Looking to CBS's own new media involvements, Rosenfield said the CBS/20th Century-Fox film joint venture will be active in both pay cable and ad supported cable.

CapCities Dougherty concentrated on the station business, noting that of the \$12 billion in television billings in 1981, \$3.7 million was in spot and \$3.35 million in local. Dougherty walked the analysts through a review of ratings statistics in the 45% cabled Hartford-New Haven, Conn., market, where one of CapCities' stations is licensed. His analysis of the research is that locally produced programming, tailored to individual markets, offers a significant tool to stations to combat audience erosion.

Multimedia's Bartlett seconded Rosenfield's positive thoughts about the continued viewing dominance of commercial television, and its role as an advertising medium. Cable will continue to depend on monthly service charges and "is a long way from seriously challenging the efficiency or economy of television advertising." On the programming side, Bartlett said Multimedia gets \$700,000 to \$800,000 for prime network productions. He contrasted that with the \$10,000 to \$15,000 per hour some new cable services are offering producers. He thinks "it's difficult to imagine how the quality of programming at that price range can ever attract a large enough audience to sell to national advertisers or local clients."

The federation panel on cable television focused mainly on the questions of investment and returns.

Comcast's Aaron walked the analysts through a quick history of cable development, ending with the thesis that there are now three distinct classes of cable systems—urban, suburban and traditional. It's the latter, Aaron said, the sort of 12-channel system that still composes 60% of the cable industry, that provides the best possibility of immediate investment returns. Aaron offered the case history of a "composite" Comcast system—bought for \$5 million in 1976, it then passed 60,000 homes with 400 miles of cable, with 18,000 subscribers paying \$5 a month for basic and 3,500 of them paying an additional \$8.50 for a pay channel. Now, after franchising neighboring

communities, upgrading to 23 channels, adding two pay services and boosting rates, the system passes 120,000 homes, has 60,000 subscribers, and 32,000 pay units; revenues grew from \$1.7 million to \$9 million a year, and operating cash flow from \$350,000 to \$3.6 million.

Petty, of Capital Cities, early on in his presentation noted that his company has ceased most franchising activity, saying "the costs in urban areas don't make sense." CapCities is still pursuing some franchise adjacencies, but the primary emphasis of the operator is to invest in rebuilds of existing systems. Petty then discussed the varied factors CapCities uses to analyze what rebuild formulation is appropriate in a given instance. The target is a 10% to 15% return on invested capital—with Petty saying that a 10% return requires an operator to recoup 1.33% of the sum each month, a 15% return needing 2% each month.

Cox's Wright drew the spot as last speaker at the conference, and he reviewed a variety of statistical material illustrative of how large urban systems, such as those Cox operates, function economically. On the group level, Wright told the analysts that Cox invested \$80 million in cable in 1980, \$140 million last year, and is projected to invest \$200 million in 1982.

Wright contrasted three distinct types of urban systems, an existing 35-channel model like Cox's San Diego operation, a 54-channel single cable new build such as Cox plans for Omaha, and then a larger new build, dual cable with 108 channels that Cox plans for Tucson, Ariz. The first he said represents an investment of \$200 per subscriber; the second will see a plant total \$600 per sub, for an investment cost of \$400 per sub, and the third \$700 per sub in plant, for an investment of \$550 per sub. Over 10 years, Cox expects the first to yield a 38% return on investment, the second a 28% and the last 22%.

Wright also mentioned Cox's investment in the Spotlight pay channel started by Times Mirror. Cox, he said, expects Spotlight to be a very good business opportunity, marketed in combination with another pay channel. He expects 175,000 to 200,000 Spotlight subscribers on Cox systems by year end. □

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# Stock Index

| Exchange and Company | Closing Wed. Mar 10 | Closing Wed. Mar 3 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                     |                    |                    |                        |           |                                 |
| N ABC                | 28 3/4              | 28 1/2             | + 1/4              | + .87                  | 6         | 811                             |
| N Capital Cities     | 67                  | 69 3/4             | -2 3/4             | - 3.94                 | 11        | 872                             |
| N CBS                | 37 3/4              | 40 3/4             | -3                 | - 7.36                 | 5         | 1,054                           |
| N Cox                | 29 5/8              | 33 1/4             | -3 5/8             | -10.90                 | 15        | 868                             |
| A Gross Telecasting  | 24 3/4              | 25 1/4             | - 1/2              | - 1.98                 | 6         | 19                              |
| O LIN***             | 19 1/2              | 19 1/8             | + 3/8              | + 1.96                 | 8         | 199                             |
| N Metromedia         | 167                 | 176                | -9                 | - 5.11                 | 13        | 863                             |
| O Mooney             | 4                   | 4                  |                    |                        | 7         | 2                               |
| O Scripps-Howard     | 17                  | 17 3/4             | - 3/4              | - 4.22                 | 10        | 175                             |
| N Storer             | 25 3/8              | 24 3/4             | + 5/8              | + 2.52                 | 15        | 403                             |
| N Taft               | 28 3/4              | 29 3/4             | -1                 | - 3.36                 | 9         | 274                             |
| O United Television  | 7 3/8               | 7 1/2              | - 1/8              | - 1.66                 | 12        | 88                              |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                      |        |        |        |        |    |       |
|----------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell      | 20     | 21 1/8 | -1 1/8 | - 5.32 | 16 | 77    |
| A Affiliated Pubs.   | 25 3/4 | 25 1/2 | + 1/4  | + .98  | 9  | 133   |
| O A.H. Belo          | 19 3/8 | 20 1/2 | -1 1/8 | - 5.48 | 7  | 178   |
| N American Family    | 7 3/4  | 8 1/8  | - 3/8  | - 4.51 | 6  | 104   |
| N John Blair         | 24 1/8 | 24 7/8 | - 3/4  | - 3.01 | 7  | 90    |
| N Charter Co.        | 6 3/4  | 7 1/8  | - 3/8  | - 5.26 | 10 | 145   |
| N Chris-Craft        | 33 3/8 | 34 1/8 | - 3/4  | - 2.19 | 10 | 83    |
| N Cowles             | 29 1/8 | 29 1/4 | - 1/8  | - .42  | 18 | 115   |
| N Dun & Bradstreet   | 61 1/2 | 64 3/4 | -3 1/4 | - 5.01 | 15 | 1,725 |
| N Fairchild Ind.     | 12 1/4 | 13     | - 3/4  | - 5.76 | 4  | 158   |
| N Gannett Co.        | 32 3/8 | 33 7/8 | -1 1/2 | - 4.42 | 11 | 1,717 |
| N General Tire       | 18 1/2 | 20     | -1 1/2 | - 7.50 | 5  | 427   |
| O Gray Commun.       | 34     | 34     |        |        | 7  | 16    |
| N Gulf United        | 15 1/2 | 17 3/4 | -2 1/4 | -12.67 | 5  | 415   |
| N Harte-Hanks        | 24 1/8 | 26     | -1 7/8 | - 7.21 | 9  | 234   |
| O Heritage Commun.   | 8 1/8  | 9 1/4  | -1 1/8 | -12.16 | 27 | 58    |
| N Insilco Corp.      | 15 1/4 | 16 1/4 | -1     | - 6.15 | 7  | 217   |
| N Jefferson-Pilot    | 26 3/8 | 26     | + 3/8  | + 1.44 | 6  | 576   |
| O Josephson Intl.    | 7 1/2  | 7 7/8  | - 3/8  | - 4.76 | 7  | 30    |
| N Knight-Ridder      | 28 5/8 | 28     | + 5/8  | + 2.23 | 9  | 918   |
| N Lee Enterprises    | 24 3/8 | 26 3/8 | -2     | - 7.58 | 9  | 169   |
| N Liberty            | 14 1/4 | 14 1/2 | - 1/4  | - 1.72 | 6  | 181   |
| N McGraw-Hill        | 48 1/8 | 49 1/4 | -1 1/8 | - 2.28 | 13 | 1,195 |
| A Media General      | 36     | 36 7/8 | - 7/8  | - 2.37 | 9  | 254   |
| N Meredith           | 58 3/4 | 60 7/8 | -2 1/8 | - 3.49 | 7  | 187   |
| O Multimedia         | 32 1/4 | 34     | -1 3/4 | - 5.14 | 13 | 327   |
| A New York Times Co. | 34     | 33 7/8 | + 1/8  | + .36  | 9  | 421   |
| N Outlet Co.         | 32     | 32 1/2 | - 1/2  | - 1.53 | 94 | 84    |
| A Post Corp.         | 24 7/8 | 25 1/8 | - 1/4  | - .99  | 15 | 45    |
| N Rollins            | 14 1/8 | 16 1/4 | -2 1/8 | -13.07 | 8  | 388   |
| N San Juan Racing    | 22 1/8 | 22 1/8 |        |        |    | 95    |
| N Schering-Plough    | 27 1/4 | 27     | + 1/4  | + .92  | 8  | 1,448 |
| N Signal Cos.        | 20 1/4 | 22 7/8 | -2 5/8 | -11.47 | 6  | 1,462 |
| O Stauffer Commun.   | 44     | 44     |        |        | 11 | 44    |
| A Tech Operations    | 14     | 14     |        |        | 6  | 14    |
| N Times Mirror Co.   | 41 1/4 | 45 1/2 | -4 1/4 | - 9.34 | 10 | 1,408 |
| O Turner Bcstg.      | 9      | 9 1/4  | - 1/4  | - 2.70 | 11 | 183   |
| A Washington Post    | 28 3/4 | 29     | - 1/4  | - .86  | 14 | 404   |
| N Wometco            | 22 5/8 | 22 7/8 | - 1/4  | - 1.09 | 13 | 304   |

## CABLE

|                       |        |        |        |        |    |       |
|-----------------------|--------|--------|--------|--------|----|-------|
| A Acton Corp.         | 7 3/4  | 7 5/8  | + 1/8  | + 1.63 | 10 | 36    |
| N American Express    | 46 1/4 | 46 1/8 | + 1/8  | + .27  | 8  | 4,237 |
| O Burnup & Sims       | 9 1/4  | 10 3/8 | -1 1/8 | -10.84 | 9  | 79    |
| O Comcast             | 16     | 19     | -3     | -15.78 | 15 | 71    |
| N General Instrument  | 32 5/8 | 35     | -2 3/8 | - 6.78 | 11 | 1,001 |
| O Rogers Cablesystems | 5 1/2  | 6 1/4  | - 3/4  | -12.00 | 46 | 106   |
| O Tele-Communications | 17 3/4 | 20 1/4 | -2 1/2 | -12.34 | 43 | 496   |
| N Teleprompter        | 37 1/2 | 37 1/2 |        |        | 30 | 638   |
| N Time Inc.           | 35 1/4 | 35 1/2 | - 1/4  | - .70  | 13 | 1,703 |
| O Tocom               | 7 3/4  | 8 1/2  | - 3/4  | - 8.82 | 12 | 38    |
| N United Cable TV     | 20     | 22 1/2 | -2 1/2 | -11.11 | 18 | 218   |
| N Viacom              | 23 5/8 | 22     | +1 5/8 | + 7.38 | 15 | 266   |

| Exchange and Company   | Closing Wed. Mar 10 | Closing Wed. Mar 3 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMING</b>      |                     |                    |                    |                        |           |                                 |
| O Barris Intl.         | 1 5/8               | 1 7/8              | - 1/4              | -13.33                 | 13        | 8                               |
| N Columbia Pictures    | 63 7/8              | 61 7/8             | +2                 | + 3.23                 | 15        | 532                             |
| N Disney               | 50 1/4              | 53 1/8             | -2 7/8             | - 5.41                 | 14        | 1,629                           |
| N Dow Jones & Co.      | 46 1/2              | 47 5/8             | -1 1/8             | - 2.36                 | 19        | 1,460                           |
| N Filmways             | 4 3/4               | 4 1/4              | + 1/2              | +11.76                 | 1         | 27                              |
| O Four Star            | 2                   | 2                  |                    |                        | 11        | 1                               |
| N Getty Oil Corp.      | 43 1/8              | 45 1/4             | -2 1/8             | - 4.69                 | 4         | 3,542                           |
| N Gulf & Western       | 14 1/4              | 15 7/8             | -1 5/8             | -10.23                 | 4         | 1,079                           |
| N MCA                  | 45 1/2              | 47 1/2             | -2                 | - 4.21                 | 11        | 1,084                           |
| N MGM Film             | 5 3/8               | 6                  | - 5/8              | -10.41                 | 5         | 267                             |
| O Reeves Commun.       | 28 3/4              | 32 1/2             | -3 3/4             | -11.53                 | 14        | 212                             |
| O Telepictures         | 5 3/8               | 6 3/4              | -1 3/8             | -20.37                 | 10        | 24                              |
| O Video Corp. of Amer. | 4 5/8               | 5 1/4              | - 5/8              | -11.90                 | 12        | 7                               |
| N Warner               | 54                  | 53 3/4             | + 1/4              | + .46                  | 17        | 3,311                           |
| A Wrather              | 22                  | 22 3/4             | - 3/4              | - 3.29                 | 17        | 51                              |

## SERVICE

|                        |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 39 3/4 | 39 1/2 | + 1/4  | + .63  | 8  | 106   |
| O Compact Video        | 4      | 4 1/2  | - 1/2  | -11.11 | 8  | 12    |
| N Comsat               | 53 1/8 | 56 5/8 | -3 1/2 | - 6.18 | 14 | 425   |
| O Doyle Dane Bernbach  | 15     | 14 3/4 | + 1/4  | + 1.69 | 8  | 82    |
| O Foote Cone & Belding | 28 1/2 | 30 3/8 | -1 7/8 | - 6.17 | 8  | 76    |
| O Grey Advertising     | 66     | 65     | +1     | + 1.53 | 6  | 38    |
| N Interpublic Group    | 27 1/4 | 28     | - 3/4  | - 2.67 | 8  | 125   |
| N JWT Group            | 19 5/8 | 19 3/4 | - 1/8  | - .63  | 14 | 102   |
| O MCI Communications   | 29 5/8 | 32 3/4 | -3 1/8 | - 9.54 | 48 | 1,407 |
| A Movielab             | 2 3/4  | 3      | - 1/4  | - 8.33 | 28 | 4     |
| A MPO Videotronics     | 6 1/2  | 6 1/2  |        |        | 10 | 3     |
| O A.C. Nielsen         | 43 1/8 | 42 7/8 | + 1/4  | + .58  | 13 | 484   |
| O Ogilvy & Mather      | 28 3/4 | 30     | -1 1/4 | - 4.16 | 9  | 122   |
| O Telemation           | 2 1/2  | 2 1/2  |        |        | 15 | 2     |
| O TPC Communications   | 2 1/2  | 2 1/2  |        |        | 3  | 2     |
| O Unitel Video         | 7 1/4  | 8 1/2  | -1 1/4 | -14.70 |    | 3     |
| N Western Union        | 29 3/8 | 34 1/8 | -4 3/4 | -13.91 | 13 | 466   |

## ELECTRONICS/MANUFACTURING

|                         |        |        |        |        |    |        |
|-------------------------|--------|--------|--------|--------|----|--------|
| O AEL                   | 9      | 9 1/2  | - 1/2  | - 5.26 | 3  | 17     |
| N Arvin Industries      | 12 1/8 | 13     | - 7/8  | - 6.73 | 5  | 82     |
| O C-Cor Electronics     | 18 1/4 | 19 3/4 | -1 1/2 | - 7.59 | 15 | 54     |
| O Cable TV Industries   | 8 3/4  | 8 3/4  |        |        | 10 | 26     |
| A Cetec                 | 4      | 4 3/8  | - 3/8  | - 8.57 | 8  | 8      |
| O Chyron                | 15     | 16 1/2 | -1 1/2 | - 9.09 | 13 | 39     |
| A Cohu                  | 4 1/4  | 4 3/4  | - 1/2  | -10.52 | 6  | 7      |
| N Conrac                | 22 1/2 | 22 7/8 | - 3/8  | - 1.63 | 13 | 48     |
| N Eastman Kodak         | 68 5/8 | 69 1/8 | - 1/2  | - .72  | 9  | 11,075 |
| O Elec Missile & Comm.  | 17 1/4 | 16     | +1 1/4 | + 7.81 | 69 | 47     |
| N General Electric      | 60 5/8 | 61 1/8 | - 1/2  | - .81  | 9  | 13,813 |
| N Harris Corp.          | 29 1/8 | 28     | +1 1/8 | + 4.01 | 10 | 910    |
| O Microdyne             | 11 1/2 | 13     | -1 1/2 | -11.53 | 13 | 52     |
| N M/A Com. Inc.         | 18 3/4 | 17 3/8 | +1 3/8 | + 7.91 | 18 | 715    |
| N 3M                    | 51 5/8 | 55     | -3 3/8 | - 6.13 | 10 | 6,051  |
| N Motorola              | 50 7/8 | 54 3/4 | -3 7/8 | - 7.07 | 9  | 1,605  |
| O Nippon Electric       | 81 1/2 | 82 7/8 | -1 3/8 | - 1.65 | 30 | 3,148  |
| N N. American Philips   | 31     | 33 7/8 | -2 7/8 | - 8.48 | 6  | 422    |
| N Oak Industries        | 26 1/4 | 28 3/8 | -2 1/8 | - 7.48 | 12 | 372    |
| A Orro Corp.            | 7 1/8  | 8 7/8  | -1 3/4 | -19.71 | 25 | 13     |
| N RCA                   | 20 1/2 | 17     | +3 1/2 | +20.58 | 12 | 1,545  |
| N Rockwell Intl.        | 27 1/8 | 28 1/4 | -1 1/8 | - 3.98 | 7  | 2,059  |
| A RSC Industries        | 4 5/8  | 4 1/2  | + 1/8  | + 2.77 | 66 | 11     |
| N Scientific-Atlanta    | 20 5/8 | 21 1/4 | - 5/8  | - 2.94 | 21 | 439    |
| N Sony Corp.            | 13 3/8 | 13 5/8 | - 1/4  | - 1.83 | 11 | 2,883  |
| N Tektronix             | 43 1/4 | 47 3/4 | -4 1/2 | - 9.42 | 10 | 805    |
| O Telemet (Geotel Inc.) | 1 1/2  | 1 1/2  |        |        |    | 4      |
| A Texscan               | 12 7/8 | 13 7/8 | -1     | - 7.20 | 18 | 59     |
| N Varian Associates     | 29 7/8 | 31     | -1 1/8 | - 3.62 | 22 | 237    |
| N Westinghouse          | 23 3/8 | 23     | + 3/8  | + 1.63 | 5  | 1,990  |
| N Zenith                | 12 1/2 | 12 5/8 | - 1/8  | - .99  | 12 | 84     |

Standard & Poor's 400 Industrial Average

121.68 123.44 - 1.76

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

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* LIN stock split 2 for 1. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.



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# ALASKA

## Commenters condemn RCA tariff filing for Satcom IV space

**RCA proposal for transponder lease at \$13 million on first-come, first-served basis draws ire of rejected auction bidders and companies on 1978 list for space on satellite**

The FCC should reject, or at least suspend, RCA Americom's latest tariff proposing to lease transponders on Satcom IV (Cable Net II). That was the unanimous opinion of the parties commenting on the proposal at the FCC last week.

The tariff in question surfaced quickly, in the wake of the FCC's rejection of RCA's \$90.1-million auction of seven transponders on Satcom IV (BROADCASTING, Feb. 1).

The new tariff proposes a fixed rate transponder service, under which RCA said it intended to make an undisclosed number of transponders on Cable Net II available for lease, charging customers \$13 million for a fixed seven-year, nine-month period from the date Satcom IV is expected to be operational (April 1) through Dec. 31, 1989 (BROADCASTING, Feb. 22).

According to the tariff, the transponders would be allocated on a first-come, first-served basis, with RCA expecting to accept up-front payments for the transponders starting at 9 a.m. on March 25 at its Princeton, N.J., headquarters. In the tariff, RCA said that if demand for transponders exceeded supply, it would hold a lottery to allocate the transponders.

Inner City Broadcasting, however, which had placed a winning \$10.7-million bid for a transponder in the rejected auction held last November, urged the commission to reject the new tariff—or at least to suspend it “for the full five-month statutory period”—pending an investigation into its lawfulness.

Inner City said the new tariff employed “demand-based pricing principles so that the rates charged customers are grossly out of proportion with the carrier's costs. These disproportionate rates also permit RCA Americom to cross-subsidize in favor of its voice and data customers.”

UTV Cable Network, which successfully had bid \$11.2 million for a transponder in the rejected auction, protested the new tariff, alleging that if it were accepted, UTV would “lose access to a critical facility and will be forced to dissolve itself. This will result in millions of dollars of loss to UTV, a harm that will be irreparable.”

In a petition filed jointly with Kentucky Educational Television, UTV, however, said its main concern wasn't the rejection

of the auction but RCA's announced intention to ignore a long-standing first-come, first-served list it had proposed for allocating available transponders.

Although, according to UTV, there were 149 others on that list last summer, UTV said it had struck a deal with KET, which was high up on that list, to share the costs of a transponder.

UTV said its business plans required that it begin distribution of programs before the summer of 1982, and the “only satellite that will satisfy UTV's planned business needs is Cable Net II.”

Although UTV said it had tried to secure \$13 million to participate in the new tariff, it found that, “except in the case of large and well-established customers, banks and other lending sources require considerable time to make the necessary arrangements for a loan of that magnitude.”

Satellite Syndicated Systems Inc. petitioned the FCC to suspend the tariff “for the full five-month statutory period in which to investigate” the new tariff proposal.

According to SSS, the “proposed revision is not lawful and has not cured any of the previous defects in RCA's tariff.”

Although RCA maintains that the new tariff is nondiscriminatory, SSS said the new tariff “is based upon an underlying discrimination against those 100 or so potential customers who have been on RCA's ‘waiting list’ for the past five years. Those customers have been promised since 1978 that RCA's transponders would be allocated on a first-come, first-served basis. To now allow RCA to allocate these seven transponders on Satcom IV by what could be, in an entirely different context, a fair allocation procedure, would be a flagrant case of discrimination that should not be sanctioned by the commission,” SSS said.

TM Communications Co. also urged the FCC to reject or suspend the tariff, contending that “contractual relationships have been established and relied upon in accordance with the first-come, first-served allocation method announced by RCA as early as 1979. TMC and other companies submitted orders to RCA Americom and were advised by RCA Americom that the orders had been accepted and a waiting list for assignment of additional transponders established. TMC considers its orders and RCA's acceptance thereof as a binding, contractual commitment.”

Satellite Weather Service agreed, contending that “those representations should remain controlling, at the very least

for those who have relied upon them and who have not received the service ordered.”

Post-Newsweek Stations Inc. also urged that the tariff be rejected or suspended. “That the current RCA proposal is fatally flawed should not come as a surprise to anyone,” Post-Newsweek said. “RCA has been striving mightily now for over a year to legally accomplish just such a do-it-yourself common carrier decertification for its Cable Net II satellite. This latest proposal again amounts to an effort to free itself completely from the confines of traditional cost-based, rate-of-return regulation and neutral facilities allocation principles.”

The Appalachian Community Service Network urged the FCC to reject the tariff, contending that it resembled a sale more than a lease and should only be considered in the FCC's ongoing proceeding considering whether RCA and other common carriers may sell transponders lawfully.

United Press International said the tariff was RCA's “latest attempt to cast aside its existing three-year-old waiting list in favor of an alternative transponder assignment procedure which is designed to allow RCA to realize the highest possible price for transponders.”

National Christian Network said the tariff was “nothing more than an attempt at ‘price fixing’ to further the carrier's own interest and, not incidentally, the interests of well-heeled business enterprises. The fact that all users will pay the same \$13 million rate in no way neutralizes the discrimination that will result to public interest and not-for-profit communications companies which cannot afford such prices.”

Wold Communications Inc. said the tariff represented “yet another effort by Americom to wield its dominant market power over scarce resources to maximize its profits without regard to the common carrier obligations which it assumed when it entered this market less than 10 years ago.”

Wold added that RCA's rates were “patently unreasonable.” According to Wold, assuming a 16% simple annual interest rate, RCA would realize an after-tax profit margin from the tariff of about 45%. “Americom's attempt to rationalize its effort to obtain excessive rates for its transponders has no lawful basis: A rate which produces an after-tax return of 45% is patently unreasonable, requiring rejection of the tariff,” Wold said.

Hughes Television Network said the tariff was RCA's “latest attempt to extract monopoly rents from the shortage of

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# Washington Watch

**EEO complaint.** National Black Media Coalition has petitioned FCC to deny renewal applications of 15 licensees for broadcast stations in Georgia and Alabama it said were "in gross violation of the FCC's equal employment opportunity rules." Petition affects 24 stations in nine cities.

**Piracy bill moved.** House Judiciary Committee has approved bill to increase penalties for counterfeiting and piracy of movies, records and tapes (H.R. 3530). Penalties of up to \$250,000 fine or five years imprisonment would be permitted under bill, introduced by Representative Barney Frank (D-Mass.). Senate has passed comparable measure, sponsored by Judiciary Committee Chairman Strom Thurmond (R-S.C.).

**UHF report.** FCC Office of Plans and Policy has released staff report, "UHF Viewing and Television Channel Selector Type," which concludes there is no systematic relationship between UHF viewing and channel selector type. Study, begun under auspices of FCC UHF Comparability Task Force, said analysis of data on total viewing to more than 3,800 television receivers also indicated that electronic channel selectors weren't associated with higher levels of UHF viewing. Dick Block, chairman of Council for UHF Broadcasting, said study was "false correlation that once again follows in the FCC's 30-year history in oversimplifying the problems of UHF." Comments on study are due April 19, reply comments are due May 4.

**Reimbursement.** FCC Administrative Law Judge Walter C. Miller last week ordered Western Union Telegraph Co. to make \$74,621,407 refund to international record carriers for use of its telex and TWX services because he found tariffs charged between August 1979 and May 1981 unlawful. He also ordered WU to refund short-haul or domestic users who were overcharged. Judge said that WU failed to prove costs of providing telex and TWX services. Judge also claimed WU used revenues from discriminatory rate structure to subsidize other parts of its services.

**Land mobile study.** Noting that growth of private land mobile radio use could lead to serious frequency congestion in future, FCC has launched inquiry to determine how to meet future needs of land mobile users. Among topics on which FCC has solicited comments is how best to provide land mobile users with additional spectrum. Comments are due June 9; reply comments July 9.

**Depreciation fallout.** FCC has moved to implement policy approved more than year ago by authorizing nation's largest telephone companies to accelerate depreciation for much of their equipment and facilities. According to FCC staff, move is expected to cause telephone rate increases of more than \$1 billion nationwide.

**LeBoutillier on ICA.** Representative John LeBoutillier (R-N.Y.), freshman congressman who is making name for himself for his outspokenness, has called for ouster of James Conkling as director of Voice of America. LeBoutillier, in press release, accused Conkling and "other obstructionist bureaucrats" at VOA of thwarting "implementation of the Reagan philosophy." LeBoutillier has his own candidate to succeed Conkling—Philip Nicolaides, controversial figure in his own right. Nicolaides's appointment in November to policymaking job at Voice created stir because of memorandum he had written urging "propaganda" role for Voice. Later, right-wing groups protested when Nicolaides was shifted, after two months, to staff of International Communication Agency, where he is now writing analyses of Soviet "disinformation" activities (BROADCASTING, Jan. 25).

satellite facilities."

According to Hughes, the "Communications Act was written to prevent precisely the kinds of monopoly practices proposed here again by RCA. The act requires reasonable rates, equality of rates in similar circumstances and fairness in the distribution of facilities. Once again, RCA's tariff revisions are irredeemably irreconcilable with these requirements," Hughes said.

Eastern Microwave Inc. said the revisions employed "value-of-service pricing principles, so that the rates charged customers are grossly out of proportion with the carrier's costs."

The tariff, Eastern said, would subject "to an unreasonable advantage" both parties that can't make an "immediate, lump sum \$13-million payment, and parties who are on the waiting list for 'Fixed Term Transponder Services.'"

Total Communications Services Inc. said that RCA had actually attempted to "abandon common carrier principles of cost-based ratemaking in favor of a reliance on the marketplace."

The commission, however, "should not allow the form of this transaction, called a 'lease' and ostensibly tariffed, to obscure what is really happening here," Total Communications said.

## Swift introduces bill eliminating comparative renewal

**Legislation mirrors Cannon measure where comparative renewal only would be used for "serious" violations of Communications Act**

Saying it is "totally consistent" with his previous proposals to "deregulate broadcasting," Representative Al Swift (D-Wash.) introduced a bill last Monday (March 8) to eliminate comparative renewal proceedings. Because the bill is narrowly drawn and has bipartisan support, said Swift, it will give the busy Telecommunications Subcommittee an opportunity "to move forward with some broadcast legislation this year."

The new bill (H.R. 5752) would set renewal procedures similar to those proposed in a Senate deregulation bill (S. 1629) introduced by Senator Howard Cannon (D-Nev.). It would require the FCC to renew the license of any broadcaster it finds has operated "during the most recent period of license in a manner which serves the public interest, convenience and necessity and without serious violations of any provision" of the Communications Act "or any rules or regulations" of the FCC.

Only after the FCC had determined that a renewal applicant failed to meet those criteria and had denied renewal of its license could it consider applications for the vacated frequency.

The bill replaces a previous Swift proposal (H.R. 6228, H.R. 3475) that would

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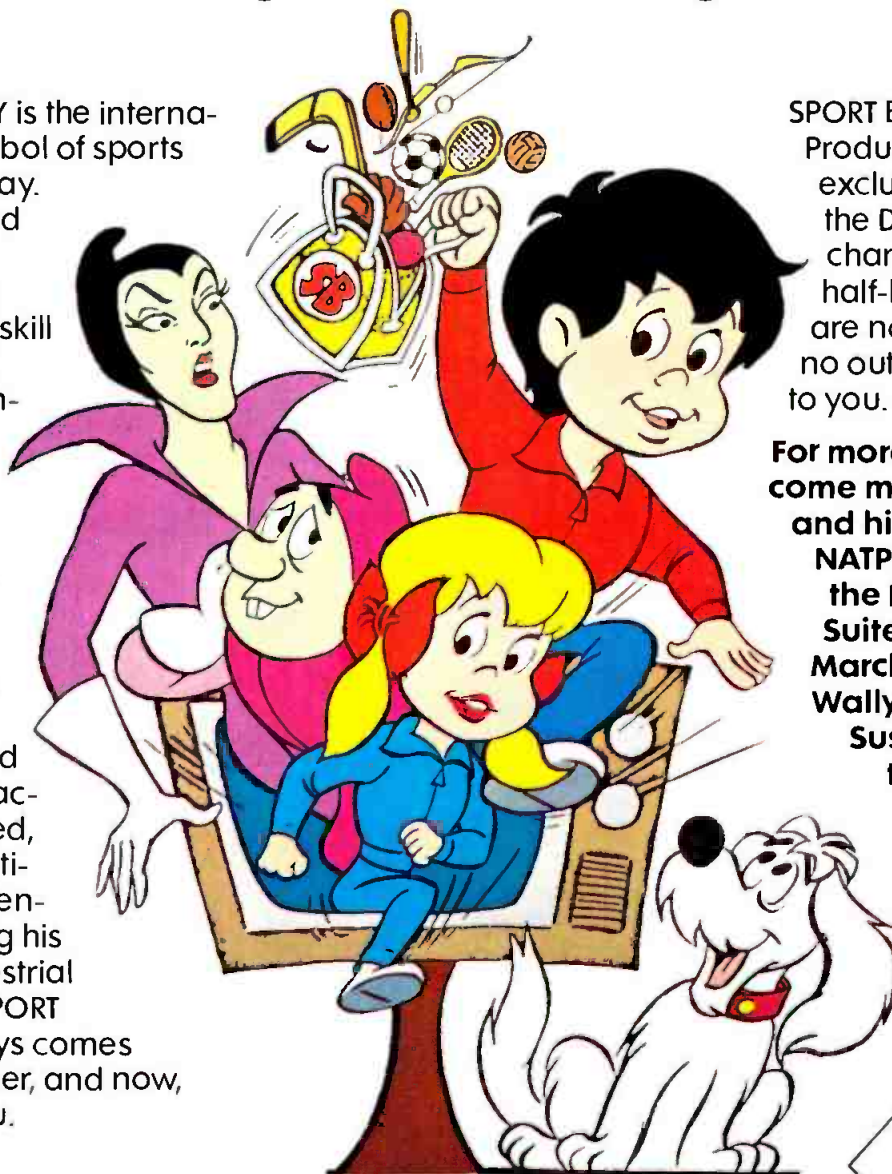


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have codified the FCC's crossownership rules and prohibited the FCC from considering multiple ownership or on-site management as criteria for license renewal. Since those bills were advanced in the 96th Congress and last year—the FCC has begun considering elimination of its multiple and crossownership rules.

Swift said his new proposal is “a more direct way of achieving the same purpose—to focus on actual performance of a licensee in determining whether to renew.”

The new proposal is consistent with but is not a substitute for an earlier proposal to tie license renewal to a newly defined public interest standard quantified by a point system, said Swift. That bill (H.R. 4726) has received negative reviews from both broadcasters and public interest groups, but, according to Swift, it is still worthy of congressional consideration. “I still firmly believe that quantification will further streamline the regulation of broadcasting,” he said, and “I believe it is in the best interest of both the public and the broadcaster to move away from the ephemeral standard now used by the commission to make determinations for renewal to a concrete and measurable standard.”

Co-sponsoring Swift's new proposal are Representatives W.J. (Billy) Tauzin (D-La.), Thomas A. Luken (D-Ohio), Ronald Mottl (D-Ohio), James Collins (R-Tex.), Thomas Bliley (R-Va.), Thomas

Tauke (R-Iowa) and Carlos Moorhead (R-Calif.), all members of the Telecommunications Subcommittee.

“Our subcommittee has before it already a full plate of legislation which may probably keep us from considering a comprehensive bill,” said Swift, referring to the subcommittee's plans to move major common carrier legislation soon, “but we're concerned that we move forward with some broadcast legislation this year.”

The renewal bill “has bipartisan support on the subcommittee,” said Swift, “and I look forward to working with my colleagues on it this year.” □

## California bill would regulate cable as utility

A California state legislator who claims “cable services are increasingly being operated by giant businesses who have little accountability to the people they serve” has introduced legislation that would revamp statewide regulation of the cable TV industry. The bill, introduced by Assemblyman Richard Robinson (D-Santa Ana), would take programing decisions away from cable system owners and turn them over to local community agencies “who will arrange for universal access to cable operations. In addition, the measure

includes special provisions establishing major consumer and personal privacy protections,” according to a release from Robinson's office.

In the wake of Robinson's proposal, which also would regulate cable systems as public utilities, the California Cable Television Association has issued a “call to arms” that denounces the bill, A.B. 2742, as an attempt to “destroy cable in California's major markets.”

The Cable Communications Act of 1982, as Robinson's proposal is called, would create a Division of Cable Communications within California's Public Utilities Commission “to guide and coordinate the development of cable communication systems on a statewide basis.” The PUC would serve as arbiter for complaints arising among cable operators, their subscribers and local community agencies. The measure would also do away with municipal franchise fees, and use higher licensing fees instead for “financing PUC operations and providing resources and facilities for community access to local systems.” Franchising authority would also be transferred from the cities to the state. □

## A scorecard for WARC

**Statistical chart by Colorado professor finds U.S., France first in overall influence**

For those wondering how the United States or other countries performed at the World Administrative Radio Conference in 1979 and are frustrated by the complexities of getting an answer, a little-noted article in *International Organization*, published by the University of Wisconsin, may be of some help.

The article, “Influence in International Conferences,” by George A. Coddington Jr., political science professor at the University of Colorado, concludes that the United States and France tied for first in the ranking of overall influence, with a score of 10, while the United Kingdom was third with the ranking of nine. Algeria, Australia, Canada, West Germany, India, Iran and the USSR were tied for fourth place, with rankings of seven.

The overall score was based on the ranking of their delegations in two other categories—“positional” and “behavioral”—combined with a third, “reputational.” The first was identified by counting the conference offices held by members of the various delegations. The behavioral ranking represented the author's evaluation of the success of each delegation in the key committee (Committee 5), which worked on allocating frequencies. Reputational indicates the standing a delegation has among other delegates as an influential participant in the conference. (The author interviewed six delegates during the eighth week of the 11-week conference, and wrote six letters to the delegates immediately following the conference.) □

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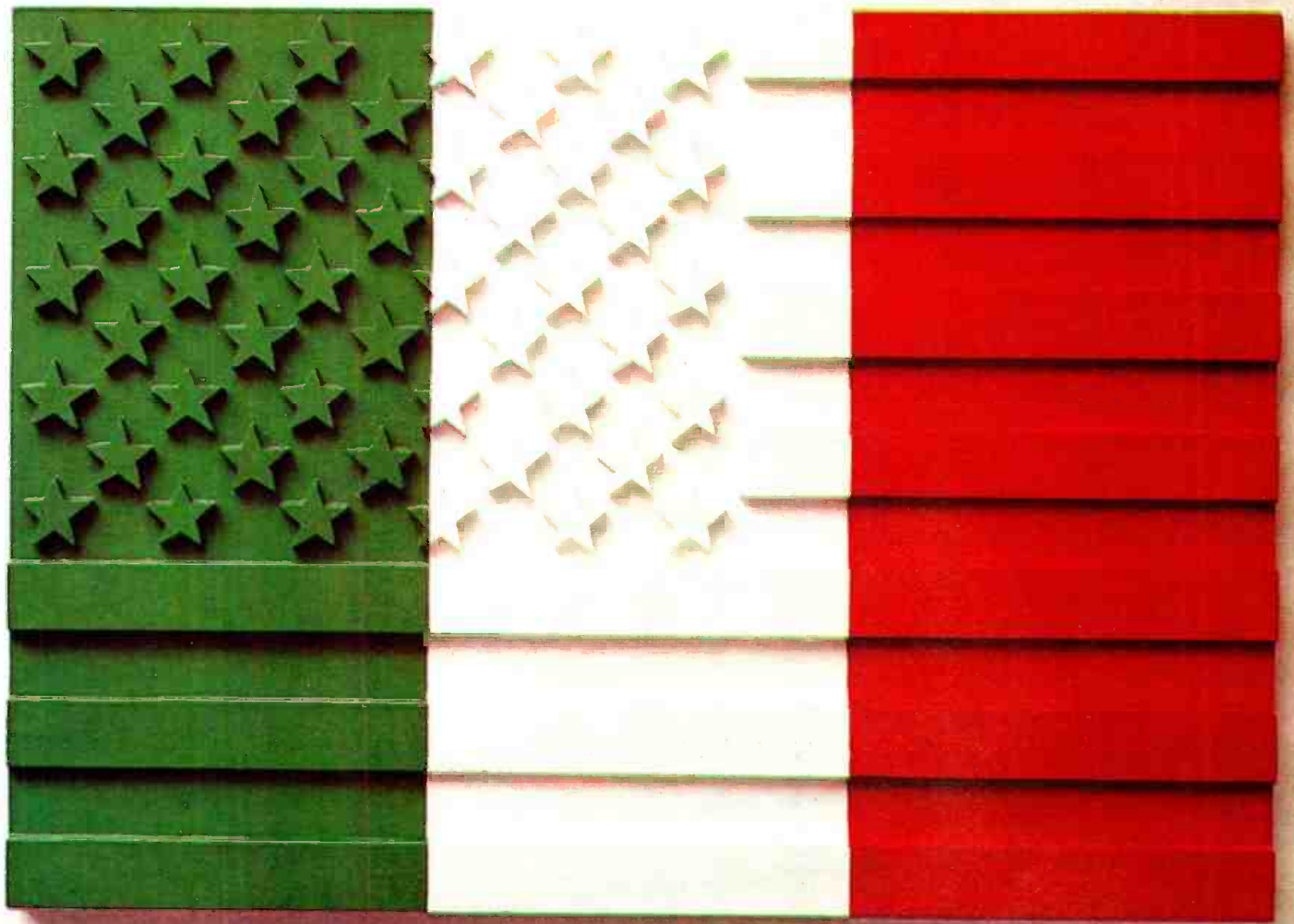
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## CBS's latest attempt at an early morning victory

**The network has revamped its breakfast offering, changing its name, the faces and the style to provide more information**

This week, for the third time in six months, CBS News is launching a new weekday *Morning* newscast on CBS-TV, in a clear attempt to beef up ratings that for years have trailed those of NBC's *Today* and, in more recent years, ABC's *Good Morning America*. This time the changes are the most extensive yet, with *CBS Morning News* emerging more as a new model than as an overhaul of the old, just plain *Morning*.

"We're trying to be the information service of the mornings," Bill Kurtis said last week. He's CBS-owned WBBM-TV Chicago's star anchor who has been brought in to replace Charles Kuralt as the new newscast's co-anchor with correspondent Diane Sawyer. "It'll be speedier, faster-paced—almost like drive-time radio," he said, in that news headlines or summaries and weather will be presented frequently and on a regular schedule throughout the two hours (7-9 a.m. NYT).

Thus, to enable viewers to develop a more precise sense of what will be presented when, the format has been restructured and tightened, each of the four half-hours will start with 10 to 11 minutes of information—headlines and weather. The second quarter-hour of each 30 minutes will offer a combination of news and news features, including an "At Issue" segment with a guest or guests, newsmaker guests and reports on the entertainment field, health and science, the law, economics and personal finance.

The cast has been enlarged. Steve Deshler of ABC's WLS-TV Chicago has been signed—just last week—to handle the weather chores. Jim Kelly, most recently sports anchor at CBS's WCAU-TV Philadelphia and since 1974 also a sports anchor/reporter/commentator for the CBS Radio network (where he will continue in those roles), will handle sports.

Joining them in daily appearances will be CBS News correspondents Ray Brady and Jane Bryant Quinn with reports on business and the economy, and Pat Collins, formerly with ABC's *GMA* (1978-80) and before that with CBS-owned WCBS-TV New York (1974-78), with entertainment news and movie reviews.

Weekly features will include medical and science news by CBS News's Charles Crawford and reports on the law and how it may affect consumers by correspondent Fred Graham.

George Merlis, former executive producer of *Good Morning America* and now executive producer of the new *CBS Morn-*



Sawyer and Kurtis

ing *News*, says the basic idea is to "cater more to the habits of the early-morning viewer." Speculation about the lack of ratings success for *Morning* after it went from one hour to 90 minutes last September, and again after it went to two hours in January, was that its pace was patterned too closely along the lines of the popular *Sunday Morning* and thus was too leisurely for viewers hustling to get ready for weekday work. The new format is intended to take care of that.

Merlis summarized the changes as being to "add things, tighten a lot and impose a structure." But, he said, "the strongest thing about the new *Morning News* is still the reporting of the CBS News organization." Actually, he estimated, the broadcast will carry 50% more news summaries than even the newsiest of its morning competitors.

There'll be other changes. For one thing, Kurtis said, "Diane and I will be sort of talking to each other—which will be a first for [regularly scheduled] CBS News [broadcasts]." In that sense, he said, it may "look like *Today* and *Good Morning America*, but without the entertainment—we won't have any five-part interviews with Burt Reynolds."

Although the broadcast times are the same (Monday-Friday, 7-9 a.m. NYT), Kurtis and Sawyer will be coming to work later—around 5 a.m. rather than the

2-2:30 a.m. to which she and Kuralt had become accustomed. That, Kurtis says, will let the co-anchors work later each day, preparing their own takeouts and, they hope, getting into the field more. Sawyer, for example, is scheduled to go to Cape Canaveral, Fla., to report on the third space shuttle launch, scheduled for March 22, and Kurtis hopes to cover the Pope's visit to England in May.

More live coverage by other correspondents in the field is also planned.

In the studio there will be a new set. The newscast will move out of the *Sunday Morning* studio and into the *NFL Today* set, but with modifications said to be still in progress last week.

So what about the ratings? In the season to date, *Mornings's* have averaged about 2.2 by CBS's count, as compared with a 5.0 for *Today* and a 5.5 for *GMA*. Kurtis isn't concerned—yet. With a 2.2 start, he quipped, "I'm not afraid of dropping any," but he quickly added: "Who knows? Maybe we could."

"We don't expect to rush right in and be number one," he said, noting that it takes time for a program to shake down and its audience to build. But he conceded that there'll come a time "when you have to start worrying" if the ratings aren't moving up. He figures that crossroads, if it comes to that, is about six months down the road. □

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# Friendly's push for longer news

**Former CBS president says more time is a must and that both networks and affiliates must compromise to reach that goal**

Characterizing the current half-hour network news format as one where producers work "in a 20-year-old straitjacket," former CBS News President Fred Friendly said last week that a half-hour each evening is totally inadequate for reporting national news and more often than not leads to distortions in the news.

Friendly's remarks came during his deliverance of the third annual Chet Huntley Memorial Lecture at New York University last Wednesday (March 10). Friendly is now the Edward R. Murrow professor emeritus and a senior program adviser at the Columbia University Graduate School of Journalism.

Friendly told his audience that "news" in today's world goes well beyond the classic understanding of it as "events, happenings—plane crashes, embassy takeovers, election returns," and the like. "No longer can we tell it as soon as we hear it," he said. "We have to tell it no sooner than when we can understand it. *Flash* was the signal of Walter Winchell. *Think* was the summons of the journalist

we honor tonight."

And, while Friendly suggested that television "may be the most powerful, most pervasive medium" in existence, he also contended that "it does not yet do an adequate job of providing a reliable picture of the world." He said television journalism is at its best during a crisis or when covering historic events. "But it falters when it comes to explaining nuclear disarmament or supercorporate mergers and their impact on productivity or why Ruth Friendly [his wife] buys a Honda instead of a Ford. And in this day and age, what we don't know could kill us."

While there are a number of factors contributing to the inadequacies of television journalism, including high production costs and the inclination to pursue the sensational story, Friendly suggested that the "primary roadblock to excellence is that television has that 22-and-a-half minute handicap." In that time-frame, he said, "all you can do is index, at best a digest... [which is but] a faint shadow of what the news divisions are capable of." He pointed to current news programs such as *Nightline*, *Sunday Morning*, the *MacNeil-Lehrer Report*, *60 Minutes* and the *Today Show* as "examples of what can be accomplished by dedicated journalists when there is sufficient air time."

Noting the current confrontation between the networks and their affiliates over the hour-news concept, Friendly said "the battle has all the tensions and misunderstanding of the arms race—two power-



Friendly

ful forces arrayed against each other, distrust vs. distrust, greed vs. greed, inventory vs. overkill, 'trojan horse' [network encroachment on local time] vs. 'the news as hostage,' to use the rhetoric of the two ideological camps."

And the crux of the issue, said Friendly, is money: "... whether the networks will make more and whether the stations will lose any." He summed up affiliate resistance as due to the fear that "a trojan horse has been wheeled into their studios. Once they give up the half-hour, they are concerned that the network will take back some of the [three to five minutes in additional commercial time offered for expanded news] at contract renewal, invoking the high cost of production as rationale."

The networks, on the other hand, accuse the affiliates of greed, said Friendly. He quoted one network executive as saying, "We're going to allow them to sell three minutes in the expanded news. What do they want, all of it?"

Of the various solutions that have been proposed, Friendly said one "worth serious consideration," was that of Joel Chaseman, president of the Post-Newsweek stations, calling for one hour of network news to air between 7:30 and 8:30 p.m. NYT. "The failure and rapid turnover of new entertainment shows," said Friendly, "have reached ridiculous and extravagant expense—\$800,000 and more for a single hour. An hour news, even with slightly lower ratings in the beginning, might turn out to be a more economical use of the time in the long haul," as the case was with *60 Minutes*.

Networks, said Friendly, will have to "come up with a formula that will satisfy the financial needs of the affiliates and that formula will have to stick." He suggested that the FCC rule limiting the duration of contracts between networks and affiliates to a maximum two years should be waived.

"Let the networks level with the stations about the projected costs of the expanded news and the actual incremental costs after the first two years," he said. There should be a precise accounting of all the costs and benefits involved so that, "as they say in the trade, 'both sides are made whole.'"

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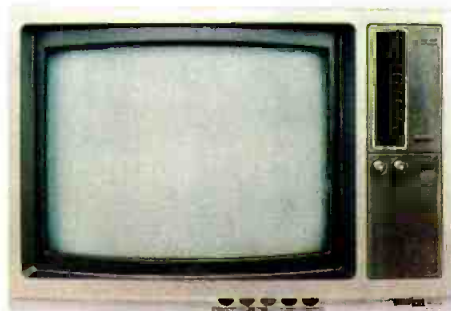
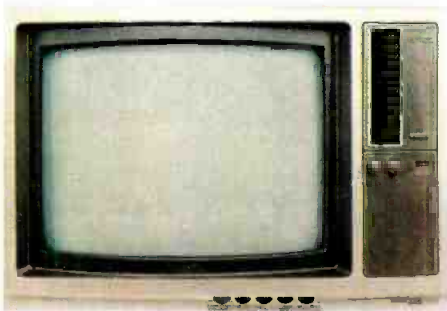
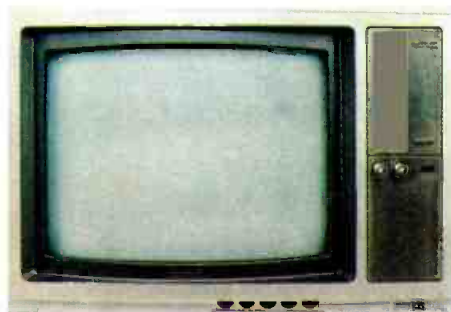
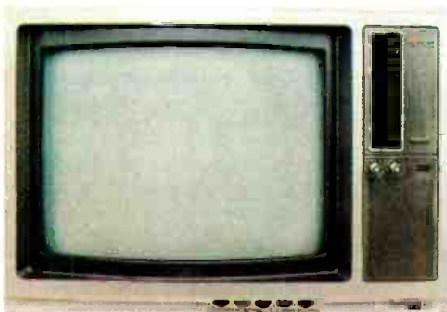
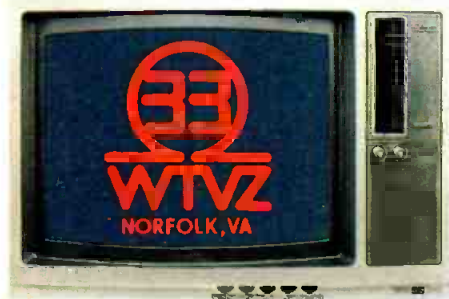
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## Journalists get tongue lashing from news council chairman Isaacs

**University of Hawaii holds first in series of lectures of ethics in journalism; National News Council head offers suggestions to fight journalistic malpractice**

"What we are going through is a replay of the 'Front Page' era, decked out with minicams, unprincipled gung-ho reporters and backed by editorial chiefs more anxious to be popular with their staffs than with their own reputations for fair play and common sense." That was only one criticism leveled against the news media by Norman Isaacs, chairman of the National News Council, as he made a pitch for stronger ethics in journalism. Isaacs delivered the first in a series of annual lectures (March 3) sponsored by the University of Hawaii's Carol Burnett Fund Lecture on Journalism Ethics.

Isaacs charged, "Precious little progress has been made in developing genuine intellectual and ethical approaches to the practice of journalism." He noted that complaints brought against the profession today are not new.

Isaacs, who called himself a "new volun-

teer in an old cause," read a passage written 80 years ago that accused the media of being, "without any code of ethics or system of self-restraint or self-respect."

Isaacs said there are now major codes of ethics espoused by such organizations as the American Society of Newspaper Editors and the Society of Professional Journalists, Sigma Delta Chi. However, he argued, these ethics are not always honored.

The problem has been two-fold: "One has been trying to win acceptance of these honorable goals. The other is getting them implemented. The difficulties stem from journalism's in-bred untidiness," he said.

He lashed out at newspaper editors: "The passion of many of today's editors for gossip columns smacks of hypocrisy since so many of them are critical, if not contemptuous, of what they see as TV's groveling for ratings. Are not the gossip columns an equivalent out-reach for circulation growth? Certainly names make news. But obviously, the information ought to be 'newsy' and not malicious trash that would fail any responsible checking or press-agent pap."

The former editorial director of the *Louisville (Ky.) Courier-Journal* (1962-71) said part of the problem facing editors today is they have little time to "exercise" teaching and guidance. To alleviate that problem, he presented a model for a four-person executive staff. The model calls for one directing editor

with three deputy editors. The deputies would relieve the directing editor from day-to-day duties thus freeing him to "override all manner of department myopia." He said the end product "can be a staff with high morale along with an executive function that pays for itself many times over."

To help fend off public dissatisfaction with the press, Isaacs listed three goals imperative to fighting "journalistic malpractice":

- "That no consent to source immunity—confidentiality—can be given without direct grant of authority from the top editorial officer and that the same principal be communicated to the major wire services."

- "That news organizations adopt a rule that editorial opinion cannot be part of a news account of anything."

- "That there be a rule forbidding any instant response to a protest with the comment, 'We stand by our story.' Let the rule be: 'We shall double check.' And if the editor is convinced that the protest is without merit, any 'We stand by our story' statement should include a reason so valid that every rational reader can trust the assertion."

## NBC News moves

**Westerman, Midgley, Davis and Friedman leaving**

A series of executive changes were in progress at NBC News last week, some apparently related to Bill Small's departure as president (BROADCASTING, March 1), some apparently not.

NBC News spokesmen confirmed reports that Sylvia Westerman, who left CBS News—Small's one-time home base—to become NBC vice president and assistant to Small, had resigned. They also confirmed that Leslie Midgley, who retired from CBS News at age 65 and then joined Small at NBC News as vice president, special programs, is retiring again, at age 67. They said Midgley had been wanting to retire for some time.

In an action connected not so much with Small's leaving but with assumption of the top NBC News jobs by Reuven Frank and Tom Pettit, Sid Davis will turn over the Washington bureau chief job to Bob MacFarland, senior Washington producer for the *NBC Nightly News*. Davis, a respected White House correspondent and one-time Westinghouse Broadcasting bureau chief in Washington, had preceded Small to NBC, and his reassignment to an as yet unspecified post is not considered part of the CBS "purge" at NBC. "Pettit and MacFarland had worked long and comfortably together here," Davis said last week, "and I felt they would make a good team for the future."

Paul Friedman, a long-time NBC newsmen who formerly was executive producer of NBC's *Today* and *NBC Magazine*, was said to be leaving his current post as producer in the NBC News documentary unit, reportedly to join ABC.

## NewsBeat

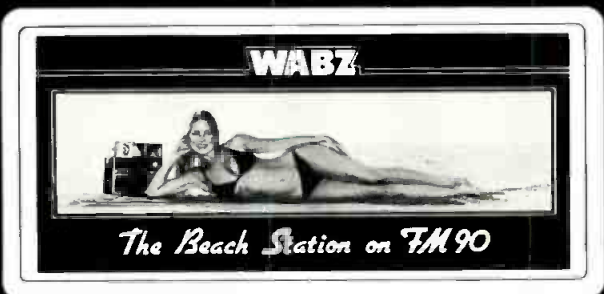
**Brinkley honors.** David Brinkley was named last Wednesday (March 10) by Radio-Television News Directors Association to receive RTNDA's annual Paul White Award for distinguished service to broadcast journalism. Brinkley spent most of his 38 years in journalism with NBC before moving to ABC last September. He currently is host of ABC-TV's Sunday news-and-interview hour, *This Week*, and participates in special assignments. Brinkley will accept award Oct. 2 at concluding banquet of RTNDA International Conference in Las Vegas where he will deliver principal address.

**Koppel contract.** ABC News *Nightline* anchor Ted Koppel has signed new contract through December 1984. Deal is speculated to be in \$750,000-per-year range. Contract formalizes Koppel's role as "editorial manager" of *Nightline* as well.

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## Satellite-talk to preface NAB

**IASU to hold second annual conference; Flaherty, Ferris and Wirth among speakers**

With many "satellite" meetings planned to revolve around the National Association of Broadcasters convention next month, it's only proper that one be dedicated to satellites. The International Association of Satellite Users will hold its second annual conference and show at the Dallas Hyatt Regency April 1-3. The meeting abuts the NAB show that begins its four-day run in Dallas on April 4.

Because of its proximity to the NAB show and perhaps with the thought of attracting a few of the thousands of broadcasters who will be arriving in Dallas, the IASU has put the accent on broadcasting. There will be three panel sessions addressing broadcasters' concern about satellites and one about direct broadcast satellites. Broadcasters might also profit by the conference's workshop on how to find transponder time.

According to conference chairman Matt C. Nilson, of Nilson Research Corp., a Washington consulting firm, last year's conference drew 200 to the Washington Hilton but this year's conference is expected to attract between 400 and 500. He added that there will be about 20 exhibitors, including Scientific-Atlanta, Turner Cable, Satcom Inc. and Dalsat. Most will feature 12 ghz earth station gear.

The exhibit hall opens Thursday (April 1) evening, but the conference does not get under way until the following morning when Senator John Glenn (D-Ohio) addresses the delegates from Washington via a live satellite hook-up. The former astronaut is expected to talk about future uses of satellites and some of the research and development that is going on. The conference will get a more political view of the future at the Saturday luncheon, where House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) will speak.

The impact of two-degree spacing will be discussed at a Friday morning panel session, featuring Gene Swanzy, Mutual Broadcasting System; Donald Jansky, National Telecommunications and Information Administration; Joe Maguire, RKO Radio, and James Cuddihy, Teleprompter/Muzak.

How much of the limited satellite capacity of the 1980's will be allocated to broadcasting is the subject of a Friday afternoon panel, including Earl Hilburn, former president of Western Union Corp.; C. Gus Grant, Southern Pacific Com-

munications; Mel Borer, Western Union; Thomas Gabriszeski, American Satellite; Harold Rice, RCA Americom, and Jacques Johnson, Hughes Communications.

Broadcasters are being promised "new opportunities" at a Saturday morning panel. It will include Stanley Hubbard, Hubbard Broadcasting and DBS applicant

United States Satellite Broadcasting; Douglas Ruhe, Focus Communications; Daniel Gillum, Printer Terminal Communications, and Don Franco, Microband Corp. of America.

The DBS panel: Charles D. Ferris, former FCC chairman; Joseph Flaherty, CBS; Robert Dumke, Oak Satellite Corp.,

## Intermedia

**Holding back.** A.C. Nielsen Co. is in danger of looking like "a shill for the cable industry," William S. Rubens, NBC research vice president, has charged. He told Advertising Research Foundation conference that Nielsen releases "aggregate data for cable" purporting to show how much audience cable is siphoning away from networks, yet refuses to release data on individual services. Rubens said that several months ago he "accidentally saw" some Nielsen data for Cable News Network and ESPN and that, "as I recall," each averaged "about one-tenth of a rating point in prime time." Point is, he said, that "Nielsen has these ratings" but won't release them even though advertising community—and broadcasters—need them. "Is Nielsen waiting for these systems to become customers before they publish the ratings?" he asked. "You can well imagine that CNN and ESPN might be reluctant to become subscribers and let the world know the size of their audience." In addition, Rubens said, "when Nielsen does publish data on specific cable services," such as subscribers of Home Box Office and audience of WTBS(TV) Atlanta, "it manages to show them in the best possible light—not in terms of [their] real delivery but in terms of their potential. ..."

**Honoring service.** Broadcast Education Association will award first annual Education Service Award to Harold E. Niven, vice president, planning and development, National Association of Broadcasters. Award, to be presented April 3 at Dallas Convention Center, prior to opening of annual NAB convention, honors "broadcaster or broadcast educator who has made a significant and lasting contribution to the American system of broadcast education by virtue of singular achievement or continuing service for or in behalf of broadcast education."

**Upmanship.** CBS Cable announced increased count of subscriber base for its cultural program service. With addition of Warner Amex Cable Communications systems in Chicago suburbs, Dallas, Houston, St. Louis, Pittsburgh and Cincinnati, total of 250,000 subscribers, plus other system commitments, CBS Cable will be available to 4 million cable homes.

**NPR grants.** National Public Radio has received series of grants totaling \$425,000 for its news and information fund. Four grants were awarded to fund that supports news and information programming. Instead of underwriting, specific program shares are purchased from fund. Full share of \$250,000 entitles underwriters to at least 12 credits per week on all NPR news programs. German Marshall Fund of United States contributed \$137,500. Other grants awarded are: Communications Workers of America, \$137,500; Chubb Group of Insurance Companies, \$100,000, and Jennifer and Edmund Stanley Jr., \$100,000. NPR also received \$228,000 grant from Pew Memorial Trust to establish history units in news and information department. Unit will specialize in events and issues in American history.

**Valley bid.** East San Fernando Valley Cable franchise, last of Los Angeles area's unfranchised cable districts, would go to Valley Cable under recommendation by independent consultant to Los Angeles city council. Washington-based Cable Television Information Center concluded Valley Cable—which already has West San Fernando Valley franchise—made best offer for area's 150,000 homes. Two companies, American Television & Communications and CommuniCom, recently dropped out of bidding race.

**Cable pacts.** Multiple-system operator Sammons Communications Inc. has agreement in principle to offer Cinemax pay-TV service in 27 communities in 13 states. That's said to amount to more than 417,000 homes passed: 211,000 from operating systems and 206,000 in new-build territory. In addition, Harte Hanks Cable, San Antonio, has signed agreement offering Showtime in all of its new-build systems and majority of its existing systems for total of 240,000 homes passed within next few months. Heritage Communications, Des Moines, Iowa, reported it has agreement with The Entertainment Channel and will offer that service initially to its system in Des Moines passing 111,000 homes.

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Among the other panelists is Jeff Moritz, one of the partners in United Satellite Television, the firm that contracted last month for 10 transponders on the Telesat Anik-C satellite to offer four channels of programming to multi-unit buildings.

There are three workshops, all on Saturday and concurrent with the panel sessions. The one on finding transponder capacity features Tom Casey, former FCC common carrier bureau chief; David Martin, RCA Americom, and Mel Borer,

Western Union.

IASU, formed just two years ago, comprises mostly institutional and business users of the domestic satellite system and a number of satellite carriers. The membership includes Aetna Life & Casualty Co., American Hospital Supply Corp., Atlantic Richfield, Chase Manhattan Bank, General Instrument Corp., Oak Communications and Oak Satellite Corp., RCA Americom, Satellite Business Systems, Western Union Telegraph and Times Mirror Cable.

Fred Dassler is executive director of the Washington-based association. □

year bought WGGG(AM) Gainesville, Fla., for \$1.1 million (BROADCASTING, Sept. 7, 1981). KMPX is on 98.9 mhz with 4.3 kw and antenna 1,450 feet above average terrain. **Broker: Blackburn & Co.**

**WRIP(AM)-WOWE(FM) Rossville, Ga.** □ Sold by WRIP Inc. to WOWE Inc. for \$1,060,000 ("In Brief," March 8). **Seller** is owned by Jay Sadow, who also owns WRIP-TV Chattanooga which returned to air March 4 after destruction by fire last year (BROADCASTING, Nov. 9, 1981). **Buyer** is principally owned by David King, president and 50% owner of WFXI(AM) Haines City, Fla. WRIP is 500 w daytimer on 980 khz. WOWE is on 105.5 mhz with 3 kw and antenna 270 feet above average terrain. **Broker: Walker Media & Management Inc.**

**KWMS(AM) Salt Lake City** □ Sold by Granite District Radio Co. to Simmons Family Inc. for \$750,000. **Seller** is principally owned by Arthur P. Williams, president and principal owner of WFSH(AM) Valparaiso-Niceville, Fla., and permittee of KSHO-TV Las Vegas. **Buyer** is principally owned by Roy W. Simmons, president, and family who also own KSFI(FM) Salt Lake City. KWMS is on 1280 khz with 5 kw day and 500 w night.

**WSIR(AM) Winter Haven, Fla.** □ Sold by Cypress Central Communications Corp. to WSIR Inc. for \$650,000. **Seller** is owned by Randall E. Jeffery (35%), Allen A. Sperling (30%), William F. Reed and William J. Siegel (15% each), Horace W. Gross and estate of Ernest H. Clay (2.5% each), who have no other broadcast interests. **Buyer** is owned by R. Kent Replogle, general manager of KMBC-TV Kansas City, Mo., and owner of WAKA(AM) Gainesville, Fla. WSIR is on 1480 khz with 1 kw day and 250 w night. **Broker: Chapman Associates.**

**WIZO(AM) Franklin, Tenn.** □ Sold by Harpeth Valley Broadcasting Inc. to James R. Romine for \$600,000. **Seller** is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rodgers. They sold co-located WIZO-FM to other buyers for \$800,000 (BROADCASTING, March 1). In addition, Hobbs owns two-thirds of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. **Buyer** is former announcer at WVOK(AM) Birmingham, Ala., and has no other broadcast interests. WIZO is on 1380 khz with 5 kw full time.

**WQTI(FM) Fayetteville, N.C.** □ Sold by Cumberland A&A Corp. to W. B. Belche for \$565,000, ("In Brief," March 8). **Seller** is owned by Gardner Altman Sr. and son, Gardner Altman Jr., who have no other broadcast interests. **Buyer** is president and owner of WIDU(AM) Fayetteville, N.C. WQTI is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

**WABY(AM) Albany, N.Y.** □ Sold by Broadcast Management of Albany Inc. to 1400 Radio Inc. for \$525,000 plus assumption

## Changing Hands

### PROPOSED

**WRCB-TV Chattanooga** □ Sold by Ziff-Davis Broadcasting Co. to Sarkes Tarzian Inc. for about \$15 million ("In Brief," March 8). **Seller** is New York-based group of six TV's owned by William Ziff and family. I. Martin Pompadur is president. Last year Ziff-Davis said it would sell entire television group (BROADCASTING, June 1, 1981). Earlier it announced sale of WJKS-TV Jacksonville, Fla., for about \$18 million (BROADCASTING, Dec. 7, 1981). **Buyer** is Indianapolis-based group of two AM's, two FM's and one TV. Thomas Tarzian is president. WRCB-TV is NBC affiliate on channel 3 with 100 kw visual,

10 kw aural, and antenna 1,260 feet above average terrain.

**KMPX(FM) San Francisco** □ Sold by Golden Gate Radio Inc. to Broadcast Associates Inc. for \$5.5 million. **Seller** is owned by L. E. Chenault (40%) and Lloyd Edwards and wife, Barbara Edwards (30% each). Chenault owns KYNO-AM-FM Fresno, Calif., and Lloyd Edwards owns KYAC(AM) Seattle, which he bought last year for \$1.6 million (BROADCASTING, May 4, 1981). **Buyer** is owned by Frederick C. Mazey (60%) and Robert A. Elkins (40%). They are New Brunswick, N.J., and Jersey City attorneys who last

## Who Says January and February are Slow Months!

### Early 1982 Sales\*

|           |                   |             |
|-----------|-------------------|-------------|
| WJLD - AM | Birmingham, AL    | \$ 550,000  |
| WNOX - AM | Knoxville, TN     | \$1,200,000 |
| WQTI - FM | Dunn, NC          | \$ 525,000  |
| WAEC -AM  | Atlanta, GA       | \$ 800,000  |
| KMPX - FM | San Francisco, CA | \$5,500,000 |

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of \$24,467 trade account. **Seller** is subsidiary of Broadcast Management Corp., Fairfield, Ohio-based group of five AM's and two FM's principally owned by Thomas H. Green and Joel M. Thorpe. They bought WABY five years ago for \$200,000 plus \$75,000 for noncompete agreement (BROADCASTING, Oct. 3, 1977). **Buyer** is owned by William J. Selwood Jr. (51%) and Pioneer Associates (49%). Pioneer Associates is owned by Neil A. McConnell (50%), James G. Niven (30%) and R. Scott Asen (20%). They own WWOM(FM) Albany, N.Y., which they bought two years ago for \$800,000 (BROADCASTING, June 16, 1980). WABY is on 1400 khz with 1 kw day and 250 w night.

**WDCF(AM) Dade City, Fla.** □ Sold by Dade City Radio Inc. to Brewer Broadcasting Corp. for \$252,000. **Seller** is owned by Duane Anderson (51%) and Patricia Webb (49%). Anderson formerly held 50% interest in KLOT(AM) Barstow, Calif., which was sold last year for \$350,000 (BROADCASTING, Nov. 2, 1981). **Buyer** is owned by Jim Brewer, and family who also own WTCJ(AM) Tell City and WHON(AM)-WQLK(FM) Richmond, both Indiana, and WTOT(AM)-WJAQ(FM) Marianna, Fla. WDCF is on 1350 khz with 1 kw day and CP to add 500 w night. **Broker: Chapman Associates.**

**WLOX(AM) Biloxi, Miss.** □ Sold by WLOX Broadcasting Co. to La-Terr Broadcasting Corp. for \$200,000. **Seller** is principally owned by J. S. Love and sisters, Jo Love Little and Mary E. McMillan, who also own co-located WLOX-TV, WKXI(AM)-WTYX(FM) Jackson, Miss., and WAUV(FM) Savannah, Ga. **Buyer** is owned by Raymond A. Saadi, Kenneth Watkins and James J. Buquet, who own KHOM(FM) Houma and KTIB(AM) Thibodaux, both Louisiana. WLOX is on 1490 khz with 1 kw day and 250 w night. **Broker: Chapman Associates.**

□ Other proposed station sales include: KCLB(FM) Santa Rosa, Calif.; WSSA(AM) Morrow, Ga.; WRNZ(FM) Wrens, Ga.; WDOE(AM) Dunkirk, N.Y. (BROADCASTING, March 8); WFIL-TV Poughkeepsie, N.Y. (BROADCASTING, March 8); KHUG(AM) Medford, Ore.; WSEE-TV Erie, Pa. (BROADCASTING, Feb. 22); WMNT(AM)-WMLD(FM) Manati, P.R. (BROADCASTING, March 8), and WRJZ(AM) Knoxville, Tenn. (BROADCASTING, March 8) (see "For the Record," page 196).

APPROVED

**WNNR(AM) New Orleans and WAIL(FM) Slidell, La.** □ Sold by Security Broadcasting of Baton Rouge Inc. to Phase II Broadcasting Inc. for \$2,316,000. **Seller** is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman (one-third each). They own KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and KALO(AM)-KZZB(FM) Beaumont, Tex., latter which, Bridgeman, subject to FCC approval, bought out his other partners for \$1 million (BROADCASTING, Feb. 8). Last year they also bought WXOK(AM) Baton Rouge, La., for \$2,850,000 (BROADCASTING, Nov. 9, 1981). **Buyer** is Muniz, one-

third owner of selling group. WNNR is 1 kw daytimer on 1500 khz. WAIL is on 105.3 mhz with 100 kw and antenna 407 feet above average terrain.

**KYLT-AM-FM Missoula, Mont.** □ Sold by Scottie Broadcasting Co. to Spectrum Communications Corp. for \$1.5 million. **Seller** is owned by W.T. Holter (75%) and Gene S. Peterson (25%). Holter owns KLTZ(AM) Glasgow and KMMR(FM) Malta, both Montana. He also owns 80% of KBLL-AM-FM Helena and 80% of KPRK(AM) Livingston, both Montana, of which Peterson owns 20% each. Holter owns 60% of permittee for new FM at Glasgow (BROADCASTING, July 2, 1979). **Buyer** is group of more than 50 stockholders. Phillip B. Huff is president and 10.11% owner. He is Boulder, Colo., radio promoter and merchandiser and has no other broadcast interests. KYLT is on 1340 khz with 1 kw day and 250 w night. KYLT-FM is on 100.1 mhz with 3 kw and antenna 300 feet below average terrain.

**KYOK(AM) Houston** □ Sold by Starr KYOK Inc. to All Pro Broadcasting Inc. for \$1.5 million. **Seller** is subsidiary of Shamrock Broadcasting Inc., Hollywood-based group of four AM's, four FM's and two TV's owned by Roy E. Disney family. It sold, subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22, 1981 et seq.). **Buyer** is owned by Willie Davis (66.67%) and Northwestern Mutual Life Insurance Co. of Milwaukee (33.33%). They own KACE(FM) Inglewood,

Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. Last year they bought KQIN(AM) Burien, Wash., for \$750,000 (BROADCASTING, March 9, 1981). KYOK is on 1590 khz with 5 kw full time.

**WYCB(AM) Washington** □ Sold by Washington Community Broadcasting Inc. to Howard Sanders Communications Corp. for \$1,375,000. **Seller** is owned by some 30 stockholders none of whom have other broadcast interests. Marjorie M. Lawson is chairman, president and 7.64% owner. **Buyer** is principally owned by Jacqueline Robinson, chairman, and Howard Sanders. Sanders is general manager and 5% owner of WYCB. Robinson is secretary and 8.28% owner. Sanders also bought, subject to FCC approval, WENN-AM-FM Birmingham, Ala. (BROADCASTING, Jan. 18). WYCB is on 1340 khz with 1 kw day and 250 w night.

**KADI(AM) Clayton, Mo.** □ Sold by St. Louis County Broadcasting Inc. to Bott Communications Inc. for \$900,000. **Seller** is principally owned by Richard J. Miller, who is principal owner of KADI-FM St. Louis. **Buyer** is owned by Richard Bott and wife, Sherley E. Bott. They won KCCV(AM) Independence, Mo.; WFCV(AM) Fort Wayne, Ind., and KQCV(AM) Oklahoma City. KADI is 5 kw daytimer on 1320 khz.

**WQOK(AM) Greenville, S.C.** □ Sold by WQOK Inc. to Keymarket Communications Inc. for \$750,000. **Seller** is owned by

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
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Tecumseh Hooper (76%), wife, Francis S. (10%), son, Tecumseh Jr. (6%), and daughters, Nan Hooper Woodward and Jean L. Hooper (4% each). They have no other broadcast interests. **Buyer** is owned by Paul H. Rothfuss and Kerby E. Confer (45% each) and David Bernstein (10%). They own WSSL(FM) (formerly WGXL) Laurens, S.C., which they bought for \$2.5 million (BROADCASTING, Aug. 10, 1981). Rothfuss and Confer own 35% each of WKRT(AM)-WNOZ(FM), Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% each of permittee, WKFT(TV) Fayetteville, N.C. Rothfuss and Confer also have bought WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (BROADCASTING, Nov. 9, 1981) and WDX(AM)-WPJS(FM) Orangeburg, S.C., for \$1,250,000 (BROADCASTING, Jan. 25). WQOK is on 1440 khz with 5 kw full time.

**KVKM(AM)-KGEE(FM) Monahans, Tex.** □ Sold by Monahans Broadcasting Co. to Oil Broadcasting Corp. for \$730,000. **Seller** is owned by William W. Jamar Jr. and wife, Jane Ellen (50% each). They own KBWD(AM)-KXSE(FM) Brownwood, KKIK(AM) Waco and KBIL(FM) San Angelo, all Texas. William Jamar owns 10% and his wife owns 7.5% of KSNY-AM-FM Snyder, Tex. **Buyer** is owned by Louie F. Garrett (50.2%), William S. Sanders and Fluid Capital Corp. (24.9% each). Garrett is Jackson, Miss., accountant and real estate investor who has no other broadcast interests. Sanders is Albuquerque, N.M.,

communications consultant and 24.9% owner of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. Fluid Capital Corp. is subsidiary of Fluid Corp., Albuquerque-based publicly traded investment company that also owns 24.9% of KDHI-KQYN. George T. Slaughter is president and 11.4% owner. KVKM is on 1330 khz with 5 kw day and 1 kw night. KGEE is on 99.9 mhz with 100 kw and antenna 289 feet above average terrain.

**KUZZ-FM Nampa, Idaho** □ Sold by First National Broadcasting Corp. to Boise/Nampa Broadcasting for \$630,000. **Seller** is owned by Brent T. Larson, who owns 85.5% of KCKO(AM) Spokane, Wash.; 17.5% of KXA(AM)-KYYX(FM) Seattle; 51% of KSVC(AM)-KKWZ(FM) Richfield, Utah, and 40% of KSIT(FM) Rock Springs, Wyo. **Buyer** is owned by Independent Radio and Television Operations Inc., partnership of Eugene D. Adelstein, Edward B. Berger and Frank I. Lazarus. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Berger is Tucson, Ariz., attorney. Lazarus is Cincinnati, Ohio, department store manager. Adelstein and Berger hold general and limited partnership interests in KZAZ-TV, KGSW-TV Albuquerque, N.M., and KTEE(AM) Idaho Falls and KADQ(FM) Rexburg, both Idaho. Lazarus is general partner along with Adelstein and Berger in KIOY(FM) Fresno, Calif., and, by himself, owns KXEW(AM) Tucson. Lazarus is also limited partner in KGSW-TV, KTEE and KADQ. KUZZ is on 96.9 mhz with 44 kw

and antenna 2,520 feet above average terrain.

□ Other approved station sales include: KXRT(FM) Taos, N.M.; WHIT(AM) New Bern, N.C.; WWEE(AM) Memphis, Tenn., and KIAJ(FM) (CP) Rawlins, Wyo. (see "For the Record," page 200).

## Broadcasting gets mixed reviews from Gloria Steinem

**'Ms.' magazine editor, while pleased that more women than ever are working in media, says their portrayal should improve**

Gloria Steinem, women's rights activist and an editor of *Ms.* magazine, brought both praise and complaints to a luncheon session of the Hollywood Radio and Television Society in Beverly Hills, Calif. In her address to more than 700 entertainment industry professionals, most of them women, Steinem indicated the "good news" about women in broadcasting is still outweighed by "bad news."

First the good news.

More women are working as on-air news reporters and anchors, and are not restricted to soft, feature-type news. There are "intelligent talk shows" in the afternoon discussing controversial topics. The relationships among women portrayed on television has broadened, so that they are not always "in competition with each other." There are fewer depictions of violence and crimes against women as being a "turn on" for them. More women-oriented programming, such as daytime soap operas, takes them seriously. There are increased depictions of women in a variety of life situations, such as divorce, single parents and young professionals. Sexist language, according to Steinem, has also been reduced.

Now the bad news.

"There is some danger of cable replicating the dangers of early television," Steinem warned, "by confining and categorizing something called 'women's TV.'" She also cited surveys indicating there are four times as many men in TV programs as women, but that 60% of the victims of violent crimes in TV dramas are women.

In news, Steinem claimed that "jockocracy is still ruling TV and radio news shows. Women are much younger on TV than in reality, especially on news shows." She feels that certain news stories of special significance to women, such as the Equal Rights Amendment, have not been properly covered by broadcast news organizations. Steinem also finds too much sexism in programming and advertising.

"It's rare that women who are complicated, competent, funny, outrageous and uncertain are shown on television," Steinem concluded. "My message is simple: Give us more reality on television and radio." □

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# For the Record

As compiled by BROADCASTING, March 1, through March 5, 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

■ La Crescent, Minn.—Coursolle Broadcasting of Minnesota Inc. seeks 750 khz, 1 kw-U. Address: 908 Pleasant Avenue, Waupun, Wis. 53963. Estimated construction costs: \$234,000; first-quarter operating cost: \$26,000; first-year revenue: \$120,000. Principals: James R. Coursolle (95%) and George Baumann (5%), who own WLKE(AM)-WGGQ(FM) Waupun, Wis. Filed Feb. 23.

■ Milan, Tenn.—Cory Communications Inc. seeks 1360 khz, 5 kw-D, 500 w-N. Address: 50 Boyd Avenue, Jackson, Tenn. 38301. Estimated construction costs: \$115,000; first-quarter operating cost: \$24,500; first-year revenue: \$100,000. Principals: J. Michael McCallum (100%), who is treasurer and manager of Jackson, Tenn., electronics company and has no other broadcast interests. Filed Feb. 19.

### FM applications

■ Rohnert Park, Calif.—The Wattz Communications Co. seeks 104.9 mhz, 288 w. Address: 7164 Keating Avenue, Sebastopol, Calif., 95472. Estimated construction costs: \$34,000; first-quarter operating cost: \$31,600. Principal: Anetha E. Baxter (50%) and son, Stephen M. Baxter (25%). James H. May and Morris Bradshaw Jr. (12.5 each). Anetha Baxter is Sebastopol, Calif., physician. Stephen Baxter is former partner of Santa Rosa, Calif., music facility. May is Santa Rosa,

Calif., computer consultant. Bradshaw is football player with Oakland Raiders. None have other broadcast interests. Filed Feb. 19.

■ Liberal, Kan.—Don M. Kelly seeks 102.7 mhz, 50 kw, HAAT: 353 ft. Address: 835 East 5th St. Cushing, Okla. 74023. Principal: Don M. Kelly is president and principal owner of KUSH Cushing, Okla., sole owner of KLTR(AM) Blackwell, Okla., and 20% owner of applicant for new FM at Gyman, Okla. (BROADCASTING, Sept. 8, 1980). Filed Feb. 22.

■ Natchitoches, La.—Foxfire Communications Inc. seeks 95.9 mhz, 3 kw. Address: 102 Church Street, Natchitoches, La. Estimated construction costs: \$118,000; first-year operating cost: \$31,600; first-year revenue: \$204,000. Principal: Walter J. Giller, Jr. is El Dorado, Ark. businessman with no other broadcast interests. Filed Feb. 23.

■ \*Duluth, Minn.—Northwestern College Radio seeks 90.5 mhz, 3 kw, HAAT: 480 ft. Address: 3003 North Snelling Avenue, Roseville, Minn. Estimated construction costs: \$65,000; first-quarter operating cost: \$30,000. Principal: Richard Gunderson is president of board of trustees. Northwestern College is licensee of KTIS-AM-FM Minneapolis; KPNW-AM-FM Fargo, N.D.; KNWC-AM-FM Sioux Falls, S.D.; KNWS-AM-FM Waterloo, Iowa and WNWC(FM) Madison, Wis. Filed Feb. 22.

■ Ackerman, Miss.—Radio Ackerman Inc. seeks 107.9 mhz, 100 kw, HAAT: 500 ft. Address: 318 West 15th Street, Laurel, Miss. 39440. Estimated construction costs: \$185,500; first-year operating cost: \$27,000; first-year revenue: \$144,000. Principals: Dave A. Matison, Frank W. Sumrall (38% each), Eugene L. Fair, Thomas S. Glasgow (10% each) and father, Tom Glasgow, and City of Ackerman (2% each). Matison is Hattiesburg, Miss., department store owner. Fair is Hattiesburg attorney. Elder Glasgow is mayor of Ackerman. Younger Ackerman is Oxford, Miss., physician. Matison owns 40%, and Sumrall owns 7.16% of New Laurel Radio Station Inc., licensee of WAML(AM) Laurel and WEEZ(FM) Heidelberg, both Mississippi. Filed Feb. 19.

■ \*Mount Vernon, Ohio—Mount Vernon Nazarene College seeks 90.1 mhz, 3 kw, HAAT: 183 ft. Address: Martinsburg Road, Mount Vernon, Ohio 43050. Estimated construction costs: \$70,000; first-year operating cost: \$12,000. Principal: William J. Prince is college president. It has no other broadcast interests. Filed Feb. 19.

■ Allendale, S.C.—Good-Radio Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 442, Allendale 29810. Principals: H. Carl Gooding and wife, Lisa B. (50% each). They own and operate

WDOG(AM) Allendale. Filed Feb. 22.

■ Knoxville, Tenn.—R. B. Management Services seeks 107.1 mhz, 3 kw, HAAT: 480 ft. Address: 531 Gay Street, Knoxville 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Principals: Robert B. Blow and son, Robert G. Blow (50% each). Elder Blow is Knoxville communications consultant. Younger Blow is Memphis, Tenn., businessman. They are applicants for new FM's at Bald Knob, Ark. (BROADCASTING, Sept. 7, 1981) and Temple and Burkburnett (BROADCASTING, Sept. 21, 1981), both Texas, and also filed ten LPTV applications. Filed Feb. 24.

■ Floydada, Tex.—Lilly Amador seeks 95.3 mhz, 3 kw, HAAT: 231 ft. Address: 8336 South Fifth Street, San Joaquin, Tex. Estimated construction costs: \$35,900; first-quarter operating cost: \$9,400. Applicant has no other broadcast interests. Filed Feb. 23.

### TV application

■ Boston—Atlantic Television Corp. seeks ch. 7: ERP: 316 kw vis, 63.2 kw aur, HAAT: 1,000 ft. Address: 60 State Street, Suite 3330, Boston 02109. Legal counsel: Verner, Lipfert, Bernhard & McPherson, Washington. Principal: Closely-held group of 22 stockholders. Thomas Jones is president and 25.7% owner. Applicant seeks facilities of WNAC-TV Boston.

### AM action

■ Giddings, Tex.—The Bluebonnet Station Inc. returned application for 1200 khz, 500 w, DA-D. (BP-811130AE). Action Feb. 26.

### TV actions

■ Hilo, Hawaii—Oceanic Broadcasting Co. granted ch. 2: ERP: 13.71 kw vis., 1.37 kw aur, HAAT: -823 ft.; ant. height above ground: 80 ft. Address: 320 Melrose, Kenilworth, Ill. 60043. Estimated construction cost: \$190,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Consulting engineer: Edward M. Johnson. Principals: C. R. Henry (51%) and T. M. Henry (49%), brothers. C. R. Henry is newscaster at WMAQ-TV Chicago. T. M. Henry is Los Angeles hospital administrator. They have no other broadcast interests. (BPCT-810831KI). Action Feb. 22.

■ Cape Girardeau, Mo.—Cape Girardeau Family Television Inc. granted ch. 23: ERP: 1869.4 kw vis, 94.44 kw aur, HAAT: 592 ft.; ant. height above ground: 500 ft.; Address: c/o 1 Cherokee Drive, Memphis, Tenn. 38111. Estimated construction cost: \$247,000; first-quarter operating cost: \$186,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: James E. Price. Principals: King W. Rogers III and Robert M. Rogers, brothers (37.5% each) and Stephen D. Kent (25%). Rogers brothers are Memphis-area businessmen. Kent is Marietta, Ga., bank officer. Rogers brothers are low power TV applicants for Tennessee and Kent is low power applicant for Georgia. (BPCT-810928KH). Action Feb. 22.

## Ownership changes

### Applications

■ \*KCLB(FM) Santa Rosa, Calif. (91.9 mhz, 240 w, ant. 1,090 ft.)—Seeks assignment of license from Christian Life Center, First Assembly of God of Santa Rosa, California, debtor-in-possession to Educational Media Foundation for \$65,760. Seller is noncommercial corporation with no other broadcast interests. Frederick A. Muster is president. Buyer is noncommercial corporation. Robert A. Fogel is president. He is San Rafael, Calif., radio program consultant and has no other broadcast interests. Filed Feb. 19.

■ WSSA(AM) Morrow, Ga. (1570 khz, 5 kw-D)—

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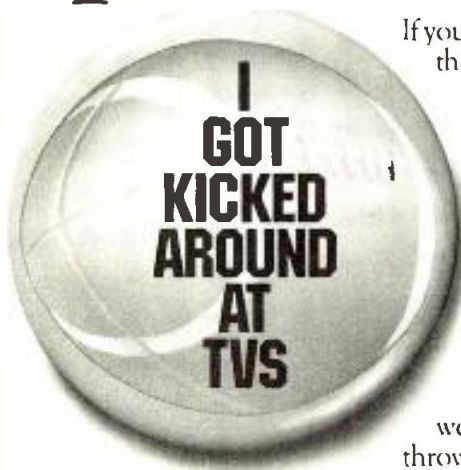
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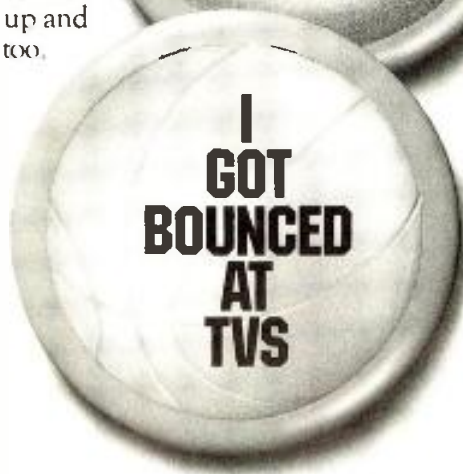
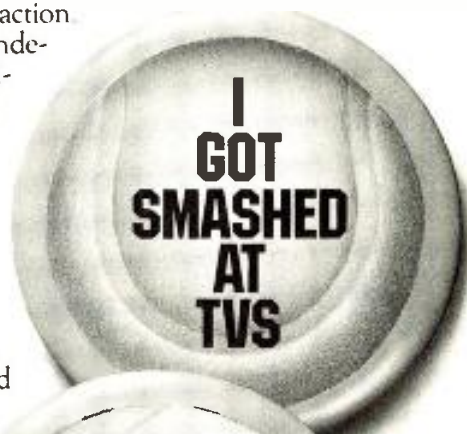


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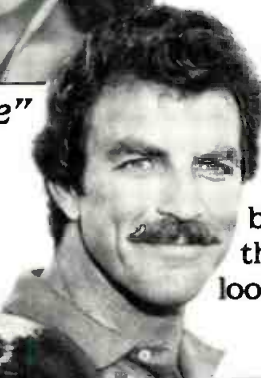
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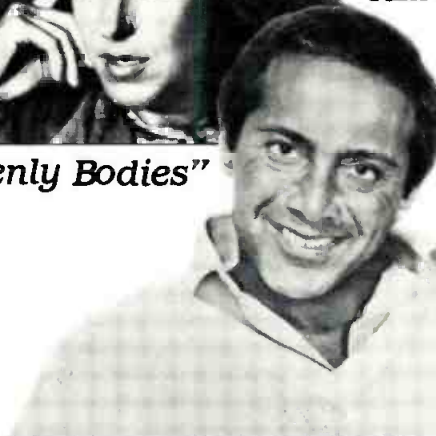
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Seeks transfer of control of South Atlantic Broadcasting Inc. from current shareholders (100% before; none after) to Wings Radio Inc. (none before; 100% after). Consideration: \$85,000. Principals: Sellers are James H. and David C. Piper, brothers (50% each) who own WTGA (AM) Thomaston, Ga. Buyers are F. Douglas Wilhite (50%), James H. Piper and David L. Piper (25% each). Wilhite is salesman at WSSA and owns 39% of WSOJ (FM) Jessup, Ga. Piper brothers own WSSA (AM). Filed Feb. 23.

■ WRNZ (FM) Wrens, Ga. (96.7 mhz, 1.05 kw, ant. 500 ft.)—Seeks assignment of license from executors of estate of William R. Hutchinson to Frank L. Ayers for assumption of \$195,552 debt. Seller has no other broadcast interests. Station was purchased two years ago for \$192,347.96 (BROADCASTING, June 30, 1980). Buyer is general manager of WRNZ and has no other broadcast interests. Filed Feb. 23.

■ WDOE (AM) Dunkirk, N.Y. (1410 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Lake Shore Broadcasting Inc. to Lake Erie Communications Inc. for \$400,000 (BROADCASTING, March 8). Seller: R. Michael Goldman (50.2%), sister, Gail M. Goldman (39.8%), R. David Ridgeway and wife, Myrna K. (10% jointly) who have no other broadcast interests. Buyer: Robert S. Finley (85.8%), Betty L. Bradigan and Judith C. Anderson (7.1% each). Finley is Jamestown, N.Y., businessman and real estate investor. Bradigan is traffic manager at WDOE. Anderson is homemaker. None have other broadcast interests. Filed Feb. 22.

■ WHF-TV Poughkeepsie, N.Y. (ch. 54, 3,265 kw vis., 326.6 kw aur., HAAT: 1,609 ft.)—Seeks assignment of license from Family Television Inc. to Trinity Broadcasting of New York Inc. for \$2.9 million (BROADCASTING, March 8). Seller has become insolvent and has no other broadcast interests. Buyer is noncommercial corporation. Paul F. Crouch is president. Buyer is part of Trinity Broadcasting Network, which is licensee of three TV's and permittee of two others. Filed Feb. 19.

■ WQTI (FM) Fayetteville, N.C. (103.1 mhz, 3 kw ant. 300 ft.)—Seeks assignment of license from Cumberland A&A Corp. to W.B. Belche for \$565,000. Seller is owned by Gardner Altman Sr. and son, Gardner Altman Jr., who have no other broadcast interests. Buyer is president and owner of WIDU (AM) Fayetteville, N.C. Filed Feb. 24.

■ KATT-AM-FM Oklahoma City (AM: 1140 khz, 1 kw-D; FM: 100.5 mhz, 100 kw, ant. 600 ft.)—Seeks transfer of control of Sun Broadcasting Co. from John S. Tyler and others (100% before; none after) to Surrey Broadcasting Co. (none before; 100% after). Consideration: \$3.65 million (BROADCASTING, Feb. 1). Seller is principally owned by John S. Tyler, president, who has no other broadcast interests. Buyer is closely held group of 19 stockholders. Howard D. Duncan is president and John W. Nichols is vice president and chairman. Major stockholders include Nichols and Campbell Stuckeman (25.65% each). Filed Feb. 10.

■ KHUG (AM) Medford, Ore. (1300 khz, 5 kw-D)—Seeks assignment of license from Rogue Valley Broadcasting Corp. to KHUG Inc. for \$67,600 plus \$122,000 for assumption of liabilities. Seller is principally owned by William L. Bayne and Michael Lochrie, who bought subject to FCC approval, KIVM (AM) Lihue, Hawaii (BROADCASTING, Oct. 26, 1981). Buyer: Donald E. Smullin (100%), who owns KLOO-AM-FM Corvallis, and KPRB (AM) Redmond, all Oregon. He is also applicant for new TV at Caldwell, Idaho (BROADCASTING, March 1). His parents, William B. Smullin and wife, control California-Oregon Broadcasting Inc., which owns two AM's and three TV's. Filed Feb. 23.

■ WSEE-TV Erie, Pa. (CBS, ch. 35, 2,000 kw vis., 200 kw aur., ant. 960 ft.)—Seeks assignment of license from Gillett Group Inc. to SCS Communications of Erie Inc. for \$4.75 million (BROADCASTING, Feb. 22). 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. Filed Feb. 25.

■ WMNT (AM)-WMLD (FM) Manati, P.R. (AM: 1500 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 18 kw)—Seeks transfer of control of Arecibo Broadcasting Corp. from current stockholders (100% before; none after) to La Voz Evangelica de Puerto Rico Inc. (none before; 100% after). Consideration: \$800,000 (BROADCAST-

ING, March 8). Principals: Sellers are Pedro C. Barbosa (40%), Jose A. Ribas and Guillermo A. Bouet (30% each) who have no other broadcast interests. Buyer is noncommercial corporation. Jorge Suria Maymi is president. He is Vega Baja, P.R., pastor and has no other broadcast interests. Filed Feb. 22.

■ WRJZ (AM) Knoxville, Tenn. (620 khz, 5 kw-U)—Seeks assignment of license from Basic Media Ltd. to WRJZ Inc. for \$1.2 million (BROADCASTING, March 8). Seller is owned by N. Eric Jorgensen (100%), who also owns WISE (AM) Asheville, N.C. Buyer is subsidiary of Sherwood Hennes Broadcasting Inc., which is owned by Burt Sherwood and Bill Hennes (50% each). They are Glenview broadcast consultants and have no other broadcast interests. Filed Feb. 23.

### Actions

■ WYCB (AM) Washington, D.C. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Washington Community Broadcasting Inc. to Howard Sanders Communications Corp. for \$1,375,000. Seller: Closely held group of some 30 stockholders none of whom have other broadcast interests. Marjorie M. Lawson is chairman, president and 7.64% owner. Buyer: closely held group of eight stockholders. Howard Sanders is president and Jacqueline Robinson is chairman (26% each). They are officers and minority principals in seller. Sanders is also major stockholder in group that bought, subject to FCC approval, WENN-AM-FM Birmingham, Ala. (BROADCASTING, Jan. 18). (BAP-811021FR). Action Feb. 25.

■ KUUZ-FM Nampa, Idaho (96.9 mhz, 44 kw, ant. 2520 ft.)—Granted assignment of license from First National Broadcasting Corp. to Boise/Nampa Broadcasting for \$630,000. Seller is owned by Brent T. Larson, who owns 85.5% of KCKO (AM) Spokane, Wash.; 17.5% of KXA (AM)-KYYX (FM) Seattle; 51% of KSVU (AM)-KKWZ (FM) Richfield, Utah, and 40% of KSIT (FM) Rock Springs, Wyo. Buyer is owned by Independent Radio and Television Operations Inc., partnership of Eugene D. Adelstein, Edward B. Berger and Frank I. Lazarus. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Berger is Tucson, Ariz., attorney. Lazarus is Cincinnati, Ohio, department store manager. Adelstein and Berger hold general and limited partnership interests in KZAZ-TV, KGSW-TV Albuquerque, N.M. and KTEE (AM) Idaho Falls, and KADQ (FM) Rexburg, both Idaho. Lazarus is general partner along with Adelstein and Berger in KIOY (FM) Fresno, Calif., and, by himself owns KXEW (AM) Tucson. Lazarus is also limited partner in KGSW-TV, KTEE and KADQ. (BALH-811020FJ). Action Feb. 26.

■ WNNR (AM) New Orleans and WAIL (FM) Slidell, La. (AM: 1500 khz, 1 kw-D; FM: 105.3 mhz, 100 kw, ant. 407 ft.)—Granted assignment of license from Security Broadcasting of Baton Rouge Inc. to Phase 11 Broadcasting Inc. for \$2,316,000. Seller is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman (one-third each). They own KIEL (AM)-KEZQ (FM) Jacksonville, Ark., and KALO (AM)-KZZB (FM) Beaumont, Tex. They also sold last year WXOK (AM) Baton Rouge, La., for \$2,850,000 (BROADCASTING, Nov. 9, 1981). Buyer: Ed Muniz (100%), who is one-third owner of Security Broadcasting group. He will become sole stockholder of WNNR and WAIL. (BAL-811208HV, HU). Action Feb. 19.

■ KADI (AM) Clayton, Mo. (1320 khz, 5 kw-D)—Granted assignment of license from St. Louis County Broadcasting Inc. to Bott Communications Inc. for \$900,000. Seller: Principally owned by Richard J. Miller, who is also principal owner of KADI (FM) St. Louis. Buyer: Bott Broadcasting Co. (80%) and Richard P. Bott II (20%). Bott Broadcasting is owned by Richard Bott and wife, Sherley E. Bott (100% jointly). They own KCCV (AM) Independence, Mo.; WFCV (AM) Fort Wayne, Ind., and KQCV (AM) Oklahoma City. (BAL-811222HJ). Action Feb. 25.

■ KYLT-AM-FM Missoula, Mont. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw, ant. -300 ft.)—Granted assignment of license from Scottie Broadcasting Co. to Spectrum Communications Corp. for \$1,500,000. Seller: W. L. Holter (75%) and Gene S. Peterson (25%). Holter owns KLTZ (AM) Glasgow and KMMR (FM) Malta, both Montana. He also owns 80% of KBLL-AM-FM Helena and 80% of KPRK (AM) Livingston, both Montana, of which Peterson owns 20% interest. Holter also owns 60% of permittee for new FM at Glasgow. Buyer: Group of more than 50 stockholders. Phillip B. Huff is president and 10.11% owner. He is Boulder, Colo., radio promoter and merchandiser and has no other broadcast interests.

# **“She was captivated immediately... standing there with tears in her eyes.”**

When you're a grown up, you tend to take "kids' shows" for granted. But Molly Malone, of Rolla, Missouri, could never hear and enjoy such programs as a child. That's why her husband was happy to write:



This Christmas, I purchased for my wife, Molly, a closed-captioned decoder for our TV. The Frosty the Snowman Christmas Special was on and captioned. Molly was captivated immediately... standing there with tears in her eyes because she was able to watch a cartoon show for the first time in her life and know what was going on.



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(BAL-81112EN, EM). Action Feb. 25.

■ **KXRT(FM)** Taos, N.M. (101.7 mhz, 3 kw, ant. -740 ft.)—Granted transfer of control of Taos Communications Corp. from Daniel R. Lee (100% before; none after) to Michael H. Rothman (none before; 100% after). Consideration: \$32,400. Principals: Seller owns 60.4% of stock in licensee. Also, John D. McDermott (25%), Samuel Lipscomb (9%), Peter J. Bokos (5%), Shannon Vale (1%) will also sell their shares in licensee for \$53.64 per share. Buyer is owned by Jesse Rodman (27.5%), Michael H. Rothman (17.59%), C. Patrick Delozier (30%), Lee Weinland (10%) and Brad Hockmeyer (5%). Rothman owns 2% of KXRT-FM Taos. Rodman is Athens, Ohio, contractor. Delozier is former employee of KOTV(TV) Tulsa, Okla. Hockmeyer is with WNCN-FM Montpelier, Vt. Weinland is Durango, Colo., businessman. (BTC-810826ES). Action Feb. 23.

■ **WHIT(AM)** New Bern, N.C. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Britt Communications Inc. to Radio Joy Inc. for \$226,000. Seller: Charles B. Britt (100%) who has no other broadcast interests. Earlier deal to sell station to Delma R. West for \$270,000 fell through (BROADCASTING, Nov. 23, 1981). Buyer: Principally owned by James C. McCrudden, who is president and 49% owner of WQPD(AM) Lakeland, Fla. (BAL-811106FU). Action Feb. 24.

■ **WQOK(AM)** Greenville, S.C. (1440 khz, 5 kw-U)—Granted assignment of license from WQOK Inc. to Keymarket Communications Inc. for \$750,000. Seller: Tecumseh Hooper (76%), wife, Frances S. (10%), son Tecumseh Jr. (6%) and daughters, Nan Hooper Woodward and Jean L. Hooper (4%). They have no other broadcast interests. Buyer: Paul H. Rothfuss, Kerby E. Confer (45% each) and David Bernstein (10%). They own WSSL(FM) [formerly WGXL] Laurens, S.C., which they bought for \$2.5 million (BROADCASTING, Aug. 10). Rothfuss and Confer each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% each of permittee, WKFT(TV) Fayetteville, N.C. Rothfuss and Confer last year bought WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (BROADCASTING, Nov. 9, 1981), and in addition acquired WDIX(AM)-WPJS(FM) Orangeburg, S.C., for \$1.25 million (BROADCASTING, Jan. 25). (BAL-811125FB). Action March 1.

■ **WVEE(AM)** Memphis, Tenn. (1430 khz, 1 kw-D)—Granted transfer of control of Tri-State Broadcasting Service Inc. from K. Wilson, C.A. Camp, Roy M. Scott Jr. (100% before; none after) to Sam C. Phillips and others (none before; 100% after). Consideration: \$145,000. Principals: Sellers together own 68% of stock. Balance is owned by Sam C. Phillips. Buyers seek full ownership with Sam C. Phillips (64%), and sons S. Knox Phillips and Jerry L. Phillips (18% each). Phillips family owns WLVS(FM) Germantown, Md.; WLIZ(AM) Lake Worth, Fla., and WXOR(AM)-WQLT(FM) Florence, Ala. (BTC-811218GM). Action Feb. 22.

■ **KYOK(AM)** Houston, Tex. (1590 khz, 5 kw-U)—Granted transfer of control of Starr KYOK Inc. from Shamrock Broadcasting Inc. (100% before; none after)

to All Pro Broadcasting Inc. (none before; 100% after). Consideration: \$1,500,000. Principals: Subsidiary of Shamrock Broadcasting Inc., Hollywood-based group of four AM's, four FM's and two TV's owned by Roy E. Disney family. It sold, subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22, 1981, et seq.). Buyers are Willie D. Davis (66.77%) and Northwestern Mutual Life Insurance Co. (33.33%). They own KACE(FM) Inglewood, Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. (BTC-811124EK). Action March 16.

■ **KVKM(AM)-KGEE(FM)** Monahans, Tex. (AM: 1330 khz, 5 kw-D, 1 kw-N; FM: 99.9 mhz, 100 kw, ant. 289 ft.)—Granted assignment of license from Monahans Broadcasting Co. to Oil Broadcasting Corp. for \$730,000. Seller: William W. Jamar Jr. and wife, Jane Ellen (50% each). They own KBWD(AM)-KOXE(FM) Brownwood, KKIK(AM) Waco, KBIL(FM) San Angelo, all Texas. Also, Bill Jamar owns 10%, and his wife owns 7.5% of KSNY-AM-FM Snyder, Tex. Buyer: Louie F. Garrett (50.02%), William S. Sanders and Fluid Capital Corp. (24.9% each). Garrett is Jackson, Miss., accountant and real estate investor who has no other broadcast interests. Sanders is Albuquerque, N.M., communications consultant and 24.9% owner of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. Fluid Capital Corp. is subsidiary of Fluid Corp., Albuquerque-based publicly traded investment company that also owns 24.9% of KDHI-KQYN. George T. Slaughter is president and 11.4% owner. (BAL-811109FJ). Action Feb. 24.

■ **KIAJ(FM)** [CP] Rawlins, Wyo. (92.7 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of construction permit of Energy Enterprises Inc. from Russell G. Hilliard (100% before; none after) to Clara P. Peterson (none before; 100% after). Consideration: \$510,000. Principals: Transferor owns 51% of permittee stock. Transferee Petersen currently owns 49% of permittee KIAJ. Hilliard and Petersen also owns 50% of KCMP(AM)-KCNQ(FM) [CP] Brush, Colo. (BTC-811105FA). Action Feb. 9.

## Facilities Changes

### AM applications

#### Tendered

■ **KNCO(AM)** Grass Valley, Calif.—Seeks CP to change frequency to 830 khz, and increase D power to 5 kw. Ann. March 4.

■ **KYSS(AM)** Missoula, Mont.—Seeks CP to change city of license to East Missoula, Mont.; change hours of operation to U by adding 1 kw-N and make changes in ant. sys. Ann. March 4.

■ **WADJ(AM)** Somerset, Pa.—Seeks CP to increase power to 5 kw, DA-D. Ann. March 3.

■ **KXIT(AM)** Dalhart, Tex.—Seeks CP to change frequency to 1240 khz; change hours of operation to U by adding 500 w-N; increase D power to 1 kw, and make changes in ant. sys. Ann. March 4.

### Accepted

■ **WIZY(AM)** Gordon, Ga.—Seeks modifications of CP (BP-800613AH) to change directional pattern. Ann. March 20.

■ **WCDO(AM)** Sidney, N.Y.—Seeks MP of CP (BP-810529AG) to decrease tower height from 270 to 160 ft., and eliminate tower lighting. Ann. March 4.

■ **KPRB(AM)** Redmond, Ore.—Seeks CP to change TL. Ann. March 2.

### FM applications

#### Tendered

■ **WJFD-FM** New Bedford, Mass.—Seeks CP' to change TL; change HAAT to 399 ft.; change type trans., and make changes in ant. sys. Ann. March 4.

■ **\*KWGS(FM)** Tulsa, Okla.—Seeks CP to change ERP to 20 kw; change HAAT to 575 ft., and make changes in ant. sys. Filed March 2.

### Accepted

■ **WGRD-FM** Grand Rapids, Mich.—Seeks modifications of CP (BPH-10,603) to make changes in ant. sys. Ann. March 4.

### TV applications

#### Accepted

■ **WATR-TV** Waterbury, Conn.—Seeks MP (BPCT-790214KJ) to change ERP 2,301 kw vis., 230.1 kw aur.; change trans., and make changes to ant. sys. Ann. March 4.

■ **WSB-TV** Atlanta, Ga.—Seeks CP to make changes to aux. ant. sys. Ann. March 4.

## In Contest

### FCC actions

■ FCC adopted final language of order generally reaffirming its April 9, 1981, decision to amend rules licensing and operating cellular mobile telephone systems. Action Feb. 25.

■ In response to rulemaking petition, FCC proposed amending rules to allow 72-76 mhz available to eligibles in Automobile Emergency Radio Service for operational use subject to certain technical restrictions on location, operation and interference protection to channels four and five. Action Feb. 25.

■ FCC withdrew proposed rulemaking which would have authorized future use of VHF frequency 152.0075 mhz by Special Emergency Radio Service only on secondary basis to radio common carriers operating on adjacent frequency 152.03 mhz. Action Feb. 25.

■ FCC started rulemaking to prescribe interconnection arrangements between domestic and international record carriers. FCC said Record Carrier Competition Act drops ban providing international record services by Western Union and directs FCC to require U.S. common carriers to allow each other full interconnection with record communications services. Action Feb. 25.

■ FCC established low power television service, which will operate on secondary noninterference basis to full service TV stations. Action March 4.

■ FCC retained exceptions in its broadcast multiple ownership rules that provide for case-by-case treatment of certain UHF applications that would otherwise violate "one-to-a-market" and regional concentration rules. FCC also lifted freeze on processing applications involving combined ownership of UHF and radio stations in same market or region. Action March 4.

■ FCC authorized AM stereo broadcasting, permitting broadcasters to use any noninterfering systems they desire. However FCC established minimum technical rules to prevent interference to other spectrum users and ensure acceptable stereo performance. Action March 4.

■ FCC directed staff to prepare order granting CP application of Grandbanke Corp. for new FM at Gloucester, Mass., and denying renewal of WVCA-FM Gloucester. Action March 4.

■ FCC affirmed Broadcast Bureau's denial of request by WCOV-TV Montgomery, Ala., that channel 8 be reassigned from Selma to Tuscaloosa and reserved for noncommercial use. WCOV-TV also asked WSLA-TV Montgomery, which operates on ch. 8, to be reassigned

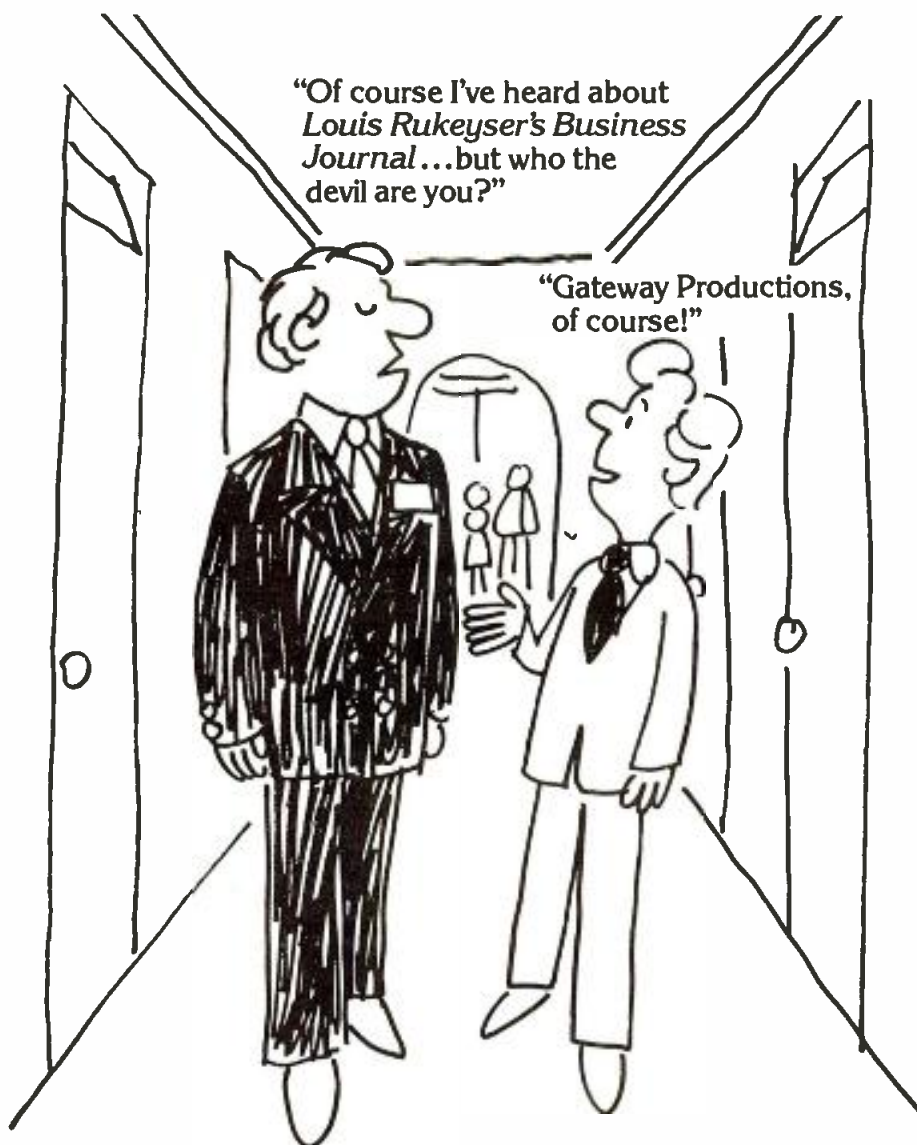
## Summary of Broadcasting

### FCC tabulations as of Jan. 31, 1981

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,634    | 1           | 0           | 4,635        | 131             | 4,766              |
| Commercial FM  | 3,350    | 1           | 0           | 3,351        | 200             | 3,551              |
| Educational FM | 1,120    | 0           | 0           | 1,120        | 92              | 1,192              |
| Total Radio    | 9,104    | 2           | 0           | 9,106        | 403             | 9,509              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 523      | 1           | 0           | 524          | 7               | 531                |
| UHF            | 225      | 0           | 0           | 225          | 113             | 368                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 9               | 116                |
| UHF            | 158      | 2           | 4           | 164          | 19              | 183                |
| Total TV       | 1,009    | 4           | 7           | 1,020        | 148             | 1,168              |
| FM Translators | 449      | 0           | 0           | 449          | 206             | 655                |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 2,704    | 0           | 0           | 2,704        | 153             | 2,857              |
| VHF            | 1,568    | 0           | 0           | 1,568        | 375             | 1,943              |

\*Special temporary authorization

\*\*Includes off-air licenses



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to ch. 29. FCC also denied WCOV-TV's proposal to consolidate proceeding involving Central Alabama Broadcasting Inc.'s application to increase power and antenna height of WSLA-TV and to relocate station's antenna closer to Montgomery. Action March 4.

■ FCC denied review of Broadcast Bureau ruling that WSIR(AM) Winter Haven, Fla., did not discriminate between political candidates in violation of FCC rules. Action March 4.

■ FCC affirmed its decision allowing transfer of control of Teleprompter, major MSO, to Westinghouse Broadcasting Co. Action March 4.

## Low Power

■ Broadcast Bureau granted following applications for new low power television stations:

### VHF action

■ Douglas, Wyo.—Sky Window TV Inc. granted CP for new VHF LPTV translator on ch. 7, 30 ft., 10 w (BPTVL-8101021R). Action Feb. 1.

### UHF actions

■ Meeker, Colo.—KUTV Inc. granted CP for new UHF LPTV station on ch. 40, 35 ft., 20 w (BPT-TL-8105191D). Action Feb. 19.

■ Vero Beach, Fla.—Rowland Television Inc. granted CP for new UHF LPTV station on ch. 53, 353 ft., 1 kw (BPTTL-8102221H). Action Feb. 5.

■ Little Falls, Minn.—Gannett Community Television Inc. granted CP for new UHF LPTV station on ch. 16, 108 ft., 100 w (BPTTL-8106111B). Action Feb. 8.

■ Libby, Mont.—Telecrafter Corp. granted CP for new UHF LPTV station on ch. 18, 50 ft., 100 w (BPT-TL-8107171A). Action Feb. 19.

■ Glasgow, Mont.—Telecrafter Corp. granted CP for new UHF LPTV station on ch. 19, 299 ft., 100 w (BPT-TL-8107171D). Action Feb. 19.

■ Alamogordo, N.M.—Sara D. Warren granted CP for

new UHF LPTV station on ch. 63, 50 ft., 100 w (BPT-TL-8012181D). Action Feb. 5.

■ Cody, Wyo.—Telecrafter Corp. granted CP for new UHF LPTV station on ch. 15, 50 ft., 100 w (BPT-TL-8107201I). Action Feb. 19.

## Translators

### VHF actions

■ Alamo and Ash Springs, both Nevada—Pahrnagat Valley Television District granted CP for new VHF translator on ch. 9 to rebroadcast KTNV-TV Las Vegas (BPTTV-8108181F). Action Feb. 19.

■ Princeton, and Virginia valley region, Ore.—Princeton Comm. TV granted CP for new VHF translator on ch. 13 to rebroadcast KTVT-TV Nampa, Idaho, 20 ft., 1 w (BPTTV-8108041B). Action Feb. 19.

### UHF actions

■ Big Pine, Calif.—Inyo County Superintendent of Schools granted CP for new UHF translator on ch. 48 to rebroadcast KLVX-TV Las Vegas, 20 ft., 1 w (BPTT-810121KD). Action Feb. 19.

■ Lone Pine and Olancho, both California—Inyo County Superintendent of Schools granted CP for new UHF translator on ch. 52, 30 ft., 100 w (BPTT-810121KX). Action Feb. 19.

■ Independence, Calif.—Inyo County Superintendent of Schools granted CP for new UHF translator on ch. 44, 30 ft., (BPTT-810121KY). Action Feb. 19.

■ Cortez, Colo.—Montezuma-Dolores Cnty. Met. Rec. granted CP for new UHF translator on ch. 59 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-8011261B). Action Feb. 12.

■ Dolores, Colo.—Montezuma-Dolores City Metro. Rec. granted CP for new UHF translator on ch. 67 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-8011261C). Action Feb. 12.

■ Tres Piedras, N.M.—University of New Mexico granted CP for new UHF translator on ch. 53 to

rebroadcast KNME-TV Albuquerque, N.M., 35 ft., 20 w (BPTT-810928QA). Action Feb. 19.

■ Elk City, Canute, Burns Flat, Foss and Dill City, all Oklahoma—Northfork TV Translator Systems granted CP for new UHF translator on ch. 48 to rebroadcast KWTV(TV) Oklahoma City (BPTT-8101141C). Action Feb. 10.

■ Elk City, Canute, Burns Flat, Foss and Dill City, all Oklahoma—Northfork TV Translator System granted CP for new UHF translator on ch. 50 to rebroadcast KVIJ-TV Sayre, Okla. (BPTT-810114LZ). Action Feb. 10.

■ Duchesne county, Utah—Duchesne county granted CP for new UHF translator on ch. 45 to rebroadcast KBYU(TV) Provo, Utah (BPTT-810313JV). Action Feb. 19.

■ Myton, Utah—Duchesne county granted CP for new UHF translator on ch. 65 to rebroadcast KBYU(TV) Provo, Utah, 42 ft., 100 w (BPTT-810313JT). Action Feb. 19.

■ Rossevelt, Utah—Duchesne county granted CP for new UHF translator on ch. 53 to rebroadcast KBYU(TV) Provo, Utah, 42 ft., 100 w (BPTT-810313JW). Action Feb. 19.

## Earth Stations

■ Common Carrier Bureau accepted for filing following application to build and operate new earth stations:

■ Alascom Inc. for Chignik, Alaska (4.5m; Andrew; E4150).

## Call Letters

### Applications

| Call    | Sought by                                                               |
|---------|-------------------------------------------------------------------------|
| WBZ     | <b>New AM</b><br>Motherlode Communications Corp., Oliver Springs, Tenn. |
| KEZG    | <b>New FM</b><br>Fairfield Broadcasting Inc., Green Valley, Ariz.       |
| KTCK-TV | <b>New TV</b><br>Mid-America Broadcasting of Topeka Inc., Topeka, Kan.  |
| KKBB    | <b>Existing AM's</b><br>KLDL Denver                                     |
| KMIO    | KBGG Merkel, Tex.                                                       |
| KJET    | KZOK Seattle, Wash.                                                     |
| WKDS    | <b>Existing FM's</b><br>WSDK Kalamazoo                                  |
| WAZX    | WSHG Georgetown, S.C.                                                   |
| WYFF-TV | <b>Existing TV</b><br>WFBC-TV Greenville, S.C.                          |

### Grants

| Call          | Assigned to                                                      |
|---------------|------------------------------------------------------------------|
| <b>Grants</b> |                                                                  |
| WLRC          | <b>New AM</b><br>Associated Christian Enterprises, Walnut, Miss. |
| WDPN          | <b>New FM</b><br>Midcom Corp., Columbia, S.C.                    |
| WFSL-TV       | <b>New TV</b><br>F & S COMM/NEWS Inc., Lansing, Mich.            |
| KFLG          | <b>Existing AM's</b><br>KAFF Flagstaff, Ariz.                    |
| WALT          | WOKK Meridian, Miss.                                             |
| WJDO          | WDAL Meridian, Miss.                                             |
| KXTP          | WAKZ Superior, Wis.                                              |
| KAFF          | <b>Existing FM's</b><br>KFLG Flagstaff, Ariz.                    |
| WUSN          | WEFM Chicago                                                     |
| WAKX          | WAKX-FM Duluth, Minn.                                            |
| WJDO-FM       | WJDO Meridian, Miss.                                             |
| WOKK          | WALT Meridian, Miss.                                             |
| KODJ-FM       | KGWB Jamestown, N.D.                                             |

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Experienced small market manager** required now! Must purchase small equity at inception. Will receive additional stock on incentive. Write Box T-12.

**Qualified Co-op specialist** needed for midwestern AOR station. Self-starter! Person selected will have station's full backing and cooperation. Need heavy digger with outstanding sales personality who has background of steady sales achievement! Must create bottom line business. Write Box T-97.

**Arizona:** New FM needs business manager, preferably with about \$15,000 to invest. 602-889-9797, 11 a.m.-2 p.m., M.S.T.

**Group-owned** adult contemporary FM powerhouse in Northeast major market requires turnaround sales manager. This recently-acquired property has recruited an outstanding staff and is performing beyond expectations in all areas except sales. An RAB-oriented consultant-sell "coach" who can demonstrate turnaround credentials will find a home and a substantial income here. References will be thoroughly checked. Write Box T-162.

**Sales Manager position** available for professional, successful man or woman. Fine Southwest AM small market facility, part of seven station chain. Unusual opportunity with great future unlimited. Beautiful community with warm, sunny climate. Call manager, 512-278-2556. Equal employment employer.

**Sales Manager,** Florida adult contemporary. Aggressive, experienced, professional. Rush resume. Box T-152.

**General Manager.** Young, aggressive broadcast group seeking General Manager for Toledo, full-time AM station with urban contemporary format. Strong sales background, bottom-line accountability, and intensive organizational abilities a must. Position offers excellent salary, benefits, incentive compensation with an excellent career advancement potential for the right candidate. Our employees are aware of this opportunity. All inquiries held in strictest confidence. We are an Equal Opportunity Employer. Resume and references to: Jacor, Inc., P.O. Box 3326, Cincinnati, OH 45201.

**General Manager.** Strong sales and promotion skills. Ratings leader, 24-hour contemporary, group-owned FM. Mid-Atlantic state locale a plus for family life. Send resume, references and salary requirements to Box T-151. EOE.

**Business Manager:** Immediate opening for top rated Tidewater Virginia AM/FM station. This position includes office and administrative management and supervision of all clerical work. Minimum requirements: four year college degree with a specialization in business; sufficient experience and non academic training may be substituted. Interested persons should call Janice Elder at 804-424-1412 for further information. We are an affirmative action, equal opportunity employer, M/F.

**Sales-oriented manager** with interest in eventual part-ownership for small market upper Midwest station. Reply Box T-139.

**General Sales Manager.** We're looking for an energetic and creative broadcasting professional sales manager for 50,000 watt WAPI-AM and 100,000 watt 95 Rock. Job includes organizing, training, motivating and directing the AM and FM sales staff. A rare opportunity. No calls, please. Send resume to: Mr. Bernie Barker, General Manager, WAPI Radio, 2146 Highland Avenue South, Birmingham, AL 35205. An equal opportunity employer, M/F.

**Small Group of stations** in Southeast looking to expand. Currently has need for an experienced general manager strong in sales and total station operation. Paid on percentage of profits. Send resume and references to Box T-124. EOE.

**Chief Announcer** to supervise announcing staff of 24-hour noncommercial station in top 50 market serving eastern New York-western New England. Demonstrated supervisory ability and minimum 3 years' experience in classical music broadcasting. Tape and resume with cover letter: Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301.

**Tremendous opportunity** for manager-salesman at station with new physical plant. Position leads to ownership. No capital required. Profitable station in beautiful Smokey Mountains. WBHN, Box 820, Bryson City, N.C. 28713.

### HELP WANTED SALES

**Wanted for successful AM/FM operation** in a growing community: A hard-working salesperson to round out present sales staff under the direction of an experienced Sales Manager. Draw against 15% of an established account list plus what you can add. \$150 travel allowance monthly additional. Call or send resume to Jesse Bonner, KLMR AM/FM, Box 890, Lamar, CO 81052. 303-336-2206.

**KKS-AM, Portland, Oregon,** seeks account executive with understanding of marketing/merchandising approach to radio sales. Experience recommended. Send resumes to: Mickie Hall, P.O. Box 3910, Portland, OR 97208.

**Sales pro** and/or Sales Manager: We need you and are willing to pay for talent. AM/FM combo, upstate N.Y. We're tops and only want the same. Send resume to Box T-84. E.O.E.

**Radio sales manager** for leading suburban Philadelphia adult FM. Must be an experienced, proven professional. This is not a desk job. Send credentials and references in confidence to Box T-80.

**Northern Illinois**—established AM/FM looking for bright, articulate self-starter to handle AM and FM sales. Some experience or education desired. Send resume to R. Vickrey, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. An Equal Opportunity Employer, M/F.

**General Sales Manager**—for aggressive, adult full time AM, 100,000 metro Illinois market. Organized, aggressive leader with ideas and track record. Resume, income history, references to Box T-171.

**Ambitious sales person.** Excellent account list. No. 1 rated FM country station in market of 250,000. Excellent commission, expenses, good benefits. Send resume or call Kirk Ray, 317-724-7716, WAXT Radio, Box 111, Alexandria, IN 46001.

**Our major market** adult contemporary FM is under new ownership. We're committed to success and are looking for salespeople who'll share that commitment. We can't offer the Sunbelt, but we can offer the market's highest commission rate and a crack at some major accounts. If you can demonstrate a stable and successful track record in media sales, we're ready to talk. Write Box T-163.

**Aggressive Salesperson** who wants to make it in a major market, selling a jazz format. Should know and like jazz. Resume to Box T-127.

### HELP WANTED ANNOUNCERS

**Air Personality** for top-ten mid-Atlantic market full-timer. 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.

**America's most desirable** radio market seeks a morning personality/production specialist. Bright and beautiful adult format, state of the art equipment, fantastic listener loyalty. Possibly the finest small-market station in the nation. Experience is a necessity, major-market ability preferred. Audition tape, resume, references, salary requirements first letter. EOE-MF. Al Rogers, VP-GM, WHHR, Box 5683, Hilton Head Island, SC 29938.

**Experienced adult morning** personality needed at MOR station in Missouri market of 20,000. Tape and resume, salary requirements to KMPL, P.O. Box 907, Sikeston, MO 63801.

**Progressive country station** in St. Louis ADI is looking for morning drive/music director. Good advancement & benefits. Send confidential tape & resume to Steve Beeny, c/o KWRE, P.O. Box 220, Warrenton, MO 63383.

**Southern Maryland country** music station needs announcer—salesperson. 50% air work; 50% sales soliciting. Sales training available. WMJS, Box 547, Prince Frederick, MD 20678.

**Personality-Oriented** AM announcer for major market jazz station. Must know and like jazz. Salary and resume to Box T-125.

**Versatile Air Personality** wanted for 10K modern country station in eastern North Carolina college town. Must have First Phone. Growth company. Send tape and resume to: Mr. Jeff Rasking, WNCT, P.O. Box 7167, Greenville, North Carolina 27834. EOE.

**New FM, Rochester.** New York, market needs announcer. Adult music format. Production skills and experience necessary. Send tape, resume and references to: Program Director, Box 511, Herkimer, N.Y. 13350. E.O.E.

### HELP WANTED TECHNICAL

**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.

**Energetic Dynamo Wanted** as chief engineer for AM/FM operation in beautiful Reno. Enjoy year-round activities in this mountain paradise. Please contact Bob Ordenez at 702-826-1355, or send resume to PO Box 10630, Reno, NV 89510.

**Well-established California** 5 KW, DA-N needs experienced chief engineer. Modern studio facilities, new transmitter, insurance, major medical, dental and vision plans. Located in California's wonderful wine country. Contact Frank McLaurin, VP/GM, KSRO, P.O. Box 1598, Santa Rosa, CA 95402. 707-545-3313.

**New England Metro FM** seeks assistant chief engineer with first class or general class license. Transmitter and studio facility maintenance experience. Resumes to Box T-138. M/F. EOE.

**Chief Engineer.** Young broadcast group seeking engineer to oversee all technical and engineering functions at all broadcast properties. Must be willing to travel. Radio background and engineering experience essential. Excellent salary, benefits, incentive compensation, and growth potential for the right candidate. We are an Equal Opportunity Employer. Please send resume and references to: Jacor, Inc., P.O. Box 3326, Cincinnati, OH 45201.

**Chief Engineer,** public FM station in beautiful southeast Alaska. Good equipment, new Continental transmitter. Duties include relocation of some facilities, translator and satellite downlink installation, and ongoing maintenance. Full-time for 6 months, then half-time. Salary \$19-22,000. DOE. Contact David Molvik, KFSK, Box 149, Petersburg, AK 99833. 907-772-3808. EOE.

**Part-time Chief Engineer** for FM non-commercial, educational station. Duties include proofs, maintenance of transmitter, studios and equipment, as well as help with training of new staff. Knowledge of building studios helpful; FCC General Class license mandatory. Salary commensurate with experience. Immediate opening. Send resume and references by March 22, 1982, to: R. Majestic, General Manager, WNHU, University of New Haven, 300 Orange Avenue, West Haven, CT 06516. An Equal Opportunity/Affirmative Action Employer.

## HELP WANTED TECHNICAL CONTINUED

**Kentucky-looking for engineer on way up.** Best equipment to work with. Some announcing. Call Jim Ballard, 606-248-5842.

**KILT-FM, Houston,** has immediate opening for assistant chief engineer who will be totally responsible for the daily studio operation. Individual must be capable of routine maintenance and troubleshooting of wide range of studio equipment, RPU's, STL, and monitoring equipment with minimum supervision. FCC license required for RPU maintenance. Above average salary with excellent company benefits, including group insurance, retirement plan, and much more. E.O.E. Contact Dan Woodard, C.E., 500 Lovett Blvd., Houston, TX 77006. 713-526-3461.

## HELP WANTED NEWS

**We'll work you hard,** pay you a living wage, and make you the mainstay of an extensive local information commitment. You'll keep our news operation humming, work with a great staff, and be a true professional broadcast journalist. Together, we'll keep our station one of the best small-market operations in the country. Experience is required. Major market ability helpful. Audition tape, resume, references, salary requirements first letter. EOE-MF Al Rogers, VP-GM, WHHR, Box 5683, Hilton Head Island, SC 29938.

**Morning News Anchor** with mature conversational delivery wanted for mid-Atlantic medium market A/C with heavy news/information. Above average pay, exceptional benefits including 5-day week. Brand new state-of-the-art facilities. Must have extensive experience in news gathering & reporting. EOE/M/F. Send resume to Box T-98.

**WCVS/WFMB, Springfield, IL,** needs another member for the Capitol City's most aggressive news team. Must have experience in gathering, writing and reporting. Tape, resume and writing samples to: John Torre, PO Box 2989, Springfield, IL 62708.

**Need DJ/Newsperson** for eastern Maryland easy rock high power FM. Experienced. Benefits. EOE. Resume and references to Box T-147.

**Washington Radio-TV Bureau** seeking top notch reporter with good delivery. Aircheck, resume and salary requirements to Wraps, 9209 Three Oaks Drive, Silver Spring, MD 20901.

**Personality-Oriented AM** news announcer for major market jazz station. Must be creative. Salary and resume to Box T-126.

**I need a news anchor** who believes in the show biz link to radio news. A professional who can "sell" a newscast. Top salary and benefits to right person, for the Bay Area's top music and news team. Tape and resume to Ray Hasha, KLOK, PO. Box 21248, San Jose, CA 95151. EOE.

**News person** for New England medium market. Minimum 2 years radio news experience. Good writing skills and mature delivery. Good salary and benefits. EOE. Write to Box T-129.

**Suburban Washington A/C** seeks news anchor-person. Tapes, Resume to John Long, WPRW, Box 1460, Manassas, VA 22110. 703-368-3100 E.O.E. M/F

**Growing Radio News Network**—Looking for person with good news judgment and voice. Sports experience a plus. Excellent potential for growth. Tape, resume, references to Jerry Lademan, ND, Net New England, 269 Commercial St., Portland, ME 04101.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Looking for a well-rounded sports director** with the ability to communicate excitement and interest. Must be able to dig out and report sports news under wide coverage area. An air shift is involved. Write Box T-34.

**Broadcast Opportunities.** Radio station WDCU-FM, FM-90, a public service of the University of the District of Columbia, is recruiting to fill four staff positions, each reporting to the general manager. Continued employment in all positions will be subject to the availability of non-appropriated dollars used to fund them. Applications will be accepted through March 23, 1982.

**Radio Production Specialist.** (Host/Producer - Jazz) Incumbent will maintain liaison with record companies; select records for daily programming; host a six-hour program on weekdays; coordinate all other jazz programming for the station; produce and announce informational programs, and perform other duties as assigned. The successful candidate will have a bachelor's degree in communications, fine arts, music or related field, or the equivalent in job-related experience. A minimum of two years' experience in hosting a jazz program is required, as is a demonstrated ability to conduct on-air interviews, read news, and produce short news and public affairs material for radio broadcast. Incumbent will have a working knowledge of the record industry and of the Washington, D.C. metropolitan area. Applicants must submit audio tape with the application and must be available for live, on-air audition as part of the selection process. Salary range: to \$17,000 per year.

**Public Affairs Specialist** (Director of News & Public Affairs). The incumbent will develop ideas and recruit producers and hosts for programs designated for specific time slots during the broadcast day. Incumbent will write and report news and public affairs programs, produce news and public affairs for broadcast, supervise personnel in the news and public affairs department, and coordinate activities of all on-site producers and reporters to ensure that material filed is properly recorded at the station.

Minimum qualifications: bachelor's degree in mass communications, journalism or related field, or equivalent job-related experience; three years of reporting and writing, managing a radio news department and on-air reading experience; demonstrated ability to produce news and public affairs programs for radio; and knowledge of local, national, and international affairs. Applicants must submit audio tape and writing samples with application and must be available for live on-air audition as part of the selection process. Salary range: to \$24,665 per year.

**Director of Development & Promotion.** The incumbent will write fund-raising proposals for submission to funding agencies; coordinate on-air fund-raising campaigns; organize public contact gatherings and represent the station at various assemblages; coordinate publication of monthly newspaper; prepare news releases and disseminate copy to appropriate sources; coordinate activities of all staff and volunteers involved in station fund-raising and promotion activities.

Minimum qualifications: bachelor's degree or equivalent job-related experience; background in public relations and/or community affairs; three years experience in fund-raising; demonstrated knowledge of electronic media; and demonstrated skills in interpersonal relations, proposal writing, community involvement, and financial management. All applicants must submit a sample of proposal, or promotion campaign design. Salary range: to \$24,665 per year.

**Writer-Editor** (Host/Producer — Music, News, and Public Affairs). Incumbent will work with the director, news and public affairs, in presenting news and public affairs programs and other non-music programs on events of regional, national, and international interest; compile, edit, and read news on-air; interview guests on-air and off; host a daily afternoon music program; and perform other news and public affairs duties as assigned by the director of news and public affairs.

Minimum qualifications: two years of college education in mass communications or related field or job-related experience, and basic editing skills; experience with remote recording, mixing, and control room equipment; and at least one year writing, production and on-air experience in a news and public affairs department of a radio station. All applicants must submit audio tape and writing samples with applications and must be available for live, on-air audition as part of the selection process. Salary range: to \$15,455 per year, applications must be received not later than March 23 at:

University of the District of Columbia, Personnel Management and Development, Building 39, Room A-09, 4200 Connecticut Avenue, N.W., Washington, D.C. 20008. All new employees are required to be bona fide residents of the District of Columbia, achieve that status within 180 days from the effective date of appointment, and maintain residency for the duration of employment or forfeit the position. UDC is an Equal Opportunity/Affirmative Action Employer.

**Program Manager.** Leading Adult Contemporary station in top 60 market located in the Midwest seeks program manager. Must be a strong administrator, have organizational skills, the ability to communicate with staff & management daily, and be creative. Excellent salary & benefits. Send resume and references to Box T-134. EOE/M-F

## SITUATIONS WANTED MANAGEMENT

**GM, small market background.** Bottom line oriented. Over 20 years' experience. Presently employed. Prefer West or Midwest, but location not as important as opportunity. Write Box T-39.

**Station Manager.** Small-medium market. Over 20 years total broadcasting. Currently sales manager. All areas considered. Write Box T-109.

**Organizer Manager.** Over a decade of experience in sales and teaching. Will train a team for turnaround results. Have done it all. Will handle an "A" list. If you are looking for a "dollar a holler" sales person, save your stamp. Seeking a professional General or Sales Manager. I'm in the West, but will consider all. Write Box T-103.

**General Manager:** committed to professionalism and goal achievement. Qualifications include 19 years managing AM/FM. Sales and profit oriented. Organizational and basic management skills. If you want quality, check it out. Excellent track record and references. Write Box T-100.

**Losing Your Shirt?** Thinking of selling? An experienced G.M. can increase the value of your property before you put it on the market. I'll force the gross up to maximum, trim expenses, reduce trade liability and remedy any FCC violations to insure maximum marketability and profit at time of sale. Knowledgeable and experienced in operations and license transfer. Looking for short-term (twelve months or less) assignment. Box T-169.

**Small-medium market manager** dedicated to maintaining or increasing black ink. Experience handling sales and operations personnel, legal questions, promotions, community contacts and more. Strong salesman. Can announce better than many medium market jocks. Stable employment history. Write Box T-176.

**Successful Sales Manager** ready for challenging GM position in small or medium market. Aggressive, fiscally responsible, outstanding in personnel motivation and development, community oriented. Twelve years sales and programming experience. Prefer Ohio or adjoining states. Exceptional references. Write Box T-155.

**Absentee Owners.** Go all news, sports, talk. Become a money maker. 30-year network executive. Veteran multi-station owner. 305-588-7173.

**Satellite Network SM,** 8 years GM. Motivator and high achiever, seeking management position with growth oriented organization in top 100. Strong sales, earnings, references. Joe, 912-924-4852.

**Organized Programmer** with sales background seeks operations manager or GM position with stable operation. Arizona, Utah, Colorado, Nebraska, Kansas areas. Reply Box T-153.

**Experienced GM/SM.** Sales and bottom line oriented. Welsh trained, looking for a long term position with challenge. All areas considered, small and medium markets preferred. Write Box T-144.

**GM/GSM**—small market experience. With option to purchase, will combine both positions to save you money and make you money. Middle-aged, single, sober, 20 years' sales & broadcast experience. First phone. Write Box T-141.

**GSM definitely wants** first GM position. Over 12 years with present employer. Heavy experience in sales, promotions, community involvement, etc. Carefully looking for another long term position with stable company. If you want strong, dependable leadership, reply to Box T-123. Prefer Northeast quadrant. All replies confidential.

**Use my experience** in management, sales and programming to increase your ratings, revenues and profits. Take charge manager, who knows cost control, available for right opportunity. Write Box T-122.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Desire Equity Position.** If you're impressed by credentials, I've got them: G.M. in major markets including New York, group-owned stations and network. Or if experience and achievement interest you, I've broken sales and programming records while consistently delivering at the bottom line. But most importantly, if a winning attitude and the ability to perform rate high on your list, you'll recognize me as a radio pro. Formidable challenges, competitive markets, limited resources, hard work and long hours have always been part of my lifestyle, and I'll focus all my skills on your problems in exchange for equity. Market size, immediate income less important than opportunity offered. Box T-168.

## SITUATIONS WANTED SALES

**Sports-Oriented stations:** Radio & T.V. Available: sales manager and/or sports director. Extensive background in sales management, play by play sports. Major college and professional. Excellent references. Contact: Bob French, 4831 Sunshine Dr. Montgomery, AL 36116. 205-281-0890.

## SITUATIONS WANTED ANNOUNCERS

**Experienced sportscaster** seeks employment immediately. Am willing to relocate. Expert PBP in football, baseball, basketball, and hockey. Also am able to anchor daily sportscasts, do sports commentaries, and interview work. Have tape and resume available. Call Joe at 312-652-2452, after 6:00 p.m.

**Experienced Drive time pro.** Looking for pro station. Have rock, will travel. Ad libs my specialty. Phone whiz. Additional experience in production and remotes. Box T-95.

**Your prayers** are answered. Attention: difficult bosses. I never quit, complain or sleep. Totally trained DJ-news caster loves small market—gives 1000% . Phone Maurice Mercer at 212-292-6411 or 561-4493.

**Chicago Jock available** for medium and major markets. Let's talk. Paul, 312-824-0676, 9a.m. to 5p.m., Mon-Fri.

**I Don't Need a break-you do!** You're running a business, not a broadcast kindergarten, right? I paid my dues with excellent training, good character—no problem personality—Professional sounding tape available. Phone Marv, 212-996-4181.

**Announcer/Sportscaster.** 5½ years' experience, know rock format. Colorado, Arizona, or West Coast preferred. Anytime 303-651-3549.

**Triple Threat,** experience as disc jockey (personality radio), sports play-by-play (six different sports), and news. Looking for medium or small market where I can make things happen. I'm ready now, especially for Oregon, Washington, Northern California. Mark Furrer, 415-347-1894.

**As George Washington said** "I can't tell a lie." I'm an inquisitive, eager to learn self starter with a convincing voice. Recent grad from top notch communications school. Call Ned Alan. 212-627-4109 or write to Box T-113.

**This boy from New York City** is presently working in the lone star state, and is ready to move on to bigger and better things. Currently working as morning man at an A/C FM station, pulling good numbers and now this Texan can do the same for you. Call C.J. between 3-6 p.m. EST at 915-263-3595.

**Bright young broadcaster,** college grad trained in A/C personality, play-by-play, news, and sales. Interested in entry level position to work hard and gain seasoning. Willing to go anywhere and prove myself. Neil Isaacs, 517-351-2541.

**Experienced, reliable,** hard worker, communicator, willing to learn sales to become combo-man. Randy, 904-771-7386, 3907 Angol Place, Jacksonville, FL 32210.

**Go ahead!** I dare you! I'll audition right now by telephone. All small market stations are urged to take advantage of my offer. I'll shock you for sure. If you'd like to hire a confident disc jockey with workaholic tendencies, call Phillip Dessables, 516-328-0507. Go ahead, I dare you!

**Official Catcher** for rent. Announcer-Engineer, 1st ticket, ham, MARS, CB. Good 2nd man. Ready on 2 weeks notice. Call "Uncle Joe," 702-643-4291, 8-3:30 p.m. PST.

**19 years experience,** beautiful music format, with light personality & professional touch. Very mature adult voice. Immediate employment for best offer. Contact: Robert E. Wagener, 3221 So. Waite St., Marion, IN 46952; or call: 317-662-8549.

## SITUATIONS WANTED TECHNICAL

**Currently Director** of Engineering for a seven-station chain. Desire a change to a more progressive company. Write Box T-157.

## SITUATIONS WANTED NEWS

**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.

**News/News talk formats.** Street reporter or talk show host. 15-year radio veteran. Seen and done some amazing things. Available March 8th. All markets considered. Write Box T-105.

**Excellent PBP man** is just a phone call away. Young, aggressive sportscaster, plenty of PBP experience, seeking high school or college PBP or other sports position in Kentucky. Call 606-987-2548 today.

**Accomplished anchor**—seeks all news/sports talk station. All offers considered, 50KW sold. Available for interview. Degree. Journalism. References. Henry (day/eve), 617-679-6957.

**Four year news vet** can dig, write, deliver, get involved in your small town environment. Rockies to the Mississippi. 313-891-2811.

**Sports specialist** looking for greener grass and sunshine. Currently hosting successful large-market "Sportsline" show. Some PBP and TV. Florida and Southeast preferred, but all areas considered. 803-772-6820 before noon.

**Major Market talk host** wants to relocate medium/small West/Southwest city. Experienced live remote, studio phone talk. Box T-175.

**Experienced, hard-working** newsman for hire. Production and writing excellent. Voice good too. Cary Gladstone, 75 Highland Ave., Newport, VT 05855. 802-334-8881.

**Experienced Sports announcer** (15 years) looking for play-by-play position. Major college experience, including Big 10, sports talk show host. Contact Dick Teubner, 512-278-4715.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer,** seven years' know-how, seeking to relocate. Richard, 919-483-6530.

**Make the Move** to urban contemporary. Young, aggressive programmer wants to win with you in '82! Ray Rossi, 2690 Drew St., Apt. 132, Clearwater, FL 33519. 813-797-1968.

**Let me professionally program** your small market station(s) to relate one-to-one with the community. Able to train and lead air staff. Write Box T-101.

**Ready and willing.** B.F.A., radio, TV. Production, traffic experience. Want more management. M. Bauls, 3159 Sheffield, Oakland, CA 94602. 415-532-2452.

**Bruce "Wolfgang" Thomson** plays the classics. He's looking for receptive, responsive audience. Yours, maybe. Distinctive copy and production. NPR-trained, commercially experienced. 2637 Newhall, Santa Clara, CA 95050.

**Program Director Available**—Professional with successful ratings in AC, MOR, mellow rock and beautiful music in medium and large markets. Top references. Allan Turse, 214-255-7022.

**Challenge:** Break world's record, longest broadcast for your station or pay nothing! 4 years to 100kw, all formats. 602-425-6156, Scott.

**Music/Program Director**—experienced Adult Contemporary; MOR, big band. Demographics 30 plus. Non-smoker-45. 602-836-5414. Mike Robbins, 709 East 5th Street, Casa Grande, AZ 85222.

# 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.

**Major TV group seeks** experienced general sales manager for network affiliate in Southeast. Prefer candidate with strong experience in local sales and good creative background in markets of four or more stations. EOE. Box T-137.

**Business Manager** needed in one of the West's most rapidly growing markets. Knowledge in all aspects of station internal controls necessary. A great opportunity to grow with this network affiliated station. E.O.E. Send resume and salary requirements to: PO. Box 44169, Las Vegas, NV 89116.

**General Manager** for PTV affiliate experienced with fund raising background. Deadline: March 31. Send resume to Jack Hart, 830 Cherry, Springfield, Missouri 65806.

**General Manager**—Palm Beach County, Florida. Extensive experience and proven ability in upper management. Public Broadcasting (TV and radio) Telecommunications. Experience in budgeting, planning, accountability and personnel management. Send resume and salary requirements. Applications accepted through April 5, 1982. Replies confidential. An equal opportunity employer. South Florida Public Telecommunications, PO Box 765, Delray Beach, FL 33444.

## HELP WANTED SALES

**Account Executive.** WCBD-TV in Charleston, S.C., the East Coast's most beautiful city, needs salesperson. Will consider buyer, marketing or agency experience. College degree or equivalent experience preferred. References a must. No phone calls. Send resume to Bill Evans, PO. Box 879, Charleston, SC 29402. EOE.

**Youngstown broadcaster** looking for an experienced sales representative for local television sales. Send resume to Box T-158. An Equal Opportunity Employer.

**Local Sales Manager.** Flint/Saginaw/Bay City market. Strong background in local direct sales and heavy retail television experience required. This is not a desk job. Send resume to Barbara Kelly, General Sales Manager, WEYI-TV, PO. Box 250, Clio, MI 48420. A Ziff-Davis station. An Equal Opportunity Employer.

**Media Sales.** Heavyweight Wanted. To sell International TV, radio and print plus spot time in broadcast related programs. Salary. New York location. Send resume to Box T-173.

**Account Executive.** Immediate opportunity for a self-motivated, knowledgeable sales rep to join in top 25 market network affiliate in a very desirable Southwest city. Must have proven track record in developing new business. Minimum three years' television sales experience. Send resume to Box T-112. EOE.

## HELP WANTED TECHNICAL

**Assistant Chief Engineer.** Opportunity for person with strong maintenance background and good management potential. Excellent salary, fringe benefits and advancement potential with small group. Contact John Ozier, WIFR-TV, PO Box 123, Rockford, IL 61105. 815-987-5300. E.O.E.

**Engineer, Senior.** at television transmitters, Council Bluffs, Iowa. Salary range \$20,342-\$25,500. Supervision of engineers at two UHF transmitter sites. Maintain equipment for maximum performance. Requirements: FCC license and 4 years' experience maintaining UHF transmitter. Phone 515-281-4498 for application and job description. Contact: Personnel Office, Iowa Public Broadcasting Network, PO. Box 1758, Des Moines, Iowa 50306. EOE/M-F.

**Philadelphia television station** is in need of an Assistant Chief Engineer to begin working immediately. Must have 3-5 years' experience in maintenance of broadcast equipment. Box T-114.

## HELP WANTED TECHNICAL CONTINUED

**Maintenance Engineer:** Need experienced engineer to maintain 2", 1", and 3/4" VTR's, ENG, microwave and translators. Send resume to D. Balfour, Chief Engineer, KTVL, P.O. Box 10, Medford, OR 97501. KTVL is an Equal Opportunity employer.

**Wanted:** Senior Broadcast Engineer for top Christian Satellite network operation. Repair and maintenance of TV production, air operation and satellite broadcasting equipment. Must be familiar with 2", and 1" tape machines and associated distribution and switching equipment. 5 years' minimum experience and 1st class FCC license (or equivalent) required. Excellent benefits and educational opportunities. Send resume and salary requirements to: J. A. McCarty, C.E., PTL Satellite Network, 7224 Park Road, Charlotte, NC 28279.

**Maintenance Engineer:** Night shift. TK76, BVU110, BVU200 experience a must. \$25,000 salary, plus benefits. 50-hour week. Washington, D.C. Write Box T-130.

**Maintenance and Operational Engineers** needed by new UHF ABC affiliate in Macon, GA, to go on air in April. Applicants should be proficient in RCA TR-600, Quad, Panasonic 3/4", TK-76 Eng., TK-760 studio and I.S.I. switchers. First Class License is highly desirable. Send resume and salary requirements to Richard Blanton, Chief Engineer, WGXA-TV, P.O. Box 340 Macon, GA 31297.

**Chief Engineer** with strong supervisory experience and minimum 5 years in television engineering; First Class or general FCC license required. Familiarity with production preferred. Top 50 market PBS affiliate serving eastern New York-western New England. Resume with cover letter: Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301.

**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, 213-985-1666.

**Technical directors** with FCC license apply today for a position in an East Coast major market production company/television station. Apply only if you have exp. with CMX. Box T-115.

**Maintenance Engineer** - Videotape post production Company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Michael at 206-623-5934.

**Wold Communications** has immediate positions available in our Washington, D.C. and Los Angeles facilities for both hands-on maintenance personnel and transportable earth station technicians. Experienced technicians needed in Los Angeles for TK-76, BVU200B, BVU-110, and VPR-2B qualified engineers (RF experience a plus). Send resume, with salary requirements, to Lee Ullmann, Vice President/Operations, Wold Communications, 6290 Sunset Blvd., Hollywood, CA 90028.

**Maintenance Engineer**, experienced only apply. Have ENG microwave trucks, relo pkg., remote sites, 65 Sony machines, 14 Ikee cameras; satellite ACR's, VPR-2s, microprocessor machine control. TV transmitter, AM & FM, experience desired. Require 1st FCC or equivalent. Experienced in these areas, up to \$30,628.00. KFMB-TV, AM-FM, P.O. Box 80888, San Diego, CA 92138, Attn: John D. Weigand. An Equal Opportunity Employer, M/F.

## HELP WANTED NEWS

**Meteorologist** with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50's market. Please send resumes to Box T-30.

**Assignment Editor:** WGBH/Boston seeks top prospect for key position with award-winning nightly news. Requirements: extensive management and reporting experience, working knowledge of television news production, and thorough familiarity with metropolitan Boston. A rare opportunity for the right candidate. Salary negotiable. Letter and resume (no calls) to: WGBH, Personnel Dept. (A-119), 125 Western Ave., Boston, MA 02134. EOE. Deadline: March 31.

**Position of investigative reporter** available in Midwest area—top 50 market. Only experienced, energetic need apply. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**Position for noon weathercaster** for top 50 market television station in Midwest area. Must have experience and also be able to anchor news cut-ins. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**Weathercaster** - Top station in top 100 market seeks weather personality for the early and late news programs. We have complete array of weather equipment. Send resume to Box T-77. Equal Opportunity Employer.

**Weekend anchor/general assignment reporter.** Strong journalistic credentials a must. Work in pleasant climate at an aggressive ABC station. Send tape and resume to News Director, KNTV, San Jose, CA 95110. An EOE Employer.

**Anchor/Producer** wanted for aggressive new station in South. Must have reporting experience. Good opportunity for weekend anchor. Must be able to produce weekday Newscast. Send resume to: Box T-174. E.O.E.

**Fast-growing television news service organization** has openings in New York for a general assignment reporter and a cameraman/editor with location experience. Quality work and dedication expected. Send resume outlining specific skills to Box T-178.

**Meteorologist** to join radio-TV combination in upper Midwest. Person will back-up experienced meteorologist with AMS seal, radar, NAFAX, NWS, and service "A". If you have the education, we will train you as a broadcaster. Salary negotiable. Job includes weekend hours and hard work with good people and good equipment. Letter and resume to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

**Weekday News Anchor.** Weekday News Anchor for a fast rising station in top 50's market. We are looking for the best there is; an anchor with the skills, the maturity, the substance, who wants to make a career in an exciting part of the Southeast. Only winners should apply. Please send resumes to Box T-119.

**We need more coverage.** Wanted: freelance ENG crews in major U.S. cities in support of news network now forming. Must have own equipment or access to same. Send information and day rates to: Lois Clarke, On Location News, 151 Lexington Avenue, Suite 7D, New York, New York 10016. No phone calls, please.

**TV News Photographer.** Shoot and edit ENG for top rated station in South Carolina. One year minimum experience. Send resume and recent tape to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**Group-owned stations** in five Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to K-135. We are an Equal Opportunity Employer, M/F.

**Anchor/Reporters.** Gulf Coast network affiliate is seeking experienced anchors and reporters to join the number one news team in the market. Must be dynamic, must be able to communicate. Send your resume to Box T-132. E.O.E.

**Weekend news anchor-producer-reporter** for department that hustles in Midwestern city. State Capital. Major University. Experience preferred. Write to Box T-160. An Equal Opportunity Employer.

**Weathercaster/Environmental Reporter** for Northeastern top-50 market. Must be familiar with environmental and science reporting. Preferably 2-3 years' experience. Capable of putting together visual and accurate weather presentation. Will also function as a back-up weather person in a 3-person weather department. Send resume to Box T-149. An Equal Opportunity Employer.

**Meteorologist/Science Reporter.** Excellent opportunity in first-rate news shop for a weathercaster who can do exciting field reports in science and medicine. Degree in Meteorology/AMS seal helpful. Previous experience on-air and as a reporter a must. We're a strong number one, and this position is a key to keeping us there. Send resume and salary requirement to Box T-154. An Equal Opportunity Employer, M/F.

**Wanted:** Assignment Editor for growing western market news dept. Must be a self-starter, able to motivate 14 member dept. EOE. Send resume to Box T-136.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Commercial Producer:** Individual must have strong creative and copywriting experience, organized work habits, the ability to work directly with clients in all phases of commercial production, and good working knowledge of state of the art video field production. Minimum of 3 years' experience in television and/or agency production is required. If you are a self starter, and meet the above qualifications, please submit a resume to Personnel Director, WGHP-TV, Inc., P.O. Box 2688, High Point, NC 27261.

**PM Magazine Co-host.** Top-rated medium market station is looking for a bright, talented individual to replace our female co-host, who is leaving for a bigger market. Producing experience helpful. Send resume to Box T-81. E.O.E.

**Creative Services Director** - must have experience in all aspects of television production, ability to supervise, schedule and coordinate production facilities. Requires working closely with sales department and commercial clients from concept through production. Strong writing necessary and knowledge of NAB Code. Send resume and salary requirements to Box T-96. An Equal Opportunity Employer, M/F.

**ENG Photographer.** Minimum 3 years' experience. Ability to operate a microwave van mandatory. Light maintenance and editing skill desirable. Aggressive total tape news operation with top equipment. S.E. location. Equal Opportunity Employer, M/F. Write Box T-106.

**First-rate Art Director** for Florida broadcast and production center. Oversee small staff with great growth potential. Extensive professional hands-on experience in TV graphics, print and senic design. Creative, positive swift worker, competent in administrative detail; able to interact in team situations, offering imaginative solutions to graphics problems. Excellent new facility, good benefits, outstanding quality of life. Send resume to Box T-91. EOE, M/F.

**Promotion Manager.** Top 40 mid-South Independent looking for a creative, conceptual hands-on type to head up a promotion department. Individual must have at least 2 years experience with print media, TV production, planning and implementing special promotional campaigns and events. Send resume with salary requirements to: Box T-128.

**Pacific Northwest** prime time magazine strip in the top 25 markets seeks feature and investigator reporter with strong human interests. Reporting, writing and VTR editing background. Send audition cassettes and resumes to: Personnel Manager, Department FP, KATU, PO Box 2, Portland, OR 97207. An Affirmative Action and Equal Opportunity Employer.

**Producer,** top rated daily talk program. We are a top ten market. Northeast, network affiliate seeking a dynamic, creative producer with great ideas, high energy and good management and people skills. Minimum two years talk show experience necessary, with extensive knowledge of studio production. An equal opportunity employer. Write Box T-164.

**Producer/Director II** for instructional productions. Requires extensive production and television directing experience in studio, remote, and post-production editing techniques; demonstrated success in TV and film production; ability to assume charge of complex production assignments; and ability to establish and maintain cooperative work relationships with production and engineering staffs, as well as the general public. Applications accepted through March 31. Phone 515-281-4498, Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. EOE—M/F.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Producers, Directors.** Hosts and Hostesses. Knoxville is having a World's Fair. Looking for production staff for live inserts and Magazine Show. Call Lea Anne Smith, 615-637-1010, WBIR-TV, Knoxville, TN 37917.

**Promotion Manager.** Minimum 2 yrs. experience as asst. in major market or dept. head in top 40 market. Must have thorough working knowledge of television promotion, including budget & staff management, heavy on-air, print and support media, sales promotion and PR. Send tape and resume to: General Manager, WGR-TV, 259 Delaware Ave., Buffalo, N.Y. 14202.

**TV Traffic.** If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation, then you may want to consider joining our installation team. Salary: D.O.E. Extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Circle, Suite 102, Atlanta, GA 30329.

**Major Expansion.** Large market station in the Sunbelt is growing, and we need some top-quality people to grow with us. We're hiring: producers, writers, assignment editors, photographers, and reporters. Each requires someone with at least 3 years' experience, and a great deal of imagination and creativity. Send resumes to Box T-150. Equal Opportunity Employer.

**Scriptwriter wanted** to develop script for historical documentary. No beginners; major documentary script experience preferred for \$6000 contract. EOE employer. Send resume to David Ferraro, WPBY-TV, Third Avenue, Huntington, WV 25701.

**Program Manager:** Aggressive state public television network seeks program manager who will be responsible for large schedule of local programs including sports, arts and magazine series. Successful candidate should also have strengths in program administration, promotion, scheduling and packaging. Send resumes to Al Rose, Program Director, New Jersey Network, 1573 Parkside Ave., Trenton, N.J. 08638. EEO.

**Videographer/Editor** for dominant PM Magazine in top 60 Midwest market. One year prior experience with broadcast shooting and editing is required; prior experience with PM Magazine is preferred. Send resume to Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer. M/F

**WBZ-TV in Boston** is looking for a producer for a prime-time field-produced consumer "magazine" program. We are looking for a creative person with great production and management skills. If you have at least three years similar experience, send a resume and 3/4" tape (no phone calls, please) to Barry Schulman, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An equal opportunity employer.

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## SITUATIONS WANTED MANAGEMENT

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**Broadcast professional seeks new challenge** - Station Manager or dual program/promotion position. Excellent communication skills, work well with people. Successfully headed two national organizations. Interested in station, corporate, cable operation. If you need someone good, let's get together. Please reply to Box T-165.

**President/Chief Executive Officer!** Group or conglomerate. 30+ years practicing television! All aspects! Empire-builder/Rebuilder! Accustomed to multiple-station/bottom-line responsibilities! Nationally-recognized industry-leader! Outstanding record of achievements! Produces spectacular profits and prestige! Geared for new technologies! Also available as outside-director! 10% agent's fee permanently available! Box T-145.

**Program Manager,** medium market, experienced total station management, seeks advancement. Sales/promotion knowhow, program excellence, tight operation. Reply Box T-121.

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## SITUATIONS WANTED TECHNICAL

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**First-Phone** seeks entry level position. Two years radio and some video experience. 805-653-6367, Pat.

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## SITUATIONS WANTED NEWS

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**Sharp minority female** reporter seeks position with highly committed news organization in small to medium market. Write Box T-67.

**Reporter:** Enterprising, bright female with 8 years general/special assignment experience; Solid interviewer, creative writer T.V./radio. Will relocate. Call 804-574-9973.

**Special Projects reporter/producer.** Seven years' television experience. Currently working overseas. Specialty: features. Available now. Box T-27.

**Award-winning sportscaster.** Very popular. Looking to relocate. Call now: 601-355-6537.

**Prime anchor:** strong numbers in medium market. Also have management background. Write POB 5253, Lexington, KY 40555.

**Sportscaster**—top 30 market, looking for challenge. All markets considered. Box T-83.

**Distinguished anchorman** whose dynamite street reporting, warm human interest features and live remotes are the toast of this small Southern town. A man for all regions. Write Box T-143.

**Producer/Writer/Actor.** Anxious for opportunity as news feature reporter. 518-686-4340.

**Meteorologist.** Four years on-air experience. Great personality, friendly and easy to understand. Good credibility. Top rated in market. Currently employed. Box T-118.

**Small Market N-D/anchor** seeks challenging anchor-reporter-producer job. Offer maturity, drive, quality product, hardwork, common sense. Let's talk. Box T-177.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**Production Specialist:** 23, holds degree in Communications (Radio, TV), desires entry level position in TV/video operation. Experienced in all aspects of production. Can start now, willing to relocate. Please contact: Marian Lawson, 6416 Roselawn Rd., Richmond, VA 23226. 804-288-3991.

**Co-host** position, PM, or talk/variety program. Attractive, zestful, articulate female. Excellent credentials. Jody Bart, 615-292-5089.

**Experienced Operations/Program Manager** seeks challenge in major market, or station manager in small market. 18 years' experience; all phases of TV operations, programing, production, sales, promotion. Radio-TV degree. Write Box T-75.

**Young, energetic,** host/critic/reporter ready to move. Over three yrs. on air in Boston. Call 617-783-4369, Earle.

**Over 13 years' experience** in broadcasting, related fields. Degree, management experience, administrative skills, reliable. Seeking producer/director or production manager position. Willing to relocate. Tom Hogan, 1004 2nd Ave., N., Lot G-3, Onalaska, WI 54650. 608-783-1157.

**Producer/Director/Writer,** 11 years radio-television. Please!! No beginner OPS. 518-686-4340.

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## ALLIED FIELDS

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### HELP WANTED MANAGEMENT

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**Director of University Relations.** The University of Alabama. Position reports directly to the President and has responsibility for coordinating all external and internal public information programs. Applicants with significant managerial experience with public information programs within a major academically-oriented institution of higher education or with advanced degrees will be given preference. Nominations and applications (including resume) should be sent by March 31 to Mr. Malcolm MacDonald, Search Chairperson, P.O. Box B, University, AL 35486. EEO/AA.

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### HELP WANTED SALES

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**Experienced Video Sales Person** wanted for Video Production/Post-Production facility in Marina del Rey. Must have production experience. Call Brad at 213-821-4873, or send resume to American Film Factory, 4150 Glencoe Avenue, Venice, CA 90291.

**Experienced Sales Manager.** Broadcast equipment, Philadelphia area. Please submit brief resume to Box T-156, or phone 215-539-5300.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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**Graduate Assistantships available**—Radio-TV department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's graduate program in Mass Communications: Radio-TV. Must be accepted for admission to graduate school. Radio-TV Department moves into new building this summer; outstanding broadcast facilities. For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. Tel: 501-972-3070.

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## HELP WANTED INSTRUCTION

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**Announcer/Broadcaster/Entertainer**—we placed over 94% of our graduates last year. Instructor positions open if you are able to relate the real world to your students, not the collegiate ivory tower Disney world. You need at least 5 years' experience in broadcasting, no experience in teaching required. Faculty manager needed. Also, electronics instructors, we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107. 215-922-0605.

**Assistant or Associate Professor** of radio-TV to teach television production, news. Must be able to work with ENG equipment. Courses include video production, reporting, and broadcast news. Also will work with TV students in producing a 30-minute afternoon newscast (Mon-Thur) aired over the local cablevision system. Ph.D. preferred. Strong media and teaching experience essential. The department, located 20 minutes from Kentucky's western waterland, has more than 300 majors and 20 graduate students. Rank, salary commensurate with qualifications. Position open beginning Fall, 1982. Application deadline: March 22, 1982. Send up-to-date resume, college transcript, 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.

**Boston University.** Reorganization and expansion require faculty and three chairpersons for the 1982-83 academic year. Chairpersons: Candidates should possess a Master's degree (Ph.D. preferred); significant professional experience; an established record of teaching and/or research; and administrative ability; Broadcasting and Film Department. Candidates should be able to work with faculty in developing research projects and film technologies, and should have a professional background in broadcasting, film, or one of the emerging telecommunications industries. Mass Communication Department. Candidates should possess background to administer a department that educates generalists to fill a variety of positions in communications. The curriculum includes courses in theory and research, mass media, advertising, writing, publication, design, and computers. Public Relations Department. Candidates should have background in behavioral, social or policy sciences, or communications. Teaching assignment will include courses in management and corporate public relations. Faculty, full- and part-time: Candidates should possess a Master's degree (Ph.D. preferred) and professional experience in one of the communications fields above. Candidates with demonstrated ability to teach writing and/or design are sought for Mass Communication. Positions contingent upon funding. Deadline for applications: April 5, 1982. All positions are on the tenure track. Salary commensurate with experience. School offers graduate and undergraduate degrees. Candidates should send a letter of application clearly stating the position for which they are applying and two resumes to Professor Walter Lubars, Interim Chairman; Communications Department; Boston University; School of Public Communication; 640 Commonwealth Avenue, Boston, MA 02215. An Affirmative Action/Equal Opportunity Employer.

**Radio/TV faculty** - full time position effective August, 1982. Master's degree in Radio/TV or related field, minimum of five years' teaching experience in radio and TV production and successful related accomplishments required. Free-lance experience preferable. Contact: Personnel Office, Northampton County Area Community College, 3835 Green Pond Road, Bethlehem, PA 18017. Completed applications must be received or postmarked no later than April 22, 1982. An equal opportunity/affirmative action employer.

## HELP WANTED INSTRUCTION CONTINUED

**Faculty Position Available.** Mass Communication. (Search Reopened). Rhode Island College seeks teacher and researcher in Mass Communications, Broadcast History, Radio and TV Production, to direct student co-curricular activities; to guide students through independent work at local media outlets. M.A. required, Ph.D. preferred; scholarly research and publications expected. Salary: Instructor-\$11,792-\$18,007; Assistant Professor-\$13,100-\$27,253. Starting salary dependent upon qualifications. Tenure line. Liberal benefits. Application deadline 4-5-82. Submit letter of application with resume, transcripts and three current letters of reference to Office of Personnel Services, Rhode Island College, 600 Mt. Pleasant Avenue, Providence, RI 02908. Attention: Chairman, Communications and Theatre. An Affirmative Action/Equal Opportunity Employer.

**Audio/Video Instructor.** Full-time position. Teach courses in Intro to Radio Broadcasting, Intro to Video Production and Broadcast Production. Three preparations and 15 teaching hours per week maximum. Includes supervision of video studio. Committee work and student supervising required. Master's or equivalent experience in appropriate field; two years of teaching experience, plus professional experience preferred. Salary: \$11,000-\$14,000. Appointment: September 1, 1982, for one academic year, subject to renewal. Send resume to Professor Louis Emond, Dean Junior College, Franklin, MA 02038. An equal opportunity, affirmative action employer.

**University of Wisconsin-Eau Claire** seeks academic staff person in news for teaching primarily in news writing, reporting and editing classes. Experience in secondary education courses helpful. Renewable, non-tenure track position. Ph.D. or near preferred; Master's in Journalism required, with a minimum of three years' experience in news. Salary commensurate with experience. Application deadline May 1, 1982. Send letter, resume, official transcripts and letters of recommendation to Leslie D. Polk, Personnel Committee, Department of Journalism, University of Wisconsin, Eau Claire, WI 54701.

**Mass Communication.** Search extended. Faculty position (tenure-track) available Fall '82, 12 hr. teaching load, advise students, participate in department activities. Qualifications: Ph.D. and professional experience required. Rank: assistant professor; salary \$15,000-\$23,000, depending on qualifications and experience. Opportunity for summer and evening teaching for additional remuneration: 1) teach media management, media criticism, TV production, cable TV management; ability to teach other mass media courses. 2) teach broadcast announcing and writing, radio production, introductory broadcasting; ability to teach other mass media course. FCC first class license preferred. Minorities and women are encouraged to apply. Send resume and letters of recommendation by April 30, 1982, to Dr. Irene Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An Equal Opportunity, Affirmative Action Employer.

**Qualified graduate school** applicants to work as teaching and technical staff assistants while earning M.A. degree in Film and Video. Degree program is 33 hour (approx. 18 months). Write for information and application forms: Graduate Film and Video Program, School of Communication, the American University, Washington, D.C. 20016. EEO/AA.

## SITUATIONS WANTED INSTRUCTION

**British broadcaster/academic.** Experienced broadcaster-currently radio (several years' commercial experience). Teaching p/t. Journalism Master's. Teaching Assistant, Ohio State. Published work. Excellent references. Seeking teaching/research Broadcasting/Mass Media - opportunity for Ph.D. studies. Consider college station management. (might continue commercial work also). Russell Carey, 614-224-1271.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Western or Westrex Electric Equipment:** tubes, microphones, mixers, amps, drivers, speakers: 213-576-2642. David Yo, Box 832, Monterey Park, CA 91754.

**Wanted:** Video heads (air bearing) transistor and Newsvistor for Ampex VR 1200 and Ampex VR 2000. Also, routing switcher 12 x 8. Wanted: 528 Waiveform monitors, also 3/4 VTR's for PAL-B. Call: 312-641-6030, Days.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

**FM Transmitters for sale:** 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 12000E(1978), Collins 831-F2(1977). Call M. Cooper, 215-379-6585.

**High Band TR-22** with Cavec and DOC. Currently in daily on-air use. Available immediately. WTSP-TV, PO. Box 10,000, St. Petersburg, FL 33733. 813-577-1010.

**RCA-TK-76A** with Canon 10-1 Zoom & Power supply - 22K JVC 4400 LU 3/4" VCR, PS, batteries, anvil travel case. Both in excellent condition. Privately owned. Vector Video, 516-661-1019.

**High Power AM and FM xmitters.** for sale. RCA 50 kw AM with 8 month old solid state exciter, like new, \$25,000 in spares. Continental 5 kw. 10 kw AM. Collins and RCA 5, 10 and 20 FM units. All in stock. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Ampex A-122** portable deck, half-track record, stereo playback \$150. First City Radio Consultant, 212-444-3573.

**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.

**Ikegami HL-79DA** camera, used sparingly for three months, W/angenieux 15:1 zoom lens with pistol grip, AC power pack and carrying case, \$34,000. Cost new, \$41,500. Full 1 yr. warranty. Ampex VPR-20 portable 1" tape recorder, fully loaded, with shipping case, \$40,000. Cost new, \$50,000. Full warranty. Landy Associates, Inc., 609-424-4660 or 617-877-9570.

**Two Ikegami HL 77 Cameras** in excellent condition. 212-757-8919.

**We are going** from 1000 watts to 5000 watts. We have for sale a 1000 watt Collins 820-D-2 transmitter, like new, price \$6500.00 Also, 25-year-old 222 foot tower. It has almost new guy wires. You take down for \$500.00 Call J.C. Johnson, 912-242-1565.

**5 kw AM Collins 213E w/spares,** on air. M. Cooper, 215-379-6585.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**Scully 255 automation reproducer,** stereo 2-track 7.5 ips includes end of tape and other features. Automated/Congrol Design-Kartel 2400R random access with record capability. Both new in 1979. On either accept first reasonable offer. David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660.

**Tektronix 149A NTSC** test signal generator. Overhauled, calibrated, guaranteed 90 days, \$4995. Call Tom Hopkins, 919-594-0172.

## 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.

**Client Jingles** in one week. Philadelphia Music Works, Box 947, Bryn Mawr, PA 19010. 215-525-9873.

## 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.

## INSTRUCTION

**San Francisco,** FCC License, 6 weeks, 4/5/82. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco, CA 94105. 415-392-0194.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**The Holiday People** present "Eastertime". Generate revenue! Call Ron Grattan, toll free, 800-233-8758. Free Demo!

## RADIO Help Wanted Sales

### SALES MANAGERS

Now interviewing for current and future openings for Sales Managers.

Work in an environment that's both performance-oriented and people-oriented, and share in the hard work, the excitement, and the profits of building America's employee owned radio station group.

If you're bright, enthusiastic, creative and self-motivated...if you're experienced, systematized, and a good communicator...this is your chance to move to Katz Broadcasting. Contact Jim Morley, VP/Sales, Katz Broadcasting Company, Inc., Park City Plaza, Bridgeport, CT 06604. EOE/MF

**KATZ BROADCASTING COMPANY**  
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

## Help Wanted Technical

### Electronics Engineers

Voice of America is recruiting for GS-13/14 Radio and Audio Electronics Engineers for Washington, D.C. and overseas. Salary \$33,586-\$39,689. Experience in design/construction of high power, HF transmitters or broadcast recording studios. Engineering degree or equivalency plus three years professional experience and U.S. citizenship required. Submit standard Federal application form SF-171 to Voice of America, VOA/PR, Rm 1341, 330 Independence Ave., S.W., Washington, D.C. 20546, by April 2, 1982. Contact Francine Gunnell, 202-755-4700 for information. An Equal Opportunity Employer.

## Help Wanted Announcers

### WE NEED A KILLER

and haven't found the person yet! Somewhere in radioland there must be a killer on-air talent to Rock Out Nighttime at Capital Cities PRO-FM/Providence. Is it you? Let's talk! No matter what size market you're in now, if you've got what it takes, we want to hear from you! Tapes & resumes to: Gary Berkowitz, Programming Manager, 92/PRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915.

## Help Wanted News

### Metromedia's WASH Radio Washington, D.C.

We are looking for a creative Morning Anchor/Reporter who can write and communicate in a literate, lively style. Must have strong street skills and 3 years of professional on-air experience. Send resume and tape to: Craig Windham, News Director, WASH-FM, 5151 Wisconsin Ave., Washington, D.C. 20016. EOE. (No calls, please).

### BROADCASTING

WINS, The No. 1 all-news radio station in NYC, is seeking highly motivated committed individuals for immed. employment optlys. Positions avail for expd news editors, writers & news production asst's. If you are interested in these exceptional optlys, pls send resume & sal history to: Joseph Gillespie, Exec Editor, WINS, 90 Park Ave., New York, NY 10016. E.O.E., M/F

## Situations Wanted Management

### \$16,000,000 INCOME

Generated in my tenure. As VP programming with strong marketing and people skills, my stations are unusually profitable and audience dominant. Available to equity-oriented turnarounds as General Manager. Box T-140.

### GENERAL MANAGER

Young yet mature professional seeks GM position and possible option to buy. Excellent credentials include 13 year track record. Will consider all markets. Meet possible early April in Dallas at NAB Convention. Reply in confidence, Box T-167.

## Situations Wanted Announcers

### METICULOUS DRIVE TIME PERSONALITY Announcing Free Agency

Successful/Employed and highly motivated Personality currently with nationally recognized A.C. facility. Looking for a major station or broadcast group dedicated to audio excellence that seeks personality and/or Program Strategist in next six months. Individual is creative, enthusiastic, and capable team leader with impeccable performance record and long term ratings success.

If you have an opening and can offer a superb facility, advancement opportunities with attractive salary and benefits, please respond in complete confidence to: **Box T-131.**

### COMMON SENSE

"The quality of a talk show can only be as good as the quality of the host." The best talk show co-hosts in the industry are looking for a good signal! If you've got it—we'll give you the market. We can talk about anything!! Write Box T-38.

### ISSUE-ORIENTED TALK SHOW HOST

33, currently working in top 10 market, seeks new challenge. Opinionated, informed, witty, yet cordial. All opportunities carefully considered. Reply to Box T-142.

## Situations Wanted Programing, Production, Others

### HIGHLY POPULAR BRITISH PERSONALITY ON USA'S TOP-RATED AOR STATION (SPRING, 1981) GOOD BROADCASTER—NOT "GIMMICK"

Warm, conversational, intelligent, witty, one-to-one successful TALK SHOW HOST for last station.

Recent Master's graduate (Journalism, Ohio State). Began current job (weekends) when student. Full time commercial experience with various formats. Seeking position with adult-appeal, personality station (music or talk). NETWORKS & SYNDICATION CO—talented in communicating information & ideas conversationally as in current special oldies show and past syndicated shows in Britain (would also continue some studies). Russell Carey, 614-224-1271 (day).

### For Fast Action Use BROADCASTING's Classified Advertising

## Situations Wanted News

### CHICAGO SPORTS AUDIO

Network-quality pro will cover your baseball team vs. Cubs or Sox. Actualities, personalized voicers, features for each game. Other sports stories covered too. Reasonable. Also TV. 312-654-2070. Box 294, Hinsdale, IL 60521.

### A GOOD FARM DIRECTOR

Is available for a medium or large market in the Midwest. Member of NAFB, articulate, experienced in radio and TV, knowledgeable and enjoys hard work. References available, including present employer. \$25,000 minimum. Call Julie at 913-899-2300.

### Experienced radio reporter/anchor

seeks news reporting position. Twelve years commercial radio experience. Strong journalistic and production skills. Authoritative delivery. Married, 31, Air Force and AFRTS vet. May, 1981, Ripon College, B.A. in history. Dean's list, honors. Currently employed. Available June 1. Prefer Wisconsin, Minnesota, or Michigan. Rob Starbuck, 414-748-3382, after 5 p.m.

## TELEVISION

## Help Wanted Management

### MANAGER, WOLD COMMUNICATIONS

Los Angeles technical operations center. Need experienced, take-charge operations manager to assume responsibility for 24-hour-a-day television, satellite transmission, multiple ENG/Editor operations facility. Must have previous management experience in television operations functions. Manage complete multiple function complex, studio, tape playback center, complex earth station, microwave systems, establish procedures and develop error-free operations center. Send resume, with salary requirements, to: Lee Ullmann, VP/Operations, Wold Communications, 6290 Sunset Blvd., Hollywood, CA 90028.

# METEOROLOGIST

To join superb forecasting team. Strong on-camera skills. Equal Opportunity Employer, M/F. Major market. Send resume to Box T-107.

## CONSUMER REPORTER

Minnesota's leading news station needs a self-starting consumer reporter. This is a rare opportunity to join one of the largest and best equipped news staffs in the country. Send your resume and samples of your work to:

Bob Jordan  
News Director, KSTP-TV  
3415 University Avenue  
St. Paul, MN 55114  
No beginners, please.  
Equal Opportunity Employer

## EYEWITNESS NEWS



**KSTP-TV**  
St. Paul / Minneapolis

## MAJOR CALIFORNIA MARKET

Have primary sports anchor position open for experienced, strong, warm, charismatic TV sports professional. Should be a solid, cooperative, no nonsense person who can make sports interesting to the non-fan. Should also be adept at telling the non-traditional sports story. Good position with excellent News staff. Equal Opportunity Employer, M-F. Send complete resume and references to Box T-11.

## REPORTER

Major, aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least three years television news experience. We are searching for someone to complement our AP & UPI newscast of the year. Please send resume to Box T-49. E.O.E. M/F.

## ANCHOR/PRODUCER

Top 25 net affiliate searching for talented, hard-working broadcast journalist. Must be skilled in field, studio and live reporting/anchoring. Will produce and anchor major M-F newscast that's strong on in-depth, live reporting and interviewing. Enthusiastic, extemporaneous reporting and anchoring style built on solid broadcast news experience and judgment. Send resume to Box T-133. We are an equal opportunity employer.

## Sports Director

A top-rated station in the 74th market, looking for an experienced sports director/anchor. Also will host a weekly college football and basketball program. Several top-ranked college teams in the area, plus great hunting, fishing. Send resume and tape to: John Williams, P.O. Box 1197, 100 Television Lane, Paducah, KY 42001. E.O.E.

## RADIO/TELEVISION ENGINEERS

The Television-Audio Support Activity at the Sacramento Army Depot, Sacramento, California, is seeking qualified applicants for project engineering positions in support of the radio and television operations of the United States Department of Defense. These positions require senior broadcast engineering applicants with extensive knowledge and experience in the design of fully operational systems. The work will include technical review and specification for the procurement of hardware and services in the fields of radio and television (both radiating and non-radiating), audiovisual production and distribution, audio reinforcement, surveillance television, and a variety of applications of these technologies. The applicant must possess a valid Federal Communications Commission Commercial General Radio-telephone Certificate and be willing to travel worldwide. This is a US Civil Service General Schedule (GS) 12 position (salary: \$28,245 PA.). Applicants should submit the Standard Federal Application Form SF-171 to Sacramento Army Depot, Attn: Recruitment & Placement Branch, Sacramento, CA 95813 Phone: (916) 388-3156, Autovon 839-3156 Sacramento Army Depot is an Equal Opportunity Employer.

## WTVJ TRANSMITTER ENGINEER

Transmitter site in West Hollywood, Fla. 5 years experience in television transmitter maintenance. Video, audio & microwave equipment desired. FCC 1st class licensed. We offer outstanding company benefits, including free life, hospital, dental & major medical. Send confidential resume to Employment Manager:

**WOMETCO ENTERPRISES**  
324 North Miami Ave-Miami, FL 33128  
Equal Opportunity Employer M/F

## Help Wanted Sales

### Pay TV Regional Sales Manager

Expanding Pay Television network requires three key sales managers for contact work with MSOs, and local cable systems. Must be a self-starter, well organized with strong sales training and motivation skills. Extensive travel required. Experience in cable/broadcast industry preferred. Locations: San Francisco, Chicago, Eastern Seaboard. Contact: Jerry Smith—Executive V.P. Marketing, c/o Group W, 90 Park Ave., New York, NY 10017. An equal opportunity employer M/F.

## Help Wanted Technical

### STUDIO/TRANSMITTER MAINTENANCE ENGINEER

Should have FCC 1st phone license - 3 to 5 years experience in maintaining all phases of television studio and transmitter equipment. Equipment includes Ampex 1 and 2 inch and ACR-25 videotape machines, Philips cameras, Grass Valley switchers and RCA transmitters. Experience with digital circuits desirable. Contact Lowell Otto, WTVT, P.O. Box 22013, Tampa, FL 33622. 813-876-1313. E.O.E.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**Help Wanted Programing,  
Production, Others**

## **PROGRAM MANAGER WFLD TV CHICAGO**

This is an excellent opportunity to join an aggressive, growth oriented, independent station.

The candidate must be familiar with all areas of programing, including syndication, feature films, sports, news, and local production.

If you believe that you are qualified for this exciting and demanding position, please send your resume to:

Robert R. Hartman, Vice President & General Manager  
WFLD TV, Channel 32  
300 North State Street  
Chicago, Illinois 60610



FIELD COMMUNICATIONS IS  
AN EQUAL OPPORTUNITY EMPLOYER M/F

**Help Wanted Programing,  
Production, Others  
Continued**

## **PRODUCER/ DIRECTOR**

### **Medical Series**

WCVB-TV seeks an experienced documentary producer/director to work on a new 1/2 hour, Prime-Time medical series. Duties include researching topic material, making recommendations regarding content, scouting locations, planning shoots and coordinating activities and deciding on content, context and style of production. This individual will also prepare material and supervise post-production to completion, including off-line work, CMX, and all program finishing. Applicants must have good medical and/or science background, extensive knowledge of video tape production and be able to work independently. Good writing skills are essential. If interested, send resume (no telephone calls, please) to the Personnel Department, C282, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192.

an equal opportunity employer m/f

## **WTVJ PRODUCER/DIRECTOR**

Minimum 5 years producing/directing experience involving news, remotes, commercial production & public affairs. PM experience helpful. Individual must possess proven track record and be self-motivating. We offer outstanding company benefits, including free employee life, hospital, dental and major medical insurance. Send resume in confidence to:

Employment Manager  
WOMETCO  
324 North Miami Ave.  
Miami, FL 33128  
Equal Opportunity Employer

## **GROWING NATIONAL CABLE TV BUSINESS PUBLICATION HAS TWO OPENINGS FOR EXPERIENCED PERSONNEL**

\* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV publications.

\* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

Both positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

**Box N-70**  
An Equal Opportunity Employer

### **Video Promotion Associate**

Public Broadcasting Service presently has an excellent opportunity in our Advertising and Video Promotion Department. B.A. degree in Broadcast Communications, Journalism, Liberal Arts or equivalent. Minimum of 3 years' work experience in T.V. production with writing responsibilities, preferably in area of on-air-promotion. Must possess ability to write, produce and direct television and radio promotional productions ranging in length from 30 seconds to an hour. PBS offers competitive starting salaries with excellent non-contributory benefits package. For consideration, please submit resume with letter of interest stating salary requirements and three professional references to: Public Broadcasting Service, Attn: Jennifer Dupree, 475 L'Enfant Plaza West, S.W., Washington, D.C. 20024.

## **This Publication is available in Microform.**

University Microfilms International  
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

## Help Wanted Programing, Production, Others Continued



Talent position now available for PM Magazine in top 20 market. Seeking bright, articulate person to work with male co-host already on staff. Television on-air experience and field producing experience necessary. Send your resume to Box T-148. EOE, M/F

### CABLE TV COORDINATOR

To produce local cable TV programming for a metro-New York public school district. Must have TV studio programming experience or equivalent. Send resume prior to 4/1/82 to: Personnel Office, Rockville Centre UFSD, Shepherd Street, Rockville Centre, N.Y. 11570

## Situations Wanted Management

### New Career Broadcast Management

Looking for growth opportunity with progressive cable-satellite-broadcasting company. Grew up in broadcasting. 31 with 10 years broadcast management experience. B.A.-Journalism, M.A. Communications-Business. Resume. Write Box T-146.

## Situations Wanted News

### SPORTSCASTER

Tops in medium market, seeks reporter-weekend anchor position in top-20 market. Thoroughly experienced, reaches audience beyond sports fans, exceptional writer with many awards, attractive on air. Present contract ends in spring. Write Box T-120.

## ALLIED FIELDS

### Help Wanted Management

### MEDIA ANALYSTS AND CONSULTANTS

Market Opinion Research, one of the largest U.S. media research and consulting companies, needs competent personnel for middle and senior positions with the Media Consulting and Research Division. Applicants must have the following or equivalent: (1) MBA, Master's in Communications or PhD, (2) Ability in survey research design, (3) Excellent background in statistics, (4) Demonstrated aptitude in writing and analysis, (5) Ability and desire to communicate with top management, (6) Interest and experience in newspaper marketing, television, radio and magazines. Send resume and salary history to Dolores Allor, Personnel Manager, Market Opinion Research, 550 Washington Blvd., Detroit, MI 48226.

## Consultants

### Communications Consultants

A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission application filings.

### CONSULTING SERVICES:

Applications: For new broadcast facilities

- Low Power Television
- FM Radio
- AM Radio
- Full Service Television

Computerized frequency

- Low Power Television
- FM Radio
- AM Radio

**FACT:**  
290 of the LOW POWER  
TELEVISION applications on  
the FEBRUARY 9, 1982  
"Cut Off" notice, 150 are  
clients of Edward M. Johnson  
& Associates!

2 WEEK DELIVERY



**Edward M. Johnson  
& Associates, Inc.**

Suite 450, One Regency Square,  
Knoxville, Tennessee 37915

[615] 521-6464

Washington, D.C. [202] 775-1802

## Ratings Research

### INDEX RESEARCH is holding the 1981 Price Line into '82

To help radio come through Recession '82, our 1981 rate card remains in effect. 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**

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## Employment Service

### "RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position "in the future", or if you are "in between and looking," National can help. NBTC specializes in radio personnel placement. Management, sales and programming. For complete confidential details, send \$1.00 postage and handling to: National Broadcast Talent Coordinators, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

### 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! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

## Radio Programing

### 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



## Miscellaneous

### BROADCAST SOFTWARE ASSOCIATES

Visicalc Diskette Formatted for: (1) FCC Form 324, (2) ASCAP Return, (3) BMI Return, (4) NAB Revenue & Expense Yardsticks. Available for Apple, Commodore and TRS-80 Micro Computers. Special Price...\$49.00. BSA, Box 466, Keene, NH 03431. 603-357-5264.

## Wanted To Buy Equipment

### WE NEED

Teleprompter typewriter, IBM electric with large 1/4 inch or larger type. Help. Contact Vic Powell, Air Force Association, 800-424-5109.

## For Sale Stations

### Major Midwest Market

Full time, ethnic, class IV, profitable station under absentee ownership. \$1,000,-000 cash, plus \$300,000 in terms. Reply Box T-94.

## For Sale Stations Continued

### WANTED: EQUITY INVESTOR

Growing broadcast group with two stations and acquisition of a third in process, needs capital influx to grow with expansion. Current stations adjacent to Top 50 market in upstate New York. Growth plans are for New York/New England area. Minimum investment: \$100,000. Active investors preferred. Reply Box T-159.

**BILL-DAVID  
ASSOCIATES**  
**BROKERS-CONSULTANTS**  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### For Fast Action Use BROADCASTING's Classified Advertising

### Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.  
Call or write now.

404-351-0555 1819 Peachtree Road N.E.  
Atlanta Georgia 30309

**THE FUTURE IS NOW**  
**MEDIA BROKER, APPRAISER...**  
**318-868-5409**

**JOHN  
MITCHELL**  
P.O. Box 1065 Shreveport, LA 71163

**This Publication  
is available in Microform.**

University Microfilms International  
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

### CHAPMAN ASSOCIATES<sup>®</sup>

media brokerage service

UHF-TV in east coast metro market—  
state of the art equipment—\$5.75  
million, \$2.1 million down—call Ray  
Stanfield or Elliot Evers, 213-366-2554

### W. John Grandy

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

## 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: 85c

per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c 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



Simons

**Charles Simons**, assistant to president Wometco Enterprises, Miami, elected acting president. Wometco President **Mitchell Wolfson** remains hospitalized following series of heart attacks ("Closed Circuit" March 1).

**Roger Divens**, president and general manager, WSET-TV Lynch-

burg, Va., joins KYBS(FM) Livingston, Mont., in same capacity.

**Jeffrey Trumper**, general sales manager, KSRR(FM) Houston, named VP-general manager of station.

**Roger Kehrt**, controller, OVC Telecommunications, Richmond, Ky.-based cable television system, named VP-general manager.

**Mark Pierce**, news director, WCSC-TV Charleston, S.C., named VP-general manager.

**Roger Ingram**, sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, joins WAZY-AM-FM Lafayette, Ind., as general manager.

**Jerry Martin**, from WNEB(AM) Worcester, Mass., joins WORC(AM) there as assistant general manager.

**Al Caldwell**, program director-air personality, KLVI(AM) Beaumont, Tex., elected VP of operations.

**Michael Sherlock**, VP, finance and administration, NBC Sports, New York, named executive VP, operations and technical services, NBC Television Network.

**Maurice Guillerman**, general sales manager and assistant manager, WWL-TV New Orleans, named station manager. **Phil Johnson**, news director, WWL-TV, named assistant manager. **Pascal Glaviano**, office manager, WWL-TV, named director of finance.

**Henry Balfanz**, account executive, WSWT(FM) Peoria, Ill., joins KRVF(FM) Davenport, Iowa, as station manager.

**Roy Gerritsen**, from radio-TV program, Indiana State University, Terre Haute, Ind., joins new noncommercial WWVU-FM, Morgantown, W.Va., as general manager.

**Jerry Lyman**, VP and general manager, WGMS-AM-FM Washington, takes on additional duties in new post of VP, government relations, for licensee, RKO General Broadcasting.

**Nancy Rapp**, office manager, New England Telephone, Boston, joins Valley Cable TV, Los Angeles, in same capacity.

**Craig Simon**, executive producer, NBC Radio sports, New York, named regional director, affiliate relations, NBC Radio Network.

**Ray O'Connell**, VP for affiliate communications in NBC-TV's affiliate relations department, retires after 43 years with NBC.

**Charles Kent**, director of contracts, East Coast, ABC Television, named director, business affairs, West Coast. **Jeffrey Rosen**, assistant general attorney, NBC, New York, joins corporate legal affairs department of ABC Inc. as general attorney.

**Susan Donato**, operations manager, WYUT(FM) Herkimer, N.Y., named station manager.

**Mike Perkins**, program director, WYDD(FM) Pittsburgh, named operations manager.

**Bob Pantano**, director of news and public affairs, WICC(AM) Bridgeport, Conn., named operations director.

**Tony Teague**, administrator of data processing, Guardian Industries, Novi, Mich., joins Continental Cablevision of Oakland County, Mich., as data processing manager.

**Joseph Peters**, controller, Acton CATV, Acton, Mass., named director of internal audit, Acton Corp.

## Advertising

**Earl Littman**, president, Goodwin, Dannenbaum, Littman & Wingfield, Houston, elected chairman of board and chief executive officer.

**Barry Silverman**, senior VP, and assistant to president, succeeds Littman. **Anna Wingfield**, senior VP and senior creative director, elected executive VP. **Mildred Edwards**, VP, named senior VP and controller. **Jake Elliott**, VP, public relations, named senior VP.

**James Locatelli**, treasurer, McDonald Davis & Associates Advertising, Milwaukee, elected VP-finance.

**Robert Mincus**, creative director, Creamer Inc., New York, joins Kenyon & Eckhardt there as senior VP and creative director. **H. Malcolm Bybee**, from Planters division, Nabisco, joins Kenyon & Eckhardt in new position of VP and director of strategic planning.

**Howard Sirinsky**, VP and associate manager-network resources, Needham, Harper & Steers, Chicago, named director of network television-radio there.

**Patrick Bohon**, partner, Della Femina Travisano & Partners, New York, joins Christopher Thomas Associates, Toronto, as VP, client services.

**Arthur Meranus**, director of creative services, and **Warren Albright**, director of account management, Cunningham & Walsh, New York, elected executive VP's.

**John Nuccio**, VP, Ryder & Schild, joins Campbell-Ewald, Warren, Mich., as senior VP and associate media director.

NBC-TV has reorganized sales department, resulting in six executive promotions: **John Nesvig**, VP, daytime sales, named VP, market-

ing; **Larry Hoffner**, VP, Eastern sales, named VP, general manager, Eastern sales; **Robert Conrad**, VP, participating program sales, named VP, sales development; **Joan Leahy**, VP, daytime and participating program sales, named VP, participating program sales; **Richard Flastine**, account executive, named VP, Eastern sales, and **Karl Kuechenmeister**, director, sports sales, named VP, daytime sales.

**Thomas Storrer**, manager of sales proposals, central division, ABC Television Network, Chicago, promoted to director, sales proposals and development.

**Ron Kleinstein**, account executive, RKO Radio Sales, Detroit, joins CBS-FM National Sales there as sales manager.

**Richard Belding**, director of advertising, Savin Corp., joins Needham, Harper & Steers, New York, as account supervisor.

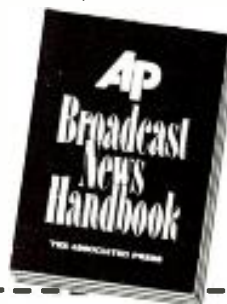
**Terry Broin**, manager, retail clothing store, Blaine, Minn., joins Bozell & Jacobs there as broadcast assistant.

**Jim Chabin**, account executive, CBS Television Stations national sales, Atlanta, named Western marketing manager, CBS Television Stations marketing department, Los Angeles.

**Cathy Calhoon**, research analyst, McGavren

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Guild Radio, New York, named research manager-client services. **Frank O'Neill**, research analyst, named research manager-computer systems. **Andrea Simon**, from Jack Masla & Co., joins McGavren Guild as research analyst.

**Lee Zirkel**, media director, Whitney, Eckstein, Keil, New York, joins Henry J. Kaufman & Associates, Washington, as associate media director.

**Thomas McKinney**, president of Sheridan Broadcasting Corp., Pittsburgh, joins Teleprompter Corp., New York, as VP, advertising sales.

**Robert Jacobs**, NBC sales team manager, Blair Television, New York, elected VP. **Timothy Frame**, account executive, Blair Television, Jacksonville, Fla., named to NBC/Blue sales team, New York. **Michael Krupa**, account executive, Blair Television's ABC/Blue sales team, New York, named sports director of newly formed sports sales unit there.

**David Swanson**, from Bader Rutter & Associates, Chicago, joins McDonald Davis & Associates, Milwaukee, as writer-producer.

**Patsy Weaver Perrault**, media supervisor, W.B. Doner-Southwest, Houston, Tex., named media director.

**Michael Davison**, senior VP, marketing, Watermark, joins CBS Radio Network, Los Angeles, as account executive.

**Beverly Fisher Inglesby**, from Blair-Northwest, Portland, Ore., joins Northwest Television Sales there as office manager.

**Jeff Lewis**, from Yancey Corp., Indianapolis, merchandising subsidiary of Fairbanks station group, joins Southwest Broadcasting, San Diego-based group owner, as marketing director.

**Richard Bunard**, account executive, Harrington, Righter & Parsons, New York, joins Petry Television there in same capacity.

**Terry Rodda**, sales manager, KSRR(FM) Houston, named general sales manager. **Debbie Murphy**, account executive, KSLQ(FM) St. Louis, joins KSRR in same capacity.

**Steve Goetz**, from KTAC(AM) Tacoma, Wash., joins KKFX(AM) Seattle as general sales manager.

**Thomas Watson**, local sales manager, WFLA-TV Tampa, Fla., joins WFTS(TV) there as general sales manager.

**Gary Bogart**, national sales manager, wsoc-TV Charlotte, N.C., named director of sales. **Jerry Pelletier**, sales manager, TeleRep, Boston, joins wsoc-TV, succeeding Bogart.

**John Dowd**, account executive, Harrington, Righter & Parsons, Chicago, joins WOWT(TV) Omaha as general sales manager.

**Michael Gordon**, account executive, wcuZ-AM-FM Grand Rapids, Mich., named general sales manager.

**Dan Wachs**, local sales manager, wcmf(FM) Rochester, N.Y., joins WAVA(FM) Arlington, Va., as sales manager.

**Dick Weiner**, local sales manager, KGMB-TV Honolulu, named general sales manager. **Sharon Lee Kanaley**, assistant general sales manager, KGMB-TV, assumes additional duties as national sales manager.

**Hugh Robinson**, general sales manager, wsFA-TV Montgomery, Ala., joins WEAR-TV Mobile,



**Family portrait.** Tom Chauncey, president, KOOL-TV Phoenix, and one of country's most influential collector/breeders of Arabian horses, stands with his wife, Deedie (l), daughter, Misdee (r), Asaad, one of Chauncey's national champion stallions. Deedie Chauncey's parents, Philip K. and Helen Wrigley, were pioneer Arabian horse breeders and founders of Scottsdale Arabian horse shows. The Chaunceys held \$100-a-ticket auction, combining animals and art works (16 of former and 55 of later were sold) to benefit Phoenix Art Museum and Scottsdale Art Center Association.

Ala., in same capacity.

**Bob VanGendern**, sales manager, KMIT(FM) Mitchell, S.D., joins KXON-TV there as general sales manager.

**Jay Oliver**, promotion manager, WTVX(TV) Fort Pierce, Fla., named sales and marketing manager.

**Joseph Namiotka**, account executive, WMMR(FM) Philadelphia, joins WCAU(AM) there as local sales manager.

**Bryon Baylog**, local sales manager, WMMS(FM) Cleveland, named national sales manager. **Bill Smith**, account executive, succeeds Baylog.

**Don Piper**, national sales manager, KSLA-TV Shreveport, La., named local sales manager.

**Michael Jones**, local sales manager, NTV Network, consisting of four ABC-affiliated Nebraska TV stations, named director of newly formed agri-marketing divisions.

**Charles Kroll**, local sales manager, WDSU-TV New Orleans, joins WGAL-TV Lancaster, Pa., as local-regional sales manager.

**Ed Kearns**, assistant general sales manager-special projects manager, WGN(AM) Chicago, joins WAIT(AM)-WLOO(FM) there as retail sales manager. **Linda Allen**, account executive, WEFM(FM) Chicago, joins WAIT-WLOO as local sales account executive.

**Candace Metka**, retail sales coordinator, WFLD-TV Chicago, named associate marketing director.

**Peter Atkinson**, account executive, WQTV(TV) Boston, joins WXNE-TV there in same capacity.

**Diane Ripstein**, from WITS(AM) Boston, joins WEEI-FM there as account executive.

**Dennis Christine**, from Metro TV Sales, Atlanta, joins WTBS(TV) there as account executive.

**Robert Grant**, account executive, Peters Griffen Woodward, New York, joins WKCT(TV)

Miami in same capacity.

## Programing

**David Mumford**, manager of syndication research, Paramount Television, named director of marketing and research, Columbia Pictures Television Distribution, based in Los Angeles.



Blackwell

**Deborah Blackwell**, senior unit manager, NBC, New York, joins The Entertainment Channel there as director of planning, office of chairman.

**O. L. (Jerry) Smith**, president of Smith Television Associates, New York, which specializes in cable system acquisitions and marketing for independent producers, joins Group W Television's Home Theater Network as executive VP-marketing. He will be based in Portland, Me., and New York.

**Bill Rehm**, domestic and international coordinator, Worldvision Enterprises, New York, named director of domestic sales administration.

**Mark Mitzner**, director of taxes, Warner Amex Cable Communications, New York, elected VP.

**Barbara Brumagen**, financial administrator, ABC Television, named assistant director, financial administration, ABC Entertainment and ABC Motion Pictures, Los Angeles. **Jackie Roche**, director of financial administration, ABC Motion Pictures, Los Angeles, assumes additional responsibilities for ABC Entertainment.

**Ernest Cunningham**, copy chief, print advertising and promotion, CBS Entertainment,

Hollywood, named executive copy director. **Will Martin**, art director, print advertising and promotion, named executive art director.

**Michael Krieg**, media assistant group head, Grey Advertising, New York, joins ESPN, New York, as manager, sales planning. **Frederick Schwartzfarb**, supervisor, Ted Bates, joins ESPN as manager, direct response advertising. **Jon Arbenz**, from Syndicast Services, New York, joins ESPN as account executive.

**Julie Minor**, regional marketing director, Ringling Bros. and Barnum & Bailey Combined Shows, joins Group W Satellite Communications, Stamford, Conn., as marketing coordinator.

**Penelope Bloch**, development director, Lawrence Schiller Productions, named to same post at Braverman Productions, Santa Monica, Calif.-based independent producer.

**Stephanie Beatty**, manager of program clearances, Viacom Enterprises, New York, joins MCA TV there as sales executive.

**Marci Miller**, marketing manager, Home Box Office, New York, named director, retention marketing. **Jim Bennett**, business development analyst, General Electric Co., Fairfield, Conn., joins HBO, New York, as director of sales development.

**Burt Dubrow**, executive producer, WCVB-TV Boston, joins Multimedia Program Productions, Cincinnati, as executive producer of regionally syndicated *Bob Braun Show*.

**Ron Harrison**, VP-general manager, Drake Chenaunt Programming Syndication, Los Angeles, joins Alan Enterprises, Malibu, Calif., as director of domestic syndication.

**Tony Vella**, VP/station sales, Pro Sports Entertainment, New York, assumes additional responsibility for clearance operations of PSE.

**William Seymour**, Southwestern division sales manager, NTA films, Dallas, joins Samuel Goldwyn Co. there as sales representative.

**Lynn Condon**, administrator, program policy, Broadcast standards, NBC, West Coast, named program policy manager, broadcast standards. **James Walsh**, unit manager, NBC Entertainment, named director, cost verification, NBC, West Coast.

**Sue Caplan-Salinger**, freelance production coordinator, WDIV-TV Detroit, joins OceanGate Productions, Los Angeles, as production coordinator.

**Jim Kelly**, sports anchor, WCAU-TV Philadelphia, named sports reporter, weekday editions of "CBS Morning News," based in New York. **Leonard DeLuca**, manager, editorial services, CBS Sports, New York, named director, administration, college sports.

**Rhonda Hautman**, director, *P.M. Magazine*, WKRC-TV Cincinnati, named executive producer.

**Larry Hansgen**, from WBNO-AM-FM, Bryan, Ohio, joins WIII(AM) Dayton, Ohio, as sports director.

**Scott Miller**, sports director, KTIV(TV) Sioux City, Iowa, joins WRAU-TV Peoria, Ill., in same capacity.

**Gloria Pasternak**, director-manager, STEP theater company, Tulsa, Okla., joins KOTV(TV) there as associate producer, *P.M. Magazine*.

**Rick Scarry**, on-air personality and director of special projects, KMET(FM) Los Angeles, joins

KNX-FM there as air personality.

**David Treadway**, music director, KYKK(FM) Little Rock, Ark., named production director. **Mike Roberts**, air personality, KLIK(AM) Jefferson City, Mo., succeeds Treadway.

## News and Public Affairs

**Tom Dolan**, managing editor, news, WCAU-TV Philadelphia, named news director.

**Gary Ritchie**, station manager, Wews(TV) Cleveland, joins Scripps-Howard cable news division, Westport, Conn., as manager. **Jim Bunn**, executive news producer, Wews, joins cable news division as assistant manager. **Susan Berger**, news consultant, Frank N. Magid Associates, Marion, Ohio, joins Cablevision 12 News, Westport, Conn., as news director. **Joe Shortsleeve**, anchor, WITN-TV Washington, N.C., joins Cablevision 12 News as reporter-anchor. Westport cable system, under construction, is principally owned by Cablevision and Scripps-Howard.

**Lou Hebert**, reporter-anchor, KHOW(AM) Denver, named news director.

**Robert Hoenig**, overnight editor, UPI Audio Network, New York, named night editor. **Ken Robins**, assistant editor, succeeds Hoenig.

**Peter Zollman**, reporter, New Orleans bureau, United Press International, joins WDSU-TV there as managing news director.

**Brenda Morris**, reporter, WXII(TV) Winston-Salem, N.C., joins WKZL(FM) there as news

director and news anchor.

**Sandy Allen**, account executive, Sparrow Hawk Advertising, Lufkin, Tex., joins KIPR(FM) Diboll, Tex., as news director.

**Paul Dickerson**, anchor, WBT(AM) Charlotte, N.C., joins WSM-AM-FM Nashville as assistant news director.

**Betty Ann Lombardo**, reporter, WICC(AM) Bridgeport, Conn., named news director.

**Charles Silversten**, news director-anchor, WEJL(AM)-WEZK(FM) Scranton, Pa., joins ABC News, New York, as correspondent, Rock Radio Network.

**Sauna Singletary**, anchor-reporter, WTVD(TV) Raleigh-Durham, N.C., joins NBC News, Miami bureau, as correspondent.

**John North**, correspondent, ABC News, Los Angeles, joins KABC-TV there as reporter.

**Barry Martell**, from WIHN(FM) Normal, Ill., joins WZOE-AM-FM Princeton, Ill., as anchor-reporter.

**David Margulies**, senior reporter, WFAA-TV Dallas, named weekend co-anchor.

**I.J. Hudson**, reporter, KFMB-TV San Diego, Calif., joins WBBM-TV Chicago in same capacity.

**Richard Wagner**, anchor-reporter, KYTV(TV) Springfield, Mo., joins WHTM-TV Harrisburg, Pa., as anchor. **Thomas Noel**, from WBZ-TV Boston, joins KYTV as reporter.

**Dennis Stauffer**, anchor, WXOW-TV La Crosse, Wis., joins WTVH(TV) Syracuse, N.Y., as weekend anchor.

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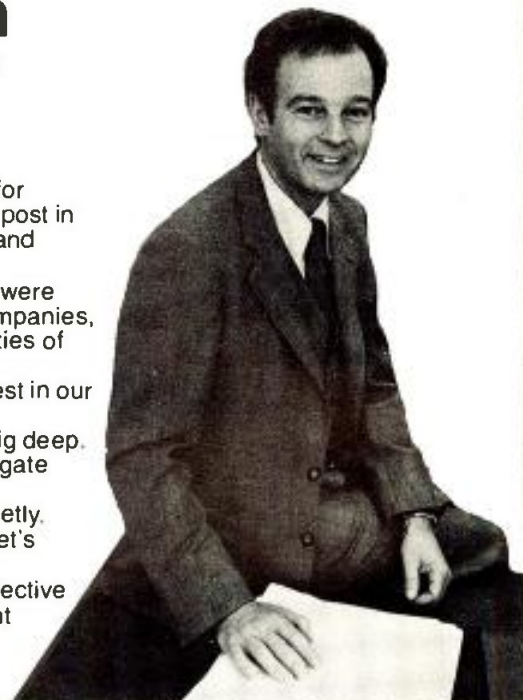
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**Conflict of interest.** CBS Inc. has asked for and received resignation of **William C. O'Donnell**, general manager of its owned-and-operated all-news station in Chicago, WBBM(AM). O'Donnell was asked to resign earlier this month after it was disclosed and confirmed that he had broadcast editorials on station regarding toxic waste issues without revealing his 5% ownership in toxic waste handling company. CBS policy prohibits such conflict of interest.

O'Donnell has been replaced by **Gregg Peterson**, most recently news director of CBS's KNX(AM) Los Angeles. **Robert Sims**, executive news producer at KNX, succeeds Peterson.

**Ron Hoon**, anchor-reporter, KXLY-TV Spokane, Wash., joins KOOL-TV Phoenix as reporter.

**John William Wroten**, from WEX-TV Richmond, Va., joins WSLS-TV Roanoke, Va., as news photographer.

**Tom Riley**, weather reporter, WOWK-TV Huntington, W.Va., joins WCPO-TV Cincinnati in same capacity.

**Diane Mack**, anchor-reporter, KATC(TV) Lafayette, La., joins WDSU-TV New Orleans as reporter.

**Gary Shore**, chief meteorologist, KTEW(AM) Poteau, Okla., joins WJLA-TV Washington in same capacity.

**David Walker**, from Goddard Space Flight Center, Baltimore, joins WAPT(TV) Jackson, Miss., as meteorologist.

## Technology

**Gys Sandberg**, director of manufacturing, Magnavox CATV, Manlius, N.Y., named VP, operations.

**William Weston**, senior account representative, 3M, Gaithersburg, Md., named Eastern area sales supervisor, 3M's professional audio-video equipment.

**Alexander Humphrey**, general attorney for RCA Global Communications Inc., Washington, named VP, general attorney RCA Communications there.

**John Holobinko**, sales engineer, interactive systems division, 3M, joins Times Fiber Communications, Wallingford, Conn., as sales engineer, cable television division.

**Stanley Faught**, general manager, Ampex magnetic tape division, Redwood City, Calif., elected VP.

**Jim Myers**, video production specialist, Hartford (Conn.) Insurance Group, joins Convergence Corp., Irvine, Calif., as Eastern regional sales manager.

**Gerald Anderson**, national sales manager for test equipment, Motorola, joins Phelps Dodge Communications, Marlboro, N.J.-based manufacturer of communications equipment, as sales engineer in newly opened Schaumburg, Ill., office.

**Jim Brady**, staff engineer, WISH-TV Indianapolis, joins KXON-TV Mitchell, S.D., as chief engineer and production manager.

**Ray Gensinger**, director of purchasing, Anixter-Pruzan, Skokie, Ill.-based cable television equipment manufacturer, elected VP, purchasing.

**William Chappell**, from WGR-TV Buffalo, N.Y., joins WIVB-TV there as assistant director of engineering.

## Promotion and PR

**Morton Pollack**, VP, advertising and promotion, CBS Entertainment, appointed VP, on-air promotion, CBS Entertainment, based in Los Angeles.

**Michelle Kimmelman**, entertainment marketing manager, WNBC(AM) New York, joins Group W Satellite Communications, Stamford, Conn., as director of advertising and promotion. **Michael Tomesek**, executive, city of Columbus, Ohio, joins Group W Satellite Communications, Stamford, Conn., as manager of advertising and promotion.

**Maurie Perl**, manager, national publicity, Warner Amex Satellite Entertainment, joins The Entertainment Channel, New York, as manager, program publicity.



Berman

**Todd Berman**, senior promotions producer, PBS, Washington, joins Rainbow Programming Services, Woodbury, N.Y., as director of on-air promotion.

**Peter Barrett**, on-air promotion manager, WDCA-TV Washington, named promotion manager.

**Bernice Molina**, manager, broadcast communications division, Ruder Finn & Rotman, New York, named executive producer. **Michael Sudyn**, freelance producer, New York, joins Ruder Finn & Rotman as producer-consultant.

**Mary Hughes Renwick**, writer-editor, advertising and promotion, CBS Cable, New York, joins CBS Radio Network there as manager, press information, for network and RadioRadio.

**Mark Drozd**, promotion manager, Underline Limited, London, joins Foote, Cone & Belding, New York, as associate creative director-promotion at Impact, FCB's design and promotion division.

**David Sams**, executive producer of program development, WBNS-TV Columbus, Ohio, named director, marketing and promotion. **Michael Miller**, feature producer-writer, WBNS-TV, named producer, on-air promotion. **Susan Robbins**, feature producer-writer, named producer, special projects, marketing and promotion. **Jacqueline Morton**, associate producer, named unit secretary-writer, marketing and promotion.

**Ron Harris**, promotion manager, CBN Syndication, Virginia Beach, Va., named promotion manager, family-oriented programing, CBN Satellite Network.

**Janice Bender**, account supervisor, Daniel Edelman, Los Angeles, joins Home Box Office there as affiliate public relations manager-West. **Richard Licata**, senior publicist, HBO, named manager program publicity-Cinemax. **Molly Seagrave**, public relations associate, named

manager, corporate public relations.

## Allied Fields

**Edward W. Barrett**, founder of *Columbia Journalism Review* and publisher since 1975, has retired to become publisher emeritus. Succeeding Barrett as publisher is **Osborn Elliott**, dean of Columbia University Graduate School of Journalism, under whose auspices *review* is published.

Elected board members, National Translator Association: **John Boler**, president, Community Development Co., Fargo, N.D.; **Booker Wade, Jr.**, president, Community Television Network, Washington, and **Michael Porcaro**, president, Alaska Broadcasting Service, Anchorage.

**Gerald Fry**, assistant director and chief of programing, Navy Broadcasting Service, Washington, named director of programing, American Forces Radio and Television Service, Los Angeles.

**Lisa Nielsen**, manager of media research, Market Opinion Research, Detroit, elected VP.

**Bengt Orhall**, president, AB Film-Teknik, Solna, Sweden, elected first international governor, Society of Motion Picture and Television Engineers board of governors.

Elected officers, North American National Broadcasters Association: **Philip Wedge**, VP and director of programing, CTV Television Network, Canada, president; **Gene Mater**, senior VP, policy, CBS, **Oscar Gutierrez**, VP, legal matters, Televisa, Mexico and **Sam Holt**, senior VP, programing National Public Radio, vice chairmen.

**Samuel Berger**, of counsel, and **Jonathan Kahan**, **Walter Smith, Jr.**, and **Ronald Stauffer**, associates, Hogan & Hartson, Washington firm active in communications law, have become members of firm.

**Allen Peterson**, program director, WYNF(FM) Tampa, Fla., joins Jack Pollack Communications, Los Angeles-based consulting firm, as VP-programing and research.

**Susanne Barrett**, sales assistant to national cable marketing manager, Arbitron, New York, named client service representative.

## Deaths

**John Belushi**, 33, television and movie comedian who gained nationwide following as cast member of NBC-TV's irreverent *Saturday Night Live*, died March 5 of overdose of cocaine and heroin at Chateau Marmont hotel, Los Angeles. Belushi is survived by his wife, Judy sister and brothers.

**Herman Ridgway**, 71, chief engineer KRBC(AM) Abilene, Tex., since 1956, died of stroke March 7 at Hendrick medical center Abilene. He is survived by his wife, Mildred son and daughter.

**Ted Nabors**, 73, air personality, KPLE(AM) Lafayette, La., and veteran of more than fifty years in broadcasting, died March 8 of complications following pneumonia, at Lafayette General hospital. Nabors began his career in Houston, where he was voice of big bands such as Harry James and Dorsey's, over KTRH(AM) there. Nabors is survived by his wife, Haze' son and daughter.

## NATPE's Steve Currie: programer, promoter and protector of PTAR

Steve Currie's tenure as NATPE International president may well be remembered most not for what was gained but for what wasn't lost.

Months ago he recalls being told, "It's a shame that you're going to be the president who loses PTAR." That didn't happen.

While the FCC's prime-time access rule remains under siege and network news expansion efforts continue, Currie, 35, goes to this week's annual conference in Las Vegas confident that PTAR is "safe for the time being" and that Washington has heard the voice of NATPE members.

However the PTAR issue eventually is resolved, NATPE won't be accused of standing idly by. With Currie leading the organizational effort, NATPE for the first time assumed a lobbyist role.

In addition to juggling the various duties of NATPE president with his full-time job as broadcast operations manager of KOIN-TV Portland, Ore., Currie himself took on much of the regulatory fight—be it arguing the case before government officials or drumming up support from NATPE members.

"Steve's done an excellent job, particularly with PTAR," says his NATPE predecessor, Lucie Salhany, Taft Broadcasting's vice president, television and cable programming. "He really spearheaded our movement." Others in NATPE praise Currie for meeting the lobbying challenge—one never before faced by a NATPE president.

It's no wonder therefore that Currie stresses the need for a "very good background in business and law" for programmers. "It would be nice if all [we] had to worry about was being creative," he says but adds that that isn't today's reality.

Like many who have found themselves behind the scenes in broadcasting, Currie was a kid who "saw myself as star." But after some early work as a news anchor and announcer, he set his sights on management.

While Currie may not have become a "star" to the public, he has built a considerable reputation in the business. Dean McCarthy, vice president, program services for the Harrington, Richter and Parsons rep firm, and one who has worked with Currie for years, calls him "one of the brightest, most capable programmers I know," adding "and I've known a ton in my time."

Currie, originally a New Yorker whose family moved to South Carolina when he was 13, earned his journalism degree from the University of South Carolina in 1968



Charles Stephen Currie—broadcast operations manager, KOIN-TV Portland, Ore., and president, NATPE International; b. May 13, 1946, Port Chester, N.Y.; BA in journalism, University of South Carolina, 1968; program/production manager, WOLO-TV Columbia, S.C., 1966-68; assistant manager, promotion/publicity, WLWI-TV Indianapolis, 1968; program/promotion manager, WSPA-TV Spartanburg, S.C., 1969-71; assistant general manager, WCBQ-TV Charleston, S.C., 1971-76; program/promotion manager, WSFA-TV Montgomery, Ala., 1976-78; program/promotion manager, WDSU-TV New Orleans, 1978-79; present position at KOIN-TV since May 1979; NATPE president since March 1981; m. Judith Bright, July 24, 1967; children—Chuck, 13; twins Jennifer and Heather, 8.

while holding his first broadcast management job, that of program/production manager at WOLO-TV Columbia, S.C. A short stint as assistant manager of promotion and publicity at WLWI-TV Indianapolis followed and Currie then headed back south as program/promotion manager at WSPA-TV Spartanburg, S.C.

A move to Charleston, S.C., as assistant general manager at WCBQ-TV came in 1971. From his four-and-a-half years there, Currie takes particular pride in the station's pioneering with an "all-color videotape operation . . . ahead of the pack."

From there Currie joined Cosmos Broadcasting, serving first as program/promotion manager at WSFA-TV Montgomery, Ala., and then at WDSU-TV New Orleans. He left there in 1979 for his current job in the Northwest with Lee Enterprises's KOIN-TV Portland.

Of his various production efforts over the years, Currie, when asked, points to KOIN-TV's half-hour *Mount St. Helens: The Volcano Explodes* as "one of the best in terms of taking a project and developing it all across the board." Aside from its Portland play about a week after the major eruption, the show was also syndicated

here and abroad.

While Currie admits "we didn't make a fortune" on syndication, he believes it is indicative of the new avenues local stations are exploring. KOIN-TV also followed the documentary with other projects including a book.

Regarding local programming overall, Currie believes the "next cycle" could be the nurturing of "local entertainment talent"—as opposed to just local news names—in building a station's identity as media competition increases.

He also expects that more and more local broadcast stations will become production centers for cable systems—either through channel leasing, filling certain hours on request or by being commissioned to produce programming.

Whatever the case, Currie believes the media future will bring good news for local programmers who will be "more in demand than ever."

On NATPE business, aside from PTAR, Currie also has used his tenure to encourage all TV programmers to work with the association. Continuing the official open-door policy for all TV media begun last year, Currie says, "NATPE is a programming organization not [just] a broadcast organization." As president, Currie also has sought increased international membership, with one step being the name change from the National Association of Television Program Executives to NATPE International.

Although the Association of Independent Television Stations and the National Cable Television Association have created their own program marketplaces, Currie still is hopeful that eventually "we will end up with one" program market "when it's all said and done." He claims there are too many program meetings both nationally and internationally and that they are too costly for all concerned.

To the question for NATPE, "is bigger better?," Currie responds that "bigger isn't necessarily bad" when there's proper planning. An example of "controlled growth," he says, is NATPE's marketplace. While larger this year than ever, he explains that it is becoming more manageable as NATPE continues to phase in its exhibition-hall format.

With Washington trips to talk PTAR, European conventioning to build NATPE's name abroad, other NATPE meetings as well as his regular traveling for KOIN-TV, Currie estimates that he has spent about half the year on the road.

For a family man—he and his wife, Judith, supervisor of a birthing center at a community hospital, have three children—and from one who claims not to be a workaholic by nature, Currie perhaps puts it mildly when he describes his past year as "unique."

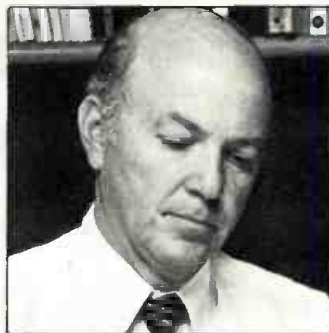
**RCA and Bendix** appeared to have **struck truce**, issuing separate announcements last Wednesday that reinforced Bendix's initial claim that its purchase of RCA stock was "for investment purposes only" (see page 172). Bendix said Wednesday it had bought 5.5 million shares (7.3%) of RCA common and repeated that it has "no intention to acquire any additional shares," and "no plans for an acquisition, merger or reorganization of RCA." Investment "has good prospects," Bendix said, because it was "acquired below RCA book value" and "significantly under" estimates of "value of RCA's entities." Analysts figure RCA liquidation value approaches \$40 per share—stock had been trading around \$17 when Bendix apparently made its purchases. Price had risen slightly to \$20.50 when some investors were interpreting Bendix move as acquisition attempt—with Wednesday's announcements RCA's price dipped next day—closing at \$19.625. At that price, Bendix holding is worth \$108 million. RCA's midweek comments were in contrast to vituperative statement issued Monday; on Wednesday RCA "expressed its appreciation" of Bendix's confirmation of its intentions and "confidence expressed in the future of RCA." Both said Bendix promises 48 hour notice if, after 30 days, it decides to acquire more shares of RCA.

**CBS will launch its overnight network news** and information service on CBS Television Network in September (BROADCASTING, March 8) Gene F. Jankowski, president of CBS/Broadcast Group, said news service, which will originate from New York, will be offered from 2 a.m. to 5 a.m. Monday through Friday. He added that details of format and content are still being considered but said CBS News will be able to draw upon large flow of information arriving during day and on material breaking in evening, normally used on network's morning news. Format will permit "windows" for local station news inserts. Network moved to implement service, it said, after receiving positive response from affiliates at recent meeting in Phoenix and during polls of affiliates.

**FCC last week released first low-power television cut-off list** since authorizing new service two weeks ago (BROADCASTING, March 8), accepting for filing 104 applications for LPTV service and another 92 for translator service. Deadline for filing petitions to deny and competing applications is April 23.

**Cunningham & Walsh**, New York, has been **acquired by Newcourt Industries Inc.**, New York communications investment company, subject to stockholder approval. Financial details were not disclosed. C&W will operate as autonomous subsidiary with Carl W. Nichols, chairman and chief executive

officer, and Anthony C. Chevins, president, continuing in their posts. Newcourt, 84% owned by Mickelberry Corp., New York, owns Nadler & Lerimer Advertising, New York; Landis & Landan, New York travel advertising agency and Sandy-Alexander, New York printing firm. Projected billings of C&W for 1982 are \$320 million, of which about 50% is in broadcast.



Rifkin



Myhren

**Monroe M. Rifkin** is leaving American Television & Communications, country's largest cable MSO, which he helped found in 1968. He joins with **Denver oilman Marvin Davis**, owner of 20th Century-Fox, in new partnership to be called **Rifkin-Fox Communications**, with intent of exploring "diverse opportunities in cable." Rifkin, chairman of ATC since 1974, stayed with company following its 1978 purchase by Time Inc. and was named officer. **Trygve E. Myhren**, ATC president, has been named chairman and chief executive, with **Joseph J. Collins**, senior executive VP, assuming presidential post. Changes are effective March 31. Rifkin-Fox will remain separate from CBS Fox joint venture that encompasses cable programming and home video. Indeed, new partnership is separate from Fox Film.

**U.S. public is not anxiously awaiting expansion of half-hour network news shows to one hour.** That, at least, is conclusion that can be drawn from Roper Organization poll on issue. It shows that public opposes expansion of half-hour program by margin of 2 to 1. Findings were reported at NATPE convention in Las Vegas on Saturday (March 13) by **Dr. William Bake** president of Group W, which commissioned poll. Among other details: Nearly half of those opposed (or one in three, overall) would, if they had choice, switch from one-hour news to station presenting half-hour program, and one-fourth of those oppose (or one in six, overall) would switch to nonnews programming. Poll results also show that, among those who prefer one-hour news programming, only 25% (or one in 12, overall) would switch from half-hour program to one-hour show on another channel.

**Turner Broadcasting System**, Atlanta, has budgeted \$4 million for remainder of 1981 to print campaign in three newsweeklies and *TV Guide* to promote its Cable News Network. Advertisements will begin in *Time*, *Newsweek* and *U.S. News and World Report* in March 22 issues with five pages and in *TV Guide* on April 3 with four pages and continue at intervals throughout year. First wave will cost \$1.5 million. Objective is to influence cable subscribers to persuade their systems to take CNN and increase awareness of CNN among subscribers of systems taking 24-hour news service. Agency is McDonald & Little, Atlanta. CNN said it had tried to interest three TV networks in accepting "roadblock" commercials but were informed they did not accept advertising for cable, with exception of pay cable.

In letter to **Morris Tarshis**, cable franchise negotiating chief of city of New York, **Cablevision Vice President Sheila Mahone** has strongly suggested that **company may withdraw bids to win all of Bronx and majority of Brooklyn** if city does not make substantial concessions in final franchise contract. Proposed contract has been called most demanding ever proposed by city.



**Birds of a sweater.** CBS newsmen Harry Reasoner and Mike Wallace came in sweaters to celebrate the one-year anniversary of Dan Rather's assuming the managing editorship of the *CBS Evening News*. The party was in New York's Harvey's Chelsea restaurant last Monday (March 8).

**Plotting along.** The National Cable Television Association's planning committee for its second programming convention met at Washington headquarters last week and brought the why and how of the conference more clearly into focus. Committee Chairman Edward Bennett, senior vice president, Viacom Communications, said this year's show, which will be held Nov. 13-15 at the Biltmore hotel in Los Angeles, will try to attract more program suppliers to give them a chance to do business with the growing number of satellite networks. Unlike last year's conference in New Orleans, the Los Angeles show will have no exhibit area. Instead suppliers and networks will be invited to show their programming product in suites reserved in the hotel.

The panel sessions are intended "to deal with the myths and bugaboos" program suppliers and cable operators have about programming, Bennett said. The convention was scheduled to permit delegates to attend the Western Cable Show, which starts on Nov. 17 in nearby Anaheim. Robert Wussler, president of Turner Broadcasting System and a committee member, said he would rather send an employee out six days once than three days twice. The show's glamour will be supplied by the presentation of the NCTA's ACE programming awards, which will be telecast live to cable subscribers via superstation WTBS(TV) Atlanta. Wussler said TBS



and NCTA are still working out who will pay the production and distribution costs. A believer in ad-supported cable television, Wussler said TBS will sell advertising spots on the show. The committee (standing, l-r): Winston Cox, Home Box Office; Ann Foley Plunkett, The Movie Channel; James Miller, Showtime; Char Beales, NCTA; Wussler, and Alex Papagan, Colony Communications. Seated l-r: Anne Herron, NCTA; Bennett; Martin Lafferty, Cox Cable Communications, and Jack Willis, CBS Cable. Not shown are William Fogarty, Daniels & Associates; Robert Gutkowski, ESPN; Gene Linder, American Television & Communications, and Thomas Willett, Continental Cablevision.

cable franchise negotiations (BROADCASTING, March 8). Cablevision also feels city was unfair in assigning it least affluent boroughs. Cablevision's current position in process is "virtually untenable," said Mahoney. "It therefore appears to us," she said, "that the only course open to us is to permit the negotiations with the other applicants to proceed and to hope that the negotiated contracts with them will not make the burdens which, if we were required to match them," so unfavorable as to "prevent us from agreeing to them." Mahoney and John Latta, president of Cablevision, met last week with Tarshis to discuss company's position.

Copyright Royalty Tribunal announced last week it has completed final phase of 1979 cable copyright royalty distribution. Tribunal completed first phase last December, allocating percentages of \$20.6-million fund among categories of claimants (BROADCASTING, Dec. 7, 1981). In second phase, tribunal has allocated funds among individual parties within categories that weren't able to agree among themselves on split. As result, of 10% of fund awarded program syndicators, Motion Picture Association of America will receive 96.8%; Multimedia Program Productions Inc., 1.6%; National Association of Broadcasters, 1.8%; Spanish International Network, 0.7%; Mutual of Omaha, 1.1%. Christian Broadcasting Network, PTL Television Network and Old Times Gospel Hour received none. NAB had argued that TV broadcasters deserved 5% of syndication award, contending that broadcasters produced hundreds of hours of original programming and deserved share of royalties awarded for syndicated programs (BROADCASTING, Feb. 8). U.S. commercial TV broadcasters were awarded 4.5% of full fund.

Today (March 15) marks premiere of Daytime, new women's cable service from Hearst/ABC Video Services. In preparation for launch (and in honor of second year of ARTS programming, see page 162), Hearst/ABC President Jim Perkins last Thursday hosted gala bash at New York's Windows On the World restaurant.

Legislation has been introduced in Senate that would end statutory ban on use of industry representatives as spokespersons for U.S. at international telecommunications conferences. Senator Barry Goldwater (R-Ariz.), chairman of Senate Com-

munications Subcommittee, in introducing bill (S.2181), said its purpose is to enable State Department to draw on expertise of private sector in staffing delegations. He noted that U.S. has "many" international conferences on telecommunications scheduled in 1980's—there are 14—and said use of industry representatives in major roles at World Administrative Radio Conference, in 1979—use made possible granting of special exemption—"demonstrated the value of their inclusion." Bill also authorizes \$12,400,000 for National Telecommunications and Information Administration for fiscal 1983. Amount, which represents 30% cut from \$16,483,000 provided for agency in 1982, follows recommendation in President Reagan's budget (BROADCASTING, Feb. 15). Goldwater said sharp cut reflects view that "most of NTIA's participation in regulatory proceedings is not needed."

Richard W. Sonnenfeldt, former executive VP, operations and technical services, NBC-TV, was named to newly created position of staff VP, business resource planning for NBC's parent, RCA Corp., last week. Sonnenfeldt, who will report to Rocco M. Laginestra, senior VP, RCA, will be responsible for "reviewing the long- and short-term strategic plans, including resource allocations of RCA's businesses and participation in corporate strategic planning projects." Prior to his work at NBC-TV, Sonnenfeldt headed team responsible for development of RCA's SelectaVision system.

## UpComing

**On Capitol Hill:** Senate Commerce, Science and Transportation Committee will hold hearings on reauthorization and oversight of Federal Trade Commission in room 235, Russell Senate Office building, at 9:30 a.m., Thursday and Friday. House Judiciary Committee will mark up cable copyright bill (H.R. 3560) in room 2141, Rayburn House Office building, at 9:30 a.m., Wednesday. **Also in Washington:** Edwin Meese III, counselor to President, will speak on "The Media and the Economic Recovery Program" at luncheon of The Media Institute at Mayflower hotel at noon, Tuesday. **In Las Vegas:** NATPE's 19th annual conference continues at Las Vegas Hilton today and Tuesday (see page 62).

## Pour the champagne

When the planners drew up the agenda of NATPE International's annual conference that is under way this week, they devoted a day to discussions of the role and probable fate of the prime-time access rule, then on the list of endangered species. The program is presumably going on as planned, with PTAR the subject of examination today (March 15). But among NATPE delegates there is less reason for concern than for celebration. PTAR is alive and well and off the FCC's priority hit list.

NATPE can take a good deal of the credit for countering the movement for repeal of the prime-time access rule. The credit must be shared with the organized affiliates of the television networks. Together they have turned aside, for the time being at least, the accommodation wanted by the networks: an extension of their evening news into the access half hour now occupied by all that programing that is on display this week in Las Vegas.

As veteran readers know, this page has historically opposed the access rule as a matter of regulatory principle. The rule put the government deeper into programing than it should be allowed to go. Worse, it led to a court decision that is cited today in behalf of further deprivations of First Amendment rights.

But network affiliates, which at first opposed the rule with vigor, have learned to love it. PTAR has made a lot of money for station operators who seem untroubled by the sacrifice of constitutional principles to the P&L statement. Beyond that, PTAR has provided an opportunity, accepted by some stations, to develop local programing for broadcast in prime time.

The guess here is that if PTAR were repealed, the actions of affiliates in the marketplace would keep the networks out of the disputed half hour. That guess, however, will be put to no test soon. Las Vegas is visited this week by a winner.

## Clash of titans

William M. Agee keeps rolling his eyes heavenward and swearing that his Bendix Corp. intends no take-over of RCA, into which it has bought 7.4%. Thornton Bradshaw assigns two of the country's biggest investment houses and one of its biggest law firms to prevent the take-over that Agee denies wanting. In the background, incorporated by oblique reference in an RCA press release, is Mary Cunningham, whose social consorting with Agee cost her a big job at Bendix and has been the talk of board rooms ever since. If Freddie Silverman were still at NBC, he would already be casting a soap opera as the script was being written upstairs at 30 Rock.

It may play like a soap opera, but it is considerably more than that. The last thing RCA needs now is, as Bradshaw put it neatly, a "destabilizing" by outside pressures on its corporate planners. The company has been destabilized enough by its own management in recent years. Its NBC has reposed so long in third place among the television networks in ratings, revenues and profits that the condition has begun to look habitual. Its C.I.T subsidiary is troubled by high interest rates, its Hertz by those and a decline in travel. The once-productive David Sarnoff Laboratories have been trailing instead of leading in the development of technology. Its manufacturing and marketing operations reflect the letdown in the labs.

In the nine months that he has been on the job as chairman and chief executive, Bradshaw has acted decisively in changing key personnel and setting corporate goals. But neither the inertia of the company nor the decline in the general economy has been

on his side. It will take a while to turn RCA around in an environment that isn't helping anybody. RCA's two biggest competitors in broadcasting are also having troubled times.

Whatever Agee's plans, it is clear that Bradshaw is committed to resist incursions. With luck and steadfast adherence to the course he has set, Bradshaw will emerge with his company prospering, and Agee will make a capital gain off his RCA stock.

## Rough and tumble

If it were a tidy world, an AM stereo broadcasting system fitting specifications issued by the FCC would be at the takeoff point right now. It is not a tidy world, and AM stereo will be subject to the exceedingly untidy process of choice by competition in the marketplace.

Most broadcasters and manufacturers wanted the FCC to do the picking. The agency demurred when confronted by rival systems that presented no clear winner. As Commissioner Joseph Fogarty noted, no member who was there at the time can forget the criticism the FCC attracted in April 1980 when it voted to approve the Magnavox system above the other four. Thinking they had done broadcasters a favor, commissioners went to the National Association of Broadcasters convention a couple of weeks later and, as Fogarty says, "the engineers took us apart."

It has been almost two years since the FCC submitted AM stereo to reconsideration. In that time FM stereo has asserted music leadership in many markets. The discrepancy can only be magnified as long as AM is confined to monaural sound.

The question is whether the conversion to stereo in AM would have been faster with the FCC's adoption of a single engineering standard or with competing systems vying for acceptance by broadcasters and the buyers of receiving sets. The FCC may be proved right in judging that its process would take longer.

Losers would surely have taken the FCC to court to dispute its choice, a guarantee of a delay of years in the ultimate decision. Now it becomes a contest among marketers. Broadcasters will be watching to determine which system is embraced by the most aggressive builders and sellers of both transmission and receiving gear. The natural process of selection could lead to choices sooner than some pessimists think.



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\*Source: NSI November Sweep  
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