

Broadcasting Apr 26

HE'S BIGGER THAN EVER! BUCK ROGERS



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37 hours of interplanetary adventures, including six two-hour features. Among them—the box-office hit—*Buck Rogers In The 25th Century*.

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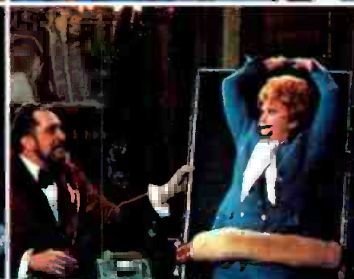
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Amazing Metromedia
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OUR TELEVISION *Is Getting* ~~GETS~~

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Telepictures

GREAT RECEPTION.

We went to NATPE with programming that was bold in concept, with quality production from proven sources.

Our clients responded by giving it a great reception. And that reception is still going strong today. Just take a look:

THE PEOPLE'S COURT

The #1 hit of the season – sustaining its phenomenal success in all dayparts throughout the February sweeps. Already renewed by the ABC Owned Stations, not to mention new sales to WBZ-TV, WSB-TV, WKYC-TV, KPNX-TV, WCPO-TV, WSMV, WJXT and WREG-TV. This innovative strip is now sold in over 90 markets, and why not, it's from Ralph Edwards and Stu Billett.

SO YOU THINK YOU GOT TROUBLES?!

Unpredictable? Of course. One-of-a-kind? What else, it's from the producers who brought you "The People's Court." This highly entertaining reality strip took NATPE by storm, attracting a blue-chip lineup of stations including WABC-TV, WSB-TV, WTMJ-TV, KMSP-TV, WHAS-TV, WJAR-TV, plus a whole lot more.

HERE'S LUCY

The magic of Lucy continues to build audience throughout the 1981-1982 season, delivering increases in key young adult women. "Here's Lucy" is an advertiser's delight with more than 73% of its audience under 50 years old.**

THE PRIME OF YOUR LIFE

Already cleared by the NBC Owned Stations, this advertiser-supported program stars Arlene Francis and Joe Michaels, and provides valuable information and entertainment for the maturity market.

Television from Telepictures is available any way you need it. One Show or a whole package. Magazines or movies. Strips or specials. All this plus "Kickers," "Masters of Fury" kung fu movies, "My Favorite Martian," George Schlatter's "Look

REAL PEOPLE*

Coming this September from George Schlatter, 130 fast-paced half-hours already bought by over 50 stations, including WNBC-TV, KPIX, WBZ-TV, WDIV, KDKA-TV, WCPO-TV, KMOX-TV, KPRC-TV, WFLA-TV, KGTV and KMGH-TV. Experts picked this program as "the best bet for syndication potential" and named it the off-network show that's going to be the hit of this Fall season.

N.I.W.S

The most extensive news service in syndication, now sold in 120 markets and 25 foreign countries. Quality news stories and multipart series delivered with all necessary support and promotional materials to maximize ratings. N.I.W.S. works, that's why stations are signing up for firm two-year renewals.

TELEPICTURES 2

A landmark concept in the packaging and promotion of movies for local television, already bought by major stations like WBZ-TV, WDVM-TV, KDKA-TV, WTVJ, KPLR-TV, WCMH, WJAR-TV and more. Every title is handpicked for promotability and comes with fully produced TV promos, print ads and more. Telepictures 2 includes "Murder in Texas," "The Pride of Jesse Hallam," "The Last Song" and 23 additional winners.

At US," "Singles Only" and coming soon, ABC-TV's late night sensation, "Fridays."

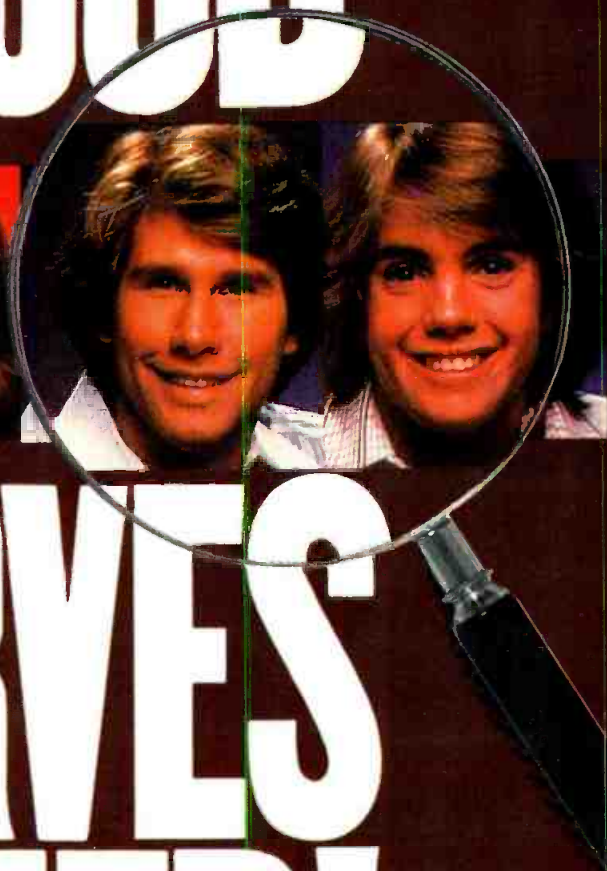
Talk about great reception, with television from Telepictures and the support we're getting from the station community, it's practically guaranteed.

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Year Two:
ALREADY CLEARED IN 95 MARKETS FOR ANOTHER GIANT SEASON!

HARDY BOYS/NANCY DREW MYSTERIES

46 superbly-produced, suspense-filled hours.

Available Fall 1982 on an advertiser-supported basis.

Contact Bobbi Fisher, Stephanie Beatty or Shelly Schwab (212) 759-7500.

MCA TV

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Broadcasting Apr 26

RKO loses out in last chance for WNAC-TV □ Senate votes (almost) to authorize TV □ NCTA gears up for its biggest convention ever □ CBS number one in February sweeps

CURTAIN TIME FOR RKO □ Supreme Court refuses final appeal from FCC's decision that denied license to WNAC-TV Boston. New England Television poised to take over. **PAGE 27.**

WHITE HOUSE MATCHES EYEBALLS WITH CBS □ Gergen asks network for equal time to reply to Moyers documentary on effects on poor of Reagan cuts. Answer is flat no. **PAGE 29.**

BAKER MAKES PROGRESS □ Resolution to allow TV in Senate is approved, but it faces need for Rules Committee and full Senate OK of rules for operating system. **PAGE 32.**

VCR COPYRIGHT DEBATE □ It goes back to Washington where Senate Judiciary Committee gets conflicting testimony on need for royalty fees on machines, tapes. **PAGE 32.**

GETTING INTO AT&T ACT □ Department of Justice flooded with comments that generally advocate changes in settlement, but there's no consensus on how. **PAGE 34.**

GIANT STEP FOR TV TEXT □ Centel Corp., Honeywell and Field get together for \$20-million joint venture. **PAGE 34.**

NCTA '82 □ Cable packs its bag for Las Vegas convention where it will find changed media environment with new competition on its block. **PAGE 39.** Complete advance agenda. **PAGES 40-44.** Addressability is expected to be gleam in cable operators' eye at equipment exhibits. **PAGE 44.** From Acme Ladder to Zenith Radio, the who-what-where on displays. **PAGE 46-65.**

PUBLIC RADIO RECONNOITERS □ NPR meeting in Washington is upbeat, despite specter of federal budget cuts. Joint venture for satellite distribution of digital information to homes and businesses is announced. **PAGE 66.**

FTC POWER □ Advertising industry tells House hearing that commission should have narrower definition of deceptive ads, but denies its position was influenced by Chairman Miller's stance. **PAGE 72.**

Y&R CHIPS ON CABLE □ Agency includes medium in all plans, sees it as complement to network campaigns. **PAGE 74.**

COMING UP ROSES FOR CBS-TV □ Nielsen tally gives it win for 1981-82 prime-time season. ABC-TV is second and NBC-TV distant third. **PAGE 75.**

ARBITRON'S FEBRUARY SWEEPS □ Measurement of local markets finds CBS affiliates leading way in prime time viewing. **PAGE 76.**

LOOKING AHEAD □ Boston conference speakers predict increasing diversity of TV outlets will make fairness doctrine unnecessary and that cable eventually will be part free and partially regulated as common carrier. **PAGE 84.**

FCC BUDGET BICKERING □ At Senate hearing, Fowler restates belief commission can do more with less. Washburn and Fogarty disagree while Senator Weicker voices his doubts that financially restricted FCC can do its job. **PAGE 86.**

WISH LIST FOR ITU '83 □ FCC lists U.S. requirements that could call for as many as 205 standard TV channels by turn of century. **PAGE 86.** Schmitt criticizes U.S. for lack of preparation for Kenya conference. **PAGE 88.**

WUNDERSTOCK □ Metromedia shares soar past \$200 mark, but Kluge resists idea of stock split. **PAGE 89.**

IN PURSUIT OF EXCELLENCE □ Muriel Kennedy steps down next week as national president of American Women in Radio and Television. But she plans to keep her organizational skills working in behalf of the group. **PAGE 111.**

INDEX TO DEPARTMENTS

Advertising & Marketing..	72	Datebook.....	18	In Brief.....	112	Monday Memo.....	14
Business.....	89	Editorials.....	114	In Sync.....	81	Open Mike.....	23
Business Briefly.....	8	Fates & Fortunes.....	107	Journalism.....	84	Programing.....	75
Changing Hands.....	70	Fifth Estater.....	111	Law & Regulation.....	86	Special Report.....	39
Closed Circuit.....	7	For the Record.....	92	The Media.....	66	Stock Index.....	91

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Index to advertisers ■ American Petroleum Institute 107 □ American Sign & Indicator 51 □ Arbitron 52-53 □ Associated Press 8 □ Blackburn & Co. 70 □ Bonville Broadcasting System 63 □ Broadcast Electronics 47 □ Burkhart, Abrams, Michael, Douglas & Associates 61 □ CBS RadioRadio 24-25 □ Christian Broadcasting Network 48-49 □ Columbia Pictures Television 16-17 □ Continental Electronics 61 □ R. C. Crisler & Co. 83 □ Doubleday Broadcasting Back Cover □ Employers Reinsurance Corp. 41 □ Gannett 9 □ Harris Broadcast Division 35 □ Heller-Oak Communications Finance Corp. 65 □ Hughes Communications 20-21 □ ITC Entertainment 12-13 □ KING-TV Inside Back Cover □ King World Productions 80-81 □ MCA-TV Front Cover, 4.6 □ NBC Radio Talknet 15 □ Paramount Television 36-37 □ Cecil L. Richards 71 □ State Farm Insurance 10 □ Taft Broadcasting Co. 26 □ William B. Tanner 109 □ Telepictures Corp. Inside Front Cover/ Page 3 □ United Stations 36 □ United Video 43 □ Warner Brothers Television 19 □ Watermark 11 □ WeatherCenter 74 □

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...INCLUDING NETWORK O&O'S!
MCA TV'S NATIONAL SPOTS ALREADY SOLD OUT!
YOUR ADVERTISERS WILL RUSH TO BUY-IN, TOO!



THE ROAD TO LOS ANGELES

Beginning January 1983, you can be a part of one of the most exciting events in television programming history.

The Road To Los Angeles is a weekly, hour-long series which will bring viewers an intimate, behind-the-scenes look at America's Olympic athletes. We'll see them close up, follow them in training, meet their families, cheer them on in actual competition,



share their exultation, their joy and their dreams of victory.

The Road To Los Angeles is a unique series that will enthrall viewers in much the same way they have responded to the motion picture, "Chariots of Fire." It's the kind of series that goes beyond the standard sports programming demographics. It's one the entire family will enjoy. 30 weeks: 20 hours/10 repeats.

Available on an advertiser-supported basis.

Contact Bobbi Fisher, Stephanie Beatty or Shelly Schwab (212) 759-7500.

MCA TV

Making it official

Formal word of his intention to leave National Association of Broadcasters after 33 years, last 17 as president, will be given NAB's executive committee by President Vincent T. Wasilewski at its regular monthly meeting this week in Washington. Under contract, he must notify board before year's end to preclude automatic extension. Assumption is that if successor is found beforehand, earlier separation and activation of severance plan will be arranged. Where will he go? Best bet: partnership in Dow, Lohnes & Albertson, pioneer Washington communications law firm, but with expanding representation in other areas.

There's been campaigning on outside and jockeying for status at NAB senior staff level (see below). Drawing mounting endorsement—though disclaiming candidacy—is Richard Wiley, former FCC chairman whose Chicago-based law firm is thriving. He's favored as standing best chance of bringing together coalition of trade associations. But there are others, with NAB's number-two man, John Summers, avowed but not all-out candidate and with Robert Wells, former FCC commissioner and chairman of Broadcast Music Inc. hankering to return to Washington.

Number two

Who would succeed NAB executive vice president, general manager John Summers if he succeeds departing Vincent Wasilewski in association's top post? Senior NAB staffers say Summers would be likely to retain much of his hands-on management of NAB if he assumes presidency and that number-two spot would assume greater emphasis on policy-making. Larry Patrick, senior vice president for research, is quietly campaigning for job, but is said not to have support of Summers, whose recommendation of successor would carry great weight with executive committee. Senior staffers who outrank Patrick and would have to be considered include Erwin Krasnow, senior vice president, general counsel; James Hulbert, senior vice president for broadcasting, and Shaun Sheehan, senior vice president, public affairs.

Standing fast

White House wasn't talking about Senator Ted Stevens's audience with President Reagan on their rival choices for FCC nominee, but it can be authoritatively reported that President stuck by his choice of Stephen Sharp, FCC

general counsel, against Alaska Republican's, Marvin R. Weatherly, member of Alaska Public Utilities Commission. Reagan told Stevens it was President's prerogative to nominate and Senate's to confirm or deny. There was speculation that Weatherly might be given another federal appointment, perhaps on West Coast where he would be near his parents who live in Fresno, Calif. (Weatherly will have chance to meet cable industry at National Cable Television Association convention next week. He's on panel.)

Whole matter could be rendered moot. There's still talk of legislation, probably to be initiated on House side by Chairman Timothy Wirth (D-Colo.) of Subcommittee on Telecommunications, to reduce FCC from seven members to five (BROADCASTING, April 12). In that case Reagan could hold off appointment until dust settled on Hill.

Upsides

Attention being paid to Metromedia's heady stock performance (see page 89) shouldn't detract from improved price performance of whole broadcast group over last month. Against quotes at close of market March 17, last Thursday's share prices for major broadcasters showed following percentage gains—ABC 21.8%; Capital Cities, 18.5%; CBS 15.6%; Cox, 11.2%; LIN, 15.6%; Metromedia, 29.3%; Storer, 25.3%; and Taft, 14.8%. One issue, Scripps-Howard, has declined, by 1.4%.

One on one

House copyright subcommittee plans two further hearings in May on videocassette copyright legislation (see story, page 32), but members of Congress will get special, behind-scenes chance to hear argument by leaders of opposing sides. Representative Frederick W. Richmond (D-N.Y.) has arranged ad hoc debate between Jack Valenti, president, Motion Picture Association of America, and former FCC Chairman Charles D. Ferris, who represents Home Recording Rights Coalition. They'll go head to head on Wednesday, May 12.

Who's to be in charge?

Battle brewing over future direction of Radio Free Europe/Radio Liberty has most of its present board of private citizens in turmoil. They see high-level effort to end "private corporate character" and make it subservient to policy direction of Board of International Broadcasting and thus suspect as

government propaganda agency. BIB since January has been headed by Frank Shakespeare, president of RKO General, who supports reorganization legislation authored by Senator Clairborne Pell (D.-R.I.) which has passed Senate.

Showdown comes at House-Senate conference April 28-29 on overall legislation, which involves \$95-million funding for RFE/RL and whether "oversight" shall be transferred to government or remain in private, voluntary hands. Outlook for retention of present RFE/RL structure is bleak. Among 25 private citizens on existing board, headed by Douglas Manship, Baton Rouge publisher-broadcaster, are: Ed Ney, Young & Rubicam; Arch Madsen, Bonneville; Richard Wiley, former FCC chairman; and Dan Burke, Capital Cities.

Hit show

White House still lacks estimates of number of stations carrying President Reagan's five-minute Saturday-afternoon pieces on radio networks or size of audience. But aides say indications are that substantial coverage is being provided, at least in major markets, by four networks, two groups and AP and UPI audio services.

But one group of stations interested in carrying pieces on which White House has firm figures are those unaffiliated with any network and lacking even AP and UPI service. Hundreds have called White House actuality service—which does news-type pieces on White House doings—for recorded versions of commentaries. To avoid conflict with stations carrying them live, White House makes pieces available on three-hour delay. After first broadcast, four weeks ago, more than 1,000 stations called over weekend for recorded commentary. Over next two weeks, number ranged between 800 and 900.

Sellers' market

"Demands" for change in NATPE International annual conference and policy will be drawn up by disgruntled syndicator group next month. Steering committee of new Association of Program Distributors (BROADCASTING, March 22) will meet May 17 to prepare list for presentation at NATPE board meeting June 18. Key demand of group—representing more than 30 distributors, many of them majors—is expected to be that three full days of next year's NATPE conference be set aside exclusively for marketplace, without anything else scheduled during that time.

Business Briefly

TV ONLY

Frito-Lay ☐ Rold Gold (snack food). Begins in May for second quarter in Kansas markets. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-34.

Procter & Gamble ☐ Spic-N-Span detergent. Begins in May for second quarter in Atlanta, Indianapolis, Terre Haute, Ind., and Columbus and Macon, both Georgia. Agency: Young & Rubicam, New York. Target: women 25-49.

Darworth ☐ Cuprinol (stain and wood preservative). Begins May 17 for eight weeks in over 10 markets. Fringe, weekend and sports times. Agency: Mintz & Hoke, Avon, Conn. Target: men, 25-54.

First National Bank of South Carolina ☐ Begins May 17 for six weeks in about three South Carolina markets. All dayparts. Agency: Lawler, Ballard Advertising, Norfolk, Va. Target: adults, 25-54.

Rudy's Farm ☐ Sausages. Begins May 3

for five weeks in Los Angeles and San Diego. All dayparts. Agency: Bill Hudson & Associates, Nashville. Target: women, 25-54.

Southland Corp. ☐ 7-Eleven stores. Begins May 17 for five weeks in over 10 markets. Agency: Young & Rubicam, New York. Target: children, 6-11; teen-agers, 12-18.

Scott Lab Foods ☐ Institutional. Begins May 17 for two weeks in 13 markets. Day,

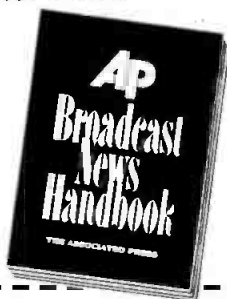
news and weekend times. Agency: Cox Advertising, Atlanta. Target: women, 25-54.

Bullock's stores ☐ Fathers' Day promotion. Begins June 10 for two weeks in Las Vegas, San Diego, Los Angeles and Phoenix. Agency: Janik & Associates, Los Angeles. Target: women, 25-49.

Glidden ☐ Paint. Begins May 17 for one week in about 100 markets. All dayparts. Agency: Meldrum & Fewsmith, Cleveland.

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AdVantage

Upscale approach. Citicorp unveils its first ad campaign for Diners Club since acquiring card division last year, with TV spots in 11 major markets this month. Doyle Dane Bernbach created eight-figure campaign targeted to business executives and depicting individuals in several situations where Diners Club helps them overcome obstacles during business travel. Tag line is: "Diners Club from Citicorp. You can drop our name where it counts." Running in flights through October, campaign is also first one for card in over three years.



Dual celebration. Lawrence Butner Advertising, New York, celebrated its third anniversary by acquiring Charles Schwab & Co. account. Agency will handle radio and TV advertising for discount stock broker with revenues surpassing \$50,000.

Taking stock. Foote, Cone & Belding/Corporate, New York has gained New York Stock Exchange Index account.

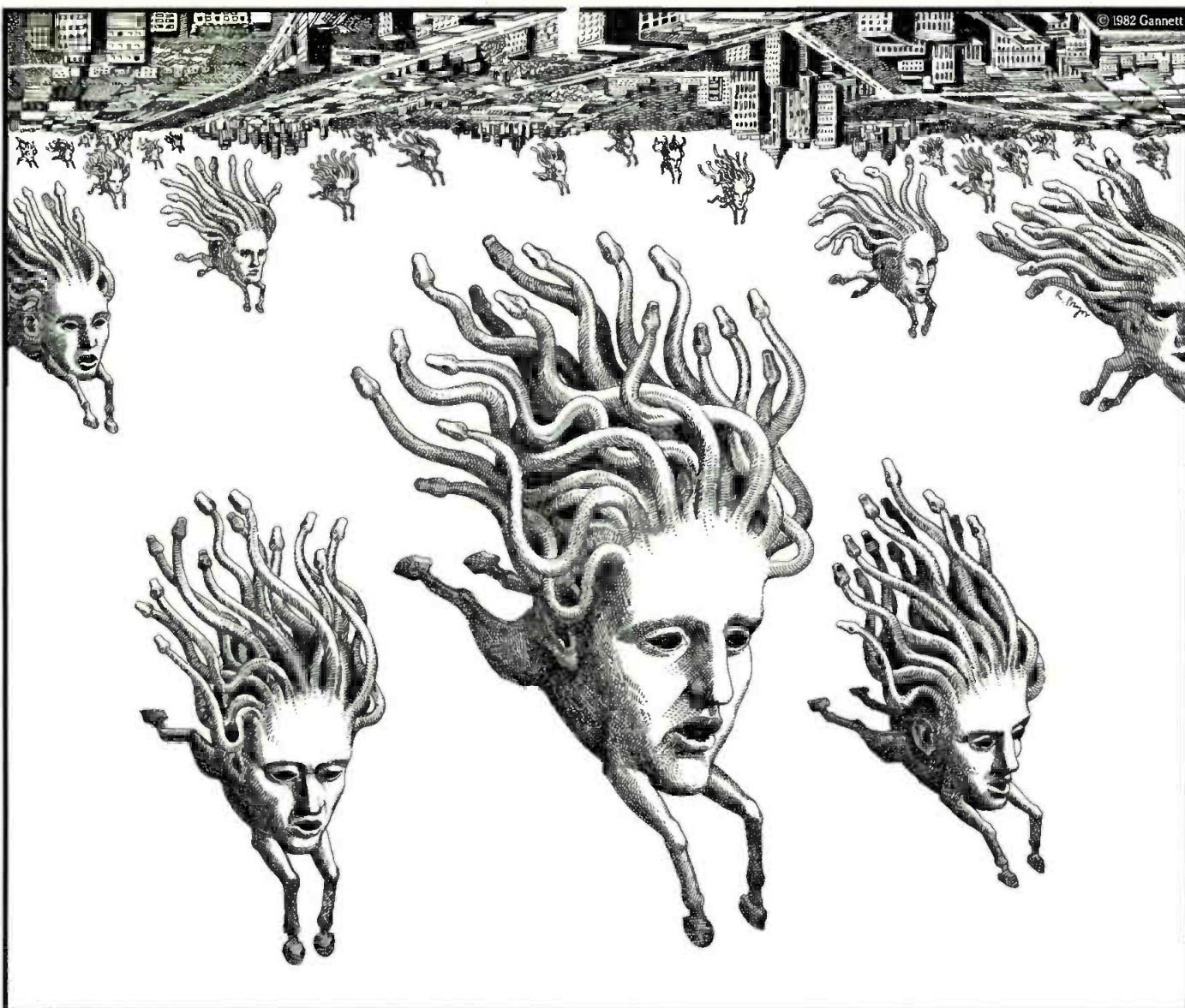
Up for grabs. International Harvester's Equipment Group is looking for new ad agency after new organizational structure within company called for consolidation of advertising account as well. Foote Cone & Belding has elected to resign its portion of account it held for 19 years, "after weighing pros and cons of current agency review" and elected not to participate in competition for account.

"Red-hot" radio. In observance of Radio Month in May, Radio Advertising Bureau is urging networks and stations to increase their scheduling of bureau's sell-radio announcements whose new tag line is, "Radio: Red hot because it works." Last year more than 3,500 radio stations and all radio networks carried RAB's 30- and 60-second announcements. Spots are creation of Dick Orkin and Bert Berdis (Dick and Bert).

Grand opening. Torbet Radio has opened its 15th office, in Minneapolis. Craig Rosenthal, account executive from Torbet's Detroit office, has been named office manager.

Relocating. Blair Television and Radio divisions of John Blair & Co. have moved their Atlanta sales office to larger quarters effective today. New address is Seven Piedmont Center, suite 610, Atlanta, 30305. Phone: 404-231-0232 for TV and 404-231-3633 for radio.

Sunshine or commercial state? Florida Department of Commerce is promoting its state as center for TV commercial production. Stuart Edgerly, Florida secretary of commerce, claimed, "more and more ad agencies are discovering that the state is ready, willing and able to cut red tape and provide other services to facilitate production." And, according to Edgerly, approximately \$60 million worth of television commercials were shot in Florida last year; 20% increase over 1980's production total.



EPIDEMIC!

DRIVING HOME THE HORROR OF DRUG ABUSE

Marijuana is harmless? Not so, according to...

—a neurologist who diagnosed a youth's memory lapses similar to senility as the result of heavy marijuana smoking,

—a medical researcher who found that moderate use of the drug caused infertility and stillbirths in monkeys,

—a doctor who discovered pre-cancerous lesions on the lungs of soldiers who had smoked concentrated marijuana for a few months.

These examples are not unique. Experts say that unless something is done to slow down America's galloping

chemical culture, we will lose the creative potential of a tenth of today's youth.

These dramatic case histories, broadcast on the seven Gannett television stations in the documentary, "Epidemic! Why Your Kid Is On Drugs," challenged the view that teenage drug and alcohol abuse has leveled off.

Each station followed the one-hour report with another hour of live on-the-spot counsel from experts in the studio for viewers who phoned in. The response was phenomenal. In Little Rock, for example, 40,808 callers swamped the switchboard at KARK-TV.

Many of those have turned to the parent-support groups and the permanent local "hot lines" that KARK and each of the Gannett TV stations established to help local organizations dispense help.

Filling the need for news and information is the first responsibility of Gannett member units. But their

commitment goes beyond that. As good neighbors, they help the people they serve cope with individual, family and community problems. From Oakland to Olympia, from Boise to Binghamton, from Denver to Danville, each Gannett broadcast, newspaper, outdoor advertising and other operation fulfills its community responsibility 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.



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KARK-TV
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WPTA-TV
Fort Wayne

WLKY-TV
Louisville

KBTW
Denver

WXIA-TV
Atlanta

KOCO-TV
Oklahoma City

Target: men, 25-54; women, 25-54.

Dillard Department Stores □ Summer sale. Begins May 16 for one week in about 25 markets. Day, news, early fringe and prime times. Agency: Faulkner & Associates, Little Rock, Ark. Target: total adults.

Findlay Fine Jewelry □ Jardinere stores. Begins in May for various one week flights in five markets. Day, fringe and news times. Agency: Richardson, Meyers, Donofrio, Baltimore. Target: women, 25-54.

Peter Paul Cadbury □ Thick line (candy). Begins in May for varying flights in New York markets of Albany-Schenectady-Troy, Buffalo and Syracuse. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-34.

Warwick Manufacturing □ Washers/dryers. Begins in late second quarter/early third quarter for varying flights in three markets. All dayparts. Agency: Davis & Phillips, Norfolk, Va. Target: adults, 25-54.

Pittsburgh Paints □ Begins May 24 for five weeks in 75 to 80 markets. Early fringe, weekends, sports and news times. Agency: Ketchum Advertising/Pittsburgh. Target: men, 25-54.

New York State Department of Commerce □ Tourism. Begins May 3 for

five weeks in about 25 markets. Fringe and prime times. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

CBS Records □ Paul McCartney album. Begins in April for varying flights in Washington, Philadelphia, New York and Boston. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-34.

CBS Records □ Willie Nelson album. Begins in April for varying flights in Boston, Nashville, Atlanta, Minneapolis-St. Paul, Seattle and Phoenix. Agency: Young & Rubicam, New York. Target: adults, 25-49.

RADIO ONLY

Banker's Life □ Legal insurance. Begins May 3 for four weeks in six West Coast markets. Evenings and overnights. Agency: CPM Inc., Chicago. Target: men, 25-54.

Venture Stores □ Father's Day promotion. Begins June 16 for two weeks in seven markets. Morning drive, middays and afternoon drive times. Agency: Grey-North, Chicago. Target: women, 25-49.

Campus Sportswear □ Le Tigre. Begins in May or June for two weeks in about 10 markets. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 18-49.

Tuffy Mufflers □ Begins May 1 for varying lengths in about five Michigan markets. Agency: Brewer Associates, Dearborn, Mich. Target: men, 18 and over.

RADIO AND TV

Southwestern Bell □ Resident long distance. TV and radio campaign begins May 31 and May 24 respectively for 12 to 13 weeks in 29 TV markets and 31 radio markets. Day, fringe, prime, news and sports times for TV. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

RepReport

KMO(AM) Tacoma, Wash.: To Lotus Reps (no previous rep).

WKIO(FM) Urbana, Ill.: To Lotus Reps from Savalli/Schutz.

WEIC-AM-FM Charleston, Ill.: To Lotus Reps from Savalli/Schutz.

WKNX(AM) Saginaw, Mich.: To Roslin Radio Sales from Katz Radio.



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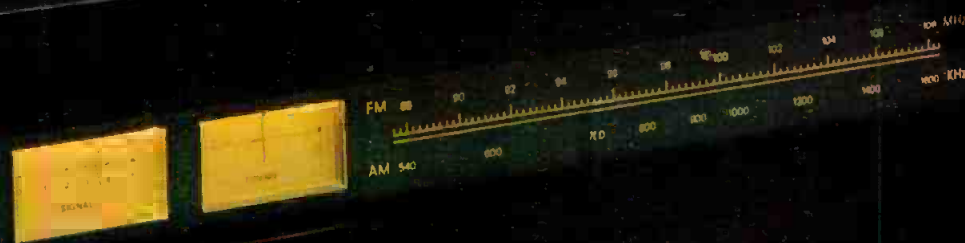
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Portland, Ore.	KLRK	Wichita	KTVH
Phoenix	KPHO-TV	Mobile	WPML
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Rochester	WHEC-TV	West Palm Beach	WPEC
San Diego	KCST-TV	Tucson	KGUN
Oklahoma City	KGMC	Savannah	WJCL
Portland, Me.	WGAN-TV	Columbia, S.C.	WLTX
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Louisville	WDRB-TV	...And more!	



Roger Moore



Glenda Jackson



Richard Roundtree



Tony Curtis



Robert Wagner



Peter O'Toole



Bette Davis



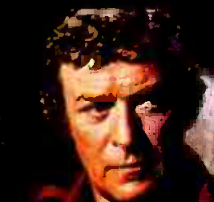
Stuart Whitman



Gayle Hunnicut



Jack Palance



Michael Caine



Herbert Lom



Connie Stevens



Lee Van Cleef



Britt Ekland



John Carradine



Denholm Elliott



Catherine Schell



Patrick Macnee



Vincent Price



Donald Pleasence



Marty Allen



Kate Nelligan



Patrick McGeehan



FROM ENTERTAINMENT

AN **aco** COMPANY

Monday Memo

A radio advertising commentary from Erica Farber, director of business development/promotion, McGavren Guild Radio

Advent of cable: proving radio's ad claims of narrow targeting

Thank heaven for cable TV. Without going overboard, radio stations, on-line and off-line networks and their representatives should be counting their blessings instead of looking upon this medium with trepidation. Cable TV is helping radio and vice versa because the concepts behind their usefulness as advertising media are so similar. And while these concepts—mainly frequency and reaching narrowly targeted audiences, otherwise known as narrowcasting—are being espoused from two corners, the situation seems most propitious for radio.

Radio has always attempted to convince advertisers of the benefits of frequency and pin-point targeting. Unfortunately, it has not been able to gain full acceptance for these and other concepts for a number of reasons.

For example, radio budgets have historically been considerably smaller than those of television, and control over radio expenditures was generally relegated to personnel quite distant from the decision-making process. This prevented radio representatives from explaining first hand the benefits of the medium to top decision makers whose concerns were largely directed at managing much larger TV budgets.

In the last few years, however, radio budgets have increased substantially, and advertising decision makers have usurped control over such expenditures. Coincidentally, these same decision makers realized that television alone could no longer meet all their needs. Soaring costs and limited budgets prevented it. In other words, these decision makers are now meeting with radio representatives, and this new accessibility, plus the advertiser's natural concern for budgets and growing costs, has allowed radio to tell its story to listening ears for the first time.

Adding to the appeal of the story is that radio is no longer limited to discussions of spot markets alone. The addition of rep networks has enabled radio representative firms to contribute to regional and national radio plans. This means radio can now assist advertisers with their overall media and marketing plans, of which radio has become an integral part.

But this former lack of accessibility was only one obstacle that had to be overcome. Advertisers are known to be open to virtually anyone who has a decent solution to a problem. But radio in general has been timid in trying to reach the advertisers.



Erica Farber began her radio career holding various positions at KRTH(FM), KABC-TV and KHS-AM, all Los Angeles. In January 1975, she was appointed general sales manager/general manager of WROR-FM in Boston. She became vice president and general manager of WXLQ-FM New York in 1976. Farber joined McGavren Guild Radio in New York in January 1980, as director of promotional selling. She now manages the entire department as director of business development/promotion.

However, this failure to knock on enough doors or ring enough telephones to get ideas to the right people is also changing as sales development teams become more sophisticated in their approach to reaching decision makers with solutions.

Our own sales development staff has learned a great deal in just a few years. In several cases, after reviewing an advertiser's problems and opportunities, we have been able to provide alternatives and solutions using radio and its narrowcasting and frequency benefits. This frequently involved combining a media plan of announcements for the product with a promotional effort. But above all, we have learned to ask the right questions and to probe clients for as much information as possible. With the right questions, a good organization behind us and a growing track record, we have found clients to be more than willing to give whatever information we require.

And now, cable TV has joined the fray as a proponent of narrowcasting and fre-

quency. Keep in mind that many of the innovators and movers in the cable TV industry gained their experience in the radio business and are well apprised of the importance of targeting messages to individual listening audiences. It is also quite understandable that a visual medium was needed to convince our visually oriented industry that such ideas have merit and to bring them to the forefront of advertising thinking. In effect, the doors are swinging wide open, and radio, rather than cable TV, seems to be in a much better position to capitalize on the opportunities provided by this double-barreled educational process.

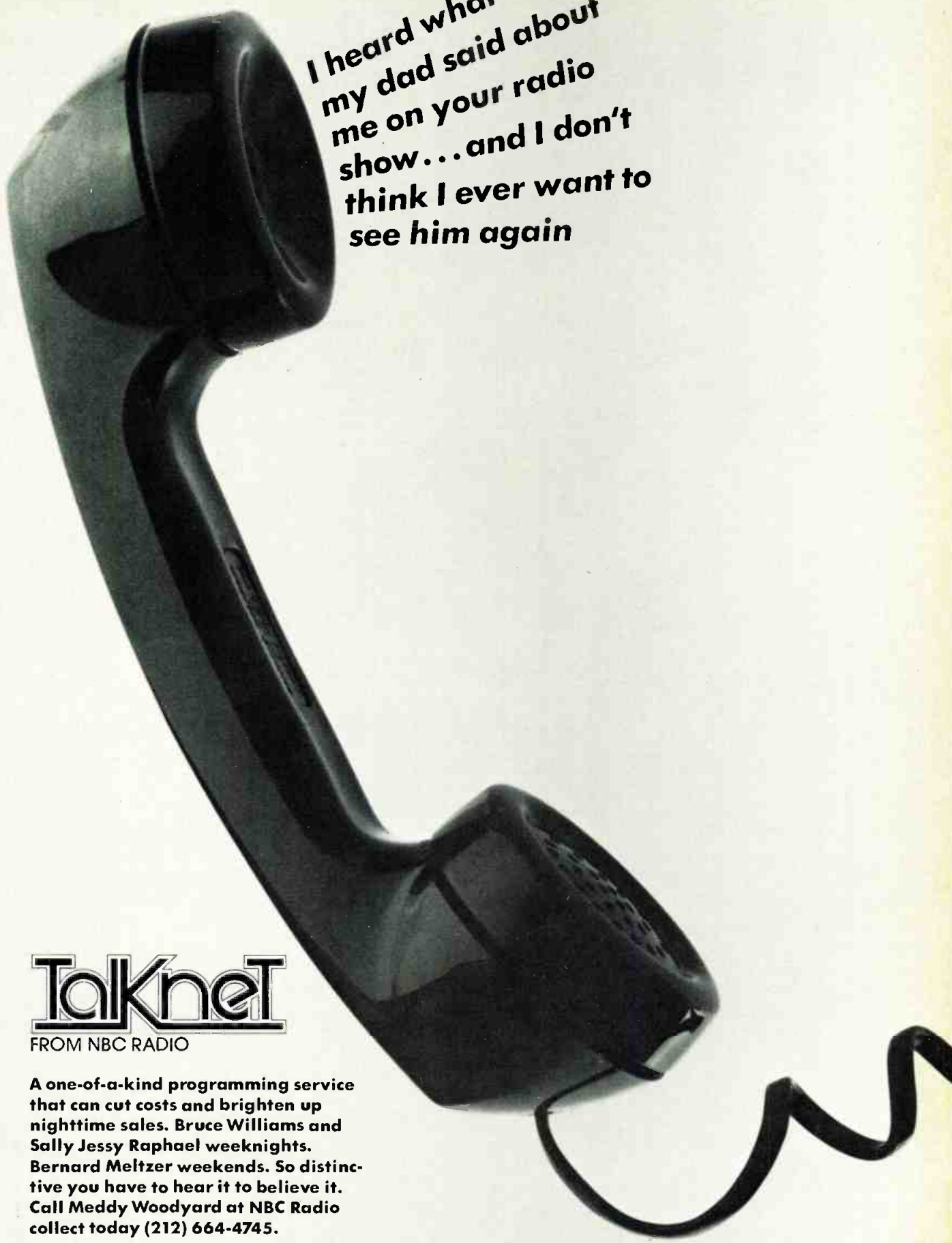
The main drawback of cable TV is its relative youth. Questions persist regarding the medium's ability to measure its effectiveness. Program distribution and reach remain limited. This, of course, won't be the case forever, but even when cable TV is running in high gear, its influence on media decision makers can only favor radio's interests.

Radio, on the other hand, has been around a long time. Advertisers are comfortable with it. In addition, radio buys are easier than ever before. The paperwork and man-hours most agencies confronted in the past have been taken over by station representatives in recent years. And while this relieves agencies of a complicated, time-consuming burden, it has the added advantage of placing the work in the hand of radio experts who have had years of experience refining their craft.

This situation also comes at a time when radio is enjoying highly satisfactory if not robust health. In 1980, national radio business increased by about 20% compared to the previous year. And for 1981, the Radio Advertising Council estimates that revenues will break the \$4-billion mark, an increase of \$1 billion in just a span of two years.

Some of this increase can be attributed to radio's recent access to decision makers and the advent of cable TV. But it would be facetious to give these factors more than a modicum of credit. Still, that won't be the case for too long. At McGavren Guild, we have already witnessed some signs of change because of the combined efforts of radio and cable TV. In fact, we feel advertisers are beginning to perceive cable TV as radio with pictures, which is no small compliment. And in the years to come, we expect our medium to blossom for the same reasons that will allow cable TV to become more accepted. So once again, thank you, cable TV, for proving to us radio folks that we've always been on the right track.

Thank you very much. □



**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

**A one-of-a-kind programming service
that can cut costs and brighten up
nighttime sales. Bruce Williams and
Sally Jessy Raphael weeknights.
Bernard Meltzer weekends. So distinc-
tive you have to hear it to believe it.
Call Meddy Woodyard at NBC Radio
collect today (212) 664-4745.**

THE RIGHT MEN FOR THE JOB!



JOB APPLICATION

NAME: BARNEY MILLER

ADDRESS: 12th Precinct

POSITION APPLYING FOR: #1

EDUCATION: Network TV,
132 local ma

WHERE HAVE YOU WORKED?

In every size market...

CITY	STATION	TIME	RATING	SHARE
New York	WPIX	6:30 pm	9	16
Los Angeles	KNXT	4:00 pm	6	19
Bend, Ore.	KTVZ	5:00 pm	10	24
Bakersfield	KERO	6:30 pm	9	26
		Saturday		

LIST YOUR SPECIAL ATTRIBUTES

Will work days, nights or weekends

CITY	STATION	TIME	RATING	SH/
Columbus	WBNS	5:00 pm	12	3
Charleston	WSAZ	5:00 pm	12	1
Madison	WISC	11:00 pm	8	
Green Bay	WBAY	10:30 pm	10	
Chicago	WGN	8:00 pm	14	
		Saturdays		
Santa Barbara	KEYT	7:30 pm	7	
		Saturdays		

Good leader. Can improve time perio

TIME		RATING
7 pm lead-in	<u>SPOKANE, KXIX</u>	7
7:30 pm	<u>ALL IN THE FAMILY</u>	12
	<u>BARNEY MILLER</u>	
	<u>MILWAUKEE, WTV</u>	
5 pm lead-in	<u>WONDER WOMAN</u>	5
5:30 pm	<u>BARNEY MILLER</u>	9

**Work well with others.
Holds M*A*S*H lead-in.**

TIME		PORTLAND, KOIN	RATING	SHARE
4:00 pm lead-in		M*A*S*H	7	25
4:30 pm		BARNEY MILLER	7	22
		HARRISBURG, WHTM		
7:00 pm lead-in		M*A*S*H	9	18
7:30 pm		BARNEY MILLER	9	17

**Willing to travel. Have worked in
every area of country.**

CITY	STATION	TIME	RATING	SHARE
South				
Charleston	WCSC	5:30 pm	15	36
Atlanta	WAGA	11:30 pm	6	28
Southwest				
Dallas-Ft. Worth	KDFW	4:30 pm	7	26
Austin	KVUE	5:30 pm	10	23
Midwest				
Chicago	WGN	6:00 pm	14	25
St. Louis	KTVI	4:30 pm	11	32
East				
Hartford	WFSB	5:00 pm	10	28
Buffalo	WIVR	5:30 pm	14	34
West				
Salt Lake City	KSL	4:30 pm	8	26
San Francisco	KTVU	7:30 pm	13	23

REFERENCES

CITY	STATION	TIME	RATING	SHARE
Independents				
Sacramento	KTXL	7:30 pm	13	23
Boston	WSBK	7:30 pm	9	16
Affiliates				
Detroit	WDIV (NBC)	5:00 pm	12	32
Bakersfield	KERO (NBC)	5:30 pm	8	19
Baltimore	WBAL (CBS)	5:00 pm	13	34
Louisville	WLAS (CBS)	5:00 pm	10	29
San Diego	KGTV (ABC)	6:30 pm	15	29
Fort Wayne	WPTA (ABC)	7:30 pm	17	32

SPECIAL ACHIEVEMENTS

Winner of numerous awards, including Emmies, Golden Globes and the George Foster Peabody Award.

BARNEY MILLER
A Four D Production distributed by
COLUMBIA PICTURES TELEVISION

This week

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

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

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

■ **April 26-28**—*Maryland-Delaware Cable TV Association* 17th annual spring meeting. International Hotel, Baltimore-Washington International Airport.

April 26-May 1—Radio-TV Week at Southern Illinois University, sponsored by *Illinois Broadcasters Association* and *Illinois News Broadcasters Association*. SIU, Carbondale, Ill.

■ **April 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Alan Bennett, president, Katz Program Development Corp. Copacabana, New York.

April 28—*Television, Radio and Advertising Club of Philadelphia* seminar on "Buying and Selling Radio and TV Using Reach and Frequency." Holiday Inn, Philadelphia.

■ indicates new or revised listing

April 29—*American Women in Radio and Television, Kansas City Chapter*, fifth annual broadcast awards luncheon. Alameda Plaza hotel, Kansas City, Mo.

April 29—*Women in Cable*, New England chapter, meeting. Newton Marriott hotel, Newton, Mass.

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

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Keynote speaker: William Small, former president of NBC News. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

April 30-May 2—"MDS—For the 80's and Beyond" seminar sponsored by Dorason Corp., company involved in creative financing and leasing for telecommunications ventures. (Seminar concurrent with "National Cable Television Association convention.") Aladdin hotel, Las Vegas.

May

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

Atlanta.

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

May 3—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York, N.Y., 10019.

May 3-7—*Community Antenna Television Association* advanced CATV technical training seminar. Best Western Thruway House, Albany, N.Y.

May 4-7—*American Women in Radio and Television* 31st annual convention. Speakers include Mimi Weyforth Dawson, FCC commissioner. Hyatt Embarcadero, San Francisco.

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

■ **May 5**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Imero Fiorentino, president, Imero Fiorentino Associates. Copacabana, New York.

May 6—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

■ **May 6-7**—"Implementing Telidon" conference and trade show sponsored by *Socioscope Inc.*, Ottawa-based research and consulting firm. Palais des Congress, Hull, Quebec. Information: (613) 235-9220.

May 6-8—*California Public Broadcasting Commission* conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

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

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

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

■ **May 8**—*Arizona AP Broadcasters* meeting. Fiesta Inn, Tempe, Ariz.

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

May 10-13—"The Public and the Media" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Charlotte North, Charlotte, N.C.

■ **May 11**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Plaza La Reina hotel, Los Angeles International Airport, Los Angeles.

May 11—*Southern California Cable Club* luncheon meeting. Speaker: Tom Wheeler, president, National Cable Television Association. Holiday Inn, Long Beach, Calif.

■ **May 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Pittman, senior vice president, programming. Warner Amex Satellite Entertainment Co. Copacabana, New York.

■ **May 12**—*New York Women in Communications* luncheon, "The Future of Cable TV—What People Really Want." Speaker: James Heyworth, president, Home Box Office. Lexington hotel, New York.

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 13—*Television, Radio and Advertising Club of Philadelphia* communications seminar. Holiday Inn, Philadelphia.

Major Meetings

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 23-28—*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 22-26, 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.

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

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.

Sept. 12-15—*National Radio Broadcasters Association* annual convention, Reno. Future convention: Oct. 2-5, 1983, New Orleans.

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.

March 17-22, 1983—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: 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.

Alice

THE PERFECT SHOW FOR ALL AUDIENCES!

Alice is perfect for TEENS AND KIDS!

In the morning, Alice is extremely popular with teens and kids. When Alice aired weekday mornings in the summers of 1980 and 1981 on CBS, the number of teens shot up by over 2 million. And the number of kids rocketed up by over 2 million.

Alice is perfect for TOTAL ADULTS!

In prime time, Alice, now in its 6th season, is being watched by more than 25 million total adults each week. That's a larger total adult audience than 56 other network prime time shows.

Alice is perfect for 18-49 ADULTS!

In late night, Alice, with its strength in 18-49 adults, outrates (on a household basis) such popular shows as Quincy M.E., Fantasy Island, The Love Boat, Charlie's Angels, and WKRP In Cincinnati.

**Alice—THE MORE YOU KNOW ABOUT IT,
THE MORE YOU'LL LIKE ABOUT IT.**

AVAILABLE 1982



Warner Bros. Television Distribution
A Warner Communications Company

Source: Nielsen Station Index (NSI) and Arbitron Network Program Analysis (NPA) Reports—all U.S. markets, July 1980 and July 1981 to an average of May 1981, February 1981 and November 1980. Nielsen Television Index (NTI) 1981-82 season through 1st November 1981 Report. Nielsen Television Index (NTI) special analysis late night, eighteen weeks ending 9/20/81-1/31/82. Data are estimates subject to qualifications in reports used.





The promise
of Hughes Galaxy I has become a reality.
All of Galaxy I's primary
transponders have been purchased by
eminent cable programmers.

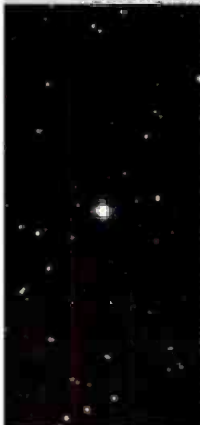
No longer is there any question
about a second TVRO and where
it should look.



GAAL

HUGHES

HUGHES



The cable industry can
turn to Galaxy for the strongest mix of
entertainment, sports, news and information
programs available anywhere.

That was the Galaxy plan.
This is the Galaxy reality.
Commitment. Certainty. Confidence.
Galaxy I is the future cable can count on.

HUGHES COMMUNICATIONS



GALAXY I PROGRAMMERS

TIME INC.
GROUP W SATELLITE COMMUNICATIONS
TIMES MIRROR SATELLITE PROGRAMMING
VIACOM INTERNATIONAL
TURNER BROADCASTING SYSTEM
SPANISH INTERNATIONAL NETWORK
C-SPAN



GALAXY

■ **May 13—Radio Advertising Bureau's** Idearama for radio salespeople. Red Lion Motor Inn-Airport, Sacramento, Calif.

■ **May 13—Radio Advertising Bureau's** Idearama for radio salespeople. Holiday Inn-Airport, Sandston, Va.

May 14—American Psychological Association/American Psychological Foundation National Media Awards for reporting that increases public knowledge of psychology. Information: Public Information Office, APA, 1200 17th Street, N.W., Washington, 20036.

May 14—Foundation for Accounting Education Entertainment and Sports Industries Conference. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

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

May 15—Radio-Television News Directors Association meeting with Pennsylvania AP Broadcasters Association. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 15—Deadline for papers for *Society of Cable Television Engineers'* fall engineering conference. Information: SCTE, P.O. Box 2665, Arlington, Va., 22202.

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

May 16-18—University of Wisconsin-Extension workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

■ **May 18—Radio Advertising Bureau's** Idearama for radio salespeople. Ramada Inn-Airport, Cleveland.

■ **May 18—Radio Advertising Bureau's** Idearama for radio salespeople. Sheraton Orlando International, Airport Inn, Orlando, Fla.

■ **May 18—Radio Advertising Bureau's** Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

■ **May 19—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Ted Turner, president, Turner Broadcasting System. Copacabana, New York.

■ **May 19—Connecticut Broadcasters Association** spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.

May 19—Information Industry Association workshops on "Opportunities—and Risks—in Today's Explosive Information Industry." Grand Hyatt hotel, New York.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by *TeleStrategies*, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland & Ellis; Philip Ververe, Pierson, Ball & Dowd, and Richard Neustadt, Kirkland & Ellis. Washington Hilton, Washington.

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

May 21-23—Carolinas UPI Broadcasters Association spring meeting. St. John's Inn, North Myrtle Beach, S.C.

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

May 24-25—Conference on "Future Directions in Information Policy," sponsored by National Telecommunications and Information Administration. Bernard Wunder, NTIA, will host conference. Commerce Department, Washington.

May 24-25—Energy Bureau conference "Satellite Communications Systems." Stouffer's National Center, Arlington, Va.

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

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

May 26-27—Federal Bar Association's fifth annual telecommunications law conference. Shoreham hotel, Washington.

May 27-30—Satellite Services Bureau Northeastern Satellite-TV Exhibition. Howard Johnson's Conference Center, Windsor Locks, Conn.

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

June

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

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

June 3—Advertising Research Foundation conference on "Key Issues Workshop on the New Media and Research Technology" Marriott's Essex House, New York.

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

June 5—Radio-Television News Directors Association region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

June 6-9—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

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

June 7-July 9—Rochester Institute of Technology's School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

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

June 10-12—Montana Cable Television Association annual meeting. Sheraton hotel, Great Falls, Mont.

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

■ **June 10-13—American Film Institute's** National Video Festival, sponsored by *Sony Corp.* Kennedy Center, Washington.

June 11—"The Lawyer and the New Video Marketplace," sponsored by *Forum Committee on Communications Law and Forum Committee on Entertainment and Sports Industries of American Bar Association*. Speakers include: Richard Wiley, Kirkland & Ellis, Washington; William Lilley, CBS, New York; Irving Goldstein, Satellite Television Corp., Washington; William Baxter, Department of Justice, Washington; Henry Geller, Duke University; Larry Harris, FCC's Broadcast Bureau; Jack Valenti, Motion Picture Association of America, and Tom Wheeler, National Cable Television Association, Waldorf-Astoria, New York.

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

June 12—UCLA Extension program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications. Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

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

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

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

June 13-17—International Conference on Communications, "The Digital Revolution," sponsored by Institute of Electrical and Electronics Engineers and

Communications Society Conference Board. Franklin Plaza hotel, Philadelphia.

June 16-18—Oregon Association of Broadcasters spring conference. Red Lion at Bowmans, Welches, Ore.

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

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

■ **June 17-July 15—New York University's** Interactive Telecommunications Program, "Summer Institute on Cable Television and Advanced Services," NYU, New York.

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

June 21-24—Corporation for Public Broadcasting's station development workshops. Westin hotel, Cincinnati.

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

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

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

■ **June 24-27—American Film Institute's** National Video Festival, sponsored by *Sony Corp.* AFI campus, Los Angeles.

June 25-27—West Virginia AP Broadcasters annual convention. Cacapon State Park, Cacapon, W. Va.

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

June 28-30—Videotex '82 conference on videotext and teletext, sponsored by *Online Conference Ltd.* Hilton hotel, New York. Information: (212) 599-6924.

July

■ **July 5-7—"Televent U.S.A.,"** conference, sponsored by Televent, nonprofit organization, and organized by Washington communications law firm, Pepper, Hamilton & Scheetz. Participants include Senator Ernest Hollings (D-S.C.), Representative James Broyhill (R-N.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones; Bernard Wunder, head of National Telecommunications and Information Administration; Vincent Wasilewski, National Association of Broadcasters; Thomas Wheeler, National Cable Television Association. Maison des Congres, Montreux, Switzerland.

July 9-13—Television Programing Conference, "New Rules and Regulations for Programing." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTVT(TV), P.O. Box 2495, Fort Worth 76113.

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

July 12-Aug. 13—Rochester Institute of Technology's School of Photographic Arts and Sciences' motion picture workshop. RIT, Rochester, N.Y.

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

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

■ **July 14-17—Florida Cable Television Association** annual convention. Dutch Inn, Lake Buena Vista, Fla.

July 19-21—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

July 18-22—World Future Society's Fourth General Assembly, "Communications and the Future." Sheraton Washington hotel, Washington.

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

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

Open Mike

No time to waste

EDITOR: How refreshing to read Richard Jencks's April 5 "Monday Memo" in which he pointed out two good reasons the TV networks should seriously consider not expanding their current 30-minute news format. I especially agree with his view concerning reporters who "pad their reports with editorial commentary."

As a morning radio newsman, I constantly have to force myself to be efficient with my air time. I seldom have time to tell a story in full detail, much less insert my own interpretation. But isn't that simply the nature of broadcast journalism? Anyway, who cares what I think (within the framework of a newscast)? My listeners want the facts, nothing more.

Unfortunately, I don't think the networks will get Jencks's message in time to keep the respect of their affiliates. Rather, I believe the local TV stations will lead the way to more efficient, informative newscasts ... and do so with far fewer resources than the networks believe are so vital to producing a "professional" newscast.—*Lew Middleton, WCMR(AM) Elkhart, Ind.*

Priority

EDITOR: I think the First Amendment should remain the formal theme of the NAB annual convention every year until we do indeed achieve the full rights deserved by *all* journalists, not just broadcasters.

There is *nothing* more essential to our profession and its future than the integrity of the First Amendment. If we do not put all our energies into the First Amendment issues before us, our interest and concern over such items as AM stereo, DBS, and increased revenues become a sham.—*Karen A. Maas, vice president/general manager, KIUP(AM)-KRSJ(FM) Durango, Colo.*

Spotlight

EDITOR: Many nice things have happened to me over my relatively short career. However, the BROADCASTING profile (March 22) moves to the top of that list.

To earn a sale or cop a spotlight now and then is grand, but to be recognized by one's peers is the ultimate honor. I hope I may always continue to be worthy of the recognition.

Thanks again. Keep up the informative work on the Fifth Estate.—*James Kefford, president, Drake-Chenault Enterprises, Canoga Park, Calif.*

Wants Wiley

EDITOR: During years on the National Association of Broadcasters board I became a friend and admirer of Vince Wasilewski. It's difficult from this perspective to think of an association without him. Similarly, I observed John Summers in action, and gained profound respect for his thoroughness and his dedication.

But if Vince abdicates, and there's any chance of getting Dick Wiley to accept the post, it would be a great move for the industry, for all the reasons advanced by your excellent editorial (April 12).—*Donald P. Campbell (former vice president and general manager, WMAR-TV Baltimore), Marco Island, Fla.*

Ratings point

EDITOR: Unfortunately, the information in the April 5 issue of BROADCASTING from the Doyle Dane Bernbach study on media predictions was incorrectly reported.

While the text material which quoted the study was correct, the subheading which BROADCASTING reported "DDB analysis forecasts a drop in three network shares to 43%" was blatantly wrong.

The DDB study predicted network shares would drop to 65% by 1990, not 43%. The three-network average ratings combined would total 43.4% in 1990.—*Michael D. Drexler, executive vice president, executive director, media and programming, Doyle Dane Bernbach, New York.*

Legal notice

EDITOR: I just want to thank you for the very nice story about our masters in media law program which appeared in the April 5 issue of BROADCASTING. The number of telephone calls which we already have had based upon it confirms my belief that just about everybody in the business reads the publication.—*Michael Botein, director, Communications Media Center, New York Law School, New York.*

Good book

EDITOR: BROADCASTING's back-to-back issues of March 29 and April 5, both 178 pages, were interesting reading during my vacation in Florida.

You are providing a splendid service to our electronic communication industry—through your editorials, advertising, and news reporting.—*Jack Poppele, Tele-Measurements Inc., Clifton, N.J.*

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TOP OF THE WEEK

It's all over for RKO's WNAC-TV

Supreme Court refuses final appeal from FCC decision denying license; NETV poised to take over Boston ch. 7; legal battle proceeds on other fronts as licensee tries to protect other 15

RKO General Inc.'s 13-year fight to hold on to its license for WNAC-TV Boston ended last week when the U.S. Supreme Court refused to review the FCC decision to deny renewal of the license. A new company, New England Television Corp., formed from the merger of two applicants that had initiated the fight over the Boston channel 7 in 1969, is expected to take control of the facility within 90 days. For RKO, the task now is to hold on to the licenses of its 15 other broadcast properties, all of which are in jeopardy.

The Supreme Court's decision—issued, as customary, without comment—means RKO will lose a station with an estimated value of \$150 million, and one that, last year, earned \$4.7 million in profits. Now, the station's only value is in its physical assets—estimated by the company last year at \$9 million. NETV officials, as well as representatives of other broadcast companies, last week contacted RKO regarding the purchase of those assets.

RKO, in a statement expressing its extreme disappointment over the high court's decision, said it would "satisfy fully our responsibilities to the Boston viewing public, RKO's WNAC-TV employees and our shareholders." The reference to shareholders was taken to mean RKO would seek the best offer possible for the station's physical assets.

NETV won the big prize, at least conditionally, in an order the commission issued in February. One of the conditions set was Supreme Court affirmation of the commission's decision in the case. Another was that NETV make a satisfactory showing of financial capability. NETV officials are arranging for a \$40-million line of credit in accordance with a letter from the First National Bank of Boston that was filed with the commission in December.

The issue probably cannot be considered closed, however. A latecomer to the Boston channel 7 case—Atlantic Television—is seeking to have its application accepted by the commission. And it has appealed the order conditionally granting NETV a construction permit.

NETV and the applicants that merged into it—Community Broadcasting of Boston Inc. and the Dudley Station Corp.—last week asked the appeals court for a summary affirmation of the commission's "patently reasonable decision" to reject Atlantic's "grossly untimely petitions" in order to allow the final chapter in the 13-year-old renewal proceeding to be concluded. They also filed a motion asking that the request be assigned to the same panel that issued the decision denying renewal of the WNAC-TV license. They noted the panel labeled the length of the proceedings "extraordinary" and urged all parties "to get on with the task."

The commission decision in the WNAC-TV case originally applied to two other

RKO properties as well—KHJ-TV Los Angeles and WOR-TV New York. The commission, by a 4-3 decision in January 1980, denied renewal of all three licenses on several grounds. But the U.S. Court of Appeals, in December 1981, affirmed only one—lack of candor. The court said RKO had in fact demonstrated an "egregious lack of candor" in withholding evidence regarding the wrongdoing of its parent, General Tire & Rubber Co.—its bribery of foreign officials and its maintenance of an illegal political slush fund, among other things.

At the same time, however, the court said the finding could be applied only to the Boston case, in which the lack of candor was said to have been demonstrated. So the court remanded the KHJ-TV and WOR-TV proceedings to the commission for further consideration.

The applicants challenging RKO for those facilities—Fidelity Television Inc. in

Cause for concern. Cable operators, accustomed to looking ahead, might do well to take a look over their shoulders. According to a study by Browne, Bortz & Coddington, a Denver-based research firm, cable is facing increasingly stiff competition for pay television dollars. BBC studied two cable franchises in the Los Angeles market where STV thrives alongside cable and found, as National Cable Television Association President Thomas E. Wheeler noted last week in an address to the Washington Metropolitan Cable Club (see page 68), that STV can "sustain a high level of subscribership in an area it penetrates prior to cable TV service becoming available." On the other hand, it's tough for STV to make headway after the introduction of cable (see chart).

The number of subscribers who convert from STV to cable when cable becomes available is uncertain, the study said. Although cable operators claim conversion rates of between 60% and 90%, it said, "a very rough approximation" puts the figure closer to 50%. BBC recommended that cable operators concentrate on programming to increase the conversion rate since its survey reveals that cable subscribers are more satisfied with their programming than are STV subscribers. "STV subscribers mention poor selection and quality of movies, limited variety and varied program quality as problems . . ." BBC said.

Based on available research, BBC said, a large portion of consumer demand "can probably be met by a four- or five-channel service, suggesting multichannel STV, MDS, SMATV, or DBS can capture a significant market share." Nonetheless, BBC concluded, cable television will remain the dominant medium because of its high channel capacity. Price makes the difference, BBC explained. "A five-channel program package is not substitutable for a 50-channel cable package for the same price. However, if the price of the five-channel package is reduced by the marginal value of the other 45 channels (which is modest), then substitution will occur."

BBC still expects the noncable media to pick up from 5% to 20% of the pay subscribers in any particular market and, it noted, such penetration can have a significant impact on the cable operators' bottom lines. "In a 200,000-home market, for example," it said, "even a modest five percentage point decrease in the basic-to-homes passed penetration rate causes revenues and net income to decline by \$63 million and \$13 million respectively." A 20% decrease will cause a \$250 million decrease in revenues and a \$55 million drop in net income, it said.

Because of cable's substantial fixed costs, net income will drop more quickly due to the competition than either capital or operating expenditures.

How cable and STV share the pay market: A question of who's on first

	When cable comes first	When STV comes first
Cable-only subscribers	38.0%	28.3%
STV-only subscribers	2.9%	13.9%
Both cable and STV subscribers	4.8%	3.4%
Non-subscribers	54.3%	54.4%
Total	100.0%	100.0%

Los Angeles and Multi-State Communications, in New York—last week petitioned the Supreme Court to review that aspect of the appeals court decision. Both contend that the court exceeded its authority in imposing—as Fidelity put it—its “notions of proper procedures on administrative agencies.” But the solicitor general, who represents the commission before the Supreme Court, is expected to oppose the petitions. Government lawyers say the issues raised probably would not be regarded as sufficiently important to warrant Supreme Court review.

RKO, in its appeal to the Supreme Court, said the commission had violated RKO's statutory and constitutional rights in denying renewal on a ground—lack of candor—on which it had not had an opportunity to defend itself in a hearing. The issue had been raised by one of the original challengers, Community Broadcasting, after the hearing record was closed. But the commission maintained that existing case law and commission regulations made it clear “that an applicant has an obligation to be truthful and forthcoming in its representations to the commission.”

While the Supreme Court ponders the question of whether to grant review in the KHJ-TV and WOR-TV cases, the appeals court will be considering another aspect of the increasingly complex RKO proceeding—whether the commission acted properly in designating the renewals of the 13

remaining RKO licenses for hearing in a consolidated proceeding in which competing applications would not be permitted.

The commission chose that approach, in a September 1980 decision, as a means of deciding the fate of the 13 licenses, in light of the finding, in the WNAC-TV case, that RKO was not qualified to be a licensee (BROADCASTING, Oct. 6, 1980). The commission said the hearing would be deferred until the Boston case had run its course through the courts. But the decision not to accept competing applications for any of the properties—taken, according to a commission official at the time, to “preserve everyone's options”—is being appealed by several would-be applicants. The court will hold an argument on the matter on May 27.

There appears to be a double irony in the WNAC-TV case. It marks only the second time the commission has denied renewal of a television license. And the first occurrence also involved a Boston station—WHDH-TV, now WCVB-TV. Its sale for \$220 million to Metromedia was approved by the FCC earlier this month (BROADCASTING, April 5). The second irony is that the commission, under a membership and leadership picked by President Reagan, is in the midst of reviewing the manner in which it considers character in determining a licensee's fitness to operate a station. Observers doubt that the conclusions the commission reaches could be used as a

basis for the kind of decision the commission reached in denying RKO renewal of WNAC-TV.

According to the commission's original order in the case, RKO was to have ceased operating WNAC-TV on March 7. However, the commission permitted RKO to operate the station until it exhausted its rights to judicial review and NETV was prepared to assume control of the station. Another condition was that, if RKO eventually lost the license, the profits WNAC-TV earned after March 7 would be distributed to nonprofit public broadcasting and charitable organizations.

Last week, RKO announced those it had selected as recipients of those last profits generated by WNAC-TV. One half will be paid to National Public Radio, one quarter to noncommercial ch. 2 WGBH-TV Boston, and the remainder, as RKO said in a press release, “to such Boston nonprofit educational institutions as shall be determined by RKO for the purpose of assisting in the education of minority youth in Boston in the field of communications.”

Frank Mankiewicz, president of NPR, who expressed pleasure at RKO's announcement, said the company “might even get underwriting credit.” He noted that the funds come at a critical time for NPR, in view of sharply reduced federal funding. He said he did not know how the WNAC-TV funds would be used, other than that they would be “used well.” □

The heirs presumptive for Boston ch. 7

New England Television is poised to take over WNAC-TV license, and perhaps its physical plant and core of key employees as well; aim is to improve ratings, image and community identification

Last Wednesday night (April 21), New England Television Corp. Senior Vice President Bertram M. Lee said his company could be operating WNAC-TV by mid-May if it could move into the station's present downtown Boston facilities. If not, he told BROADCASTING, NETV would be on the air by Sept. 1 from some other location.

The NETV brass toured WNAC-TV studios earlier in the week, and Lee said, “We believe there are serious discussions going on” about the sale of the facility. Previous attempts to make such a deal have been unsuccessful.

Staffing seems to depend somewhat on where the new company is located. Lee said, “If we can get RKO's physical facilities and assume existing contracts, we'd hire most, if not all, the existing staff.” If not, he said, NETV would begin to hire its own staff. In any case, Lee says NETV wants the “latitude to take a hard look at the people” presently at the station. He would not specify the areas in which the new owners might want to make

significant staff changes.

Lee said that “stability in ownership would help improve news and local programming. The present staff has been working under very arduous conditions in the past few years,” since the license fight heated up.

The new owners, Lee said, hope to im-

prove the station's “ratings, image and identification with the community.” He said that “We want to get a general manager on board. There's a possibility that the current general manager [Pat Servodidio] could play an interim role, but that hasn't been decided yet.”

Servodidio told BROADCASTING Thurs-



The new command. New England Television Corp.'s management team (l to r): Henry Morgan, dean of school of management, Boston University, treasurer; Bertram Lee, president of BML Associates, Boston management consulting firm, senior vice president; Edward Fredkin, professor of computer science, Massachusetts Institute of Technology, Cambridge, president; David Mugar, president of Mugar Communications Corp., Boston private investment company, chairman of the board, and Melvin Miller, attorney with Boston law firm of Fitch, Miller & Tourse, and publisher of weekly *Bay State Banner* in Boston, vice president.

day his plans are uncertain at this point. The 280 staffers at the station are "hanging out with a certain degree of anxiety," he said, "waiting to see what will transpire." He himself, he said, has had no talks with the new management.

Servodidio said the staffers' decisions to go or stay will be individual ones. "When it comes down to one-on-one, everyone is concerned about his or her job and professional growth." He said "there are a lot of good people at the station who are committed to the area," and the station traditionally has had light turnover in such departments as sales, personnel and public affairs. Servodidio thinks the new management "won't have the opportunity not to do a good job because this is so competitive a market. You can't stand still."

Lee said NETV would "reflect throughout the station minority involvement in operations." He said, "there is certainly a sufficient quality and quantity of minority people at all levels, so we're not talking about training programs."

Servodidio said the station has unjustifiably been called the lowest-rated station in Boston. He cited the station's lead in early fringe and prime time (CBS) weekend programming. Station publicity manager Robin Reibel said, "Nobody's leaving and nobody's crying." Her comments were paralleled by other WNAC-TV staffers, who noted that the long license struggle has drained much of the drama.

CBS-TV officials were still pondering last week over a replacement for WNAC-TV as their outlet in the Boston market. In the early 1970's the network lost its Boston affiliate, then WHDH-TV, when the FCC stripped the station owners of their license for channel 5. CBS-TV then elected to go to WNAC-TV rather than affiliate with the new channel 5 licensee, now WCVB(TV).

Faced with another affiliate loss from FCC action, CBS officials said last week they had been talking with "other people" in Boston as well as with representatives of the designated successor to WNAC-TV's owners. "We've been watching it very closely," one official said. "We'll wait and see how it unfolds." WCVB, the station it once spurned, and Westinghouse Broadcasting's WBZ-TV are the only other commercial VHF's there; the former is affiliated with ABC, the latter with NBC. There are several independent U's there.

New England Television Corp. has 65 stockholders, including former Community principal David Mugar, chairman, who owns more than 35% and, with trusts, controls more than 40%. Former Dudley principal, Ed Fredkin, president, jointly controls with his wife more than 7%. Bertram Lee, senior vice president, controls about 4%. Jerome Wiesner, former president of the Massachusetts Institute of Technology, controls more than 3%. Other stockholders who control 3% or more include John P. Chase, Robert C. Linnell, Henry M. Morgan and Ann L. Peretz.

NETV several years ago applied for the call letters WNEV-TV, which the FCC set aside for its use. □



On location. This CBS publicity shot taken during production of the *People Like Us* documentary shows correspondent Bill Moyers (l) talking with Father Steve Gliko (c) and volunteer Eddie Griffin at St. Benedict's Church in Milwaukee, which sponsors a free meal program CBS News cited in its account of "some Americans the government has let slip through the safety net."

CBS documentary a new cause celebre

White House takes umbrage over 'People Like Us,' asks for half hour to rebut it; network says no, argues it has given sufficient coverage to overall Reaganomics subject

CBS stung the White House last week. A spokesman said the network had "hit below the belt," and the White House asked for a half hour of prime time to present its view. It's a matter of "fairness or balance," said spokesman David Gergen. CBS thought otherwise, and rejected the request.

Cause of the White House concern was *CBS Reports: People Like Us*, featuring Bill Moyers in four segments on the plight of the poor under the Reagan administration's economic and budgetary programs. Gergen, in a press briefing on the subject, said the President had watched the program, but he declined to characterize Reagan's reaction—other than to say he would like to see the administration side of the story aired.

Gergen's briefing and his request for time were only part of an administration effort to respond to the program that contended that poor people are falling through the safety net and that, in the words of Moyers, "some of the truly needy are truly hurting." The administration also issued a fact sheet taking issue with points made in three of the pieces.

Gergen had made a number of efforts in advance of the Wednesday night airing to persuade CBS to include an administration spokesman. He also went to the unusual length of asking for a tape of the show before broadcast. CBS turned down all requests.

And, on Thursday morning, following a meeting with White House aides and acting with what he said was the express approval of the President, Gergen sent a

telegram to Van Gordon Sauter, president of CBS News, requesting "in the interest of fairness," the half hour of prime time "to present our side of the story." Gergen said the time would be used to air a film "made and financed by private sources."

Sauter said that, given the nature of the broadcast, CBS did not believe it "journalistically appropriate or necessary to include an administration spokesman." And "similarly," he said, "in light of the extensive coverage which CBS has and will continue to provide to administration viewpoints, we do not believe that a special administration rebuttal broadcast" is required.

Gergen, in his meeting with reporters, continually stressed what he said was the need for "fairness" and "balance." Indeed, at one point, he said, "I believe the last time I looked that there was such a thing as the fairness doctrine." But he quickly backed away from any suggestion the White House might seek to invoke the doctrine its FCC chairman, Mark S. Fowler, is attempting to persuade Congress to repeal.

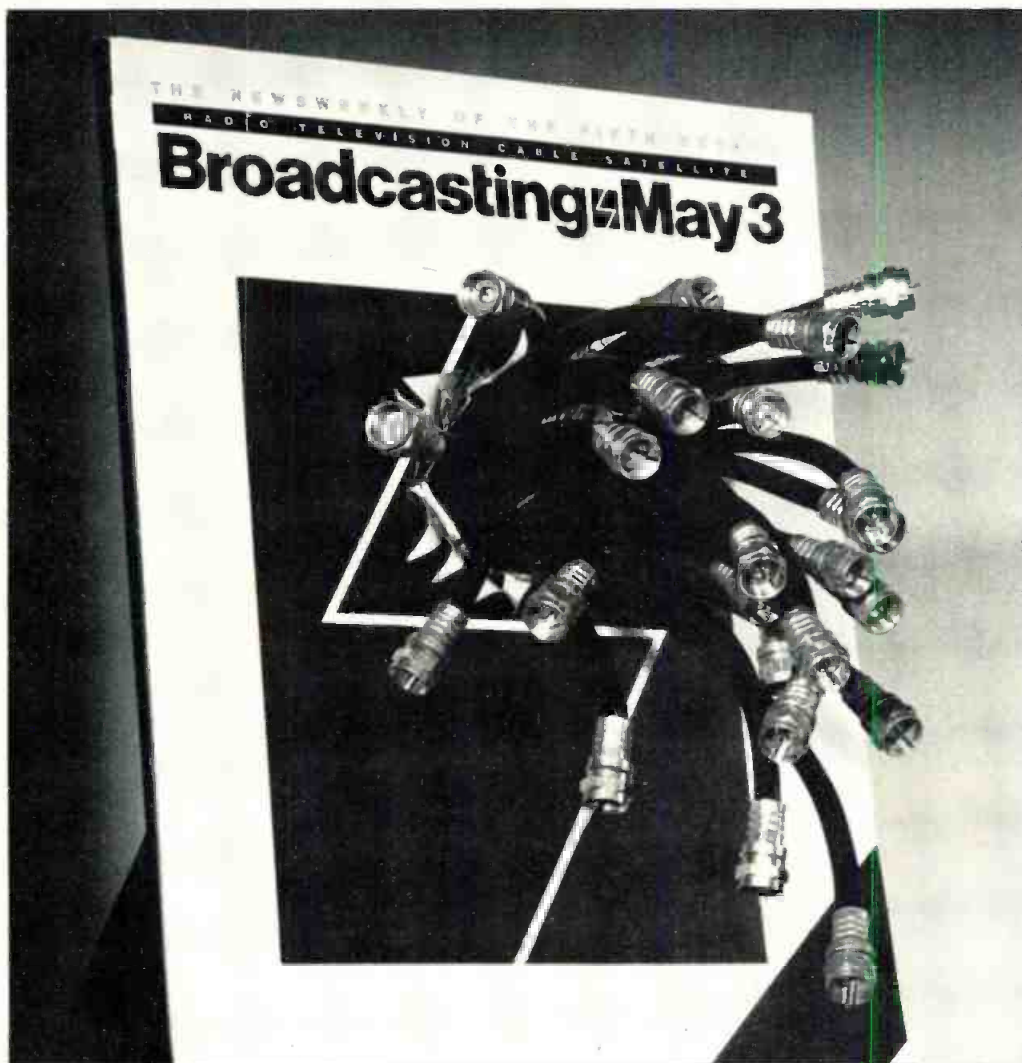
Gergen said the White House, like Fowler, believes in removing restrictions from broadcasters. But he remained troubled. He noted that while the press says the government is accountable, he feels that, "in an equally important way... the press is an accountable organization, and it's accountable to the public."

Gergen also indicated the White House—which had tried to maintain a friendly relationship with the press—does not intend to suffer in silence in the future. "When there are particular shows that come out that raise questions as sharply as this one does, we think we have a right to say something," he said. "We don't think we have to sit here passively and be hit over the head."

Gergen offered his own testimony as to

Broadcasting

The Cable Connection.



The entrepreneurial, managerial and operational weight of the wiring nation will shift westward next week for the 31st annual convention of the National Cable Television Association in Las Vegas—where it will be greeted by BROADCASTING's May 3 "State of the Industry" analysis of that booming segment of the Fifth Estate. (The stage has been set in this week's advance report, beginning on page 39.)

Must reading on May 3: a three-part special report that will examine cable's business, programming and policy prospects in greater depth than ever before in one package. Plus BROADCASTING's most recent count of the Top 50 MSO's, as they are and will be.

Still another demonstration of how BROADCASTING remains The Cable Connection. Week after week.

You belong in Broadcasting May 3

BROADCASTING's editorial, advertising and circulation teams at NCTA will headquarter in the Hilton and Sahara hotels. On the scene: Sol Taishoff, Don West, Harry Jessell, Matt Stump, Kathy Haley, Steve McClellan, David Whitcombe, Win Levi, John Andre, Gene Edwards, David Berlyn, Charles Mohr, Tim Thometz and Kwentin Keenan.

the impact of the program. "I don't think that one could have watched that show last night without feeling a powerful sense of sympathy for the individuals involved." But he also said, "To lay all of those problems on Ronald Reagan's doorstep, we think, is not fair."

Later, a Health and Human Services spokesman released a fact sheet challenging the conclusion that the problems in three of the segments—the one dealing with a food program for the poor administered by a church in Milwaukee was not mentioned—were caused principally or solely by budget cuts. It said the administration had not reduced federal payments to states for visiting nurses, as asserted in one segment, that a cerebral palsy victim had waited too long to appeal a cutoff of his disability benefits even though he had been warned months earlier they would be stopped, and that federal budget cuts were not the only factor requiring a divorced mother of three to quit her job and go on welfare to remain eligible for Medicaid benefits to pay for a son's operation.

□

The documentary proved to be one of the strongest indictments of President Reagan's budget cuts—telling four stories of people suffering since social services were slashed. "Except for some matter of chance," Moyers said, "they are people like us."

At the outset of the program was a clip of President Reagan promising that "all those with true need can rest assured that the social safety net of programs they depend on are exempt from any cuts."

Immediately following was Moyers's assessment: "It has not worked out quite that way."

Moyers and CBS presented the stories of a family man with cerebral palsy whose disability payments were dropped; a mother forced to quit her job so she could qualify for Medicare to pay for her son's critical operation; a mother who placed her daughter in an institution fearing that she would no longer qualify for a visiting nurse, and a church free-meal program that has seen demand double over a year ago.

The budget cuts were attacked by the poor and by those working with them. Moyers, too, had sharp words. In closing, he said:

"It is true that in trying to make the American experience work, federal programs that help the poor are riddled with waste and fraud. So are programs that help the middle class. So are subsidies to corporations. So are the billions being spent on the military-industrial complex.

"But the President and Congress have chosen not to offend the rich, the powerful and the organized. It is easier to take on the weak.

"Social programs were cut almost \$30 billion this year. The new budget proposes more cuts of \$26 billion. The burden falls most heavily on the poor and some of the truly needy are truly hurting. They have

CBS reply. As of late Friday, CBS had the last word in its controversy with the Reagan administration over the network's *People Like Us* documentary. In a four-and-a-half page reply to the Health and Human Services rebuttal, CBS said it continues to believe the facts in the cases presented in the broadcast are accurate and that it was the statements of the Reagan administration criticizing the accuracy of the program "that are incorrect." It reviewed each of the three cases cited in the HHS fact sheet, offered support of the program's conclusions and challenged HHS's, and concluded, "We stand by our broadcast."

been asked to sacrifice because the economy is in trouble and because some people are cheating the system.

"But for all the fraud and waste, for all the inefficiencies, these programs are a life support for the poor. For many, we are pulling the plug."

A lawyer who was working to put the man with cerebral palsy back on the disability rolls claimed that the wrong people are suffering.

"The people who are the so-called cheats are the ones who are still getting it [benefits]. They're the ones who know how the system works. . . .

"The difficult part is to have somebody sit in your office and tell you they're suffering and how they're starving and have to tell them, 'Well, we'll get a hearing in 10 months because you're entitled. But you're going to have to survive until then.'"

A priest at the free-meal center admitted that "we are living proof" of the voluntary efforts President Reagan has called for. The priest added: "Yet I think on [the President's] part, it is a bit presumptuous to think that local governments and local charities and local churches are able to meet all the needs. It's impossible . . .

"It's a lot more real to say that it's unfair to put any person in the precarious situation of having to depend on the generous whims of the wealthy."

To those who would claim that the truly needy are being cared for, he added, "The American citizen who can say that is blind."

The broadcast dealt primarily with individual experiences and hardship. But Moyers offered a few statistics. Countering taxpayer complaints about welfare cheaters, he reported that there was an estimated \$95 billion in underreported taxes last year—seven times the total welfare benefits.

During the segment about a New Jersey woman who quit her job so her son could qualify for Medicare, Moyers said that in that state last year the working poor generally earned \$175 more than others received on welfare. This year, he said, it is only \$18 more and next year, it will be \$4 less.

He also added that since the budget cuts

more than 600,000 families with more than one million children have lost some or all benefits.

Critics last week were comparing the broadcast to the Edward R. Murrow classic *Harvest of Shame* and CBS's more recent *Teddy*. Praise for Moyers ran high.

Wrote Tom Shales in the *Washington Post* "...*People Like Us* could mark a turning point in American public opinion toward the Reagan administration and its cavalier treatment of the poor. This could be the most influential network documentary since *Teddy*, the 1979 Roger Mudd interview that effectively killed Senator Edward M. Kennedy's chances for the Democratic presidential nomination the following year.

"Though probably not intended as a direct attack on administration policies, the effect of *People Like Us* is to alter one's image of President Reagan from that of well-meaning boob to something more along the lines of a callous cad."

UPI's Kenneth R. Clark said that "Moyers interviews some of the people hardest and most bitterly hit by the Reagan budget cuts and turns up the usual inconsistencies, injustices and Catch-22's upon which the bureaucracy inevitably thrives."

Newsday's Marvin Kitman described the documentary as "little stories of people in trouble, like *The Grapes of Wrath* or *Harvest of Shame*. Because of its simplicity, modest goals and approach, it is the most devastating commentary yet on changes wrought in the country by the well-intentioned Reagan administration. The road to hell is paved with good intentions."

Fred Rothenberg of AP also praised CBS's approach, claiming that the "documentary works well because the narrow scope allows for some very human situations to effectively represent a growing natural condition."

Of Moyers, Shales said, "He may be the best," and in the *New York Times*, John J. O'Connor said: "In the too often anonymous world of television, Mr. Moyers has managed to develop and, more significantly, remain a distinctive presence.

"The correspondent," O'Connor wrote, "does not bombard the viewer with statistics, charts and man-on-the-street interviews. He sits with distraught families, he strolls with a gently optimistic youth, he probes the feelings of those forced to take charity."

O'Connor also praised "camerawork of Tom Spain and Rick Thompson [which] captures the fleeting expressions that tell more than volumes of statistics."

People Like Us was written by Moyers and Judy Towers Reemtsma. Reemtsma also directed and produced it. Andrew Lack was executive producer.

Ratingswise, *People Like Us* ran a distant third, bringing CBS only a 10.3 with a 17 share. ABC's *Greatest American Hero* won the 8-9 p.m. slot with an 18.0/30. NBC's *Real People* scored a 17.4/29. □

Catch-82: Senate's approval of TV coverage

But before it can begin, Rules Committee and full Senate both must approve rules for operating system; 60-day limit on next step; Byrd compromise ends impasse between Baker and Long

The Senate last Wednesday (April 21) unanimously approved a resolution to allow televising of its proceedings. Before it did so, however, it amended the resolution to require that the full Senate (not just the Rules Committee, as originally proposed) would develop rules for operating the broadcast system.

The amended resolution (S. Res. 20) represents a compromise between its chief sponsor, Majority Leader Howard Baker (R-Tenn.) and senior Democratic senators, many of whom feared that Rules Committee control over how the Senate broadcast system would be operated might result in coverage that was better for one party than for the other. Minority Leader Robert C. Byrd (D-W. Va.) is said to have forged the compromise that finally broke a filibuster—led by Senator Russell Long (D-La.)—that threatened to defeat the proposal.

Baker had tried to end that filibuster last Tuesday, but came up 13 votes short of the 60 he needed to cut off debate. Obviously surprised and visibly chagrined at the margin of the defeat, Baker called for subsequent cloture votes on Wednesday and Thursday, but was not at all sure, according to a spokesman, that he could convince enough senators to change their votes, even though more and more senators tend to approve cloture with each subsequent vote. Long, apparently trying to force the issue to final defeat rather than let Baker "double track" to other legislation—as he did in February when he first announced he couldn't achieve cloture—refused to allow the Senate to consider anything but S. Res. 20, a move that increased pressure on Baker to abandon his proposal so the Senate could move on to other business.

Minutes before the second cloture vote was scheduled, Baker announced that a compromise had been reached. Although Baker had been unsure of his strength on S. Res. 20, so also, apparently, was Long. For about a week prior to the cloture votes, Long had been "sending signals" to Baker that he wanted to talk, according to a spokesman. Baker ignored them, said the spokesman, and by last Wednesday, the signals—by then written messages—had become vehement.

Working to end the impasse, Byrd proposed the amendment that the Senate accepted by a 95-1 vote, and minutes after that, the Senate approved S. Res. 20 itself by voice vote (technically unanimous).

Under the amended version, the Rules Committee will have 60 days to report to the full Senate a resolution containing any changes in the Senate's rules and regula-

tions that will be necessary or desirable to accommodate TV. Subject to final approval by the full Senate, the committee will have to decide such things as whether TV coverage will be gavel-to-gavel or only of select debates, whether the Senate itself, the news media or some other outside entity will control the cameras and whether coverage will be permitted by both radio and TV or radio alone, as Senator Wendell Ford (D-Ky.), a Rules Committee member, has proposed.

The committee also will have to contemplate whether standing rules of the Senate will have to be changed. Baker and Rules Committee Chairman Charles Mathias (R-Md.) have maintained that no rules need be changed to accommodate TV, but other senators, including many of those who oppose televised coverage, have argued that rules must be changed so the Senate will not appear disorderly on TV. Changes contemplated by senators who have argued this point include scheduling committee hearings only when the Senate is not in session so more members can be present during floor debates, limiting the length of debates and allocating time to each side and determining whether the printed *Congressional Record* or the taped record will be accorded priority in determining legislative history.

Senators Christopher Dodd (D-Conn.) and John Danforth (R-Mo.) argued prior to the cloture vote that changes in the rules would be necessary and that the Senate should not approve televised coverage until it knows what those changes will be. Baker, however, convinced the Senate not to remand S. Res. 20 to committee for work on these rules, as Dodd and Danforth proposed, and instead, secured passage of the resolution with a 60-day limit on rules changes to be formulated.

Spokesmen for the electronic press were elated after the Senate's decision last week. Ernie Schultz, executive director of the Radio-Television News Directors Association, called the vote "an important step forward" that "approved the concept of radio and TV coverage of the Senate" and put such coverage "in the implementation stage."

Although Schultz said work on S. Res. 20 "is not complete," he does not expect the Rules Committee to be a "major stumbling block" to final passage. Most of the battles over rules changes and control of the system are likely to take place in committee, said Schultz, which must finish its work on the proposal by mid-June. After that, Schultz believes the full Senate will accept quickly what the committee recommends, because much of the opposition has been eliminated by allowing Senate approval of rules changes and the regulations that will govern control of the system.

Rules Committee staffers predict it will be about a year from the date the Senate finally approves the new rules and regula-

tions before cameras actually start filming the Senate. Also predicting it will take about a year is Brian Lamb, president of Cable Satellite Public Affairs Network (C-SPAN), the only program service that carries gavel-to-gavel coverage of the House. C-SPAN, which also broadcasts congressional committee hearings and public affairs programming, will have a second transponder available to it this June, said Lamb, and the network's board of directors will decide before then whether to lease that transponder so it can carry the Senate simultaneously with the House.

The decision to use the second transponder, which is on Hughes Satellite Services' Galaxy I, will be influenced by demand for C-SPAN's services in the coming months, said Lamb. The network recently lost more than 500 customer cable systems when it had to switch transponders, but, according to Lamb, subscriber protests have already led some of those systems to return to the network. If it does not broadcast the House and Senate simultaneously, C-SPAN will tape-delay one chamber each day and air it at night. □

VCR copyright debate back to Washington

Battle over megabuck field of home recording shifts to Senate's Judiciary unit; producers seek fees on all recording machines, blank tapes

Videocassette recorders: (a) are a new distribution medium that will gradually destroy the film industry unless copyright laws are changed to compensate producers for the use and re-use of their works by home tapers, or (b) are just another innovation in the entertainment industry that, if left alone, will result in a marketplace solution to the problem of copyright compensation.

The debate between (a) and (b), staged two weeks ago at a three-day hearing in Los Angeles before the House subcommittee on copyright (BROADCASTING, April 19), had another airing last week before the Senate Judiciary Committee. As they listened to testimony from a parade of famous performers, representatives of film producers, VCR manufacturers and retailers, economists, members of the public and government spokesmen, committee members appeared divided over whether a compulsory license should be imposed on the sale of video and audio cassettes and recorders, as proposed in legislation pending in both the House and Senate.

David Ladd, U.S. register of copyrights, urged the committee to adopt the fee proposal as the proper remedy for the "growing problem of keeping

copyright law up with changing technology." Copyright owners experience injury from both time shifting and the creation of permanent film libraries by VCR owners, said Ladd, but S. 1333, an amendment proposed by Senator Charles Mathias (R-Md.), would address both injuries fairly, by charging a fee for the purchase of each recorder as well as for that of each blank tape.

The problem of VCR copyright exists in many countries, said Ladd, and as the leading film producing nation, the U.S. has an economic interest in convincing other countries to impose fees on home taping. Others will hardly do so, he said, unless the U.S. sets the example.

The Copyright Office warned Congress in 1971 that "a crunch would come with home taping," said Ladd, who called for legislation now, "regardless of the court's timetable" in resolving the "Sony-Betamax" decision, in which a California appeals court found that home taping violates copyright law.

VCR's are the only unlicensed means of distributing films and other programs to the public, said Jack Valenti, president of the Motion Picture Association of America, who argued (along with Jay Eliasberg, former vice president-research for the CBS/Broadcast Group) that the TV marketplace will never by itself be able to compensate producers for home recorded programs. Nielsen and Arbitron will "never be able to accurately measure playback of home-recorded material," said Eliasberg, and because many home tapers delete commercials from their libraries, advertising revenues, and thus producers' revenues from broadcast TV, are bound to decline as home taping increases. Over-the-air TV will decline as a secondary marketplace for film distributors, said Valenti.

Retired opera singer Beverly Sills, now chairman of the New York City Opera, and actor Charlton Heston, a former presi-

dent of the Screen Actors Guild, told the committee that performers can't afford to lose income to home tapers who acquire copies of performances without compensating copyright owners. The record industry is a "high-risk affair," said Sills, especially in classical music, where less than 10% of all recordings break even. Most performers are not as wealthy as people think, said Heston. Last year, 76% of the 50,000 SAG members earned less than \$2,500 from acting, he said, and most of that income came from TV commercials.

Committee members appeared most concerned about the impact of the proposed fee, which opponents argued could add as much as \$100 to the cost of a recorder and \$1 to the cost of each blank cassette. Senator Arlen Specter (R-Pa.) said the owners of older copyrighted works, produced before VCR's were anticipated, should not necessarily be compensated for returns they never expected. Heston and Sills replied, however, that the extent of return on any commercial investment is never determined finally by what was originally anticipated.

Consumers are not likely to have to pay the copyright fee to be imposed by the Mathias legislation, said Valenti. The six manufacturers of VCR's, whose profits last year averaged 36%, are competing so fiercely that they'll absorb the cost of the fees, he said, rather than passing it through to the consumer. The average VCR owner earns \$35,000 annually, but has shown himself to be a discriminating buyer, said James B. Leonard, vice president of the economic consulting firm of Robert R. Nathan Associates Inc. Pressure from those consumers will also help to deter manufacturers from passing on the cost of the copyright fee.

Opponents of the Mathias amendment scoffed at this reasoning. Richard Anderson, president, Sea Coast Appliance Distributors Inc. and a Florida state senator,

found it "remarkable for an economist to say the fee won't be passed on to consumers." It is precisely because there is so much competition among VCR manufacturers that they'll refuse to slash profits by absorbing the fee, he said.

Former FCC Chairman Charles D. Ferris, now a partner in the Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, said the proposed fee is "nothing more than a means of paying twice" for a product already paid for by TV stations, which include VCR users in the audience totals they use when negotiating the prices they'll pay for programming and those they'll charge for advertising time. Ferris, who represents the Coalition for Home Recording Rights, said VCR's represent a "valuable new market" for the film industry. Revenues from prerecorded cassette sales, totalling about \$30 million in 1981, "equalled revenues from network TV in 1981 despite VCR penetration of only about 5% of TV households," said Ferris, and in 1982, cassette revenues to the major film makers are expected to exceed revenues from network TV.

Most VCR use is for time-shifting rather than the creation of film libraries, said Nina Cornell, a former FCC staffer and now an economist with Cornell, Pelcovits & Brenner. She and Carol Tucker Forman, who also represented the Home Recording Rights Coalition, argued that few consumers would want to "tie up a \$10-\$20 tape with any of the programs on free TV today." Feature films have been edited for length and taste, said Cornell, and thus are of inferior quality to those on pay TV or other sources.

Many VCR retailers oppose the Mathias amendment for fear it will raise the price of their products. They also oppose it, according to Elmer Cooper, who chairs the Committee Against Government Regulation of Video Enterprises, because it will repeal the "first sale" doctrine of the copyright law, which prohibits copyright owners from collecting income from their product after it is sold the first time. Repeal of this doctrine will give film producers "a vertical monopoly" on the distribution of prerecorded cassettes, said Cooper, and will destroy the life savings of thousands of retailers.

Film producers argue that the marketplace has already demonstrated its inability to solve the problem of home taping and copyright. It has done so, they say, in the record industry.

Stanley Gortikov, president of the Recording Industry Association of America, said a Warner research survey found that the value of home recorded music totaled \$450 million last year, while revenues from records actually sold make the problem far worse. In Japan, a new industry of audio recording rental agents has sprung up, said Gortikov, and the business of retailers in the vicinity of these rental agents, who charge renters about one dollar for keeping a record 24 hours, has declined significantly. This "ticking time bomb" will soon come to the U.S., said Gortikov. □



Mathias



Ladd



Valenti



Eliasberg



Sills



Heston



Leonard



Ferris

No scarcity of opinion over AT&T settlement

Most think it should be changed, but there's no consensus on how; FCC would give looser rein to local operating companies

The Department of Justice last week was digging out from under a blizzard of up to 150 comments filed on Justice's proposed settlement of its antitrust suit against AT&T—comments that were piled atop some 300 letters and other filings that had flowed in earlier. The comments reflected a variety of views, but most called for changes in the proposed settlement. A few called for its rejection.

The FCC, for instance, urged approval of "the basic settlement" on the ground it is "reasonable and is likely to enhance competition in several different markets." But it said the provision prohibiting Bell's 22 local operating companies—which are to be spun off—from engaging in businesses other than local telephone service should be deleted.

The proposal is designed to guard against the possibility of the local companies taking advantage of their simultaneous participation in regulated and nonregulated activities to engage in anticompetitive activities. But the FCC said the provision is "unnecessary and unwise . . . a barrier to competition," one that "deprives the public of the benefits that might flow from actual or potential entry by the excluded firm."

The National Association of Regulatory Utility Commissioners, a quasi-governmental organization that represents state agencies that regulate public utilities and common carriers, took a harsher tone than did the FCC. "Far from promoting competition," NARUC said, the proposed consent decree "is actually anticompetitive." It called the restrictions that would be imposed on the local companies "an unreasonable foreclosure of a major source of competition." And its concern went beyond the FCC's; NARUC said the proposed decree would "not prevent significant anticompetitive behavior by AT&T."

The proposed settlement also drew the critical attention of three major media groups—the American Newspaper Publishers Association, the National Association of Broadcasters and the National Cable Television Association—drawn together by their growing concern over competition from AT&T.

The three associations supported the decree to the extent it prohibits local companies from entering the information services business. The local companies would otherwise retain their monopolies of local exchange services and the "market power to discriminate" against other users of the monopoly facilities, ANPA said. NCTA

said the local companies would monopolize the cable business.

But they strongly objected to the fact the proposed settlement would allow AT&T to offer mass media services. NCTA referred specifically to cable television. NAB said there is no reason to grant AT&T that freedom in the absence "of any requirements being imposed on AT&T to provide nondiscriminatory treatment of its competitors" following divestiture of the local companies. ANPA said the decree should be modified "to prohibit AT&T from providing electronic information services over its own facilities for so long as it maintains its monopoly power in the interexchange

services market."

The FCC said that the proposed divestiture cannot be implemented until it conducts its own proceeding to determine whether the divestiture is in the public interest.

The Department of Justice has until May 5 to respond to the comments (although it may seek an extension of time). Then Greene may either hold further hearings or call for additional testimony before issuing a finding on the proposed settlement. He cannot impose changes; he can, however, suggest them, and warn he will not accept the settlement until the changes are made. □

Seriouser and seriouser about TV text

Centel, Honeywell and Field in \$20-million joint venture to start in Chicago and expand via telephone, cable

Plans were revealed last week for what the principals involved say will become a nationwide videotext and teletext service for the consumer market. Three companies have joined together in a venture, known as Keycom Electronic Publishing, and will commit a total of \$20 million over the next two years to launch the project. They are: Centel Corp., the fourth largest independent telephone company in the nation and 38th largest cable MSO, the majority owner of Keycom (54%); Honeywell Inc. (30%), a major computer manufacturer, and Field Enterprises (16%), Chicago-based newspaper publisher and group broadcaster that has been actively exploring opportunities in electronic publishing for some time.

The videotext service, to be known as Keytran, will be introduced in the Chicago area in mid-1983 and plans call for subsequent expansion into other markets, as yet undisclosed. Chicago is not a cabled market and the videotext service will be transmitted to subscribers via telephone links coordinated by Centel. The venturers foresee transmitting the service via cable in wired markets.

The basic Keytran service will cost less than \$25 per month, which the companies describe as a "relatively low price" made possible by the specially designed Honeywell home-unit terminals with which subscribers will be supplied. Honeywell also will be supplying the central computer system.

The Keytran terminals will be compatible with the proposed North American videotext standard, designed essentially by AT&T, but is compatible with the Canadian (Telidon) and French (Antiope) videotext technology.

The joint venture agreement also provides for the acquisition by Keycom of Field's electronic publishing subsidiary that currently produces and distributes Keyfax, an experimental teletext service to about 100 homes in the Chicago area, as well as Nite-Owl, a teletext service

broadcast over Field's Chicago UHF station, WFLD-TV, between midnight and 5:45 a.m.

Keyfax, which is based on the British Ceefax teletext technology, currently transmits 200 pages of news, weather, entertainment, financial and sports information over the vertical blanking interval of WFLD-TV. Keycom will expand that service by an additional 5,000 pages (to be aired over four teletext channels). Subscribers will use Zenith converters to access the teletext data.

The subsidiary, Field Electronic Publishing, is currently negotiating with Southern Satellite Systems to transmit Keyfax over the vertical blanking interval of Ted Turner's WTBS-TV Atlanta, which



Nichols

SSS distributes to some 18.5 million cable homes nationally. Keycom expects to charge about \$10 per month for the teletext service.

By the end of the second year of operation, Keycom expects to have 25,000 videotext subscribers and 50,000 teletext subscribers. By the end of year five, the company hopes to have 200,000 videotext subscribers signed up.

The venture will be managed through a board of partners. John P. Frazee Jr., group vice president for Centel, has been named board chairman. Robert W. Nichols, vice president of Centel Communications Co., a Centel subsidiary overseeing cable TV operations, business communication systems, and communications products has been named president and chief executive officer of Keycom and also will sit on the board. Nichols will relinquish his position with Centel. Other board members include: Edward A. McKee, vice president of Centel; Lee M. Mitchell, executive vice president and general counsel for Field Enterprises, and Jerome J. Meyer, vice president and general manager, network management systems division, for Honeywell. □

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NCTA '82: facing up to the newest competitors on the media block

How to market cable in an era when STV, SMATV and MDS operations are giving cable operators a run for their money is concern of this year's show, but the overall message is bullish: 'Cable Delivers'

The National Cable Television Association opens its 31st annual convention in Las Vegas next week (May 3-5) leading an industry that has gone from being a challenger in the media environment to being challenged itself.

The convention's theme, "Cable Delivers," is in direct response to the influx of new competitors in today's media environment—STV, SMATV and MDS.

Although sessions on copyright and the AT&T settlement appear prominently on

the agenda, it is the new marketing challenges facing cable operators that will dominate the convention.

Registration for this year's show is on par with last year's in Los Angeles, which drew 15,525. But NCTA does not expect the 72% increase in attendance it saw from 1980 to 1981. Ed Dooley, NCTA vice president, public affairs, said last year's figures included 8,500 on-site registrations, a number that isn't expected in Las Vegas. However, NCTA expects 16,000-18,000 this year despite the economy that has forced cutbacks in travel expenses for many cable companies.

One group that is not hurting in attendance is exhibitors. With 42% more space than last year (200,000 square feet), exhibitors have increased from 270 in 1980

and 350 in 1981 to 398 this year. NCTA has apportioned time in the daily schedule to allow cable operators to visit the exhibition floor, without conflicting with sessions. NCTA has spent \$2 million on the three-day show and expects to net \$800,000 from convention fees.

Luncheon speakers will include representatives from both sides of Capitol Hill. Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, will address Monday's lunch. Tuesday's speaker will be Senator Barry Goldwater (R-Ariz), chairman of the Senate Communications Subcommittee.

The convention kicks off with a Western-style reception at the Hilton Sunday night, May 2. Among those welcom-

ing cable operators to Las Vegas at Monday's opening session will be convention chairman June Travis, ATC; Senator Howard Cannon (D-Nev.); NCTA Chairman Allen Gilliland, and NCTA President Thomas Wheeler.

The opening session itself examines the social and economic trends affecting the industry. Arthur White of Yankelovich, Skelly & White will address those trends, joined by panelists J. Richard Munro of Time Inc., Louis Gertsner of American Express and Fred Pierce of ABC. Interactive technology will be used to poll the audience on the questions debated.

After lunch, two public policy sessions tackle copyright and the AT&T settlement. The former, including Robert Kastenmeier (D-Wis.) plus members of the House subcommittee charged with copyright, will attempt to answer the question "Can the Compromise Survive?"

Representatives Al Swift (D-Wash.), Marc Marks (R-Pa.) and Billy Tauzin (D-La.) will be among the congressmen addressing "AT&T: A Competitor or a Predator?"

The three-day agenda includes 15 technical, 15 breakout, 14 eyeopener and four public policy sessions. Two public policy sessions late Monday afternoon will examine sports on cable and local regulators of cable. The former panel will include

Senator Charles Mathias (R-Md.) and Representatives Mickey Leland (D-Tex.), Tom Railsback (R-Ill.) and Henry Waxman (D-Calif.). "Who Regulates Cable: The Markets or the Mayors?" will feature Senators Max Baucus (D-Mont.) and Arlen Specter (R-Pa.) and Representatives Thomas Bliley (R-Va.) and Cardiss Collins (D-Ill.).

Reagan administration figures will be featured in a Tuesday morning session on cable policy. It will include FCC Commissioners James Quello and Mimi Dawson, and Bernard Wunder of the National Telecommunications and Information Administration.

One of Wednesday's breakout sessions will look at what cable systems are worth. Another is packed with programming figures, answering the question of "Whose Subs Are They?" They include Marc Nathanson, Falcon Communications; Martin Lafferty, Cox Cable; Burton Stanier, Teleprompter, and Vivian Horner, Warner Amex, on the operator side and Jonathan Hayes, Group W Satellite; Chester Simmons, ESPN; Robert Wussler, Turner Broadcasting; James Perkins, Hearst-ABC; Kay Koplovitz, USA Network, and Richard Cox, CBS Cable, representing the supplier side.

The convention closes on Wednesday afternoon with a yet-to-be-announced

luncheon speaker and a session on business challenges with Paul Bortz of Browne, Bortz & Coddington; Trygve Myhren of ATC, and Len Matthews of the American Association of Advertising Agencies. The session, moderated by outgoing NCTA Chairman Allen Gilliland of Gill Cable, will feature a NCTA-commissioned survey on what happens when STV beats cable to a market (see page 69).

Wednesday night's closing banquet will feature entertainer Sammy Davis Jr. The traditional presentation of the Ace awards won't be made at this year's banquet. Sixteen judges have weeded the 841 entries to 125. They will be judged in September, with the awards to be presented at the National Cable Programming Conference Nov. 13-15 in Los Angeles, preceding the Western Cable Show. The ceremony will be carried live by Ted Turner's WTBS(TV) Atlanta.

One of the new looks at this year's convention will be comedy skits on stage that will accompany each day's general session. Wheeler explained that NCTA wanted to depart from the normal routine of convention sessions. A production company has been hired to put on skits spoofing, among other things, network and cable television.

A look at what hardware will be prominent begins on page 45, with an exhibitor listing on page 46. The agenda follows.

Cable's 1982 Las Vegas extravaganza

Sunday, May 2

Registration. Noon-6:30 p.m. Convention Center.

Reception. 6:30-8 p.m. Hilton Pavilion.

Monday, May 3

Registration. 7:30 a.m.-6 p.m.

Opening session. 9-11 a.m. Hilton Pavilion. June Travis, American Television & Communications, convention chairman; Senator Howard Cannon (D-Nev.); Allen Gilliland, Gill Cable, NCTA chairman; Thomas Wheeler, president, NCTA.

General session. Social and Economic Trends Affecting the Cable Industry. Moderator: Thomas Wheeler. Panelists: Arthur White, Yankelovich, Skelly & White; J. Richard Munro, Time; Louis Gertsner, American Express Co.; Frederick Pierce, ABC.

Exposition grand opening. 11 a.m.

Luncheon. 12:30. Hilton grand ballroom. Speaker: Representative Timothy Wirth (D-Colo.).

Public policy sessions. 2-3:30 p.m. E-1. *Cable Copyright: Can the Compromise Survive.* Moderator: James Mooney, NCTA. Panelists: Senator Patrick Leahy (D-Vt.), Representatives Robert Kastenmeier (D-Wis.), Thomas Luken (D-Ohio), Carlos Moorhead (D-Calif.), Matthew Rinaldo (R-N.J.), and Harold Sawyer (R-Mich.). Reactor: Mary Pittelli, *Communications Daily*.

AT&T: A Competitor or a Predator. E-3 Moderator: Ralph Baruch, Viacom. Panelists: Representatives Dan Lungren (R-Calif.), Marc Marks (R-Pa.), Al Swift (D-Wash.), W.J. Tauzin (D-La.), Harold Washington (D-Ill.). Reactor: Art Hill, *TVC*.

Technical speaker: 2-2:30 p.m. Room B. Howard Anderson, Yankee Group.

Breakout sessions. 2:30-4 p.m. *What's the Next Horizon in Pay Programming.* A-4. Moderator: Ed Allen, Western Communications. Panelists: John Cooke, Times Mirror; Greg Nathanson, Showtime; Robert Pittman, Warner Amex Satellite Entertainment; Michael Fuchs, Home Box Office; Arnold Huberman, RCTV. Reactor: Jonathan Banner, *View*.

Text Services: Do You Go By the Book? A-5. Moderator: Richard Loftus, Scripps-Howard. Panelists: James Holly, Times-Mirror; Roy Bright, Intelmatic; Larry Pfister, Time Video Information Services. Reactor: Gary Arlen, Arlen Communications.

What's the Bottom Line in Cable Advertising? A-6. Robert Alter, Cabletelevision Advertising Bureau. Panelists: Jack Clifford, Colony Communications; Thomas McKinney, Teleprompter; James Heavner, Village Cable; Whitney Goit, Warner Amex. Reactor: Edmond Rosenthal, *CableAge*.

People Make the Difference. G-2. Moderator: William Speisel, Cox Cable. Panelists: William Dabney, East Bay Skills Center; John Mueller, Hay Associates Management Consultants; Beverly Dreher, Times Mirror. Reactor: Judy Rudrud, *TVC*.

Technical sessions. 2:30-4 p.m. *Data Transmission Systems.* Room B. Moderator: Robert Tenten, Manhattan Cable. Panelists: Paul Baran, PacketCable; Ernest Tunmann, Tele-Engineering; Robert Dickinson, E-COM Corp.; Dr. Robert McNamara, Metronet.



So they threatened the magazine. They didn't like their picture in the exposé on "a gang of thieves and killers." They'd left the gang—back when it was just another motorcycle club. So they sued for libel; then settled out of court. Fortunately, the magazine had ERC's protection. Because for just this kind of unforeseeable threat, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

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New Developments in Addressable Hardware. Room D. Moderator: David Large, Gill Cable. Panelists: Charles Eissler, Zenith Radio; M. Farouque Mesiya, Times Fiber Communications; Patrick Birney, Pioneer; William Thomas, Zenith Radio.

Public policy sessions. 3:30-5 p.m. *Professional Sports on Cable: Strike Three.* E-2. Moderator: Jerry Lindauer, Times Mirror. Panelists: Senator Charles Mathias Jr. (R-Md.), Representatives John Conyers Jr. (D-Mich.), Mickey Leland (D-Tex.), Tom Railsback (R-Ill.), James Sensenbrenner (R-Wis.), Henry Waxman (D-Calif.), Pat Gushman, Titsch Publishing.

Who Regulates Cable: The Markets or the Mayors? G-1. Moderator: Brian Conboy, Time. Panelists: Senators Max Baucus (D-Mont.), and Arlen Specter, (R-Pa.); Representatives Thomas Bliley Jr. (R-Va.), Cardiss Collins (D-Ill.), Edward Madigan (R-Ill.), Mike Synar (D-Okla.). Reactor: Merrill Brown, *Washington Post*.

Exhibits. 4-6 p.m.

Tuesday, May 4

Registration. 7:30 a.m.-6 p.m.

Exposition. 8 a.m.-6 p.m.

Technical sessions. 8-9:30 p.m. Room D. *Why Aren't Fiber Optics Being Used in CATV?* Moderator: Dr. Paul Polishuk, Information Gatekeepers. Panelists: I. Sruki Switzer, Cablecasting Ltd.; Irving Kahn, Broadband Communications; Archer Taylor, Malarkey, Taylor and Associates; Larry DeGeorge, Times Fiber.

Local Programing Facilities Design. Room B. Moderator: David Archer. Panelists: Donald Langley, University of Cincinnati; Jerry Richter, Rice-Richter Associates; Wayne Montone, Acoustical Engineering Group; Tom Garofalo, Video Images; Peter Rafalow, Valley Cable TV.

Eyeopener sessions. 8:30-9:30 a.m. *Franchise Renewal: Nuts and Bolts.* R-1. Moderator: John Evans, ARTEC. Panelists: Sally Davison, Staunton Video; Charles Younger, Continental Cablevision; Gary Hokenson, Cox Cable.

Franchising and Financing for the Independent Cable Operator. R-2. Moderator: Alex Mercure. Panelists: Herb Wilkins, Syndicated Communications; Eddie Pena, TeleVu Cable TV; Zakee Rashid, Telecable Corp.

Apartment/Condos: Where Cable Challenges Dwell. S-1. Moderator: Doug Jarvis, Jack Barry Cable Management. Panelists: Jack Gault, Manhattan Cable; Neil Burmeister, American Cable TV; Tom Campbell, Campbell Management; Dan Shields, United Cable.

Audience Research: Cable Advertising Key. S-2. Moderator: Bruce Hoban. Panelists: Robert Sieber, Turner Broadcasting; Robert Maxwell, Home Box Office; William Bernard, Daniels & Associates; Audrey Morrison, Good-Vue CATV.

Emerging Security Issues. T-1. Moderator: Richard Burman, Warner Amex. Panelists: Bruce Terry, Ackerman Security of Atlanta; John Mabry, Central Station Electrical Protection Association; Don Hoke, Master Security Systems.

With Friends Like This. ... T-2. Moderator: James Holland, NCTA. Panelists: Timothy Boggs, House Judiciary Committee; Thomas Cohen, Senate Commerce Committee; Christopher Coursen, Senate Commerce Committee; Randall Davis, House Energy and Commerce Committee; Thomas Rogers, House Telecommunications Subcommittee; Aubrey Sarvis, Senate Commerce Committee.

Distant Signals: Going, Going, Gone? N-2. Moderator: Brenda Fox, NCTA. Panelists: Gordon Fink, Senate Commerce Committee; Rodney Joyce, House Telecommunications Subcommittee; Bruce Lehman, House copyright subcommittee; Thomas Mooney, House copyright subcommittee; Ward White, Senate Communications Subcommittee.

General session. 10-11:30 a.m. Hilton Pavilion. *Making Cable Policy.* Moderator: John Saeman, Daniels & Associates. Panelists: James Quello, FCC; Mimi Dawson, FCC; Bernard Wunder, National Telecommunications Information Administration.

Technical sessions. 10-11:30 a.m. Room B. *Data Transmission Technologies.* Moderator: Dr. Garold Tjaden, Cox Cable Communications. Panelists: Jon GrosJean, Datavision; Stephen Klare, Scientific-Atlanta; Jay Jubert, Wang Laboratories; A.H. Sonnenschein, Microwave Communications Products.

Satellite Technology and Microwave System Design. Room D. Moderator: Dean Popp, Communications Technology Management. Panelists: Marvin Mason Jr., MetroVision; William Johnson, Microwave Filter; Allen Koch, Compucon; John Wong, FCC; Dom Stasi, Warner Amex.

Luncheon. 12:30-2 p.m. Hilton Ballroom. Senator Barry Goldwater (R-Ariz.).

Technical sessions. 2-4 p.m. *Multibeam Satellite Antennas.* Room D. Moderator: Scott Tipton, HBO. Panelists: Eugene Augustin, Antenna Technology Corp.; Gil Hodges, SAVAK International; Keith Larson, Hughes Microwave; Marvin Shoemaker, SatCom Technologies.

Interfacing CATV with New Consumer Electronics Products. Room B. Moderator: Joseph Van Loan, Viacom Cablevision. Panelists: Gerald Bahr, Cox Cable; I. Switzer, Cablecasting Ltd.; Dr. Walter Ciciora, Zenith Radio; Robert Rast, American TV & Communications.

Breakout sessions. 2:30-4 p.m. *The Paper Chase; Sources of Financing.* Room A-4. Moderator: Thomas Marinkovich, Daniels & Associates. Panelists: Fred Joseph, Drexel-Burnham-Lambert; Herbert Wilkins, Syndicated Communications; Steven Halsted, Centennial Management Co.; Jim Cavanaugh, Tribune Company Cable. Reactor: Tom Southwick, *Multichannel News*.

How to Sell Buck Rogers When He's Real: Addressability and Pay Per View. A-6. Moderator: Monroe Rifkin, Rifkin-Fox Communications. Panelists: Robert Hosfeldt, Gill Cable; Christopher Derick, Teleprompter; Ted Rogers, Rogers Cablevision. Reactor: Barbara Ruger, *Cablevision*.

Who Should Own Cable Systems: Network/Broadcast Crossownership. E-1. Moderator: Dan Aaron, Comcast Corp. Panelists: Bill Lilley, CBS; Larry Harris, FCC; William Bresnan, Teleprompter; Alan Pearce, George Washington University. Reactor: Donald West, *BROADCASTING Magazine*.

Switch to Cable: I Need Those Figures. E-2. Moderator: Frank Drendel, M/A-COMM. Panelists: Sid Topol, Scientific-Atlanta; Allan Arlow, Centel; Donald Silverman, Local Digital Distribution; Joseph Van Loan, Viacom. Reactor: Dr. Jerome Lucas, *DataCable News*.

The Hide of a Rhinoceros: Penetrating the Market. G-1. Moderator: David R. Van Valkenberg, Cox Cable. Panelists: Brian Gail; Ted Bates; Gary Bryson, ATC; Bob Klein, Klein &; Edward Carter, Warner Amex. Reactor: Nick Furlotte, Cable Marketing.

Wednesday, May 5

Registration. 7:30-6 p.m.

Exposition. Open 8 a.m.-6 p.m.

Technical sessions. 8-9:45 a.m. *System Reliability/Status Monitoring.* Room B. Moderator: Joseph Preschutti, C-COR Electronics. Panelists: John Skrobko, Scientific-Atlanta; Neil Rapoport, RCA Cablevision Systems; John Dahlquist, General Instrument; Henry Kallina, Cable Communications of Iowa; Mohamad Masri, RCA Cablevision Systems.

Applications of Fiber Optics in CATV. Room D. Moderator: Ray McDivott, Warner Amex. Panelists: Dr. Paul Polishuk, Information Gatekeepers; James Herman, Times Fiber; Dr. Douglas Pinnow, Times Fiber; Ray Tyndall, Falcon Communications; Robert Sobczak, United Cable TV of Connecticut.

Eyeopener sessions. 8:30-9:30. *A Slice of the Pie: Small Contractors*



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UNITED VIDEO'S EPG
MED WED 31 3:30 A.M. 3:04:26 AM
4:00 A.M.
(4) CLASSROOM
(8) 700 CLUB
(11) DICK CAWETT
(18) NOUVE
*** 'Bobby Deonfield' (1377) Al
Pacino, Marthe Keller.
(28) FREEMAN REPORTS
4:30 A.M.

UNITED VIDEO'S EPG
MED WED 31 6:00 P.M. 5:45 PM
(13) UNUSUAL AND THE WIND
(24) DOUBLE EXPOSURE
<>> CABLE ADVERTISING <>>
FASTEST GROWING ADVERTISING MEDIA IN
THE NATION! CALL 772-8190 FOR INFO.
6:30 P.M.
(2) CBS NEWS
(4) NBC NEWS
(6) LAVERNE AND SHIRLEY AND CO.

UNITED VIDEO'S EPG
MED WED 31 7:00 P.M. 6:56:27 PM
(22) 100 HUNTLEY STREET
(28) MONEYLINE
>>> KEY OLDS <<<
"GRADE - A NEW AND USED CARS"
>>> SEE CREDIT BELOW FOR DETAILS <<<
7:30 P.M.
(2) P.M. MAGAZINE
(3) (4) BASEBALL
(5) INSIDE THE NFL
200 DOWN - 200 / MONTH *** KEY OLDS

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- EPG IS INSTANTLY LOCALIZED** — Timely, individualized system schedules, error-free.
- EPG AUTOMATICALLY DISPLAYS THE CURRENT 3 HOURS** — Listings preview 2½ hours ahead, ½ hour behind, in less than 3 minutes.
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- EPG IS CONSTANT RECOGNITION** — Minimum exposure of each ad 420 times per week in a medium used round-the-clock.
- EPG IS SUBTLY IMPACTING** — Ads blend naturally with schedule for greatest viewer impact and response.
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Can Compete. Moderator: Catherine LeBlanc, Scientific-Atlanta. Panelists: Harry Hart, Nationwide Underground Cable; Mike Manheimer, Cox Cable; A. Gus Warren, LBI Electro-Optics Corp.

Somebody's Stealing My Signal. R-2. Moderator: Kenneth Gunter, UA Columbia Cablevision. Panelists: Sam Towne, Gill Cable; Sgt. Jim Emmons, San Jose, Calif., police department; Neil McHugh, Viacom Cablevision.

Is There a Computer in Your Future? S-1. Moderator: Myron Pattison, Crawfordsville Community Cable. Panelists: Dick LaPorte, Gill Management Systems; John Hughes, NABU Manufacturing; Ray Madison, Cable Data; Gill Varela, Rogers UA Columbia.

Cable and the National Advertising Revenue Stream. S-2. Moderator: William Ryan, Palmer Communications. Panelists: William McGee, Broadcast Marketing Co.; Robert Hance III, Eastman Cablecorp; Robert Johnson, Black Entertainment Television; Ira Tumpowsky, Young & Rubicam.

Cable Embraces the Local Community. T-1. Moderator: Jeanne Cozad, Continental Cablevision of Ohio. Panelists: Larry Namer, Valley Cable Television; Gene Linder, ATC; Anne Eason, Cox Cable.

New Challenges at the System Level. T-2. Moderator: Sheldon Satin, Sheldon Satin Associates. Panelists: Bruce Ellis, Cox Cable; Richard Erwin, Cable TV of Puget Sound; Ted Livingston, Continental Cablevision; James Robbins, Suffolk Cablevision.

Competitive Pay Practices in Cable. N-2. Panelists: Richard Tesaro, Michael Adler and John Moyer, of the accounting firm of Ernst & Whinney.

Technical sessions. 10-11:30 a.m. *Satellite Spacing.* Room B. Panelists: Norman Weinhouse, Hughes Communications; James Nelson, Prodelin; Marvin Freeling, RCA American Communications; Dr. Guy Beakley, Scientific-Atlanta.

Videotext on Cable: Is the Technology Here? Room D. Moderator: Gil Tash, Times Mirror Cable TV. Panelists: Michael Dufresne, Videotron Communications; Gary Stanton, Southern Satellite Systems; Efreim Goldberg, GTE Laboratories; Yves Noirel, CCETT.

Breakout sessions. 10-11:30 a.m. *How Much is a Cable System Worth?* A-4. Moderator: Keith Cunningham, Prime Cable Corp. Panelists: Paul Kagan, Paul Kagan Associates; Fred Vierra, Daniels & Associates; Jeffrey Marcus, Communications Equity Associates; Douglas Dittick, Tribune Company Cable.

Whose Subs Are They? A-5. Moderator: Edward Bennett, Viacom. Operators: Marc Nathanson, Falcon Communications; Martin Lafferty, Cox Ca-

ble; Burton Stanier, Teleprompter; Vivian Horner, Warner Amex. Suppliers: Jonathan Hayes, Group W Satellite Communications; Chester Simmons, ESPN; Robert Wussler, Turner Broadcasting; James Perkins, Hearst-ABC Video Services; Kay Koplovitz, USA Network; Richard Cox, CBS Cable. Reactor: Maurine Christopher, *Advertising Age*.

A Matter of Balance: Costs and Benefits of the Optimal Program Package. A-6. Moderator: Frank Scarpa, Valley Video Cable. Panelists: Charles Townsend, United Cable; Thomas Willett, Continental Cablevision; Larry Miles, Times Mirror Cable; Dale Parker, Heritage Communications. Reactor: Les Brown, *Channels of Communication*.

The Front Page: A New Cable Connection. E-1. Moderator: Graham Moore, Tele-Communications Inc. Panelists: Mel Tinney, ATC; Frank Washington, E.W. Scripps; Ben Smylie, Field Electronics Publishing. Reactor: Neil Hickey, *TV Guide*.

Multitier Regulation: State and Local Public Policy Issues. E-2. Moderator: Bill Strange, Jr., Sammons Communications. Panelists: Steven Simmons, Simmons Communications; Kenneth Spigle, Community Antenna Television Commission of Massachusetts; Frank Greif, Seattle telecommunications officer; Sheila Mahony, Cablevision Systems; Marvin Weatherly, Alaskan public utility commission. Reactor: Norm Black, AP.

Cable and the AT&T Settlement: Will it Reach Out and Touch You? G-1. Moderator: Gustave Hauser, Warner Amex. Panelists: Ivan Wolff, Donaldson, Lufkin & Jenrette; Randy Nichols, FCC; David Aylward, House Telecommunications Subcommittee; representative of AT&T. Reactor: Merrill Brown, *Washington Post*.

Luncheon. 12:30-2 p.m. Hilton Pavilion.

Technical sessions. 2-4 p.m. *Future Technologies.* Room B. Moderator: Thomas Polis, Communications Engineering Management services. Panelists: William von Meister, Digital Music Co.; Robert Brown Jr., Cima Telephone and Television; Dr. Charles Alvord, Communications Technology Management; Ron Jensen, 3M Co.

Control of Noise and Distortion in Distribution Systems. Room D. Moderator: Ann Muller, CTIC Associates. Panelists: I. Switzer, Cablecasting Ltd.; Harry Reichert, General Instrument; George Luettgenau, TRW Semi Conductor; Clifford Schrock, CableBus Systems Corp.

General session. 2:30-4 p.m. Hilton Ballroom. *Business Challenges in an Evolving Technology.* Moderator: Allen Gilliland, Gill Cable. Panelists: Paul Bortz, Browne, Bortz & Coddington; Trygve Myhren, ATC; Leonard Matthews, American Association of Advertising Agencies.

Banquet. 7:30 p.m. Awards presentation and entertainment by Sammy Davis Jr.

The name of the game is addressability

At NCTA a greater influx of broadcast-type companies selling moderately priced production gear, and cable's staple—earth stations—will figure prominently, but it is expected that addressability will be the gleam in the eyes of cable operators on NCTA's exhibit floor

Further evidence of the crumbling barriers between cable and conventional broadcasting is the participation of several top-of-the-line broadcast production equipment manufacturers at this year's NCTA convention, commencing May 3 in Las Vegas. Another trend to surface on the exhibit floor this year will be converter manufacturers promoting one-way addressable systems or systems initially installed as one-way that can be upgraded to two-way at the discretion of the operator.

This year's NCTA exhibit show also will usher in the era of the 450-mhz lines of cable equipment, giving cable operators 68-channel capacity (for a single cable) about six channels beyond the existing 440 mhz equipment's capacity.

Camera and other production equipment manufacturers exhibiting their wares at NCTA this year include Sony, RCA, JVC, Ikegami and Hitachi. Their presence is due in part to the effort by MSO's and local operators to produce higher quality local origination programs in response to pressure from community groups and municipal governments. For years, local system operators were content to produce programs of the lowest technical quality, if any programs at all. And even today the perception is, at least from the manufacturers' standpoint, that most cable operators are not interested in purchasing top-

of-the-line production equipment—but only that equipment necessary to achieve "full broadcast quality."

Those manufacturers exhibiting production equipment at NCTA will display much of what they showed at NAB three weeks ago, although for the most part not the most expensive models.

Sony will be displaying three videotape recorders, BVU models 820 and 800 and as well as its BVH-8000 and a dynamics motion controller, the DTR-2000.

RCA will display its Hawkeye recording camera using the half-inch VCR format. The unit is priced at \$49,000. The HR-2 studio playback unit costs \$18,400, and the HE-I edit controller \$3,500. The whole package, used for field production work, is promoted by RCA as a "complete one-man operation" weighing 23 pounds. The unit has direct playback capability for im-

mediate review and confirmation of recorded video. A triax adapter is also available, providing up to 5,000 feet of triaxial cable.

RCA also will display its TK-710 three-tube field camera with prism optics, complete with a 14 x 10 Fujinon zoom lens priced at \$12,995.

Hitachi will exhibit ENG, field and studio cameras as well as a variety of VTR's, a half-inch portable deck and waveform monitors. Two three-tube ENG units will be displayed—FP models 21 and 22 for \$10,900 and \$13,900 respectively. The FP-22 has built-in auto-white, auto-black and auto-centering, all done in the camera head. The FP-21 does not. Both have signal-to-noise ratios of 55 db, while the FP-22 has 580-line resolution and the FP-21 550-line resolution.

The company also will display its SK-91 ENG/EFP camera which lists for \$33,000 and weighs nine pounds. It has F-14 prism optics and auto-white, auto-black and an optional triax adapter. The FK-96 studio camera (\$44,075) also will be on hand. It is convertible to a portable mode and is available with coax or triax. Hitachi's HR-100 portable type C VTR, also will be on display. It costs \$34,500.

Production consoles will be displayed at the Hitachi exhibit, including the HR-210 model (\$80,400) and the HR-300 three-hour studio model (\$88,000). A VHS record and playback deck, the NSV-650, with BMC video connectors and XLR audio connectors also will be shown. It costs \$1,100.

Ikegami will feature its ITC-730 low-cost ENG-EFP three-tube, prism-optics camera, which is priced at under \$10,000 (including lens).

The emphasis this year by converter manufacturers on one-way addressable systems is due to operator concerns of the bottom line—one-way addressability costs almost half as interactive capability. And operators apparently do not foresee subscribers signing up for interactive services in quantities large enough to justify the expense. At least not yet.

But manufacturers are preparing for the day when operators make the move to interactive capability by providing one-way addressable systems which can be converted to two-way systems. And the manufacturers suggest that it would cost no more for an operator to buy an adaptable one-way addressable system now and convert to two-way addressability later

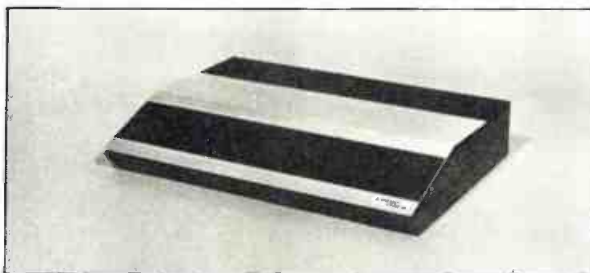
than it would to begin with an interactive system. Thus, all sides appear to be protected in the event that the demand for two-way services does not take off, as some have predicted.

Cable Data will exhibit a new one-way addressable converter that is still in the "developmental mode" and which won't be available in quantity until January 1983. The cost has not been determined, but company officials say that the per unit price will fall in the \$150- to \$200-range. The unit, which has 54-channel capability, will be field tested in Tulsa, Okla., and Des Moines later this year. It has baseband-random scramble capability and enables the operator to address each subscriber individually and disconnect any or all of the 54 channels going into the home. It also can access a selected group of on-line subscribers and leave messages at those terminals (which would appear on the screen as soon as the set is turned on) to promote a pay-service or notify delinquent bill-payers that service will be terminated unless payment is received.

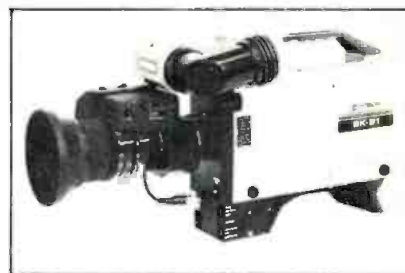
Pioneer will introduce its first one-way addressable terminal, based on the technology used in the interactive Qube terminals that the company has been



Hitachi FP-21



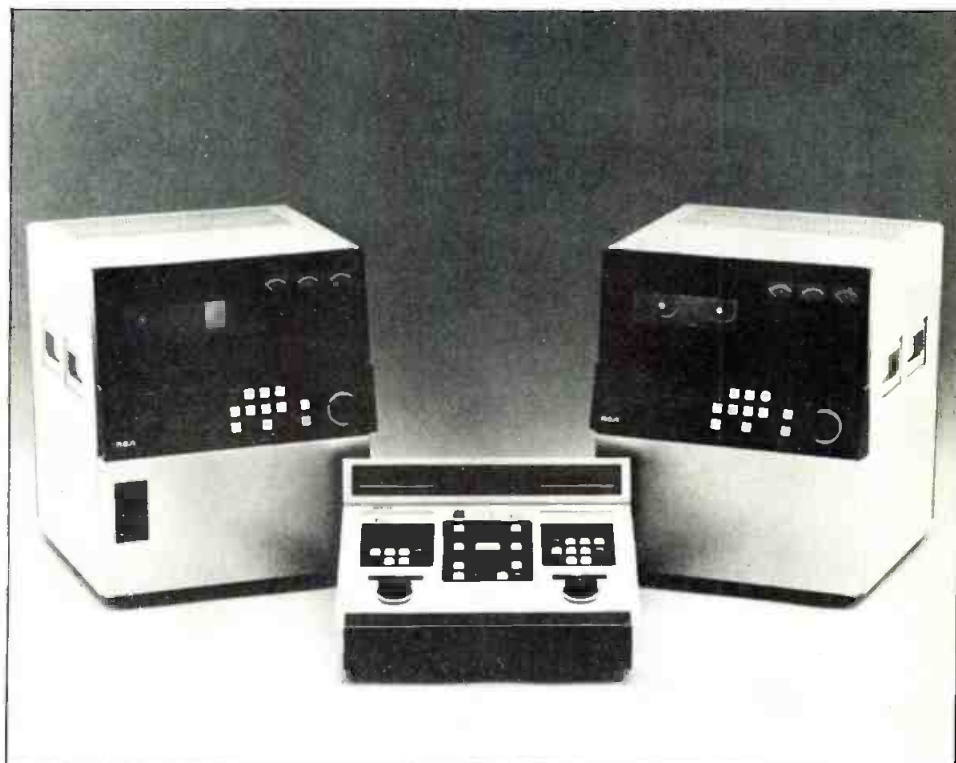
Cable Data's converter



Hitachi SK-91



Tektronix monitor/Hitachi VTM



RCA's Hawkeye studio system

manufacturing for Warner Amex since 1977. The new terminal is a 400-mhz remote-control model capable of operation within a single or dual cable system and is priced in the \$120-to-\$140 range. That compares with the approximate \$220 cost of the most recently developed Qube terminal—the BT-1300.

Scientific-Atlanta will introduce its new Series 8500 440-mhz one-way addressable terminal which, like the new Pioneer model, has both single and dual cable capability (and thus capacity for up to 128 video channels). And, like both the Pioneer and Cable Data models, the S-A unit interfaces with the cable operators main billing computer. It also has a channel-control mechanism by which parents can authorize the use of specific channels. Authorization of all channels accessible by each terminal is controlled at the headend. The cost per unit is in the \$80-to-\$120 range.

Jerrold is exhibiting its new Star-Com 450-mhz digital terminal. One-way addressability is optional, as is an add-on component which allows the subscriber to address the headend if a particular pay-per-view event is desired. Jerrold is also providing the headend for the NCTA exhibit hall demonstrating for the first time a 450-mhz headend system.

Tocom will be displaying its 55-Plus addressable system which is compatible with either one-way or two-way addressable converters. The 5504A one-way converter is priced at \$149.50, the 5510A interactive converter is priced at \$225, and the computer system itself is priced at \$125,000. Tocom will present a live demonstration of the interactive capabilities of its system at the convention, where it will access two home-information data bases—The Source, McLean, Va., and Dow Jones, Princeton, N.J.

C-Cor will be displaying its SCAT system, a 58-channel one-way addressable system which can be upgraded to two-way capability as well. The converters are attached to poles outside the homes of subscribers, who are supplied with simple keypads to access the converters, preventing loss or theft by the subscriber to the converter. The pole-mounted units cost between \$150 and \$180, the keypads are \$30 and the headend computer costs \$30,000.

GET Sylvania will introduce an addressable version of its existing 4040 400 mhz converter system. The addressable version will have one-way or two-way capability. Converters will range in price from \$130 to \$150 and will go into production in early 1983.

Oak Communications will introduce a modified version of its addressable system, designed for cable systems with 10,000 or less subscribers. It is compatible with Oak's TC-35 and TC-56 one-way addressable converters. The new system, known as the Minicon 2, comprises an IBM series 5150 computer, microprocessor/controller, FSK generator, printer and CRT terminal. The Oak system is available

for \$21,000.

Winegard will display its new one-way addressable (adaptable to two-way) converter which has 15-tier capability and 54-channel capacity. It has an eight-channel memory and parental key capability.

A number of new amplifiers will be featured at this year's NCTA convention. Scientific-Atlanta will display a new line of 440 mhz amplifiers and C-Cor a new line of 450 mhz amplifiers.

Broadband Engineering will introduce two multiple-dwelling-unit amplifiers, a data network amplifier and one- and two-way house-drop amplifiers. The SMDA multiple-dwelling-unit amplifier is one-way addressable with a two-way option, with forward gain available in the 20 db- to 40 db-range with models for both 300 mhz and 400 mhz systems. The one-way configuration is priced at \$312 and the two-way version costs \$378.50. The one-way multiple-dwelling-unit amplifier has a fixed gain of 30 db and is available in 300 mhz of 440 mhz models (priced at \$112 and \$128 respectively). The data network amplifier has a forward gain of 27 db and a reverse gain of 16 db. A one-way version will be displayed at the convention although a two-way version is currently in development. It is priced in the high \$300-range. The house-drop amplifiers are available for both 300 mhz (\$65) and 440-mhz (\$75) systems.

Century III will introduce a feed-forward equal-split trunk amplifier for institutional networks that allows an equal number of channels to be transmitted in each direction in a two-way system. It is called the 4202 MF.

GTE Sylvania will display a new feature for its sub-VHF bridger switch controller and receiver—a plug module (Series 2000) which allows a system to receive or return video or data for signals on a time-assignment basis, thus reducing signal-noise buildup.

Gardiner will promote its pre-packaged headend concept, complete with satellite receiver (4110 and 4200 models), modulators, signal processors and switching system, available in 12, 24, 42 or 56-channel modes. The operator merely has to plug it in.

RCA will introduce a new solid-state headend modulator, the CTM-20, which features automatic solid-state switching to alternate video sources and programable switching between video sources at a predetermined time. It has up to three video/audio inputs, and a built-in message generator.

The latest in satellite receiver developments also will be revealed.

M/A Com will display new lines of 4-ghz and block-down-converter satellite receivers, all fully synthesized with 24-channel tuning. The 4-ghz 4000 series receivers have an input and output of between 3.7 ghz and 4.2 ghz. The LNB 1000 series receivers have an output of between 5.50 and 10.50 mhz.

In addition to its standard lines of satellite equipment, Microdyne will in-

troduce its new 1100 CSR receiver. It is a synthesized 24-channel receiver with a one-and-one-third inch rack panel, remote control, dual polarity input and automatic polarity tuning and costs only \$2,400. It has automatic polarity selection in 12, 24 or inverted 24-channel operation. The operator does not have to change the wires in the back of the receiver when switching from one satellite to another.

NEC also will display a new 4-ghz TVRO system, featuring a low-noise converter and demodulation receiver, capable of 24-channel tuning, automatic polarity switching and remote control.

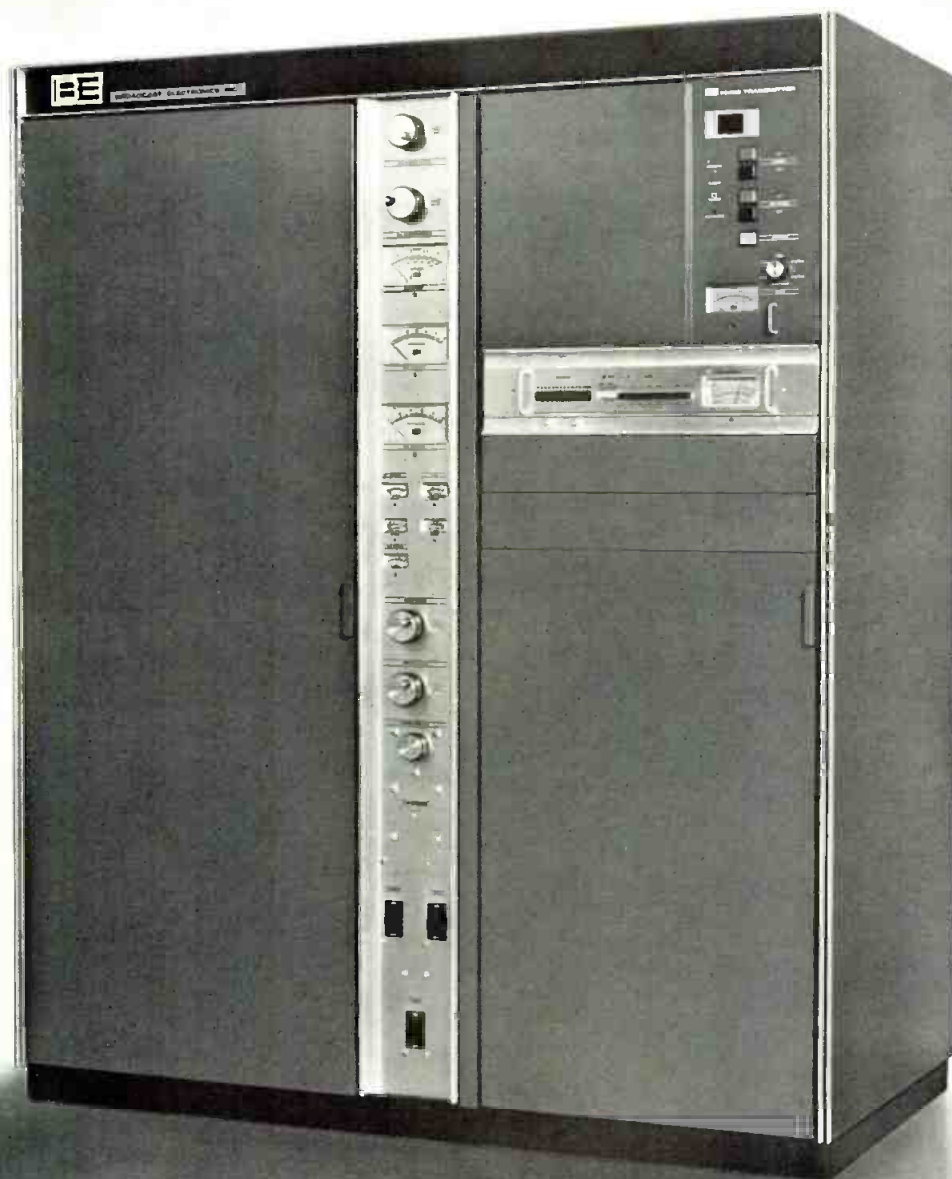
Scientific-Atlanta will display a new option for its 4.6- and 5-meter earth station antennas, called a "prime focus feed." With a prime-focus-feed antenna, rays are reflected directly to a feed at the antenna's true focal point. It exhibits lower sidelobes, but provides the gain necessary for efficient reception of high-powered satellites, claims S-A. □

Exhibition showcase

The following is a list of companies exhibiting at the Las Vegas Convention Center. The exhibit floor will be open 8 a.m.-6 p.m., with the last two hours of each day of the agenda devoted solely to exhibit viewing. An asterisk denotes new product.

- | | |
|---|-----------------|
| Acme Ladders | 408 |
| <i>Box 26593, Houston 77207</i> | |
| ACSN | 1715 |
| <i>1200 New Hampshire Ave., N.W., Suite 240, Washington 20036</i> | |
| Educational programing including business and industry, how-to, academic and consumer interest. Staff: L. Resnik, L. Washington, J. McLaurin, H. Morse, R. Shuman. | |
| Ademco | 2119-21 |
| <i>165 Eileen Way, Syosset, N.Y. 11791</i> | |
| Alarm devices. | |
| Adrian Steel Co. | 2166, 67 |
| <i>906 James St., Adrian, Mich. 49221</i> | |
| ADT Security | 1256 |
| Alder Video Marketing | 1853 |
| <i>6804 Poplar Pl., Suite 203, McLean, Va. 22101</i> | |
| Jazz at the Smithsonian, Athletic Institute, World of Health, High and Wild, Women in Society, Stretching the Family Dollar. Staff: L. Adler, B. Simon, R. Immergut. | |
| Agency for Instructional Television | 1117-18 |
| <i>Box A, Bloomington, Ind. 47401</i> | |
| Good Stuff. Staff: C. Tomczyk, G. Hugahan. | |
| ALM Communications | 2079, 80 |
| <i>4712 Pinewood Rd., Louisville, Ky. 40218</i> | |

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Ev Hughes, Program Director, WDBO, Orlando (CBS)

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Richard Herbst, General Manager, WTMJ, Milwaukee (NBC)

"Positions us first in the morning with news and information."

Henry Urick, Program Manager, KOVR, Sacramento (ABC)

"... Refreshing, attractive live program..."

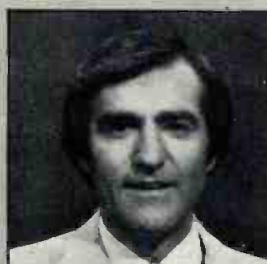
Joe Perkins, Program Director, WTKR, Norfolk (CBS)



Terry Meeuwsen
Co-Host



Brian Christie
Co-Host



Terry Casey
News



Tom Mahoney
Meteorologist



Scott Hatch
Sports Director



Bob Turnbull
Features Producer



Steve Reid
Features Producer



Kathy Bullock
Features Producer

And we do it by the numbers

		BEFORE USam MAY '81*			AFTER USam FEB '82*			GAIN	GAIN
		Rtg.	Shr.	TVHH	Rtg.	Shr.	TVHH	(TVHH)	(%)
MILWAUKEE	(NBC)	0	0	4,000	2	25	14,000	10,000	250%
BUFFALO	(CBS)	0	0	1,000	2	24	10,000	9,000	900%
CHARLOTTE	(ABC)	0	0	3,000	1	12	7,000	4,000	133%
ORLANDO	(CBS)	0	6	3,000	2	24	14,000	11,000	367%
BATTLE CREEK	(ABC)	0	0	3,000	1	28	9,000	6,000	200%
NOV. '81									
NORFOLK	(CBS)	0	0	2,000	1	18	6,000	4,000	200%

*(Source: Arbitron Local Market Reports; May 1981, Nov. 1981, Feb. 1982)

USam AFFILIATES AS OF 4-26-82

Ntwk.	Market	Station	Time	Ntwk.	Market	Station	Time
NBC	St. Louis, MO	KSDK-5	6-7AM	CBS	Detroit, MI	WJBK-2	6-7AM
ABC	Sacramento, CA	KOVR-13	6-7AM	IND	Dallas, TX	KXTX-39	6-7AM
ABC	Kansas City, MO	KMBC-9	6-7AM	IND	Atlanta, GA	WANX-46	6-7AM
CBS	Buffalo, NY	WIVB-4	6-7AM	ABC	Springfield, MO	KMTC-27	5-6AM
ABC	Charlotte, NC	WSOC-9	6:30-7AM	CBS	Sioux Falls, SD	KELO-11	5:30-6:30AM
CBS	Orlando, FL	WDBO-6	6-7AM	ABC	Las Vegas, NV	KTNV-13	6-7AM
ABC	New Orleans, LA	WVUE-8	6-7AM	NBC	Charleston, SC	WCIV-4	6-7AM
ABC	Battle Creek, MI	WUHQ-41	6-7AM	IND	Lafayette, LA	KADN-15	6-7AM
IND	Fayetteville, NC	WKFT-40	6-7AM	CBS	Lawton, OK	KSWO-7	6:30-7AM
CBS	Norfolk, VA	WTKR-3	6-7AM	CBS	Wausau, WI	WSAW-7	6-7AM
CBS	Richmond, VA	WTVR-6	6-7AM	IND	Clarksburg, WV	WLYJ-46	7-8AM
CBS	Rochester, NY	WHEC-10	6-7AM	NBC	Charlottesville, VA	WVIR-29	6-7AM
IND	Boston, MA	WXNE-25	6-7AM	IND	North Pole, AK	KJNP-4	6-7AM

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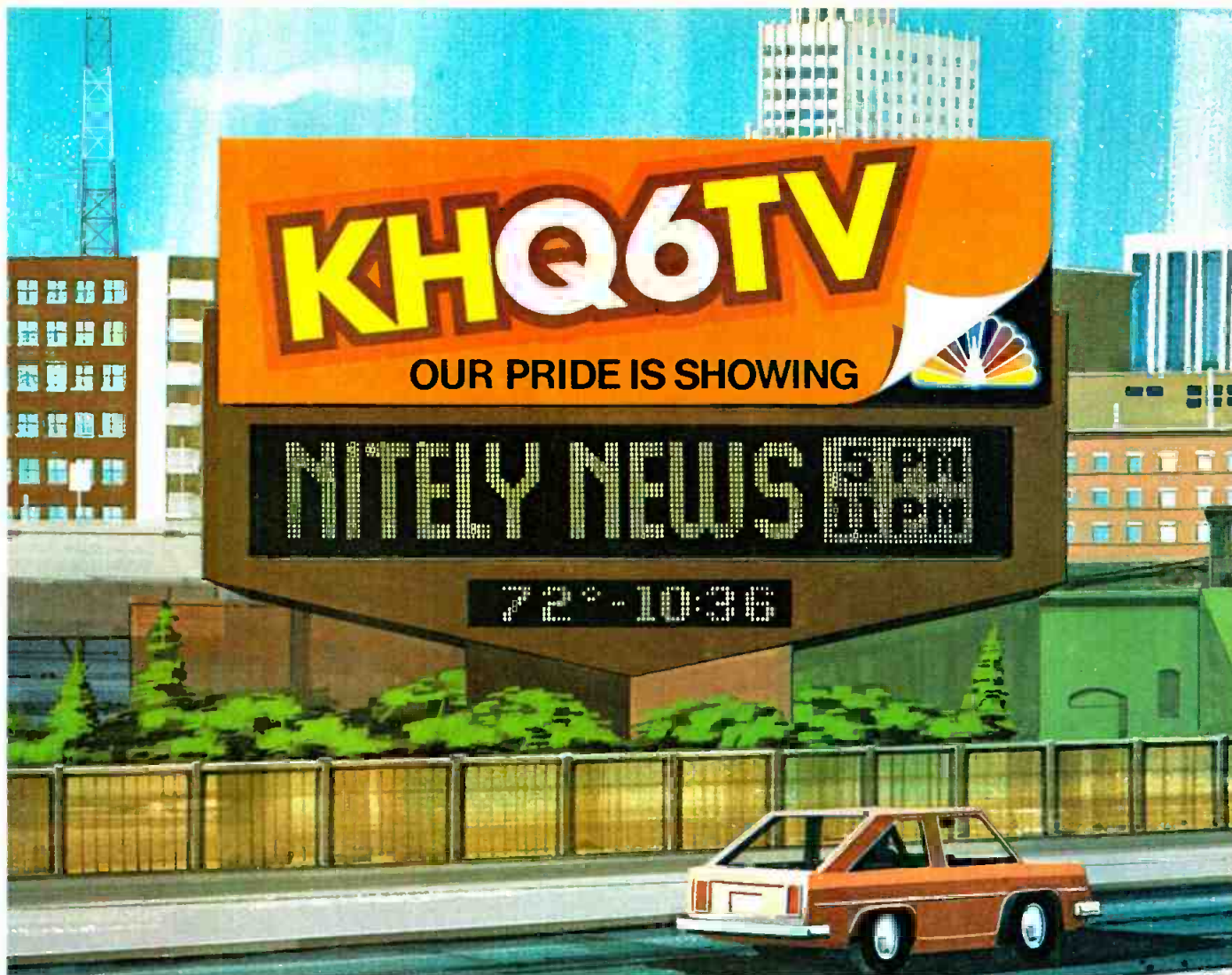


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- Alpha Technologies** 315
1305 Fraser St., D-6, Bellingham, Wash. 98226
CATV standby power supplies, remote status monitoring, character generators. * **Staff:** F. Kaiser, J. Dooyeweerd, B. O'Hara, L. Forwood, S. Miller, R. Pattison, S. Wong, G. Borsari, D. Grasso.
- Altec Industries** 1007
Box 43626, Birmingham, Ala. 35243
- AM Cable TV Industries** 1307
Box 505, Quakertown, Pa. 18951
450 mhz tap, total turnkey services, multiple interactive services. **Staff:** Mac Qurashi, Masood Qurashi, L. Zemnick, B. Dickenson, E. Dickenson, B. Ross, B. Ford, J. Cadile, R. Qurashi, K. Siegel, D. Anelli, J. Dieckman, T. Burka, T. DeLoss, L. Borin, B. Benefield, D. Groff, C. LeBlanc.
- American Farm Bureau** 2076
225 Touhy Ave., Parkridge, Ill. 60008
- American Heart Association** 2206
7320 Greenville Ave., Dallas 75231
- American Park Investments** 1712
1815 Gleneagles Rd., Ocala, Fla. 32672
- American Technology** 917
4902 Tollview Dr., Rolling Meadows, Ill. 60008
Taps, splitters, directional couplers, mounting brackets, pedestals. **Staff:** L. Keating, N. Jurek, J. Brunton, B. Patterson.
- American Video Shopper** 204
725 Melpark Dr., Nashville, Tenn. 37204
Full-service cable operator marketing services. **Staff:** R. Marshall, D. Driscoll, C. McKellar, H. McCall, A. James, R. Muir, R. Tigert, J. Warren, P. Keckley.
- Ampex** 904
401 Broadway, Redwood City, Calif. 94063
VPR-80 helical scan VTR, VPR-2B helical scan VTR, VPR-20B portable VTR, VPR-20B portable VTR, portable color camera, slow motion controller, multipoint search-to-cue. **Staff:** R. Sirinsky, W. Scullion, T. Nielson, C. Kennedy, J. Clardy, D. Carlsen, M. Wachtel, B. Williams, R. Welsh.
- Amplica** 1606
950 Lawrence Dr., Newbury Park, Calif. 91320
Low noise and line driver amplifiers, block LNA/downconverter. **Staff:** J. Moore, N. Pena, B. Fahringer.
- Andrew Corp.** 1431,33
10500 W. 153d St., Orland Park, Ill. 60462
Staff: T. Charlton, C. Van Hecke, E. Weber, J. Gyurko, B. Cohen, B. Covandar, T. Glab, W. Moore.
- Anixter Pruzan** 1255
4711 Golf Rd., Skokie, Ill. 60076
- Antenna Technology** 2043
895 Central Florida Hwy., Orlando, Fla. 32809
- Antiope and Telematics Corp.** 1553
1725 K St., NW, Suite 703, Washington 20006
Broadcast and decoding equipment for teletext, and teletext displays and on-air graphics. **Staff:** A. Barnett, C. Cesard, M. Goldberg, M. Segel.
- Aritech** 202A
25 Newbury St., Framingham, Mass. 01701
- Arson Electronics** 1646
311 S. Locust, Denton, Tex. 76201
- Arvin/Diamond** 1401
Box 200, Lancaster, Ohio 43130
Satellite weather receivers. **Staff:** B. Quinlan, J. Griffith, R. Teti, J. Saurenman, T. Johnson, B. Walker, R. Farris, J. Dennis, O. Fritts.
- Associated Plastics** 914
18140 Euclid St., Fountain Valley, Calif. 92708
3060 vault for dual amplifiers. **Staff:** F. Ramberg, C. DeSimone, R. Sweigart.
- Associated Press** 708
50 Rockefeller Pl., New York 10020
AP NewsCable, Spanish language and executive news services. **Staff:** G. Groce, B. Avery, M. Thayer, S. Crowley, J. Kenney, J. Pace, D. Blohowiak, L. Blasko.
- Augat CATV Products** 1608
901 South Ave., Horseheads, N.Y. 14845
- Automatic Techniques** 404-05
1846 N. 106th Ave., Tulsa, Okla. 74116
GLR-550 satellite receiver*, 500 and 750 receivers, automated videocassette changers. **Staff:** T. Anderson, E. Covington, F. Tackett, B. Johnson, D. McCallie, H. Haggard, B. St. John, C. McGill.
- Avantek** 209/210
3175 Bowers Ave., Santa Clara, Calif. 95051
ADC-4200 downconverters*, multiplexer*, receiver systems. **Staff:** G. Irvine, J. McCoy, D. Smith, B. Reardon, B. Etheredge, D. Stogner, L. Meek, D. Carmichael, J. Dobbie, E. Davis, P. Halamandaris, R. Davis, J. Thomason, L. Thielen.
- Bankers Trust Co.** 1511
280 Park Ave., New York 10017
Financial advisory services to communications industry including mergers, acquisitions, divestitures, private placements, leasing, financing and consulting. **Staff:** C. Shaw, F. Calcagno, H. Golden, B. Archer, W. Whetzel, R. Coleman.
- BEI** 901
Box 937, Olathe, Kan. 66061
Color digital weather/message character generator, automatic commercial insertion on satellite feeds. **Staff:** J. Shaw, R. Herring, D. Lueders, D. MacClymont, B. Barnes, D. Anderson, B. Lipari, B. Bruton, D. MacClymont.
- Belden Corp.** 1557
2000 Batavia Rd., Geneva, Ill. 60134
- Bell & Howell** 1514
2720 Des Plaines Ave., Suite 116, Des Plaines, Ill. 60018
Work station for centralized in-house processing of subscriber payments. **Staff:** D. Warner, S. Altomare, J. Weitz, F. Quigley, B. Key.
- Bell & Howell (Phillipsburg division)** 1514
2300 Brummel Pl., Evanston, Ill. 60202
Expediter 5000 inserter, ink jet and list management addressing systems. **Staff:** B. Baggarly.
- B.I. Associates** 1011
5020 Nicholson Ct., Kensington, Md. 20895
Electronic program guide, Cable Data, ZCI (zone community index), CPA (cablesystem periodic analysis). **Staff:** R. Wagner, J. Brendlinger, D. Green, J. Claire, E. Wagner.
- Biddle Instruments** 1017
510 Township Line Rd., Blue Bell, Pa. 19422
Field portable digital TDR test set for fault locating and cable analysis*. **Staff:** P. Pearce, B. Kennedy, C. Schmidt, T. Lunschen.
- Black Entertainment TV** 1563
1050 31st St., NW, Washington 20007
Staff: R. Johnson, V. Goodier.
- Blonder-Tongue** 1617
One Jake Brown Rd., Old Bridge, N.J. 08857
Staff: I. Blonder, G. Bahue, A. Gross, M. Eggers, J. Schwartz, D. Staehler, E. Curreri, C. Fitzer, G. Stawicki, G. Chingery.
- BMM National** 1702
7320 Valjean Ave., Van Nuys, Calif. 91406
- Bogner-Multimedia** 1119
401 Railroad Ave., Westbury, N.Y. 11590
Staff: L. King, D. King.
- Boston Cable Co.** 1437
Colonial Professional Bldg., Bentley Rd., Hightstown, N.J. 08520
Construction services. **Staff:** D. Boston, F. Colalillo, R. Wewers, T. Fish.
- Bowman Industries** 1719, 20
9300 Hall Rd., Downey, Calif. 90241
- Bowie Manufacturers** 1818, 20
- Brad Cable Electronics** 1124
1023 State St., Schenectady, N.Y. 12301
Converts, replacement parts and repair services. **Staff:** B. Price, J. D'Allaird.
- British Videotex and Teletext** 1109
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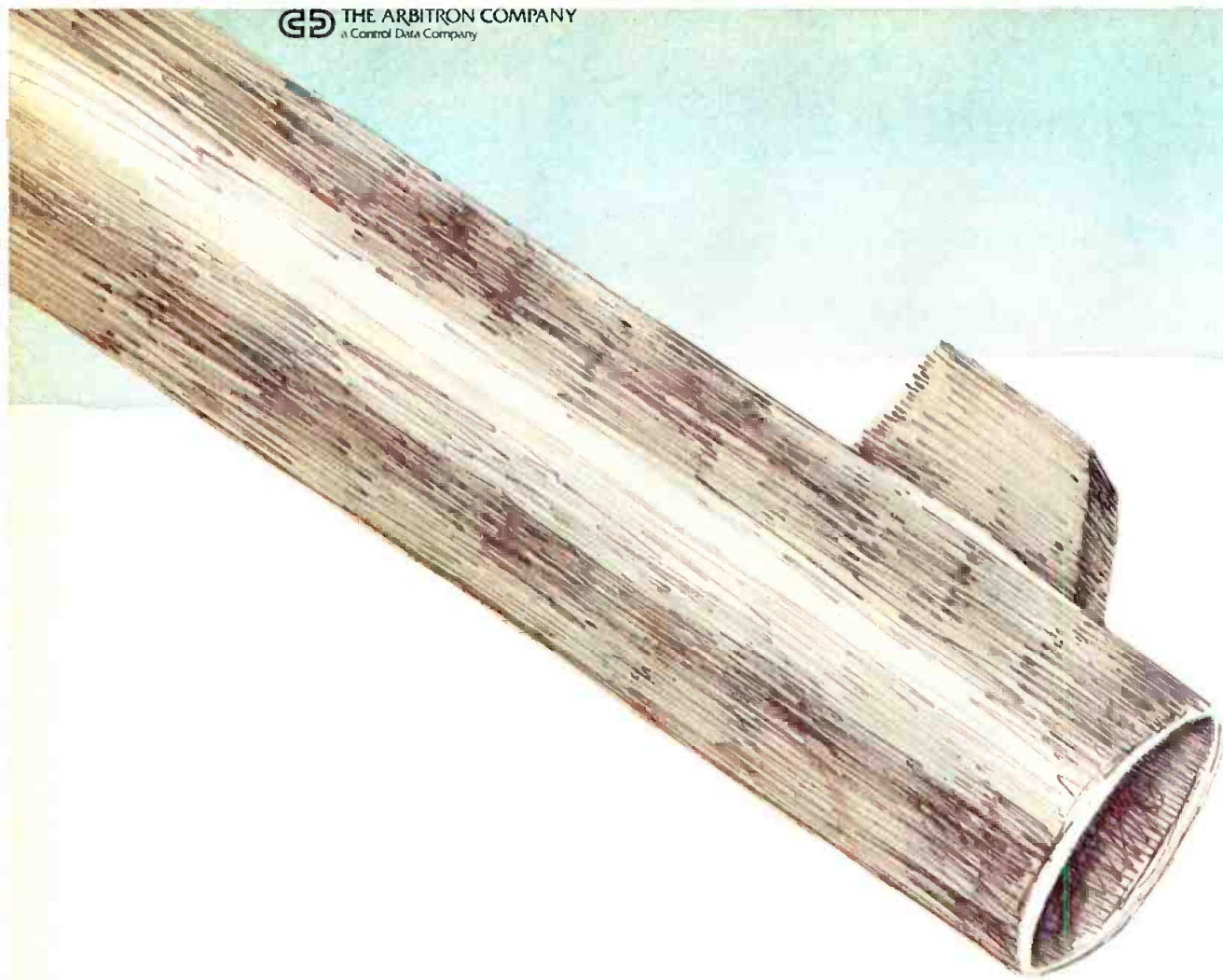
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Broadcast Programing Inc. 1417
Two Lincoln Sq., 18A, New York 10023

Eros, adult programing service. **Staff:** B. O'Daly, B. Williams, C. Wynne, T. Strait, P. Berkowitz.

Broadcasting Publications 1816
1735 DeSales St., NW, Washington 20036
Budco Inc. 307
4910 E. Admiral Pl., Tulsa, Okla. 74115
Burnup & Sims 1609
1333 S. University Dr., Plantation, Fla. 33324
Business Controls Corp. 1503
507 Boulevard, Elmwood Park, N.J. 07407
Business Systems 1121,1123
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Cable TV management system utilizing home computer. **Staff:** L. Edwards, J. Sunderman.

C-2 Utility Contractors 1910-11
Box 683, Eugene, Ore. 97440
Cablebus Systems Corp. 402
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Cable alarm systems*. **Staff:** C. Schrock, J. Trudel, P. Robison, B. Senge, M. Peterson, B. Foster.

Cable Comm Media 202
203 E. Broad St., Bethlehem, Pa. 18018
Cable & Computer Technology 1306
1501 S. Harris Ct., Anaheim, Calif. 92806

Staff: K. Hollingsworth, B. Rang, C. Hollingsworth, R. Wood, B. Finamore, L. Wells.

Cable Concepts 1016
9454 Wilshire Blvd., Beverly Hills, Calif. 90212
Cable Coupon Network 1616
2045 Peachtree St., NE, Suite 300, Atlanta 30309

CableCash coupon book. **Staff:** M. Jackson, S. Adams, D. Dana, L. Woods, P. Lauer, D. Ahl, L. Krinsky, T. Augustine, J. Johnson, M. Montgelas.

Cable Data 800
3200 Arden Way, Sacramento, Calif. 95825

Full line of on-line business systems, addressable converter.* **Staff:** B. Mathews, R. Matteson, D. Wilcox, B. Noren, R. Smith, B. Hyne.

Cable Health Network 1554
1211 Avenue of the Americas, New York 10036

Health programing network. **Staff:** J. Reiss, A. Ulene, L. Arbus, D. Andersson, S. Kaplan, W. Padalino, B. Gregory, R. Illjes, L. Diveny, F. Donino, R. Friedman, M. Powell.

Cable People 1403
1700 S. Willow St., Manchester, N.H. 03031

Marketing services including direct sales, telephone sales*, surveys and research, in-house training*, advertising and promotional campaigns. Technical services including system tap audits, tagging, terminating trapping, installations and apartment pre-wiring*. **Staff:** E. Behre, N. Twitchell, P. McCarthy, T. Laws, L. Behre, B. Collins.

Cable Registry 1806
733 Summer St., Stamford, Conn. 06901

Computerized data base. **Staff:** T. Knudsen, E. Payne, R. Perrone, D. Schreff.

Cable Sales Group 1650
Cable Services Co. 1926
2113 Marydale Ave., Williamsport, Pa. 17701

Construction and equipment supply, mapping repair and field engineering. **Staff:** J. Roskowski, G. Ferguson, J. Roskowski Jr., H. Waek, V. Carlson.

Cableshare 1555
20 Enterprise Dr., London, Ont. N6A 4L6

Subscriber accounting, presentation theater, cable advertising. **Staff:** C. Scase, K. Rattray, F. Vecchiarello, D. Shelton, V. Clark, H. Woods, P. Cauchi.

Cable Store 206
8435 Stemmons Freeway, Suite 880, Dallas 75247
Cable Systems Design Group 1000
1225 Connecticut Ave., N.W., Washington 20036

Engineering and drafting consultation. **Staff:** R. Sturm, A. Taylor, D. Teague, J. Ingram, M. Iigen, G. Moore.

Cable Text Instruments 1025
705 Avenue K, Suite 4, Plano, Tex. 70574
Cable TV Supply 920
5933 Bowcroft St., Los Angeles 90016
Cablefacts 1110
Box 11908, Lexington, Ky. 40578
Cabletenna Corp. 1430
12 Edgeboro Rd., Bldg. 2, Unit 4, E. Brunswick, N.J. 08816
Cablevision Corp. 2134
1900 Swift Pioneer Bldg., Suite 205-7, N. Kansas City, Mo. 64116
Cadco 1135
2706 National Dr., Garland, Tex. 75041

Staff: J. Magee, W. Barnhart, J. Driscoll, C. McIntire, J. Austin.

Cadec Systems 1429
Box 957, 410 Great Rd., Littleton, Mass. 01460
Calstar 2075
Camera Mart 1815,1817
456 W. 55th St., New York 10019

Ikegami EC-35, assortment of Sony, Panasonic, JVC, Sharp, Microtime, Videotex, Listec camera products. **Staff:** S. Hyman, S. Brown, J. Wohl, H. Browning, R. Blumenthal, J. Rosado, P. Lucier.

Carbis Ladders 101A
Box 4534, Florence, S.C. 29502
Carex 1435
907 Hollywood Way, Burbank, Calif. 91505

Staff: A. Simon, S. Rossman, T. Yalda, J. Conroe, R. Semel, R. Libin, M. Crawford, R. Cooper, S. Ward, S. Khurry, R. Wallen, D. Devoss, H. Libin.

Catel/Tomco 1114
480 Patrick Henry Dr., Santa Clara, Calif. 95054

KT 900 synthesized FM headend monitor tuner, Tomco SM 2400 synthesized 38-channel TV modulator/scrambler compatible, audio scramblers and descramblers, WFMP 3000 video FM heterodyne processor, 65-channel spurious free modulator. **Staff:** R. Old, G. Vrignaud, F. Genochio, J. Lindholm, T. Olsen, J. Laufer.

CATV Services 305
3270 Seldon Ct., Fremont, Calif. 94539
CATV Subscriber Services 915
108 State St., Suite 102, Greensboro, N.C. 27408
CBS Cable 1100
1211 Avenue of the Americas, New York 10036
CBN Satellite Network 705
CBN Center, Virginia Beach, Va. 23464

Family oriented programing. **Staff:** T. Rogeberg, J. Roos, C. Boudreaux, B. Miller, R. Harris, C. Verrell, J. Fernandez, B. Johnson.

C-Cor Electronics 1202
60 Decibel Rd., State College, Pa. 16801

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- CCS Hatfield** 1714
Box 14710, Phoenix 85063
- Center Video Center** 916
5565 N. Elston Ave., Chicago 60630
Mobile production studio, video sales system, portable camera/VCR/monitor cart. **Staff:** A. Turner, C. Turner, R. Schultz, H. Schultz.
- Centro Corp.** 1445
9516 Chesapeake Dr., San Diego 92123
Mobile TV production unit. **Staff:** A. Cervenka, M. Donohue, J. Stanfield, D. Lindsay, R. Reed.
- Century III Electronics International** 1552
3880 E. Eagle Dr., Anaheim, Calif. 92807
Feedforward*trunk, distribution and line extender amplifiers. **Staff:** L. Fry, V. Tarbutton, M. Hussack, P. Wronski, S. Brazil, T. Roberti, R. Solomon, F. Barnes.
- Channell Commercial Corp.** 1564
620 W. Foothill Blvd., Glendora, Calif. 91740
Pedestals*, tap and splitter housings*, grade level vaults*, conduit*, flex conduit sweeps*, conduit plugs*, splice and trap connectors*, and moulding guard. **Staff:** W. Channell, B. Baxter, B. Rawlings, G. Zuk, N. Bennett.
- Channelmatic** 1515
821 Tavern Rd., Alpine, Calif. 92001
Commercial insertion device for satellite programming* **Staff:** B. Killion, D. Mayer, T. Lange, R. Lund, V. Bertrand.
- Chapman Associates** 1813
1835 Savoy Dr., Suite 206, Atlanta 30341
Brokerage, appraisals and financing of CATV systems. **Staff:** E. Evers, B. Thorburn, J. Emery.
- Chemical Bank of New York** 1722
20 Pine St., New York 10005
- Chyron Corp.** 2132
265 Spagnoli Rd., Melville, N.Y. 11747
- Clearview Management** 2042
Box 54329, Pearl, Miss. 39208
- Coaxial Analysis** 1252
333 Logan St., Denver 80203
System design and strand mapping, contract direct sales programs and tap audits, pro formas, equity financing and debt placement, management services. **Staff:** R. McPherson, R. Fanch, T. Hulseberg, J. Gutfreund, S. Gower, P. Pym
- ColorGraphics Weather Systems** 306
5727 Tokay Blvd., Madison, Wis. 53701
Liveline III graphics system for automated ultra high resolution displays. **Staff:** T. Kelly, M. Nelson, R. Daly.
- Colorado Video** 2133
Box 928, Boulder, Colo. 30306
- Colormax Electronic Corp.** 2127
180 Northfield Ave., Edison, N.J. 08837
- Colortran** 1625
1015 Chestnut St., Burbank, Calif. 91506
Staff: J. Sessler, T. Pincu, C. Cambuzzi, P. Sherbo, C. Hurth.
- Command Performance Telecable** 1447
4736 Zelzah Ave., Encino, Calif. 91316
- Commco Construction** 505
Box 1480, El Campo, Tex. 77437
- Commercial Breakthrough** 1440
- Communications Marketing** 303
2326 Tampa Ave., El Cajon, Calif. 92020
Research, personnel placement, brokerage services, test pilot programming research. **Staff:** J. Bloxham, D. Thomas, T. Savitt, C. Simon, A. Parerello.
- Communications Supply** 1560
Box 1538, West Chester, Pa. 19380
STAR scramble and converter system, E-Com digital/RF interface and data transmission modems, uninterruptible power supply, complete headend and satellite TVRO terminals, construction and mapping services and contract management services. **Staff:** J. Bailey, J. Emerson, B. Zane, C. Warren, M. Longeway, L. Page, B. Willits, T. Polis, G. Tamas, G. Newman, S. Rittenberg, G. Dawe, T. Sandaluk, D. Paulin, J. Gossett.
- Communications Technology** 1021
6861 Elm St., McLean, Va. 22101
- Comp-U-Card of America** 1308
777 Summer St., Stamford, Conn. 06901
Electronic interactive shop-at-home service. **Staff:** W. Forbes, R. Sandberg, E. Shelton, J. Fullmer, S. Bell.
- Computer Resources & Info Corp.** 2044
379 N. University Ave., Suite 301, Provo, Utah 84601
- Computer Video System** 1505
3678 W. 2150 S., Unit 2, Salt Lake City 84120
- Compucon Inc.** 1120
Box 401229, Dallas 75240
Engineering services including satellite frequency interference analysis and coordination, terrestrial microwave frequency studies, LPTV engineering, MDS services, interference alert monitoring, FCC license application preparation, system design capabilities, market research and onsite field services. **Staff:** B. Shipman, R. Miller, A. Koch, K. Schimnowski, P. Lindsley.
- Comsat** 1601
950 L'Enfant Pl., S.W., Washington 20024
- Staff:** M. Glasby, T. Arthur, J. Travis, B. Kennedy, G. Robertson, G. Caprio, B. Patterson, J. Ehrmann.
- Comsearch** 1132
11503 Sunrise Valley Dr., Reston, Va. 22091
Frequency coordination for earth stations, digital termination system services*, and LPTV services*. **Staff:** K. Oliver, J. Airgood, J. Fitzgerald, H. Stemple, J. Schaulman.
- Comsonics** 1614
Box 1106, Harrisonburg, Va., 22801
Spectrum analyzer, RF leakage detection system, attenuator, coax relays. **Staff:** C. Hensley, D. Zimmerman, A. Lushpinsky, W. Bruffy, C. Rolston.
- Comtech Data Corp.** 314
350 N. Hayden Rd., Scottsdale, Ariz. 85257
24-channel frequency agile receiver, tuneable modulator, frequency agile synthesized single channel per carrier receivers*. **Staff:** B. Miller, J. Hillier, M. Deever, G. Higgins.
- Conifer Corp.** 1412
Box 1025, Burlington, Iowa 52601
Microreceptor II downconverter/antenna combo*, MDS receiver, MDS downconverters. **Staff:** J. von Harz, G. Brotherson, J. Clark, M. Pfeffer, B. Strick.
- Jerry Conn Associates** 202B
Box 444, Chambersburg, Pa. 17201
Commercial insertion controller. **Staff:** T. Carbaugh, D. Rice, D. Riley, D. Showalter, B. Sollenberger, C. Carbaugh.
- Control Com** 1609
650 Athena Dr., Athens, Ga. 30601
Addressable systems. **Staff:** J. Crocker, P. Ryan.
- Control Technology** 502
1881 State St., Garland, Tex. 75042
Staff: C. Turner, R. Sigler.
- Control Video** 2324
578 Division St., Campbell, Calif. 95008
Computerized video editing system*, synchronizer*, automated spot playback system. **Staff:** M. Goddard, L. Seehorn, B. Raddatz, P. Covec, M. Short.
- Cope Manufacturing** 1010, 13
2425 E. Medina Rd., Tucson, Ariz. 85706
- Creative Advertising** 1140
741 E. McDowell Rd., Phoenix 85006
Select-A-Service wheel, comparing multi-pay options. **Staff:** W. Sauro, R. Sauro, S. Atwood, N. Atwood, S. Carter.
- Creative Cable Communications** 1861-62
4347 S. Hampton Rd., Suite 215, Dallas 75237

- Crosspoint Latch** 1642
95 Progress St., Union, N.J. 07083
6112, 24, 18, 14, 07 switcher line, portable switchers. **Staff:** M. Molinaro, G. Cudaback.
- CWY Electronics** 1108
405 N. Earl Ave., Lafayette, Ind. 47904
Apartment security boxes*, pedestals enclosures. **Staff:** T. French, W. Whitaker, B. Whitely.
- Cybertech** 1804
3100 Broadway, Suite 1111, Kansas City 64111
Staff: A. Clark, R. Ebbrecht, C. Davis.
- Daniels & Associates** 1103
2930 E. Third Ave., Denver 80206
Investment banking services. **Staff:** B. Daniels, J. Saeman, T. Marinkovich, F. Vierra, B. Holman, H. McCulloh, J. Busch, T. David, B. Deevy, J. Muraglia, C. Baker, T. Taylor, G. Zimmerman, J. Estes, B. Dickinson, A. Eiseman.
- Dantec International** 1621
938 S. Morton St., Bloomington, Ind. 47401
CATV tuners and converters*. **Staff:** E. O'Connell, B. Daniels, H. Chen, R. Hayden, P. Wilson, D. Chan, J. Ma.
- Delcom Corp.** 105
6019 S. 66th E. Ave., Tulsa, Okla. 74145
Video system design and sales, advanced U-matic VTR.
- Deloitte Haskins & Sells** 1700-01
28 State St., Boston 02109
- Delta Benco Cascade** 1802
124 Belfield Rd., Rexdale, Ont. M9W 1G1
Addressable wallplate for remote control, CATV equipment and hotel box. **Staff:** D. Atha, D. Fear, W. Tack, P. Allman, D. Stirling, Z. Zara, E. Chisholm, D. Atchison, K. Jones, N. Ashworth.
- Digital** 1550
129 Parker St., Maynard, Mass. 01754
Cable information management systems featuring Digital's VAX/VMS architecture and ADR Cadre's subscriber management package. **Staff:** D. Rose, B. Cohen, A. McDonald, J. Eisenberg, L. Michaels, J. Manino.
- Digital Video Systems** 1516
716 Gordon Baker Rd., Toronto M2H 3B4
- Ditch Witch** 401
Box 66, Perry, Okla. 73077
350SX vibratory plow, other trenching, plowing and boring equipment. **Staff:** G. Coley, R. Coker, B. Mayes, S. Cockrell.
- Di-tech** 1002
48 Jefryn Blvd., Deer Park, N.Y. 11729
Seven-day computer controller, automatic logger*, matrix switcher, amplifiers, video detectors. **Staff:** T. Bolletino.
- Dow Jones & Co.** 601
Box 300, Princeton, N.J. 08540
Dow Jones Cable News. **Staff:** R. Stickney, J. Austin, D. Runyon, F. Nini, Y. Valenti, R. Hollis.
- Drop Shop** 1003
Box 284, Roselle, N.J. 07203
- Durnell Engineering** 1726
Hwy 4 South, Emmetsburg, Iowa 50536
Truck and/or van mounted aerial personnel lift. **Staff:** M. Hermansen, G. Kuivanen, R. Wilson, B. Arthur, B. Kuivanen.
- Eagle Comtronics** 1107
4562 Waterhouse Rd., Clay, N.Y. 13041
15 tier addressable descrambler*, 15-tier descrambler, directional taps, super traps, transformers and splitters. **Staff:** A. Devendorf, K. Kennedy, J. Ostuni, C. Syp, J. Seaton, J. Tekach, G. Kazacos, B. Dupre, R. Hung, T. Woods, D. Marland, L. Fisher, G. Giebler, C. McCann.
- Eastern Microwave** 1414
3 Northern Concourse, Box 4872, Syracuse, N.Y. 13221
Wor-TV New York superstation. **Staff:** A. Perkins, S. Morse, M. Cotter, G. Korta, A. Russell, C. Rieben, D. Yankulovich.
- Electronic Television Equipment 1933-34**
8750 8th Ave., Suite 2, Ville St-Michel, PQ. H1Z 2W4
- Elephant Industries** 2128
Box 3626, N. Fort Myers, Fla. 33903
Underground hydraulic pipe pushers.* **Staff:** B. Schosek, N. Schosek, E. Green, C. Sullivan, P. Fever.
- EMCEE Broadcast Products** 703
Box 68, White Haven, Pa. 18661
MDS transmitter, 100 watt MDS amplifier, associated equipment, turnkey capability. **Staff:** J. DeStefano, T. Ferguson, B. Price, D. Parmelee, B. Luka, R. Merritt, C. Kemper, F. Diamond, D. Barone, R. Schoenneman, V. Grassini, E. Bankes, F. Dodo, B. Quinn, J. Saul.
- Encyclopedia Britannica** 2205
425 N. Michigan Ave., Chicago 60611
- ESPN** 200
355 Lexington Ave., New York 10017
24-hour sports programming service. **Staff:** C. Simmons, B. Grimes, S. Connal, A. Brilliant, J. Cavazzini, R. Gatti, R. Gutkowski, M. Presbrey, C. Redman, D. Stein, S. Bornstein, A. Wieder, M. MacDonald.
- Eternal Word Television Network 406-07**
5817 Old Leeds Rd., Birmingham, Ala. 35210
Catholic and ecumenical religious programming with family entertainment and children's shows. **Staff:** M. Angelica, M. Raphael, G. Scalici, G. Dominick, K. Pearce, F. McCarthy, M. Scalici.
- Evergreen Equipment** 1128-B-6
13588 S.E. 152d St., Clackamas, Ore. 97015
- Financial Guardian** 2135
3443 S. Galena St., Denver 80231
- Financial News Network** 1801
2525 Ocean Park Blvd., Santa Monica, Calif. 90405
Seven-hour financial news service, with News, Wrap-up and Financial Newsweek. **Staff:** S. Brain, R. Buchser, S. Biggs, D. Porter.
- Firstmark Financial Corp.** 1122
110 E. Washington St., Indianapolis 46204
Financial services. **Staff:** W. Van Huss, K. Fight.
- Fort Worth Tower** 3326
1901 E. Loop 820 S., Box 8597, Fort Worth Tex. 76112
Towers, earth stations and prefab equipment buildings. **Staff:** T. Moore, B. Moore, F. Moore, C. Moore.
- Fortel** 302
6649 Peachtree Ind. Blvd., Suite A, Norcross, Ga. 30092
- Galavision (SIN)** 1709-11
250 Park Ave., New York 10017
Spanish language programming service. **Staff:** F. Landman, J. Figueroa, S. Berry, J. Cashoty, S. Grimm, J. Giamartino.
- Gamco** 1507
291 Cox St., Roselle, N.J. 07203
- Gamma-F Corp.** 807
3111 Fujita St., Torrance, Calif. 90505
- Gardiner Communications** 1609
1980 S. Post Oak Rd., Houston 77056
- Geauga Trenching Corp.** 1629
1772 E. Jericho Turnpike, Huntington, Ky. 11713
- General Cable Co. (CATV div.)** 1301
Box 700, One Woodbridge Center, Woodbridge, N.J. 07095
- General Cable Co. (Apparatus div.)** 1106
5600 W. 88th Ave., Westminster, Colo. 80030
Three aerial lifts, A28C van, A28C utility body, SU36 for CATV construction. **Staff:** V. Walbridge, J. Eitell, D. King, A. Storch, J. McClean.
- General Instrument** 100
220 Byberry Rd., Hatboro, Pa. 19040
450 mhz product line—amplifiers, line extenders, taps and passives, status monitor demonstration, 450 mhz headend*, TVRO satellite receivers, addressable systems with impulse pay-per-view, digital converter, cable security system*, PlayCable. **Staff:** F. Hickey, F. Shuh, C. O'Brien, J. Forde, K. Coleman, T. daSilva, C. Cooper, R. Tolar, G. Stein, J. Wiesenberg, P. Hilt.

Gilbert Engineering 101
Box 23189, Phoenix 85063

Adaptors*, hex crimp tool*, video training tape* **Staff:** R. Spann, R. Hayward, R. Stoneburner, D. Smith, J. Moulin, B. McDade, D. Arnt, J. Dolan, S. Flink, T. Ramsey, D. Shumate.

Gill Management Services 911
2050 Bering Dr., San Jose, Calif. 95131

Customer service support, universal converter control*. **Staff:** D. LaPorte, B. Cavanaugh, D. Reiman, W. Chrisman, B. Berry, G. Meuman, B. Serensca, J. Goodwin, A. Gilliland, C. Allison, P. Dickson, P. Robertson, E. Maus, L. Peterson, B. Hutchinson.

G.K. Publications Guide 1807
2901 W. Busch Blvd., Suite 711, Tampa, Fla. 33613

Globe Battery 1116
5757 N. Green Bay Ave., Milwaukee 53201

Lead acid stationary batteries, stand by power supply. **Staff:** P. Bronesky.

Gould Inc. 1626
1110 Highway 110, Mendota Heights, Minn. 55118

Graybar Electric 1803
600 S. Taylor Ave., Box 376, St. Louis 63166

Group W Satellite Communications 1209
41 Harbour Plaza Dr., Box 10210, Stamford, Conn. 06804

Satellite News Channels*, Disney Channel* Nashville Network.* **Staff:** J. Hayes, R. Castell, L. Werner, R. Mehlman, J. Allen, M. Lape, C. Chambers, D. Rasmussen, H. Redell, S. Levinson, D. Ruth, S. Kittay, E. Briggs, B. Butler.

GTE Products Corp. 1254
10841 Pellicano Dr., El Paso, Tex. 79935

Staff: R. Pawley, G. Bobeczko, H. Bjorklund, J. Cost. C. Auer, L. Dolby, R. Leutze, K. Kroge, G. Adamson.

Guardian Cable Security 2087
31117 Via Colinas, Westlake Village, Calif. 91362

Staff: R. McLaine, C. Ling.

HA Solutec Ltd. 1829
4360 B'Iberville, Montreal H2H 2L8

Halls Safety Equipment 1126
Box 230, Grove City, Pa. 16127

Staff: J. Hall.

Hamlin International 1411
13610 First Avenue South, Seattle 98168

Set-top, wired and wireless converters, multilevel scrambler/descrambler, converters with coaxial switches, programmable descramblers and addressable head-end software demonstration. **Staff:** J. Forgey, T. Minami, R. Pastie, D. Kirk, B. Kirk, B. McKay, D. Nelson, J. Vanderbeck, R. Eineigle.

Harris Corp. 1400, B-1
Box 1700, Melbourne, Fla. 32901

Earth stations, receivers and LNA's, three-meter Delta gain system*. **Staff:** J. Rosa, W. O'Connor, A. Jones, B. Day, H. Schwartz, J. Hagen, N. Restivo, P. Johnson, S. Raskin, W. Malone, D. Fields.

Hearst/ABC Video Services 1559
555 Fifth Ave., New York 10017

Daytime and ARTS programing services. **Staff:** J. Perkins, K. Creech, B. Fell, M. Dwyer, C. Kealy, J. Silvestri, K. Tardy, P. Nolan, T. Potter, P. Armel, N. Jackson, S. Such, N. Loria, K. Marks, S. Thayer.

Heller-Oak Communications Finance Corp. 1250
105 W. Adams St., Chicago 60603

Specialized lender serving cable, broadcast and television. **Staff:** C. Fior.

Hitachi Denshi America 1851
175 Crossways Park West, Woodbury, N.Y. 11797

Cameras, VTR's, production equipment.

Home Box Office 700
1271 Avenue of Americas, New York 10020

HBO, Cinemax, USA Network. **Staff:** D. Anderson, J. Bedell, F. Biondi, M. Blank, W. Cox, I. Dugow, P. Frame, M. Fuchs, D. Garcher, W. Grumbles, J. Heyworth, W. Hooks, W. Oliver, S. Scheffer, G. Sermersheim, S. Thomas.

Home Theater Network 1409
465 Congress St., Portland, Me. 04101

HTN Plus movie service. **Staff:** P. Kendrick, J. Smith, K. Peterson, R. Murdough, M. Babb, J. Logan.

H & R Communications 1602
Route 3, Box 103G, Pocahontas, Ark. 72455

Hughes Aircraft 1305
Box 2999, Torrance, Calif. 90509

Staff: A. Sonnenschein, G. Stanley, D. Rasmussen, M. Talley, N. Woods, B. Forte, J. Williamson, J. Taglia, B. Stanton, A. Heiny, D. Couig, K. Larson, G. Tubbs.

Ben Hughes Communication Products 1315
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Hex crimp tool*, coring tools, stripping/coring tools. **Staff:** B. Hughes, J. Hughes, B. Denslow, P. Young, D. O'Herlihy, G. Crouse.

IBM 1419
1000 N.W. 51st St., Boca Raton, Fla. 33432

Staff: L. Ozor, E. Herzberg, D. Sullivan, R. Johnson, L. Clarke, V. Minor.

Ideal Pictures International TV 1707
2770 S. Maryland Pkwy., Suite 414, Las Vegas 89109

Ikegami Electronics 1850
37 Brook Ave., Maywood, N.J. 07607

HK-302 color video camera, ITC-730 ENG/EFP three-tube video camera, HL-83 ENG/EFP

video camera with attachable one-quarter and one-half inch format VCR's, ML-83 portable microwave system for ENG, in-line gun CRT high-resolution monitors*. **Staff:** J. Kraus, W. Weichel, H. Schloss, H. Schkolnick, Y. Sato, T. Kazuma, C. Sloss, J. Chow, J. Lynch.

Image West 1840
839 N. Highland Ave., Hollywood, Calif. 90038

Inner-city Broadcasting 1408
801 Second Ave., New York 10017

In-Tact Corp. 1026A
2309 Austin Ave., Waco, Tex. 76701

Integral Corp. 1405
Box 11269, Dallas 75223

Intercept Corp. 1325
215 Entin Rd., Clifton, N.J. 07014

Splitters, matching transformers, block converters, A/B switches, metal cable closures, anchor posts, fixed attenuators pads, grounding blocks, ground breaker feed-thru, ground block hi pass filter, directional couplers, multi-taps, parental control taps*, tier traps*, FM block converter. **Staff:** P. Ramsden, B. Tielert, G. Abdelmessieh.

C. Itoh & Co. 1909
270 Park Ave., New York 10017

Jackson Enterprises 1634
Box 6, Clayton, Ohio 45315

Aerial cable construction tools, computer-aided strand mapping and mapping services. **Staff:** R. Jackson, H. Kenney, J. Taylor, C. Castilano, D. Storey, E. Jackson.

Jenel Consultants 2314
9550 Forest Ln., Dallas 75243

Staff: E. Smalling, J. Rinklin, B. Jones, R. Woodall, M. Reed, T. Booth, B. McAlister, H. Maxfield, W. Backer, G. Huser.

J I Case 1105
700 State St., Racine, Wis. 53404

Trenchers, cable plows, horizontal boring equipment, mini and maxi sneakers. **Staff:** S. Barber, E. Koerth, J. Harris.

J & I Electronics 1640
1001 Roosevelt Ave., Box 62, Carteret, N.J. 07008.

JVC 1300
41 Slater Dr., Elmwood Park, N.J. 07407

Kanematsu-Gosho USA 907-08
One World Trade Center, Suite 4811, New York 10048

Kavco Inc. 1328-29
3931 Image Dr., Dayton, Ohio 45414

Kindwall Corp. 1854
Box 1557, Spencer, Iowa 51301

Klein & 707
1111 S. Robertson Blvd., Los Angeles 90035

Custom graphic on-air packages, for cable systems and services, identity programs, logos, titles. **Staff:** B. Klein, B. Abels, J. Collier, B. Littlejohn, R. Yamaguchi, J. MacLaughlin.

Klein Tools 1137

7200 McCormick Rd., Chicago 60645

Staff: J. Mallek, D. Foshee.

Klungness Electronic Supply 1513

107 Kent St., Iron Mountain, Mich. 49801

Earth stations, safety equipment, other cable products. **Staff:** J. Klungness, C. Henry, E. Eschliman, M. Gammey, B. Brookhiser, B. Heinrich, I. Jones, T. Pearman, D. Junkitta.

KMP Computer Services 503

703 Central Ave., Los Alamos, N.M. 87544

Computerized billing systems. **Staff:** L. Maas, E. Pequette.

Knaack Manufacturing 2176-77

420 E. Terracotta Ave., Crystal Lake, Ill. 60014

Kwik-Trench 711

43 Homestead Rd., Lehigh, Fla. 33936

Lance Industries 1811

13001 Bradley Ave., Sylmar, Calif. 91342

MDS antennas, masting, hardware accessories and video products. **Staff:** M. Mann, J. Barris.

LDM Inc. 1130

529 S. Second Ave., Covina, Calif. 91723

Subscription management system for over-the-air and cable TV companies*, custom computer programming for pay TV industry. **Staff:** R. Brutocao, A. Teplitz, C. Pedley, J. Torres, B. Viramontes.

Leaming Industries 2084

180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors. **Staff:** F. McClatchie, K. Rauch.

Lectro Products 1609

650 Athena Dr., Athens, Ga. 30601

Staff: R. Livesay, M. Hamilton, P. Dennis, J. Schultz, G. Johnson, S. Aduddell, R. Hass.

Legget & Platt (Masterack) 802

905 Memorial Dr., S.E. Atlanta 30316

Workmaster modular storage unit, van interiors and pickup interiors, ladder racks, accessories. **Staff:** R. Cripe, D. Walling, D. McNew, M. Hickman, E. Breatore.

Leitch Video of America 1651-52

825 K Greenbrier Cr., Chesapeake, Va. 23320

Digital scrambler and descrambler, video processing and distribution equipment, sync and test signal generators, master clock, digital and impulse clocks. **Staff:** B. Lehtonen, J. Walter, S. Moote, R. Kupnicki.

Lemco Tool Corp. 1406

R.D. 2, Cogan Station, Pa. 17728

Cable construction equipment including drills and loop forming tools. **Staff:** G. Miller, B. Brantlinger.

Lexington Broadcast Services 1611

777 Third Ave., New York 10017

Peter Allen & The Rockettes, Frank Zappa*, Ian Hunter*, Mink Deville* Perfectly Frank*, Reader's Digest Shows, The Stronger*, "B.C." First Thanksgiving, Joel Grey*, The Pointer Sisters*, Bobby Short & Friends*, Hot Fudge (78)*, Health Field (260)*. **Staff:** H. Siegel, R. Lefkon, J. Topol, M. Graff.

Lindsay America 1610

1051 Clinton St., Buffalo, N.Y. 14206

Linear Corp. 602

347 S. Glasgow Ave., Inglewood, Calif. 90301

Security alarm processor. **Staff:** M. Malec, G. Lippert, B. Collings, T. Farrell, G. Piraino, D. Tittle, E. Bell, D. Hume, M. Plummer.

Little Giant Industries 1647

2241 S. Larson Pkwy., Provo, Utah 84601

LRC Electronics 1608

901 South Ave., Box 111, Horseheads, N.Y. 14845

Staff: J. McQuaid, K. McIntosh, K. Wood, B. Down, A. Bodner, J. Borum, M. Dilmore.

Lynn Ladder & Scaffolding 2088

220 S. Common St., Lynn, Mass. 01905

3M Co. 1332, 34, 36, 38

3M Center Bldg. 225-3S-05, St. Paul 55144

M/A COM Comm/Scope Marketing 600

Box 1729, Hickory, N.C. 28603

Reusable dropwire container. **Staff:** F. Drendel, B. Barbour, F. Logan, G. Swithenbonk, L. Nelson, J. Leonhardt, J. Teague, S. Lindsay, J. Smith, T. McMinn, E. Foust, E. Massei, M. Manning, S. Hanks, J. Bixler, V. Costa, T. Finger, D. Sherrill, M. Smith, C. Miller, L. Bowman, J. Webb, B. Gooden, J. Pope, J. Wardell, G. Kanipe, S. Coffey.

M/A COM Video Satellite 600

121 Middlesex Turnpike, Burlington, Mass. 01803

Point-to-point FM microwave and satellite receiving equipment. **Staff:** J. Bunker, P. Schaller, J. Brown, P. Fisher, G. Atkins, D. Headley, A. Gillingham, J. Rushing, D. Sicard, G. Deaner, F. McCarthy, L. Stein.

Magnavox 400

100 Fairgrounds Dr., Manlius, N.Y. 13104

440 mhz cable hardware including mainstation amplifiers, line extenders, passives and connectors, mobile training center, digital system sentry* status monitoring system. **Staff:** C. Mullen, M. Hart, C. Buesking, B. Finnerty, L. Richards, J. Staiger, J. Duffy, T. Olszewski, K. Hinkle.

MAI Communications 918

Kor-Center East Unit E, Bellmawr, N.J. 08031

Turnkey construction, engineering and consulting services, converter repairs, field engineering training and creative marketing. **Staff:** R. Mai, J. Shanley, P. Otten, T. Girard, F. Carbone, D. Mai.

Malarkey Taylor Associates 1000

1301 Pennsylvania Ave., N.W., Suite 200, Washington 20004

Telecommunications management and engineering consultants. **Staff:** M. Malarkey, A. Taylor, N. Penwell, S. Epstein, R. Jones, G. Hurvitz, L. Edner, S. Porter, C. Hiramoto.

March of Dimes 2209

1275 Mamaroneck Ave., White Plains, N.Y. 10605

Master Security Services 2136-38

Matrix Test Equipment 1730-32

160 Oser Ave., Hauppauge, N.Y. 11788

Crossmodulation and intermodulation measurements and distortion control systems. **Staff:** J. Kouzoujian, T. Warren, G. Hartsell.

Mc Com Communications 1317

Box 73032, Birmingham, Ala. 35235

McGraw-Edison Power Systems 1311

N. Burson St., East Stroudsburg, Pa. 18301

Pole line hardware for cable construction. **Staff:** B. Motz, L. Barwick, T. Runnette, P. Maloney, P. Gustkowski.

Media Marketing Associates 2210

Box 320, Newbury Park, Calif. 91320

Westbrook Hospital (52), The Harvest. **Staff:** D. James, G. Haynes.

Merrill Cable Equipment Corp. 103

2629 N. 24th Dr., Phoenix 85009

MetroData 107

1190 Burnett Ave., Suite F, Concord, Calif. 94520

Single and multiple character generators with memory backup*, VisuCom*, upper and lower case graphics*, weather package and mass memory storage. **Staff:** L. Roszkos, S. Dixon, J. Baunsgard, M. Kruger, P. Elman.

Metromedia Producers Corp. 1410

5746 Sunset Blvd., Hollywood, Calif. 90028

It Happened One Night, 19 made for TV movies, MPC holiday specials, Undersea World of Jacques Cousteau, I Claudius, Rough Necks, Wild Times, Murder Once Removed, The People, A Tattered Web, Go Ask Alice, Great American Tragedy, Sandcastles, Your Money or Your Wife, Betrayal, Honor Thy Father, Hurricane, In Tandem, It's Good to be Alive, Message to My Daughter, Terror on the 40th Floor, Where Have All The People Gone, Catch Me a Spy, Lady of the House, Master Touch, Carry On features (11), Untamed World, Jane Goodall, Ann Sothern, Woody Herman Pilots, Time of Man, Future Shock, Marc

Wilson's Magic Special. **Staff:** J. Phillips, R. Rigden.

Micro Constructors 906
Box 193, Steubenville, Ohio 43952

Microdyne Corp. 1330
Box 7213, Ocala, Fla. 32672

1100CSR satellite receiver*, 3.66,5 and 7-meter antennas, fixed and agile headend modulators. **D. Alvarez, E. Currier, J. Gelfer, T. Kidd, J. Grabenstein.**

Microflect 1855
3575 75th St., S.E., Salem, Ore. 97302

Microtime 1613
1280 Blue Hills Ave., Bloomfield, Conn. 06002

C-150 automatic local ad inserter*, S-130 full frame synchronizer*, digital time base correctors, video image processors, video signal frame synchronizer. **Staff:** G. Kesser, R. Watson, S. Kreinik, D. Sofie, S. Krant, N. Pinette, R. Wickland, L. Skilton, G. Armour, D. Leeson.

Microwave Filter Co. 1620
6743 Kinne St., East Syracuse, N.Y. 13057

Filters and traps for CATV, MATV, TVRO and broadcast systems. **Staff:** H. Shippey, W. Johnson, D. Shatraw.

Midwest Corp. 1102
1021 W. 8th St., Cincinnati 45203

Mobile production unit, RF equipment and automation system. **Staff:** D. Barnes, R. Williams, C. Summey, J. Adrick, M. Riche, J. Mack, P. Rightmire.

Miralite 208, A-1
1331 E. St., Gertrils Pl., Santa Ana, Calif. 92705

Modern Satellite Network 1449
1350 Avenue of the Americas, New York 10019

Home Shopping Show, Viewpoint, Telefrance in the Morning, Modern Life, Consumer Inquiry. **Staff:** J. Campbell, L. Tolchin, B. Parks, M. Chiavelli, D. Duncan, E. Parker, J. Barraclough.

Motorola Communications & Electronics 2077-78
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

Motorola Semiconductor 1728-29
725 S. Madison Dr., Tempe, Ariz. 85281

Multicultural Children's Television 313
1855 Folsom Blvd., San Francisco 94103

American Hero Show, Checking It Out, As Wee See It, Bean Sprouts, La Bonne Aventure, Carrascolendas, La Esquina, Forest Spirits, Franco File, From Jumpstreet, Gettin' Over, Gettin' to Know Me, Infinity Factory, Mundo Real, New Americans, New Voice, Pacific Bridges, Pearls, People of the First Light, Que Pasa U.S.A., Real

People, Rebop, Reflections, Sonrisas, South by Northwest, Up and Coming, Vegetable Soup, Villa Alegre, Watch Your Mouth. **Staff:** D. Lieberman, Lionel Dickey, R. Helms, R. Hewitt, L. Lombre.

Mycro-Tek 1915
820 W. Second St., Wichita, Kan. 67203

Mycro-Vision 7000 character generator*. **Staff:** T. Borchers, R. Dawson.

NABU Manufacutring 910
485 Richmond Rd., Ottawa, Ont. K2A 3Z2

Home NABU service package, computer access equipment for computation, education, teletext services, games, teleshopping and telebanking. **Staff:** E. Goodwin, N. Talling, A. Wilson, B. Carson, D. Sawyer, B. Hempbell, G. Collins.

N.A.P. Consumer Electronics 1618
Box 28, Greeneville, Tenn. 37743

Napco Security Systems 1318
6DI Tomas Ct., Copiaque, N.Y. 11726

National Council of Churches 2041
475 Riverside Dr., Suite 860, New York 10115

National Guardian Corp. 1736
99 River Rd., Cos Cob, Conn. 06807

Residential and small business security system monitored through cable lines. **Staff:** F. Swatland, W. Nix, D. Butterfield, A. Levine, J. Humphrey, M. Harris, J. Aitken, R. Coulombe.

National Guard 1857
8300 Greensboro Dr., Suite 1200, McLean, Va. 22102

National Screen Service Corp. 310
1600 Broadway, New York 10019

Movie posters, display cases, frames, program guide holders, vehicle signs, program ID's for system identity.

National Standard Co. 1326
1618 Terminal Rd., Niles, Mich. 49120

National Technical Careers 2131
1701 W. Euless Blvd., Suite 120, Euless, Tex. 76039

National TV Log 1418
1717 N. Highland Ave., Suite 507, Los Angeles 90028

Nationwide Advertising-U.S. Air Force 1735
6440 N. Central Pkwy., S. 319, Dallas 75206
Films.

NBC Enterprises 1503
30 Rockefeller Pl., New York 10020

NBS Video 1026
1888 Century Park East, Los Angeles 90067

NEC America 207, A-10
130 Martin Ln., Elk Grove Village, Ill. 60007

4 ghz TVRO system, dual video transmission system. **Staff:** R. Dienhart, H. Gillyoly, M. Tajima, K. Bylsma.

NET Enterprises 909
356 W. 58th St., New York 10019

Vipro programing services including Kup's Show, Paul Harvey Comments, Hints from Heloise, Financial Planning for Women, Gigglesnort Hotel, American Way and Screen Treasures. **Staff:** G. Marketos, D. Frehe, P. Polakowski, A. Koota, G. Cummings, T. Edinger, S. Palmer, D. Rydzewski.

Network Communications 2121
9019 Oso Ave., Unit D, Chatsworth, Calif. 91311

New Jersey Aluminum 1015
Box 73, N. Brunswick, N.J. 08902

NFLCP 1139
906 Pennsylvania Ave., S.E., Washington 20003

NOAA National Weather Service 1427
8060 13th St., Silver Spring, Md. 20910

Weather services for cable including NOAA weather radio, radar display, satellite pictures and NOAA weather wire services.* **Staff:** E. Gross, G. Smith.

North Supply Co. 1304
10951 Lakeview Ave., Lenexa, Kan. 66219

Launcher on receiver*. **Staff:** R. Clark, C. Batts, A. Keesecker, D. Dougherty, D. Morgan, L. Bonner, D. Traylor.

Northern CATV Sales 710
115 Twin Oaks Dr., Syracuse, N.Y. 13206

Arcom positive and superband traps, datamax character generator, FM processor and FM tuner, Nor-com taps. **Staff:** T. Gregg, P. Chunka, E. Manley, J. Alexander.

Oak Communications Systems 1250
Box 517, Crystal Lake, Ill. 60014

Addressable converter/decoders, interactive systems. **Staff:** W. Koester, A. Reynolds D. Bach, D. Howe, D. Kolarik, C. Eissler, A. Johnson, J. Hooper, B. Lipman, L. Roels, T. Holder.

Oak Satellite Corp. 1250
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Orion satellite security system. **Staff:** O.J. Hanas, H. McKee, L. Bohn, D. Stone,

Octagon-Scientific 2083
476 E. Brighton Ave., Syracuse, N.Y. 13210

60-channel converter*. **Staff:** D. Mezzalingua, P. Warburton, M. Zelenz, D. McCarthy, M. Goldsmith, J. Salvati, P. Oakes, J. Smith, B. Johnson, D. Davis, D. Maio, B. Bender.

Optimus Productions 1340
Plaza Hotel, Suite 1748, New York 10019

Pace Inc. 1009

9893 Brewers Ct., Laurel, Md. 20707

System for repair and rework of printed circuit boards. **Staff:** A. Rosenthal, T. Tallcott

Panduit Corp. 1313
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Parallex Corp. 309
Box 30110, Lansing, Mich. 48909

Accounting and subscriber billing service. **Staff:** L. Payton, B. Odell, R. Tuggle, P. Salmon.

Tom Parker Television Productions 1438-39
18321 Ventura Blvd., Tarzana, Calif. 91356

Fast Company, cable movie network (60), plus other motion pictures, specials and short subjects. **Staff:** T. Parker, J. Richard, J. Hutchings, M. Brockett, R. Ross, M. Parker, J. Bison, S. Scott.

Payview Ltd. 804-05
No. 3 Broadcast Dr., Kowloon, Hong Kong

Converter decoders. **Staff:** S. Cheung, H. Shek, Y. Chan, R. Tsui, C. Tse, K. Leung, G. Ho, P. Tannenwald, R. Cox, G. Scott, G. Ho.

Peirce-Phelps 1141
2000 N. 59th St., Philadelphia 19131

Turnkey production and post-production system construction of studio and mobile units. **Staff:** P. Gantt, F. Grady Jr., M. Dillon.

Perfect Telemarketing 1327
841 Chestnut St., Philadelphia 19107

Phasecom Corp. 1566
6365 Arizona Cr., Los Angeles 90045

Data modems, earth station modulator. **Staff:** B. Rosenblum, A. Zimmerman, D. Roach, J. Trione, L. Spitzer, B. Anderson, R. Covell, M. Marusich.

Phoenix/BFA Films & Video 1628
468 Park Ave., New York 10016

Playtime Cable Vision 1856
5670 Wilshire Blvd., Suite 1280, Los Angeles 90036

Pico Productions 1302
1001 Vine St., Liverpool, N.Y. 13088

CATV security equipment, including notch filters, super, dual and tier traps, encode-decode systems, multiple filter enclosure and strand mount. **Staff:** B. Hitchcock, G. Knapp, I. Burke, R. Yahn, P. Patrus, E. Pegram, R. Rogers.

Pilot Air Freight 1718
Route 352, Box 97, Lima, Pa. 19037

Pioneer Communications 1500
2200 Dividend Dr., Columbus, Ohio 43228

VIP one-way addressable terminals*, security systems, two-way addressable terminals.

Poleline Corp. 1207
20 Antin Pl., Bronx, N.Y. 10462

Pedestals, lashing machines, prewire apartment house boxes and security enclosures, lashing wire, security ID markers, drop boxes, electronic measuring wheel, moulding duct, coaxial cable, strand test equipment, construction equipment and ancillary hardware. **Staff:** M. Schaeffer, J. Coiro, S. Shapiro, B. Campbell, S. Kaplan, F. Cristell, L. Schroeder.

Poly Plastic Products 905
10220 4th St., Cucamonga, Calif. 91730

Structural foam, underground enclosures. **Staff:** J. Horine, J. MacDonald, S. Severin.

Portac 1115
108 Aero Camino, Goleta, Calif. 93117

Keyboard character generator*, entertainment consoles. **Staff:** B. Hooper, D. Turchen, B. Duval, T. O'Dell.

Pow-R Devices 1446
6419 S. Cottonwood St., Murray, Utah 84107

Powervision 1603
2840 Coronado, Anaheim, Calif. 92806

Precise Manufacturing 1019-20
2219 S. 48th St., Tempe, Ariz. 85282

Modulators*, processors*, demodulators* and switchers*. **Staff:** F. Conti, H. Wedell, F. Anderson, R. de Lathauwer.

Preformed Line Products 1127
Box 91129, Cleveland 44101

Preformed products for dead-ending, splicing and supporting guy and messenger strands and CATV coaxial cables, pedestal marker*. **Staff:** R. Skilton, M. Lekson, R. Hodona, G. Winter, D. Sunkle, J. Ruhlman, R. Ruhlman, W. Adler.

Premium Channels Publications 1914
1265 Sunrise Hwy., Bay Shore, N.Y. 11706

Premium/Incentive Sales 2122
7108 S. Alton Way F, Englewood, Colo., 80112

Promotion and incentive planning. **Staff:** R. Read, L. Read.

Pro-Action Security Consultants 1623
1625 W. Olympic Blvd., Los Angeles 90015

Prodelin Inc. 702
Box 131, Hightstown, N.J. 08520

Program Guide 1510
481 University Ave., Toronto M56 1A7

Project Packaging 1635
clo Sasal Assoc.

PTS Corp. 2125, 26
5233 S. Hwy 37, Bloomington, Ind. 47402

Staff: J. Hamilton, J. Church, J. Craig, P. Collier, J. Rollison, C. DeJong, R. Nobis.

Pyramid Industries 403
Box 23169, Phoenix 85063

Staff: P. Rhodes, E. Gilbert, L. Gilbert, D. Nelson.

Quanta Corp. 912
2440 S. Progress Dr., Salt Lake City 84119

Quantavision, multichannel computer controlled television information display system with mass memory storage and scheduling for newswire, weather, classified advertising and keyboard entry. **Staff:** R. Unrath, L. Zaller, G. Leonard, B. Fink, G. Montgomery, G. Hofhine, L. Lunceford, R. Ward, L. Robertson, M. Cannon.

Rainbow Programing 1258
100 Crossways Pk., W., Suite 200, Woodbury, N.Y. 11797

Bravo, Escapade/Playboy. **Staff:** J. Maglio, Q. Spaulding, P. Euler, E. Spencer, L. Woodard, K. McEnroe, D. Lieberman, S. McGovern, N. Browning, C. Hetzel, K. Mathews, M. Murano, P. Michaelson, C. Shander, S. Muller.

RCA Americom 500
400 College Rd., Princeton, N.J. 08854

Cablenet I & II. **Staff:** H. Rize, B. Kopacka, M. Pirrone, J. Williamson, A. Inglis.

RCA Cablevision Systems 500
8500 Balboa Blvd., Van Nuys, Calif. 91409

CTM20 modulator, complete converter line, headend equipment, distribution equipment and turnkey services. **Staff:** W. Firestone, D. Reinert, J. Ovnick, R. Polomsky, W. Hansen, R. Venner, R. Jones, T. Yawit, B. Furman, H. Mantz, W. Reihs, B. Brammer, M. Adams, J. Sanders, J. Lewis, B. Arnold, B. Hamell, R. Schoenbeck, T. Allen.

RCH Cable Marketing 1443-44
119 River Rd., Riverside, N.J. 08075

RCTV 1253
30 Rockefeller Pl., New York 10112

24-hour programing service to start June 4. **Staff:** A. Taylor, J. Diller, A. Shapiro, A. Huberman, H. Burkat, J. Osler, J. Mills, M. Perl, J. Collins, R. Caird.

Ready Metal 1810
4500 W. 47th St., Chicago 60632

Reed Communications 2174
4445 Calgary Trail S., Edmonton T6H 5C3

Receivable Solution 2172

Reeltime Distributing 1653
235 W. 46th St., New York 10036

Feature adult films. **Staff:** R. Findlay, W. Sear, B. LeBosse, R. Kuntzevich.

Reliable Electric 1504
11333 Addison St., Franklin Park, Fla. 60131

Apartment enclosures*, standby power supply, CATV closures and distribution hardware. **Staff:** D. Schwob, H. Owen, D. Rivers, W. Witte, M. Loran, R. Mertz, B. Dillon, T. Hill.

Reuters Ltd. 1558
1212 Avenue of the Americas, New York 10036
Information retrieval terminal.

R.F. Analysts 1252
1542 N. Leroy St., Fenton, Mich. 48430

Converter repair. **Staff:** L. Edmondson, P. Hales.

RF Monolithics 2170-71
4441 Sigma Rd., Dallas 75234

Staff: C. Hartmann, L. Ragan, R. Stigall, D. Ash, R. McLean.

Richco Plastic Co. 1828
5825 N. Tripp Ave., Chicago 60646

Ripley Co. 1901
46 Nooks Hill Rd., Cromwell, Conn. 06416

Cable preparation tools including core and strip tool, jacket strippers, coax cable strippers, coring tools, hex crimp tools, conductor cleaners and accessories. **Staff:** R. Clark, H. Thayer.

Riverside Manufacturing Co. 1138
Box 460, Moultrie, Ga. 31768

Business uniforms. **Staff:** J. Mathews, R. Bevacqua, R. Deems.

RMS Electronics 1204
50 Antin Pl., Bronx, N.Y. 10462

Standby inverter and AC regulated power supply, 400 mhz line splitters and directional couplers, 400 mhz multi-taps, scramble/descramble pay TV systems, converters, matching transformers, nonpower passing hybrid splitters and directional couplers, wall plates and wall taps, house amplifiers, attenuators, antenna/cable switches, superfit connectors, hardware and tools. **Staff:** A. Fink, D. Edelman, K. McMahon, R. Perez, L. Heller, G. Kaye, H. Trischman, J. Vitale, A. Cummings, G. Diefes, B. Gamble, T. Grubb.

Roart Division 1812
4956 N. Country Rd. 18, Minneapolis 55428

Rockwell International 1005
Box 10462, MIS 407-115, Dallas 75207

Satellite video receivers and microwave video equipment. **Staff:** S. Snow, T. Noble, B. Shurtless, B. Hammond, J. Cedik, R. Hollan.

Rohn (see UNR-Rohn) 1024

Roscor Corp. 1006
6060 Oakton St., Morton Grove, Ill. 60053

Commercial insertion hardware, automation systems, mobile production vehicles. **Staff:** S. Detch, J. Grevan, H. Vandriel.

S A L Cable Communications 1600
5 Hub Dr., Melville, N.Y. 11747

Hardware distributor of Magnavox and RCA electronics, MA/Com earth stations, Tapin product line and pedestals and apartment boxes. **Staff:** A. Scheinman, C. Conner, M. Chipkin, M. Cohen, V. Leykamm, V. Faulkner, W. Burrell, E. Frankfort, J. Schwartz, K. Mosca, E. Statter, D. Dobbs, T. Heath, H. Sickerman, S. Monson.

Sadelco 301
75 W. Forest Ave., Englewood, N.J. 07631

Sanrio Communications 1631
1930 Century Park West, Suite 402, Los Angeles 90067

Satcom 1342
1756 Junction Ave., San Jose, Calif. 95112

Earth stations, DBS 1200 for teleconferencing. **Staff:** B. Jacobs, S. Jenstad, M. Cook, S. Schlosser, R. Zaveritnik.

Satellite Syndicated Systems 1203
Box 45684, Tulsa, Okla. 74145

Satellite Program Network, WTBS(TV) Atlanta, Keyfax demonstration via SSS Cabletext.* **Staff:** E. Taylor, S. Kremer, D. Smith, G. Stanton, J. Mann, S. Velters, B. Rassmussen, B. Sullivan, G. Rich, T. Johnson, M. Solow, L. Fox, M. Stangeby, C. DiMattia, K. Anthony.

Satori Productions 203
330 W 42d St., New York 10036

Private Screenings, Punishment, Celebrity. **Staff:** E. Sauer, G. Conner, J. DeMadona, J. Sass, A. Fox, S. Stern, A. Gartner, M. Chatkin, R. Lopopolo, M. Callahan, F. Walton, U. Pesiri, J. Apice.

Sawyer Industries 1134, 1136
5649 Peck Rd., Arcadia, Calif. 91006

Staff: B. Cameron, B. Dody, M. Foster, G. Orgill, C. Pollara.

Scientific-Atlanta 1201
Box 105072, Atlanta 30348

Earth stations, headend products, distribution products, coaxial cable and subscriber products, 6650 receiver for 4.6 and 5 m antennas, set-top terminal, energy management and security products, flexible cable for CATV and data applications. **Staff:** S. Topol, J. Kelly, D. Bothof, G. Beakley, J. Levergood, T. Woodbury, P. Rooney, S. Webb, P. Miller, J. Messerschmitt, B. Kuntz, D. Meyer, B. Forrester, J. Copeland.

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Security Equipment Industry Association 2129

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Association of security and alarm product manufacturers. **Staff:** D. Gentry, R. Basil.**SelectTV Programing** 1014

4755 Alla Rd., Marina del Rey, Calif. 90291

Satellite programing for LPTV, MDS, CATV, MATV, SMATV. **Staff:** J. Calvetti, D. Nicusanti, G. Schulman.**Sentrol** 2081,82

10831 SW, Cascade Blvd., Portland, Ore. 97223

Burglar alarm components. **Staff:** D. Wilcox, C. Huckins, T. Holce.**Showtime Entertainment** 1509

1633 Broadway, New York 10019

Showtime. **Staff:** M. Weinblatt, J. Sie, G. Nathanson, J. Heim, J. Burns, S. Denison, C. Sambus, D. Sullivan, R. Howe, R. Bernard, S. Schulte, J. Miller, M. Clark, C. Winston, T. Furr, E. Marsh, J. van de Velde.**Signal Vision** 712

22732 B. Granite Way, Laguna Hills, Calif. 92653

Staff: N. Phillips, B. Dickey, T. Shumaker.**SIN (see Galavision)****Sony Corp.** 1562

9 W. 57th St., New York 10019

The Source 1805

1616 Anderson Rd., McLean, Va. 22102

Videotext and teletext information products. **Staff:** B. Lucas, T. Hawley, B. Lovett Jr.**South River Metal Products** 1826

Box 394, Matawan, N.J. 07747

Southern Cable TV Association 1738

3355 Lenox Rd., Suite 952, Atlanta 30326

Membership, information on Eastern cable trade show. **Staff:** E. Dunbar, N. Horn, Q. Horn, J. Williams.**Spanish Universal Network** 1737

2990 Richmond Ave., Suite 140, Houston 77098

Special Broadcasting 1632

5 Elizabeth St., Sydney, Aust.

Spectra Computer Systems 1319,1321

391 Chipeta Way, Salt Lake City 84108

Staff: S. Beck, K. Hays, J. McOmie, S. Root, J. Welland.**Southern Satellite Systems** 1203

(See Satellite Syndicated Systems)

Stargazer Systems 2175

Box 5547, Orlando, Fla. 32855

Standard Communications Corp. 1125

Box 92151, Los Angeles 90009

Staff: M. Thomas, D. Hinte, M. Wylië, D. Thomas, T. Fischer.**Station Business Systems** 205

600 W. Putnam Ave., Greenwich, Conn. 06830

Subscriber business system, including addressable converter interface*, accounts payable*, payroll*, general ledger*. **Staff:** D. Parkhurst, T. Roper, T. Fawcett.**Strand Century** 3328

5432 W. 102d St., Los Angeles 90045

6000 w Fresnel, studio Fresnels, dimmer packs, dimming and control equipment including CD80 dimmers and matrix control consoles. **Staff:** M. Altman, G. Murphy, F. Marsico, T. Brady, B. Dente, A. Fletcher, M. Bauserman, B. Schiller, E. Shore, S. Dandridge.**Supra Products** 504

Box 3167, 2611 Pringle Rd., SE, Salem, Ore. 97302

Title lock for pedestals and equipment boxes*, locking wallplate for apartments and condos*, key boxes for controlled access*. **Staff:** S. Roby, D. Marshall, M. Canty, M. Fineran.**Synchronous Communications** 913

1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Frequency agile output and input* converters. **Staff:** V. Borelli, D. Wyckoff, R. Williams, W. Wilson.**Systems Concepts** (see Quanta Corp.)**TAG Cable Information Exchange** 1808,09

35 Porter Ave., Naugatuck, Conn. 06770

Advertising directory and information exchange. **Staff:** K. Connolly, E. Arthur, A. Tedesco, E. Ehrhardt.**Tektronix** 1428

Box 1700, Beaverton, Ore. 97075

Spectrum analyzer, sideband adapter, fiber optic time domain reflectometer*, TDR cable tester. **Staff:** M. Riley, T. Edwards, J. Snell, R. Osburn.**Telecrafter Corp.** 1630

Box 30635, 315 Main St., Billings, Mont. 59101

Cable markers, tele-theft control seal, Home Box security and control system*, system audits and marketing, installations, drop changeover for system rebuilds, direct mail marketing program. **Staff:** A. Ober, M. Glaser, F. Baxter, D. Herman, B. Brazeal.**Teleculture** 1639

420 Lexington Ave., Suite 2060, New York 10027

Teledac 2086

1575 Taschereau Blvd., Longueuil, Que. J4C 2X8

T-1016 character generator. **Staff:** M. Chovinard, L. Forwood, B. O'Hara, S. Miller.**Tele-Engineering** 1612

2 Central St., Framingham, Mass. 01701

Two-way data transmission system, micro computer remote control channel matrix switcher, ad machine, ad log, ad cue II. **Staff:** E. Tunmann, W. Pries, W. Edmunds, D. Robinson, I. Buch, M. Wallace.**Telefrance** 1203A

1966 Broadway, New York 10023

French programing. **Staff:** A. Rosenthal, G. Mital, J. Vallier, A. Berg, N. Kelleher, F. Klein, B. Dupont.**Teleline Corp.** 1260

400 Crossways Park Dr., Woodbury, N.Y. 11797

Tele-Log 1903

1819 Peachtree Rd., NE, Atlanta 30309

Tele-Measurements 1512A

145 Main Ave., Box 1076, Clifton, N.J. 07014

Telemine 1104

888 7th Ave., New York 10019

TeleStrategies 1703

6842 Elm St., Box 874, McLean, Va. 22101

DataCable News*, telecommunications conferences/seminars, telecominsider. **Staff:** J. Lucas, R. Millington, F. Gatz.**Tele-Wire Supply** 1407

122 Cutter Mill Rd., Great Neck, N.Y. 11021

Telease 2168-69

1875 Century Park East, Suite 930, Los Angeles 90067

T E S T Inc. 1310

16130 Stagg St., Van Nuys, Calif. 91409

Test patented scrambling system for cable, single event decoder*, headend equipment including encoders, sound generators, preamp, scramble booster and guard, MDS downconverters, antennas, Testcom II downconverter. **Staff:** W. Commers, M. Tanner, J. Schnabel, G. Marquez, L. Giaimo, B. Rist, M. Coulter.**Texscan Corp.** 1251

2960 Grand Ave., Phoenix 85017

Active and passive cable equipment, CATV test equipment, character generators, status monitoring equipment, remote addressable converters and MDS equipment. **Staff:** C. Pehlke, J. Luksch, B. Shannon, R. Stelle, B. Freedlund, G. Boundurant, D. Gourelly, A. Whitlock.**Time Manufacturing** 1565

7601 Imperial Dr., Waco, Tex. 76710

Times Fiber Communications 300

Box 384, 358 Hall Ave., Wallingford, Conn. 06492

Tocom 1206

Box 47066, Dallas 75247

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Toner Cable Equipment 1502
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Turnkey earth stations and components, custom headends and equipment, distributor of Microdyne, Scientific-Atlanta, Blonder-Tongue and Phasecomm. **Staff:** R. Toner, S. Toner, M. Moran, M. Ingram, S. Deasey, E. Worley, P. Weniger, K. Toner, J. Wigglesworth, B. Toner, J. Diver.

Touche Ross & Co. 1142
1900 M St., NW, Washington 20036

Management consulting, accounting and tax services to cable industry with emphasis on marketing, satellite communications, raising capital, cable operations and franchise assistance. **Staff:** J. Kraemer, M. Schwing, R. Pease, C. Neenan, D. Corbett, S. Gunders.

TPI Construction Supplies 1859-60
Box 1169, Atlanta 30310

Passive hardware, pole line hardware, heatshrink, batteries, standby power units and SVC. **Staff:** E. Dixon, J. Gethers.

Translation Systems 1819
1212 Congressional Ln., Rockville, Md. 20852

Trans USA Corp. 1904
158 Tices Ln., E. Brunswick, N.J. 08816

Trinity Broadcasting Network 1309
Box A, Santa Ana, Calif. 92711

Christian programing. **Staff:** S. Starr, S. Hollon, J. Jones, B. Miller.

Triple Crown Electronics 701
42 Racine Rd., Rexdale, Ont. M9W 2Z3

T.R. Pitts Co. 1113
501 W. 5th St., Winona, Minn. 55987

Staff: T. Pitts, S. Pitts, I. Curtis, R. Curtis, B. Lamb, E. Lamb, M. Holter, N. Bakken.

TRW Semiconductors 704
14520 Aviation Blvd., Lawndale, Calif. 90260

Staff: M. Young, D. Faigenblat, K. Wood, B. Faulkner, W. Gould, D. Brauton, B. Keasler, G. Luettgenan, J. Powell, B. Lindgren, K. Pickett, J. Schauerman, C. Lindelien, R. Rich.

Turner Broadcasting System 1506
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network 2. **Staff:** T. Turner, T. McGuirk, R. Wussler, N. LeBrun, D. David, D. McGinnis, S. Korn, A. Harrison, C. Burrell, J. Sprunt.

TV Guide 1432
4 Radnor Corporate Center, Radnor, Pa. 19088

Staff: D. Disch, L. Moore, H. Zucker.

TVOntario 2130
Box 2000, Toronto, Ont. M4T 2T1

Galaxie (children's programing), African File, Best Kept Secrets, Camera and the Song, A Different Understanding, Eureka, Fast Forward 1 and 2, Gene DiNovi's Music Room, Half-a-

Handy Hour, Media and Methods of the Artist, Photography, Polka Dot Door, Read All About It, Readalong 1, 2, 3, Sport Fishing, Talking Film, Body Works, Jesus Trial, Music Box, Moral Question, Science Alliance, Today's Special, We Live Next Door. **Staff:** D. Lavigne, T. Notar, J. Daly, T. Kennedy, B. McLean, S. Birkenmayor.

TVSM 1416
822 Benjamin Fox Pavilion, Jenkintown, Pa. 19046

Cable TV guides. **Staff:** N. Heller, A. Turner, M. Levine.

TV Tempo 1012
1895-E Commerce Rd., Athens, Ga. 30607

Staff: S. Walls, J. Graff, W. Lane, P. King, M. Baker.

Tyton Corp. 1814
7930 N. Faulkner Rd., Milwaukee 53223

Cable ties and wire harnessing accessories including mounts, terminals and tensioning tools, wiring ducts* and aerial support ties*. **Staff:** B. Tyzik, M. Salzmann, T. Morgan, D. Plesha, P. Clarkson.

UEC Manufacturing 1001
Box 54979, Oklahoma City 73154

Staff: L. Hatfield, B. Barrett, G. Collier.

United Press International 501
220 E. 42d St., New York 10017

UPI Cable News, Spanish language service, Washington news service. **Staff:** G. Rice, H. Bauer, J. Klinge, B. Ferguson, M. Borders, G. Neeleman, J. Mantle.

United Security Products 2040
2171 Research Dr., Livermore, Calif. 94550

Uni-Set Corp. 1733-34
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system, rear screen/chromakey module, graphic design cart, riser blocks/tops/ramps. **Staff:** R. Kniffin, J. Simpson, S. Cercone, P. Vincent, B. Freeman.

United Satellite Systems 806
Route 1, St. Hilaire, Minn. 56754

Staff: D. Dehnert, D. Janisch, K. Johnson, R. Anderson.

United Video 902
5200 S. Harvard, Suite 215, Tulsa, Okla. 74135

WGN-TV Chicago, WFMT(TV) Chicago, lifestyle and electronic program guide.* **Staff:** B. Price, J. Walters, C. Lambert, R. Bliss, J. Rickett, K. Attig, J. Witmer, L. Knowles, D. Flournoy.

UniWatch 1825,27
712 Westport Rd., Kansas City 64111

Central station monitoring service and premise security system equipment. **Staff:** D. Maddux, B. Weed, J. Vinson, J. Conditt, B. Thurn, J. Barber, D. Seneker.

UNR-Rohn 1024
Box 2000, Peoria, Ill. 61656

Staff: G. Francis, F. Hardee, K. Cordrey.

USA Cable Network 700
208 Harristown Rd., Glen Rock, N.J. 07452

Staff: A. Besch, K. Kinderman, K. Koptovitz, M. Brown, J. Lawenda, D. Kenin, M. Joblin, L. Guida, B. McKinley.

U.S. Tape and Label Corp. 1339
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels. **Staff:** B. Crelius.

Utah Scientific 1434,1436
2276 South 2700 West, Salt Lake City 84119

Automation system*, machine control systems for VTR control and video and audio switcher. **Staff:** L. Keys, L. Walker, C. LaMunyan, E. Gray.

UTV Cable Network 1501
22-08 Route 208, Fair Lawn, N.J. 07410

Vermeer Manufacturing 1604-05
Box 2000, New Sharon Rd., Pella, Iowa 50219

Staff: P. Hugen, T. Baar, B. Qualls, F. Lambert.

Via Video 2091, 92

Viacom Enterprises 1441
1211 Avenue of the Americas, New York 10036

Magic, Body & Soul, Enter the Ninja, Looping, Mysterious Stranger, Agency, Blood Beach, Silver Bears, Pied Piper of Hamelin, Season for Assassins, Grover Washington Jr. in Concert, Benji specials (4), Barry Manilow Concert, Morgan International Jazz Shows (8). **Staff:** M. Lambert, S. Campo.

Video Data Systems 1508
205 Oser Ave., Hauppauge, N.Y. 11787

TPT-1500 titler*, video newspaper system for newspaper to cable interface, vertical interval transmission link, multichannel display system, other character generators and automated display systems. **Staff:** S. Seiden, K. Lawson, B. Kenyon, B. Hall, M. Douglass, T. Keator, M. Watson, J. Marshall, D. Allen, G. Cornwell, D. Corley, E. Hippe, P. Eggert, L. Schulman, M. Wilmering.

Video International Publishing 2208

Videodisc Broadcasting 1727
13605 S. 71 Hwy., Grandview, Mo. 64030

Laser videodisk programing. **Staff:** H. Prisons.

Video Incentive Promotions 801
3085 Woodman Dr., Box 456, Dayton, Ohio 45401

Videodial 1649

Videomedia 1830,32
250 N. Wolfe Rd., Sunnyvale, Calif. 94086

Videotek 1704
125 N. York St., Pottstown, Pa. 19464

TV waveform monitor/vectorscope, desk-top and rackmount color monitors, demodulators, audio program monitors, ENG, EFP color monitors. **Staff:** P. Steyaert, P. Choi, E. Wahlberg, E. Grady, B. Gardner, J. Mauger, R. Moyer.

Viewsonics 1320,22
Box 36, Jericho, N.Y. 11753

Staff: A. Ackerman, R. Fevola, L. Miller.

Visual Productions '80 1312
118 Peter St., Toronto, Ont. M5V 2G7

Vitek Electronics 1608
4 Gladys Ct., Edison, N.J. 08817

Cable filter for pay-TV security, single and dual block* converters, signal leakage detectors.
Staff: B. Geissler, C. D'Elia, J. Griffin.

VU-TV 1413
4201 N. 16th St., Suite 250, Phoenix 85016

Warner Amex Corp. 1200
1211 Avenue of the Americas, New York 10036

The Movie Channel, Nickelodeon, Music Television. **Staff:** J. Schneider, J. Lack, S. Suarez, A. Orgel, H. Siporen, C. McCrory, G. Facchio, J. Rost, R. Guilmenot, A. McIntyre, B. Begun, A. Setos, C. Schneider, B. Pittman, L. Garland, A. Plunkett, F. Seibert, B. Hassett, B. Braun.

Wavetek Indiana 919,921
Box 190, 5808 Churchman Ave., Beech Grove, Ind. 46107

Weather Channel 900
4820 Mt. Wilkinson Pkwy., Suite 200, Atlanta 30339

Staff: D. Waite, D. Holladay, M. McConnell, D. McCall, C. Sartor, J. Coleman, J. Wynne, B. Stanley, M. Manely, V. Showe.

Wegener Communications 1111-12
150 Technology Park, Norcross, Ga. 30092

Hardware line for cable audio services including demodulators for MTV, The Movie Channel, WMFT, Seeburg Music, Bonneville Broadcasting, FM stereo modulators and synthesizers. **Staff:** B. Placek, H. Wegener, N. Mountain, P. Placek, N. Wegener.

Weir Communication Contractors 1644
3828 Austinburg Rd., Ashtabula, Ohio 44004

Weiss Global Enterprises 1404
2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

Galaxy 14, Golden Showmanship 9, Parade 4, Impact 120, Westerns (60), Vintage Flicks (24), Brave Rifles, Our Time In Hell, Those Crazy Americans, Custer's Last Stand (15), Black Coin (15), Clutching Hand (15), Make Room For Daddy (101), My Little Margie (126), Journey (26), Waterfront (78), Adventure of Jim Bowie (76), Traveler/Northwest Traveler (184), I Married Joan (98), Ski West (39), Craig Kennedy Criminologist (26), Thrill of Your Life (13), Canine Comments (13), Chuckle Heads (150), Alice (10), Krazy Kids Kartunes (4), Nursery Rhymes (6). **Staff:** A. Weiss, S. Weiss, E. Weiss, L. Weiss, T. Sedillos, D. Colapinto.

R.D. Werner Co. 2123,24
Box 580, Greenville, Pa. 16125

Fiberglass extension and stepladders, sectional ladders*. **Staff:** A. Wadleigh, J. Thiel.

Will Rogers Memorial Fund 2045,46
785 Mamaroneck Ave., White Plains, N.Y. 10605

Windsor Equities TBA
5670 Wilshire Blvd., Suite 1280, Los Angeles

Winegard Co. 1551
Box 329, Montgomeryville, Pa. 18936

Status monitor/feeder disconnect, addressable converter/descrambler, 450 mhz equipment plus amplifier. **Staff:** R. Winegard, B. Fleming, B. Stone, P. Hasse, J. Banard, B. Gregory.

Winsted Corp. 1324
8127 Pleasant Ave., South, Minneapolis 55420

Wolf Coach 1512
7 B St., Auburn, Mass. 01501

Staff: R. Wolf, M. Leonard, M. Wolf.

Work Area Protection Corp. 1902
2500 Production Dr., St. Charles, Ill. 60174

Traffic cones, strobe rotary and barricade lights, construction signs, sign stands, barricades, safety vests, stop slow paddles, strobe flashlights. **Staff:** R. Nelson, H. Bolt.

J.M. Worrell Communications 1622
38 Haynes St., N.W., Atlanta 30313

Yankee Group 2173
Box 43, Harvard Sq., Cambridge, Mass. 02138

Zenith Radio 1800
1000 Milwaukee Ave., Glenview, Ill. 60025

Staff: R. Hansen, J. Faust, W. Ciciora, G. Kelly, R. Wood, B. Thomas, K. Karner, B. Kallas, D. Merrill, M. Cox, M. Nakanishi, B. Fulton, G. Williams, D. Walker, R. Citta, J. Taylor.

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Public radio's Capital City roundup

NPR gathers its fold for 12th annual conference in Washington; budget cuts and the future of public radio provide forum for debate; Bush, Koppel speak

The quest for financial independence and the survival of their medium in the 1980's weighed heavily on the minds of nearly 800 public radio broadcasters gathered in Washington last week for the 12th Public Radio Conference.

But despite those challenges and impending federal budget cuts, the mood during the four-day affair (April 18-22), hosted by National Public Radio, was upbeat. NPR President Frank Mankiewicz said the proposed budget cuts have created a strong sense of unity, and many NPR members remain confident about the future.

One of the highlights of the conference was an announcement by NPR of a proposed joint venture with National Information Utilities Corp., a McLean, Va.-based computer information firm, to provide a digital data delivery service. The venture would be called Information Network Corp. and would transmit digital information to homes and businesses. NPR would distribute the data on its satellite network to member stations' subcarrier channels. The data would then be picked up by a decoder box, unscrambled, and fed into a home or business computer. A wide range of data would be available including video games, news, business and shopping information. Board approval was given April 16 and a formal announcement is expected soon. NPR is waiting for an FCC rulemaking that would allow the use of its subcarrier channel for commercial data transmission (BROADCASTING, Feb. 22).

Mankiewicz noted that INC might sign UPI as a client and distribute its material by satellite. NPR had discussed a possible merger with UPI but backed out, citing financial reasons (BROADCASTING, March 1).

NPR Executive Vice President Tom Warnock predicted small-market stations could gross annually from \$6,000 to \$15,000 in revenue from INC; medium markets, from \$15,000 to \$30,000, and larger markets, from \$30,000 to \$75,000. NPR would also, Warnock said, petition the FCC for a rulemaking to permit the use of a new subsidiary communications authorization (SCA) technique that, according to NPR engineering studies, would essentially "squeeze an extra channel in."

Discussion at the conference was domi-

nated by NPR's proposed revenue-making ventures. In addition to INC, said Warnock, these include an automatic tape recording system, called CODART, a cable audio service and a national paging system.

CODART would enable a radio listener to record programming when not present, much the same way videocassette recorders operate. The system is being test-marketed by KQED-FM San Francisco. Warnock estimated the system may be introduced nationally within 12 to 18 months.

The prospects for a cable audio service appear to be further down the road, according to an NPR study (BROADCASTING, Jan. 11). It predicts there will not be a market for the service for at least six years, but Warnock said "the development of cable audio services provides a tremendous opportunity to offer important and innovative programs."

These ventures could reduce public radio's funding shortfalls by 85%, according to Warnock, and are being explored by NPR to close the revenue gap created by reduced federal funds. Last fall, Mankiewicz kicked off NPR's drive for financial independence (BROADCASTING,

Nov. 16, 1981). NPR is striving to be free from federal support in roughly six years so government dollars can go directly to the stations.

Some broadcasters, however, expressed concern that the new business ventures might detract from NPR's programming commitment and could, as one member said, "change the character of public radio."

Another subject that captured the attention of those attending the conference was NPR's plan for two 24-hour programming services. NPR's senior vice president of programming, Sam Holt, said they would be an extension of the network's two already existing underwriting funds: one for news and information and one for arts and performance established last fall. Instead of sponsoring a specific program, underwriters purchase shares in the funds. Underwriting credits are then attached to all the programs in the fund on a rotating basis, Holt said. The fund concept, he noted, lets NPR members ask underwriters for general support of their stations and not just for programs.

The two services would also bear the same name: news and information and arts and performance. They would, Holt



Wirth worthy. Congressman Tim Wirth (D-Colo.) (r) accepts a distinguished service award from Dean Boal, general manager of WETA-FM Washington. The award was presented by Boal on behalf of Eastern Public Radio Network, of which he is chairman, and recognized Wirth for his "outstanding contribution and leadership to public broadcasting." Wirth, chairman of the House Telecommunications Subcommittee, was honored at a reception at the Library of Congress Monday (April 19) during National Public Radio's conference in Washington.

maintained, "allow for savings at the local level, provide greater flexibility in program schedules and generate additional revenues for stations throughout the country." Currently NPR provides roughly 60 hours of programming a week. NPR officials believe the services would help stations that face a continual decline in federal support over the next decade. The two parallel services could be picked up by stations at random. NPR would provide the majority of the news and information programming and depend on stations for more of the arts and performance programming. Holt estimated it would cost roughly \$5 million, but that \$3 million was enough to start the services. NPR is seeking foundation funding for the project. Management plans to survey the stations further about the services and will later take the proposal before its board.

The radio broadcasters also focused their attention on another programming alternative. Audiosat is a proposed audio syndication satellite service NPR officials are considering. The first phase of the service, said Clyde Robinson, NPR senior vice president, representation, would provide a classical music service of up to 12 hours of original programming broadcast daily from 5 a.m. until 9 p.m. He noted that Audiosat would give supplying stations an opportunity to be paid for programming which would then be distributed to stations at cost, or with underwriting support. It would be operated, he explained, on a cooperative basis as a system-supplied, station-supported service.

Audiosat was not the only classical music service offered to the radio broadcasters. Representatives from the newly formed American Public Radio Associates were present marketing their own classical music service, Classicsat. APRA is a program distributor composed of four major public radio stations and one statewide public radio network. The group distributes about 20 programs, the most popular of which is *Prairie Home Companion* (BROADCASTING, March 15). Some NPR members scoffed at the group and complained that the group creates more competition for underwriters. Also a number of NPR affiliates accused APRA of charging too much for its programs, in particular, *Prairie Home Companion*. Now some broadcasters say they can't afford to carry the program. Before APRA was formed, stations received the program for free over the NPR network. There was talk of boycotting the new program distributor. APRA officials claim they are not competing with NPR but complementing it. Mankiewicz said APRA poses no threat.

There were three task force hearings during the conference, in which NPR members voiced their views concerning financing public radio, national governance and national services.

Thom Paulson, from WIAA-FM Interlochen, Mich., expressed concern about the formation of INC. He said he wanted to make sure "NPR's identity is preserved" and not overshadowed by the new venture. There were also some doubts



Murrow award. Ronald Bornstein (l), director and general manager of WHA-AM-TV Madison, Wis., listens as Corporation for Public Broadcasting President Edward Pfister presents him with CPB's Edward R. Murrow award. The award, given for "significant contributions to the development of public radio," was presented at a banquet Tuesday (April 20) during the public radio conference. Bornstein is also director of the University of Wisconsin-Extension Telecommunications Center.

about the financial future of smaller stations that may not profit as much from the enterprises.

One radio broadcaster disapproved of the use of cable audio, complaining that it would create competition for existing public radio stations.

During the hearing on governance, several representatives from Alaskan stations asked for more representation in general at NPR. The task force on national program services focused its attention on station needs. David Thompson of KMXT-FM Kodiak, Alaska, said he thought the present system worked fine. "Why mess with something that works?" he asked.

Also in the spotlight at the conference was the announcement that NPR and Lucasfilm Ltd. will produce a radio drama series based on the film, "The Empire Strikes Back." NPR officials predicted the series would be completed some time in early 1983. This is the second time NPR has joined forces with Lucasfilm. Last spring, NPR premiered a drama series based on the film "Star Wars." The network attributed a large part of its 40% audience gain in 1981 to the "Star Wars"

series. The new series will be produced in conjunction with KUSC-FM Los Angeles.

In addition NPR held its first news directors conference, April 17-19, in Washington. Jim Lehrer of public TV's *MacNeil/Lehrer Report* spoke to the group and was generous in his praise of public radio. He complimented the medium for "not insulting the listener" and for devoting time to complex issues.

In other action, the Corporation for Public Broadcasting presented awards during a ceremony for the best public radio programs of 1981. The awards are given for programs produced by public radio stations and independent producers and broadcasters.

NPR presented its Edward Elson Distinguished Service Award to CPB board member Lillie Herndon. □

Mankiewicz says NPR is out hustling for alternative funding and is being well received

National Public Radio's drive for financial independence is "finding favor and acceptance with American business," declared Frank Mankiewicz, president of NPR, to radio broadcasters gathered in Washington last week. "We are out there hustling," he told BROADCASTING, reporting the network has raised well over \$1 million since initiating a fundraising drive last fall. Mankiewicz said he expects public radio to survive federal budget cuts because it has always operated on a lean budget.

During his keynote address, he emphasized the theme of the conference, "Public Radio Means Business." It refers to NPR's "determination to enter into business, to move in an entrepreneurial mode into making money," he said. The NPR president boasted of NPR's poten-



Warnock



Mankiewicz

tial: "There is, as I said, hardly a week that goes by that some firm or another does not approach us with a proposition that seems to have some considerable financial promise." He also contended the theme refers to, "I think, to the old American sense, 'You better watch out, we're serious.' We mean business in the sense that we mean to survive. We mean to thrive and grow and prosper."

There were several prominent figures who addressed the group during the conference including Vice President George Bush, and Washington Mayor Marion Barry. Bush talked about the administration's policy on nuclear arms control and Barry welcomed the broadcasters to Washington. Corporation for Public Broadcasting President Edward Pfister and Representative Tim Wirth (D-Colo.), also spoke.

Pfister talked briefly about the impending federal budget cuts. He likened the reduction in federal support to "having the rug pulled very slowly from under us." And he praised the audience for their contributions to the public.

Wirth blasted the Reagan administration for spending so little on public broadcasting. He noted that currently only seven cents per American funds the medium while the administration is proposing to spend \$10 million to broadcast propaganda to Cuba. (Wirth was referring to Radio Marti). He said there are 10 million Cubans which worked out to be about \$1 dollar per Cuban. The Colorado congressman pledged to work for passage of an amendment now pending (BROADCASTING, April 5) that would restore public broadcasting funding for FY 1984. Although Wirth recognized the threat the budget cuts pose to public broadcasting, he said, "If the struggle for budget cuts had one fine effect, it is that, by resolving these differences, we have encouraged the greatest degree of unity in public broadcasting that has ever existed." □



Bush

Public broadcasters are told at NPR conference they soon will see deregulatory eye of the FCC

Public broadcasters were assured at an FCC update session that the commission's deregulatory mood applies to them no less than to commercial broadcasters. They also were told their turn at deregulation will begin "no later than this summer."

Rod Porter, chief of the policy and rules division of the FCC's Broadcast Bureau, said his staff will soon forward recommendations on public broadcasting deregulation. Those recommendations include commercial use of public broadcasting facilities, nonbroadcast use of subsidiary communications authorizations, community ascertainment reports and programming logs.

Although Porter would not reveal what his staff's recommendations would be, Wayne Coy, an attorney with Cohen & Marks, said the current FCC feeling is to help the public broadcaster stand on his own feet. Asked whether deregulation is a way to settle the Capitol Hill budget battles, Porter replied that deregulation predates the "present crunch" since the commission has been charting it for three years. Coy agreed, adding that deregulation is "not a Band-Aid approach" to helping the public broadcasting sector.

Porter also reported that efforts are under way to clear the backlog of applications for new stations and facilities changes. One of the reasons for the jam, Porter explained, is that each applicant is still individually checked by hand. A computer system to speed up the process is being investigated, he said.

Revisions in application forms for new and changed facilities are also being drafted, Porter said, to conform to recent revisions in commercial broadcasting application forms. (Requirements for detailed information on how a commercial broadcaster plans to finance and operate his station have been dropped. All that is now required is the applicant's testimony that enough funds are available. Public broadcasters are currently still required to file financial information though Porter said discussion has begun to consider dropping that rule as well.) □

Koppel decries crisis orientation of news operations

Commercial broadcasters have got to get away from a "crisis orientation" approach to the news, said ABC News correspondent, Ted Koppel. Koppel spoke before NPR members at a Wednesday luncheon (April 21) about the different approaches used by public and commercial broadcasters in covering the news. He also admitted that there was truth to charges that the media may unnecessarily devote excessive resources to their one event.

"Consider, for example, all the attention focused on Iran, and now there is nothing," he said. "The most ludicrous example going on right now is what's happening in the Falkland Islands. By virtue of all the attention focused on the story it

has become important." However, he pointed out that the media did not create the focus on Iran. The Carter administration did. And once the network turned its attention to Iran, it was "hard to back off." Koppel is host of ABC News's *Nightline*, which gained attention for its coverage of the Iranian hostage crisis.

The new satellite technologies, Koppel said, may help change this. In the past, networks were forced to send large crews to cover an event. The new technologies, he explained, won't necessitate such a large investment, and won't obligate the network to spend so much time on an event.

Koppel praised public broadcasters for covering the news in depth. Commercial broadcasters, he maintained, "need to do that desperately." *Nightline*, he added, has tried to follow the public radio approach to the news and focus on one story instead of many.

When asked about what he thought public radio could learn from commercial broadcasting, Koppel replied, "I think you could learn to be a little less proud of yourselves and live in the real world more." But the ABC correspondent qualified his remarks and said, "If we can do as well as you, I'd be happy."

Koppel was also questioned about his views on cable. He predicted that there would be a gradual shifting in cable from news, sports, and special events to more entertainment programming. This would create, he said, a greater appetite for the news, sports and special events. □

Cable turns its sights on new competition

Wheeler stresses importance of improving marketing to fight advances of MDS, STV, others also offering pay TV; suggests 'entertainment tax' on media paying no franchise fees

Increasing competition from other media, National Cable Television Association President Tom Wheeler said last week, demands that cable operators become "better marketers" and that the government becomes more evenhanded in its regulation of the various media.

The speech, delivered at a Washington Metropolitan Cable Club luncheon, was also an implied warning to cable operators, preoccupied with finding new sources of revenue to fuel their rapid expansion, to be wary of other media intent upon tapping into an established source of cable revenues: pay television.

Drawing on research conducted by the Denver-based consultancy, Browne, Bortz and Coddington, Wheeler said most consumer demand for nonbroadcast television services can be met with four or five channels, by subscription television, the multipoint distribution service,



Wheeler

satellite master antenna systems (SMATV) and direct broadcast satellites. "The point must be clear," Wheeler said. "Cable television systems are no longer the only method for delivering premium services to consumers."

To meet the challenge posed by the alphabet soup of new media—STV, MDS, SMATV and DBS—and videocassettes and videodisks, Wheeler said, cable operators must improve as marketers. "We are going to have to approach the consumer in the video market the same way Procter & Gamble does in the supermarket, through pricing, product differentiation, promotion and advertising," he said. "Selling cable television against MDS and STV is no different than selling Duz against Oxydol."

The "new realities of the marketplace" should also affect the formation of communications policy. No longer can regulation of cable be justified on the ground that cable is a monopoly service. "We may be the only broadband wire running down the street, but we must compete like mad to convince consumers to receive their video services over the wire instead of by microwave, scrambled broadcast signals or disks and cassettes," he said. "That kind of competition does not exist in a monopoly situation; ergo, cable is not a monopoly, and attempts to regulate it as such are not based on reality."

Cable's current burden of government rules and regulation, Wheeler said, put it at a competitive disadvantage. Franchise fees take five cents out of every dollar a cable operator receives and must-carry, and access-channel requirements force operators to invest in channel capacity over which they have no control. "Cable operators must often build 20- or 30-channel systems . . . to offer the handful of desired premium services an SMATV operator can" with half the channels.

Cable will not respond to the competitive threat "the way broadcasters responded to the introduction of cable," seeking "restrictions of what they may do or how they may do it," Wheeler promised. "We do, however, seek a level playing field with equality in the rules for all the competitors."

One way of evening the score, Wheeler suggested, would be to make the franchise fee universal. "If, in the wisdom of our public policy planners, home entertain-

ment is to be a legitimate revenue source of local governments, then some kind of entertainment tax should be imposed equally upon all who offer equivalent services, not just those who are within the easy regulatory reach of the city."

Although there may have been a time when cable was "synonymous" with program diversity, Wheeler said, mounting evidence indicates that that can no longer be the case. The BBC study, he said, found that a single channel of STV can sustain a high level of subscribership even after the subsequent introduction of cable and that almost 20% of today's cable subscribers would consider switching to a three-channel STV service at "less than twice" the price of a single-channel service. An SMATV system, a mini-cable system that uses private rather than public rights of way, he said, has proposed serving Co-Op City, a 15,000-unit apartment complex, smack into the middle of the Brooklyn, N.Y., franchise area. The FCC will approve the pending DBS application, creating between 30 and 40 new, national television channels, he noted, and Oak Industries

will begin direct satellite multichannel transmission in mid-1983. "A recent poll of consumers showed that 26% were willing to spend \$300 for a home satellite dish. That's an overnight penetration potential equal to what it took the cable industry 30 years to achieve."

Each of the alternative delivery systems, Wheeler added, is significantly less capital-intensive than a cable system. Any of the others cost \$200 to \$250 per subscriber, he said, while cable costs \$800 to \$1,000 per subscriber.

Wheeler saw irony in cable's predicament. It was cable that pioneered pay television, and it was only after pay television succeeded on cable that others began offering it over different media. "The new delivery technologies . . . have built a business based on the cable model," he said.

At one point Wheeler tried to mitigate the impact of what he was saying: "Now before you all rush to the exits to call your broker and sell your cable stocks, let me say that I have no fear about the cable industry's ability to meet the competition and, indeed, to prosper." □

NAB's productivity plan closer to start

Committee has received monetary pledges from number of major broadcasters, praise from President Reagan, Tip O'Neill

The broadcasters' promise to diagnose and make house calls in behalf of America's ailing productivity moves closer to tangible commitment this week.

At a Washington meeting with the executive committee of the National Association of Broadcasters, the NAB productivity committee will present proposals drawn up following the initial announce-

ment of the project at the NAB convention.

According to Jerry Lee of WEAZ(FM) Philadelphia, chairman of the latter committee, a major component will be the establishment of a separate nonprofit corporation to facilitate handling of contributions and other support.

Lee, a former NAB board member, said the Dallas announcement evoked an immediate and overwhelming response from the industry as well as praise from the White House and Capitol Hill.

First pledges of financial support have come from major broadcast groups that in-



Meet the chairman. The New York State Broadcasters Association quizzed FCC Chairman Mark Fowler last week at their 28th annual meeting in Albany. Fowler didn't attend the meeting in person but participated in a 45-minute teleconference, telling association members of his "unregulatory" philosophy and urging them to support H.R. 5584 and H.R. 5585, the bills introduced by Representative James Broyhill (R-N.C.) that would remove all content regulation from broadcast programming, eliminate comparative renewal, and codify the FCC's deregulation of radio and extend that to television. In a question and answer session, Fowler brought association members up to date on subjects ranging from AM stereo to teletext. Above, Michael Corken, meeting chairman and vice president and general manager of WNYT-TV Albany, fields questions for Fowler.

clude Bonneville International Corp., Broadcast Communications Corp., Buckley Broadcasting Corp., Century Broadcasting Corp., Fairbanks Broadcasting, Field Communications, GCC Communications, Greater Media, Hubbard Broadcasting, Malrite Communications Group, McGavren Guild Radio and Susquehanna Broadcasting Co.

Lee noted that up to now, only initial pledges were sought but that fund-raising will be intensified not only throughout broadcasting but in all phases of American industry.

The overall project will be for at least five years and will involve research and development of methods to enhance productivity in the American work force and make it a stronger competitor with work forces of other nations.

For dissemination of this information, Lee said, storyboards are expected to be completed by the middle of June, a special presentation will be made to members of Congress in September, and the on-air phase of the campaign will begin on Thanksgiving. The last is projected to involve \$75 million to \$100 million annually for five years in donated air time.

President Reagan's endorsement, in a mailgram to NAB President Vincent T. Wasilewski, described the productivity campaign as "one of the most extensive and valuable efforts of its kind since World War II and serves as an especially appropriate response to foreign competition." Reagan added that "this endeavor

represents a major contribution to the economic well-being of our nation. All Americans applaud your leadership and sense of commitment to the ideals that have made us a nation of great achievement—building, creating and producing for ourselves and the world."

House Speaker Thomas P. (Tip) O'Neill conveyed his commendation in a letter to Eddie Fritts, joint board chairman of the NAB. In it, the Democratic leader

declared: "The productivity issue is well suited to your association's particular capabilities. It is a national problem that can be greatly improved by the public's better understanding of it . . . Better cooperation and mutual support between management and labor, better education of American workers and better encouragement of American research and development are necessary steps to affecting productivity increase." □

Changing Hands

PROPOSED

WUSW(FM) Lebanon, Tenn. □ Sold by Triplett Broadcasting of Tennessee, debtor-in-possession, to Mooney Broadcasting Corp. for \$2.5 million. **Seller** is owned by Wendell A. Triplett (100%), who also owns co-located WCOR(AM), WTOO-AM-FM Bellefontaine and WOSE(FM) Port Clinton, both Ohio, and WTKC(AM) Lexington, Ky., the last sold, subject to FCC approval, for \$745,000 (BROADCASTING, April 12). Triplett bought WUSW along with WCOR three years ago for \$1,025,000 (BROADCASTING, Dec. 24, 1979). **Buyer** is publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's which also sold, subject to FCC approval, WMAK(FM) Hendersonville, Tenn., for \$1.35 million (BROADCASTING, April 12).

George P. Mooney is president and 9.76% owner. WUSW is on 107.3 mhz with 100 kw and antenna 730 feet above average terrain.

KSEK(AM)-KMRJ(FM) Pittsburg, Kan. □ Sold by Douglas Broadcasting Corp. to Richard Chegwin and John David for \$1.45 million. **Seller** is owned by James D. Harbart, who has no other broadcast interests. He bought KSEK eight years ago for \$166,000 (BROADCASTING, April 15, 1974) and put KMRJ on air in 1975. **Buyer** Chegwin is president and 75% owner of KFSB(AM) Joplin, Mo., of which David is vice president and 25% owner. They also are directors of KVRO(FM) Stillwater, Okla. They will spin off KSEK to John E. Elsner for \$400,000. Elsner is chairman of KVRO. KSEK is on 1340 khz with 1 kw day and 250 w night. KMRJ is on 96.9 mhz with 100 kw and antenna 390 feet above average terrain.

Attractive Opportunities

AM—Texas	Fulltimer in one of state's most desired markets — a real underdeveloped opportunity; Terms for substantial buyer.	\$1,600,000
AM/FM—New Jersey	Daytimer and Class B facilities with resort region coverage; Terms.	\$1,000,000
AM—South Carolina	Underdeveloped fulltime opportunity in attractive resort community; Terms available.	\$ 400,000
AM/FM—Virginia	Premiere facilities in coastal market. AM is fulltime old line leader — superpower FM is underdeveloped; Cash.	\$3,500,000
FM—Montana	Class C strategically located in economically healthy area; Terms.	\$ 750,000

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4/26/82

KIFN(AM) Phoenix □ Sold by Hispanic Communications Corp. to Betacom of Phoenix Inc. for \$1.1 million plus \$100,000 for noncompete agreement. **Seller** is owned by Mauricio D. Mendez (63%), Volla A. Dunham and Morton Fleischer (15% each) and Robert W. Halliday (7%), who have no other broadcast interests. KIFN was bought three years ago for \$575,000 (BROADCASTING, April 16, 1979). **Buyer** is owned by F. Patrick Nugent (74.2%), Edward J. Knight (11.7%) and Scott Nurtun (14.1%), who own KSTM(FM) Apache Junction, Ariz. KIFN is 1 kw daytimer on 860 khz.

KKCS-FM Colorado Springs □ Sold by Mountain Center Broadcasting Co. to Walton Stations Colorado Inc. for \$1,020,000. **Seller** is principally owned by Dale Palmer, Al Burke and Steve Adams, who are also principal owners of co-located KKCS(AM), KTYL-AM-FM Tyler, Tex., and KIBA-TV Farmington, N.M. KKCS-FM was bought three years ago along with KKCS(AM) for \$765,000 (BROADCASTING, May 14, 1979). **Buyer** is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton. KKCS-FM is on 101.9 mhz with 50 kw and antenna 310 feet below average terrain. **Broker: Norman Fischer & Associates.**

WGBU(AM) Farrell and WGBZ(FM) Sharpsville, both Pennsylvania □ Sold by Broadcast Service Communications to National Communications System Inc. for \$700,000. **Seller** is group of 14 stockholders headed by James P. Catron, president. None have other broadcast interests. Group bought stations two years ago for \$603,750 (BROADCASTING, Nov. 10, 1980) and will seek waiver of three-year rule. **Buyer** is owned by Jerrome Bresson and David Hafler (47% each) and Edgar Hurst (6%). Bresson and Hafler are principal owners of WBUD(AM)-WKXW(FM) Trenton, N.J. Hurst is on-air personality at WPEN(AM) Philadelphia. WGBU is on 1470 khz with 1 kw day and 500 w night. WGBZ is on 95.9 mhz with 3 kw and antenna 285 feet above average terrain.

KELP(AM) El Paso □ Sold by Clear Channel Communications Inc. to Great American Broadcasting Corp. for \$650,000. **Seller** is principally owned by Lowry Mays, Red McCombs and John Barger, who are San Antonio, Tex.-based group owners of four AM's and three FM's. They bought KELP five years ago for \$500,000 plus \$150,000 for noncompete agreement (BROADCASTING, Sept. 5, 1977). **Buyer** is owned by B. Thomas Hoyt, who is former president of Hefel Broadcasting and who also bought, subject to FCC approval, KINT-FM El Paso from Taber Broadcasting for \$1.9 million (BROADCASTING, April 5). KELP is on 920 khz with 1 kw day and 500 w night. *Broker: Norman Fischer & Associates.*

KLBS(AM) Los Banos, Calif. □ Sold by Los Banos Broadcasting Co. to Ethnic Radio Inc. for \$425,000. **Seller** is owned by John R. McAdam, who also has interest in co-located KLBS-FM, which has been sold, subject to FCC approval, for \$680,000 (BROADCASTING, Aug. 17, 1981). **Buyer** is owned by Batista S. Viera and Joe C. Rosa (50% each), who own KRVE(FM) Los Gatos, Calif. KLBS is 500 w daytimer on 1330 khz.

KXKS(AM) Albuquerque, N.M. □ Sold by Broadcast Associates of New Mexico to Continental Broadcasting Corporation of New Mexico Inc. for \$325,000. **Seller** is owned by Louis Wiener Jr., Richard Sefman and Steven J. Gold (26.33% each), Alvyn A. Cohen (10%), Len Howard (9%) and Jack Abell (2%). They own co-located KKJX(FM) and KSET-AM-FM El Paso. Gold also owns 50.1% and Howard 14% of KVEG(AM)-KFMS(FM) Las Vegas. **Buyer** is owned by Jose Molina, who is Hollywood broadcast consultant and owner of KPHX(AM) Phoenix. KXKS is 1 kw daytimer on 1190 khz.

KVEE(AM) Conway, Ark. □ Sold by Communications Media Corp. to Creative Media Inc. for \$205,000. **Seller** is owned by Lloyd V. Stone Jr. and Richard P. Osborne (50% each), who have no other broadcast interests. They bought KVEE eight years ago along with co-located FM facility for \$190,000 (BROADCASTING,

April 15, 1974). FM facility was later sold. **Buyer** is owned equally by Michael D. Harrison, Richard Conboy and Harrison's mother, Marie Harrison. Michael Harrison is general manager at KVEE. Conboy is Batesville, Ark., industrial engineer. Marie Harrison is Conway real estate investor. Michael Harrison is also applicant for new FM at Conway. KVEE is 500 w daytimer on 1330 khz.

□ Other proposed station sales include: WHHL(AM) Pine Castle-Sky Lake, Fla. (BROADCASTING, Feb. 8); WCSR(AM)-WSCZ(FM) Hillsdale, Mich.; KNEN(AM) Norfolk, Neb. (BROADCASTING, April 19); WLW(AM) Cincinnati and WSKF(FM) Hamilton, Ohio, (BROADCASTING, March 29) and KBEQ(FM) Kansas City, Mo. (BROADCASTING, March 29). (See "For the Record," page 93).

APPROVED

WRJZ(AM) Knoxville, Tenn. □ Sold by Basic Media Ltd. to WRJZ Inc. for \$1.2 million. **Seller** is owned by N. Erie Jorgensen, 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, Ill., broadcast consultants. Sherwood's wife, Ann W. Sherwood, owns 20% of WZWZ(AM) Sarasota, Fla. WRJZ is on 620 khz with 5 kw full time.

WAZE(AM) Clearwater, Fla. □ Sold by Radio Clearwater Inc. to Efrain Archilla-Roig for \$975,000. **Seller** is subsidiary of Three Rivers Communications which is owned by Carl J. Marcocci who has no other broadcast interests. **Buyer** is president and owner of WALO(AM) Humacao, P.R. WAZE is 500 w daytimer on 860 khz.

WICE(AM) Providence, R.I. □ Sold by Dunn Broadcasting Inc. to C&F Communications Inc. for \$625,000 plus \$100,000 for noncompete agreement. **Seller** is owned by John M. Dunn, who bought WICE four years ago for \$914,500 plus \$25,000 noncompete agreement (BROADCASTING, April 10, 1978). **Buyer** is owned by Joseph E. Fernades and Antonio A. Costa (50% each). Fernades is Norton, Mass., real estate investor. Costa is chief of Portuguese to Europe Service, U.S. International Communication Agency, Washington. They also publish weekly, New Bedford, Mass., *Portuguese Times* and have no other broadcast interests. WICE is on 1290 khz with 5 kw day and 1 kw night.

□ Other approved station sales include: KLVA(FM) Lake Village, Ark.; KCLB(FM) Santa Rosa, Calif.; WKNA(TV) [CP] Melbourne, Fla.; WBHB(AM) Fitzgerald, Ga.; KWVR(AM) Enterprise, Ore. (See "For the Record," page 93).

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Ad industry votes to cut FTC's power

At hearing last week in House, advertising representatives say FTC should be given narrower definition of deception, and deny their position was influenced by that of FTC Chairman Miller

The advertising industry last week joined the Federal Trade Commission in asking Congress to narrow the agency's power to police deceptive advertising. At a hearing on legislation to fund the FTC next year, industry spokesmen also called for repeal of the agency's authority to prevent advertising it considers "unfair" and to fine advertisers not named in a specific complaint for practices found to be unlawful.

In a statement before the House Subcommittee on Commerce, Transportation and Tourism, William W. Rogal, general counsel to the American Advertising Federation, said the FTC should not be permitted to move against advertising practices unless it finds they consist of "material representations known to be false or made in reckless disregard of their truth or falsity" or "misrepresentations that directly cause or may foreseeably result in substantial economic injury to consumers acting responsibly in the circumstances."

Because present law does not define deceptive practices, it has created uncertainty both in the industry and at the FTC over what kinds of persuasive claims should be avoided by advertisers, said Rogal. Such uncertainty has permitted abuse by overzealous commissions and has had a "chilling" effect on advertisers' creativity and right of free speech.

Subcommittee Chairman James J. Florio (D-N.J.) noted that industry representatives had never before asked for a change in the law regarding deceptive practices, not even when they testified a few weeks earlier before the Senate Commerce Committee. There, recalled Florio, industry representatives said the courts should continue to decide what constitutes deceptive practices.

FTC Chairman James Miller III, whose testimony before the Senate preceded that of the industry, called for standards on

deceptiveness to help the FTC decide which kinds of practices to try to prevent. The industry, said Florio, has "adopted Chairman Miller's position" since then.

Rogal replied that the industry had not taken a final stance on the issue before the Senate, but had "left the record open" and later, had been "persuaded by arguments" presented in favor of a standard on deceptiveness.

Gilbert Weil, general counsel, Association of National Advertisers, said the "courts will still be the ultimate determiners of deceptive and unfair practices, but the FTC should be given as much guidance as possible" in deciding initially which cases to pursue.

Although industry representatives appeared to deny that Miller had had any direct involvement in their decision to modify their previous position, Jay Angoff, a staff attorney for Public Citizen's Congress Watch, accused the industry of giving in to pressure from Miller.

"Chairman Miller, having had his proposal to weaken the FTC's authority to police deceptive practices scathingly rebuffed by the other three commissioners—including two from his own party—and unenthusiastically received by the Senate Commerce Committee, has been frantically lobbying the reluctant advertisers to support his proposal to narrow the definition of deception," said Angoff. "Apparently they have now done so . . . but in doing so they have forfeited any credibility they may have had."

Not only has the industry fallen in step with Miller, said Angoff, it has proposed a standard for deceptiveness that goes even further than Miller's would by allowing advertisers to defend false representations on the grounds that they did not cause "substantial economic injury" to consumers or that consumers who suffered substantial economic injury were not "acting reasonably" in believing an advertiser's claims.

David S. Versfelt, counsel to the American Association of Advertising Agencies, argued that, in some ways, the industry proposal would be more lenient than that offered by the FTC, but that in other ways, it would be stricter. "We wouldn't require a showing of actual harm as Chairman Miller proposes," he said.

Florio expressed concern that the indus-

try's proposal to require a showing of "substantial economic injury" before the FTC could step in and end a deceptive campaign would lead to cost-benefit analysis at the agency and in courts reviewing agency decisions. "We could open up a whole new area for legal analysis," he said.

To that, Weil replied that the industry "may have to pay a price for certainty" in its standards. As it is now, he said, the FTC can pursue "frivolous cases."

Florio also questioned the need to eliminate the FTC's power to prevent advertising it deems "unfair." The agency "has never brought an action against an advertiser for unfairness alone," he said.

Weil replied that the FTC always ties unfairness and deceptiveness together in acting against an advertiser and that the presence of the unfairness standard in the law has a "chilling effect" on advertisers' right to bring information to the public. "The Supreme Court has never said truthful advertising that's unfair is unlawful," he said.

In its third request for change in the law, industry representatives asked that the FTC no longer be permitted to "bring enforcement proceedings in district courts against advertisers who violate cease and desist orders obtained in adjudicative proceedings in which they were not parties." Such authority "constitutes back door rulemaking," said Rogal, allowing the FTC to apply a ruling against one or two advertisers to the whole industry. Congress has promised to reconsider this authority, said Rogal.

Angoff disagreed that the FTC's authority to fine or gain injunctions against advertisers not cited in specific rulemakings allows the FTC to overstep its authority. Instead, he said, this section of the law "has proved to be one of the most effective and efficient law-enforcement tools the FTC has."

While the industry argued that standards must now be defined in law to prevent abuses by overzealous regulators, Angoff and Florio appeared to believe definite standards might end the industry's tendency to police itself. The rules were "vaguely drawn" because industry tends to "go around specific language," said Florio.

Advertisers tend to avoid producing messages that tend to deceive because they know the FTC can challenge them, said Angoff. "But the more the definition of deception is weakened, the less the incentive of advertisers to police themselves, the more false and misleading ads that appear, and the lower the public's confidence in the truthfulness of all advertisements—a confidence that advertisers have worked at for years to build up." □

Liquor accounts? With the suspension of the National Association of Broadcasters code (BROADCASTING, March 15), WTHR(TV) Indianapolis is thinking about going after hard liquor spots. William Dunaway, vice president and general manager, said that the station's attorneys in Washington are investigating the regulatory aspects and that the station informally is surveying viewers. Should the station decide to solicit liquor ads, Dunaway said, the spots would only run during "adult" viewing times such as late prime and late night. Dunaway, a member of the NAB TV board, said he expects sponsors would be mostly retailers.

Local ads grow 13% in 1981

Leisure-time stores and services rank at top of local TVB list; McDonald's leads in spending

Television advertising by local businesses last year reached an estimated \$2,269,112,200, up 13% from 1980, the Television Bureau of Advertising reported last week.

The report, based on data compiled by Broadcast Advertising Reports from monitoring in the top 75 markets, ranks leisure-time stores and services as local TV's largest retail advertising category, with 1981 expenditures of almost \$653.3 million, a gain of 20% over the preceding year. Department, discount and variety stores rank second, with \$259.8 million, a gain of 10%, while household stores place third with \$232.6 million, up 13%.

Among other major retail buyers, TVB cited restaurants and drive-ins (a part of the leisure-time category), with a 22% increase in TV expenditures to reach \$351.2 million; food stores and supermarkets, in the drug and food store category, up 18% to \$175.2 million; banks and savings and loans (in the business and financial services group), up 12% to \$157.5 million, and department stores (in the department, discount and variety group), up 6% to \$139.4 million.

Sport, hobby and toy stores represented the fastest growing individual category, with a 48% increase that brought their TV spending to \$34.5 million.

TV advertising by local media continued to grow, reaching \$119.1 million for a 38% advance. Advertising by radio stations and cable TV systems almost reached the \$100-million mark, jumping 43% to \$99.3 million, while newspapers spent almost \$18 million to promote themselves, 17% more than in 1980, and magazines and other local publications spent \$922,500, an 11% increase. Only miscellaneous local media and advertising services showed a decline, dropping 15% to \$842,600.

Declines within the components of other major categories were also relatively few.

McDonald's Corp. was again the year's leading retail spender in TV, boosting its outlays to almost \$75.3 million from \$66.6 million the year before. General Mills's Red Lobster Inns placed second with \$30.6 million, up from \$19.4 million, and Pepsico was third with \$24.5 million for Pizza Hut and Taco Bell, up from \$13.4 million in 1980. Mobil Corp.'s Montgomery Ward placed fourth, despite a 6.8% slippage to \$23.3 million, and K-Mart Corp. was fifth at \$22.8 million, up from \$17.9 million.

TVB noted that the figures for the most part do not include co-op advertising expenditures by retailers, which BAR usually credits to the manufacturer.

The BAR-TV category-by-category report and compilation of the top 25 individual local/retail TV spenders follow:

Local/retail television estimated expenditures by product classifications

	1980	1981	% change
AUTOMOTIVE	\$156,307,700	\$185,225,500	+19
APPAREL STORES	79,233,300	86,032,500	+ 9
BUSINESS & FINANCIAL SERVICES	168,622,300	193,937,000	+15
DEPARTMENT, DISCOUNT & VARIETY STORES	236,809,400	259,859,700	+10
DRUG & FOOD STORES	186,280,300	227,177,600	+22
HOUSEHOLD SERVICES	80,460,300	88,117,600	+10
HOUSEHOLD STORES	206,065,900	232,634,700	+13
LEISURE TIME STORES & SERVICES	545,036,100	653,282,800	+20
LOCAL MEDIA	86,447,600	119,091,800	+38
MEDICAL & HEALTH RELATED SERVICES	48,495,200	62,984,900	+30
PERSONAL SERVICES	11,739,600	13,284,300	+13
PUBLIC UTILITIES & FUEL DEALERS	18,402,300	23,358,400	+27
OTHER RETAIL & LOCAL STORES	44,496,700	48,897,100	+10
MISCELLANEOUS RETAIL SERVICES	39,143,000	44,799,900	+14
MISCELLANEOUS	75,865,500	30,428,400	-60
TOTAL	\$1,983,405,200	\$2,269,112,200	+13

NOTE: Most co-op activity is credited by BAR to the manufacturer and is *not* included in the above local categories.

Top 25 local retail TV advertisers in 1981

	1980	1981
1. McDonald's	\$66,618,900	\$75,264,700
2. General Mills (Red Lobster Inns)	19,385,400	30,650,600
3. Pepsico (Pizza Hut, Taco Bell)	13,406,300	24,514,800
4. Mobil Corp. (Montgomery Ward)	25,044,500	23,343,500
5. K-Mart	17,855,700	22,781,700
6. Pillsbury (Burger King)	19,149,600	21,122,200
7. Jerrico (Long John Silvers)	15,581,800	20,527,300
8. American Stores	15,654,900	19,911,900
9. Federated Department Stores	16,374,500	19,755,200
10. Safeway Stores	15,947,500	19,668,700
11. Gulf & Western Industries (movies)	8,255,100**	17,575,600
12. Dayton-Hudson Corp.	11,558,100	16,393,800
13. Heublein (Kentucky Fried Chicken)	12,515,000	15,873,700
14. Wendy's International	10,301,900	15,819,700
15. Cotter & Co. (True-Value Hardware)	10,059,500	12,983,400
16. The Kroger Co.	10,763,500	12,632,700
17. Lucky Stores	12,056,300	12,172,300
18. Winn Dixie Stores	11,157,800	11,927,500
19. J.C. Penney	12,918,100	11,520,200
20. Metro-Goldwyn-Mayer	5,022,300**	11,212,400
21. Sears, Roebuck	14,470,900	11,124,400
22. F.W. Woolworth	10,960,900	10,923,400
23. Aamco Industries	9,657,300	10,494,300
24. Ralston Purina (Jack-in-the-Box)	8,504,100	10,036,500
25. Household International	7,958,900	9,993,200

**May be understated.

Young & Rubicam is serious about cable

Agency includes medium in all its considerations, sees it as complement to network ads

Cable advertising is considered in every media plan for every product at Young & Rubicam.

So said Edward N. Ney, chairman and president of the advertising agency with the most broadcast billings, during an address last week before the Economic Club of Detroit.

While "cable does not represent a large outlay of advertising dollars right now," Ney explained, "we at Y&R are deadly serious about the prospects of cable TV as a complement to network advertising capabilities."

Also stressing the "complementary role" of cable in the electronic media mix was Frederick S. Pierce, ABC's executive vice president, who said that both broadcasting and cable "will continue to grow and flourish."

Ney encouraged advertisers to test the cable advertising waters. "Any advertiser," he said, "would be well advised to get his nose under the new media tent—to gain

experience, jockey for preferred position, make long-term deals that guarantee rates, learn where the potholes are and where the roads run smooth."

"Maybe someday [cable's] tabby cat portion will grow to a lion's share of everybody's advertising budget," he said.

Ney also believes that pay-TV services will become advertising vehicles. "At Y&R," he explained, "we think that pay cable—in fact most every sort of video entertainment technology: the disk, the cassette, the video record album—will ultimately go the historic way of all informational and entertainment media and accept advertising in some measure."

With cable, Ney claimed, "a new phenomenon has heaved upon the television scene—a willingness on the part of the same video-indoctrinated public to pay a good bit of money to get much of the same sort of fare that they have been getting and still can get for free."

ABC's Pierce said that over-the-air "network television is the most effective and efficient means for an advertiser to reach a broad audience." But he described cable as a medium to reach specialized audiences and serve specific advertiser needs.

"As we've learned with ARTS" (an ABC joint venture with the Hearst Corp. providing a nightly culture service on cable), Pierce said, "these audiences may be smaller, but the demographics can be

beautiful."

Pierce said that an ARTS study late last year showed that 60% of its audience were college graduates, almost half had incomes of more than \$30,000 yearly and "believe it or not, one in six members of the national ARTS audience [had] published books or articles."

He claimed that "commercial broadcasting is still the mainstay of our business at ABC and will continue to be so—it's currently 86% of our revenues." With that and other businesses, Pierce said, "Our goal as a company is to be a leader in the telecommunications industry in its broadest sense." □

Newspaper group lists incorrect radio figures in its advertising

The Newspaper Advertising Bureau has admitted that its own newspaper ad—run this month in the *New York Times* and trade publications—was wrong.

The ad dramatically underestimated radio advertising volume in a comparison with newspapers, television and magazines.

Claiming to cite figures from the McCann-Erickson advertising agency, the ad showed radio's 1980 advertising volume at \$954 million in 1980 and at an estimated \$1.065 billion in 1981.

"Radio is four times as large a medium as your ad states," wrote Miles David, president of the Radio Advertising Bureau, to Jack Kauffman, president of the Newspaper Advertising Bureau last week.

"Radio had its first year at over the \$4 billion mark in 1981, according to McCann-Erickson, putting radio's total volume at \$4.212 billion," David added.

David also challenged percentage figures comparing the growth of the various media. The ad showed newspapers up 14.4% from 1980, radio up 12.0%, television up 11.4% and magazines up 9.0%.

"Your figures are not the McCann-Erickson numbers," David continued, claiming that they show radio with the largest percentage growth: 13.8% to magazine's 12.2%, newspaper's 12.1% and television's 11.3%.

The Newspaper Advertising Bureau last week claimed that it had caught the radio dollar figure error before David's letter arrived and that it was changed. It said the number probably was pulled from the wrong column in McCann-Erickson material. As for the percentages, the bureau claimed the ones it used were "preliminary."

In his response to David, Craig C. Standen, executive vice president, sales of the Newspaper Advertising Bureau wrote that "the ad has been corrected and updated." He said the radio figure "seemed to be" for "national advertising... rather than the total."

"Of course we are sorry for the mistake. No harm was intended," he explained. □

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Season tally: CBS-TV chalks three in a row

ABC takes second in 1981-82 prime time season, NBC again third; 'Dallas' top program

CBS-TV has won prime time for the third consecutive season—this time by nine-tenths of a rating point.

For the 1981-82 season (Oct. 5, 1981-April 18, 1982), CBS averaged a 19.0 rating and 30 share. ABC-TV was second with an 18.1/29 and NBC-TV a distant third at 15.2/24. It was NBC's lowest-rated season ever.

NBC ended the season without a weekly win. CBS won 19 weeks, ABC took eight and there was one CBS/ABC tie.

Overall the three networks delivered fewer homes this season than last. Delivery dropped about 2.3% from 43,620,000 to 42,630,000 homes per average minute.

NBC suffered the most, dropping 6.6% from 13,260,000 to 12,390,000. CBS—while delivering 5% more than ABC and 25% more than NBC this season—also didn't match its 1980-81 performance; CBS declined about 2.1% from 15,820,000 to 15,490,000. Only ABC was up, 1.4% from 14,540,000 to 14,750,000.

Those comparisons are on a season-to-season basis—28 weeks in 1981-82 and 25 weeks in 1980-81 when the season start was delayed until Oct. 27 due to an actors strike.

When taking the same 28-week periods both years, CBS is down 0.6%, NBC down 9.2% and ABC up 2.0%. That, however, includes three pre-season weeks in 1980-81 when NBC had more viewers primarily due to the World Series and CBS had fewer. That comparison therefore would show less loss for CBS in 1981-82 and more for NBC.

The networks all had lower ratings averages than for 1980-81, attributable at least in part to A.C. Nielsen's expanded homes base for a ratings point. ABC, for example, was off 0.1 of a rating point although its homes increased. CBS dropped 0.8 and NBC 1.2.

Among the season's series, (including football and regularly scheduled movies), CBS had six and ABC four of the top-rated 10; in the top-20, CBS had 11 and ABC nine. NBC's top scorer, *Real People*, came in at 32.

The top-20, with their season average, according to CBS:

CBS's *Dallas* (28.4/46), *60 Minutes* (27.7/43) and *Jeffersons* (23.4/35); ABC's *Joanie Loves Chachi* (23.3/35) and *Three's Company* (23.3/35); CBS's *Alice* (22.7/34) and *Dukes of Hazzard*

(22.6/37); ABC's *Too Close for Comfort* (22.6/34) and *Monday Night Movie* (22.5/34); CBS's *M*A*S*H* (22.3/32) and *One Day at a Time* (22.0/32); ABC's *NFL Monday Night Football* (21.8/36); CBS's *Archie Bunker's Place* (21.6/32) and *Falcon Crest* (21.4/37); ABC's *Love Boat* (21.2/36) and *Hart to Hart* (21.1/35); CBS's *Trapper John M.D.* (21.1/35) and *Magnum P.I.* (20.9/34), and ABC's *Happy Days* (20.6/31) and *Dynasty* (20.2/34).

The lowest rated five:

NBC's *Chicago Story* (9.6/16) and *Billy Crystal Comedy Hour* (9.5/17); ABC's *Inside America* (9.1/16), and NBC's *Saturday Night Movies* (8.8/15) and *Fitz and*

Bones (8.7/16).

Of new series entries this season, only *Joanie Loves Chachi* made the top-10, joined in the top-20 by *Falcon Crest* and in the top-30 by ABC's *Fall Guy* (27th, 19.0/30) and *T.J. Hooker* (30th, 18.4/32).

CBS had both the first and second made-for-TV movies: *Coward of the County* (31.1/48) and *Help Wanted: Male* (28.7/47). ABC had the highest rated theatrical, split over two nights, with "Superman" part I (29.6/42) and part II (30.2/42).

On average, ABC won Monday, Tuesday, Wednesday and Saturday. However, CBS claimed it had the most nightly wins with 96 to ABC's 79 and NBC's 16. □

Will Islanders disappear from conventional TV?

Chuck Dolan's Sportschannel, the New York-based regional pay-cable sports network, has signed a new 30-year agreement with two New York-based professional sports teams—baseball's Mets and hockey's Islanders. The financial terms of the arrangement were not disclosed.

At a press conference last week, attended by Dolan, John Pickett, owner of the Islanders, and Nelson Doubleday, the Mets owner, it was noted that the Islanders might abandon conventional television coverage altogether—in favor of pay-TV—after the team's current contract with WOR-TV New York expires three years from now. They are more than half way there already. The hockey agreement provides for the showing of 75 of the 95 total games on cable over the next three years. Thereafter, the agreement incorporates

"mechanics" for expansion of the cable schedule to include all Islanders games.

The agreement with the Mets provides for 50 of that team's games to be shown on cable this year, 60 games in 1983 and probably more (as yet undetermined) games per season in the years thereafter.

Dolan said that the 30-year pacts represented a "commitment on the part of [the two teams] to cable as an alternative to the [ball park] box office."

The Islanders' Pickett endorsed the concept of an all-cable hockey schedule, suggesting that "fans will be able to enjoy world-class hockey at affordable prices whenever and wherever we play. We believe the additional exposure will increase interest in the team, and develop fans. And the added gate will enhance our ability to field winning teams."

Doubleday addressed the same theme, commenting that "the additional revenues generated by cable television will improve the quality of our product, making the Mets more competitive in the free agent market." □



ATAS goes east. The West Coast-based Academy of Television Arts & Sciences last Tuesday (April 20) held its first activity for East Coast "members and friends"—a reception at New York's Plaza hotel. Among the evening's hosts were (l-r) Herb Granath, president, ABC Video Enterprises; Grant Tinker, NBC chairman, and James Rosenfield, executive vice president, CBS/Broadcast Group.

Arbitron's February sweeps: CBS first, ABC second, NBC third

Viewers of prime-time programming on network-affiliated stations increased 2.1% during Arbitron Television's February sweep measurement of local markets, reaching a total of 42,845,000 homes per average quarter-hour as against 41,976,000 in February 1981.

CBS' prime-time leadership through time homes delivery with 15,694,000 per quarter-hour, a gain of 3% from the February 1981 sweep. ABC-TV affiliates came in second with 14,536,000 on the strength of a 4% advance. NBC-TV's delivery dropped by 1.1% to 12,615,000.

These figures are drawn from a compilation and analysis of Arbitron data by CBS researchers, from which BROADCASTING developed the market-by-market presentation shown below. The figures cover all 212 Arbitron markets.

CBS-TV affiliates ranked first in prime-time much of the current season was reflected in the February figures. Where the Arbitron scores showed CBS and ABC affiliates virtually tied for first place in last

November's sweep, shortly after the new season commenced, the February report puts CBS stations ahead of ABC's by 8%—and ahead of NBC's by 24.4%.

Of 141 markets where all three networks have affiliates, CBS researchers said CBS affiliates took first place in 73.5, ABC affiliates were first in 44 and NBC affiliates first in 23.5. The fractional points derived from ties: in two-way ties for first place, for example, each network received a half-point, while three-way ties were worth three-tenths of a point per network.

The first-place totals represented slight gains for NBC and CBS affiliates, a slight decline by ABC stations. ABC affiliates ranked second in 50.5 markets, CBS affiliates were second in 49.5 and NBC affiliates were second in 41.0. Third place went to NBC stations in 76.5 markets, to ABC stations in 46.5 and to CBS stations in 18.0.

CBS' researchers noted affiliation changes in five markets between February 1981 and February 1982. In Baltimore, CBS and NBC exchanged outlets (with no

change in the relative rankings in the market, where ABC remained first, CBS second and NBC third, though ABC was stronger, and CBS and NBC weaker, compared with February 1981). In Monroe, La.-El Dorado, Ark., NBC and ABC exchanged stations (to NBC's advantage over ABC, though CBS still took first place). In El Centro, Calif.-Yuma, Ariz., CBS lost its affiliate to ABC (which edges out NBC for first). In Albany-Schenectady-Troy, N.Y., CBS and NBC switched (propelling CBS from third place to first, dropping NBC from first to third). And in two-station Panama City, Fla., NBC and ABC switched (with NBC going to first place and ABC dropping to second).

In all, according to the CBS researchers, CBS affiliates increased their prime-time homes delivery (compared to February 1981) in 102 markets, declined in 64 and showed no change in 13. NBC affiliates gained in 108, declined in 52 and showed no change in 15. ABC affiliates gained in 116, declined in 48, no change in 13.

On an all-day basis—9 a.m. to midnight, Monday through Sunday, the researchers showed CBS affiliates in first place in 62 markets, ABC affiliates first in 54.5 and NBC affiliates first in 24.5 (again, fractional points denoted ties).

The table below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's February 1982 and 1981 reports. Bold-face numbers represent first place in market. Household numbers are in thousands (add 000) per average prime-time quarter-hour (Monday-Saturday, 8-11 p.m. and Sunday, 7-11 p.m.) and include whatever local programming was broadcast by affiliates during prime time. Percent change shows household gain or loss from February 1981. A dash (—) indicates no primary affiliate in the market. An asterisk denotes an affiliation change between the February 1981 and 1982 sweeps. The 1981 sweep period was Feb. 3-March 2. Not included are markets that Arbitron did not measure, such as those in Hawaii, Alaska and St. Thomas.

CBS					NBC					ABC					ADI					CBS					NBC					ABC				
1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change	1981	1982	% change					
Abilene-Sweetwater, Tex.	16	16	—	32	35	+ 9.3	13	15	+15.3	Fort Myers-Naples, Fla.	34	38	+11.7	23	25	+ 8.6	17	16	—	5.9														
Albany, Ga.	—	—	—	54	64	+18.5	—	—	—	Fort Smith, Ark.	33	34	+ 3.0	15	18	+20.0	13	17	+30.7	—														
Albany-Schenectady-Troy, N.Y.*	71	111	+56.3	97	67	-31.0	86	91	+ 5.8	Fort Wayne, Ind.	41	43	+4.8	34	40	+17.6	35	48	+37.1	—														
Albuquerque, N.M.	50	56	+12.0	46	46	—	66	69	+ 4.5	Fresno, Calif.	64	69	+ 7.8	52	47	- 9.7	51	56	+ 9.8	—														
Alexandria, La.	—	—	—	28	38	+35.7	—	—	—	Gainesville, Fla.	—	17	—	—	—	—	13	17	+30.7	—														
Alexandria, Minn.	—	—	—	43	42	- 2.4	—	—	—	Grand Junction, Colo.	16	17	+ 6.2	—	—	—	5	6	+20.0	—														
Alpena, Mich.	8	7	-12.5	—	—	—	—	—	—	Grand Rapids-Kalamazoo, Mich.	102	103	+ 0.9	96	93	- 3.2	64	72	+12.5	—														
Amarillo, Tex.	26	29	+11.5	29	30	+ 3.4	36	39	+ 8.3	Extra ABC affiliate	15	14	- 6.7	—	—	—	33	37	+12.1	—														
Annis, Ala.	19	17	-10.6	—	—	—	—	—	—	Great Falls, Mont.	77	70	- 9.1	73	78	+ 6.8	66	68	+ 3.0	—														
Ardmore-Ada, Okla.	26	24	- 7.7	—	—	—	12	13	+ 8.3	Green Bay, Wis.	109	127	+16.5	79	80	+ 1.2	83	93	+12.0	—														
Atlanta	212	212	—	141	142	+ 0.7	183	226	+23.4	Greensboro-Winston Salem, N.C.	52	54	+ 3.8	58	54	- 6.9	29	35	+20.6	—														
Augusta, Ga.	42	45	+ 7.1	13	17	+30.7	49	54	+10.2	Greenville-New Bern, N.C.	117	118	+ 0.8	113	113	—	94	98	+ 4.2	—														
Austin, Tex.	59	55	- 6.8	25	30	+ 1.2	35	40	+14.2	Greenville-Spartanburg, S.C.	8	11	+37.5	—	—	—	22	26	+18.1	—														
Bakersfield, Calif.	16	19	+18.7	23	22	- 4.4	26	25	- 3.9	Miss.	50	51	+ 2.0	—	—	—	66	65	- 1.6	—														
Baltimore*	183	164	-10.4	155	135	-13.0	188	205	+ 9.0																									
Bangor, Me.	27	27	—	21	20	- 4.8	19	21	+10.5																									
Baton Rouge, La.	60	61	+ 1.6	29	26	-10.4	60	67	+11.6																									
Beaumont-Port Arthur, Tex.	50	49	- 2.0	37	41	+10.8	32	33	+ 3.1																									

Bend, Ore.	4	5	+25.0	—	—	6	+20.0	—	—	13	14	+ 7.6	24	28	+16.6	90	102	+13.3	—	—	—	19	20	+ 5.2
Billings, Mont.	19	19	—	2	—	—	—	—	—	31	35	+12.9	11	11	—	—	—	—	—	—	—	—	—	
Biloxi-Gulfport, Miss.	—	—	—	—	—	—	—	—	—	31	35	+12.9	11	11	—	—	—	—	—	—	—	—	—	
Binghamton, N.Y.	52	50	— 3.9	18	17	— 5.6	—	—	—	14	12	—14.3	—	—	—	—	—	—	—	—	—	—	—	
Birmingham, Ala.	48	47	— 2.1	107	108	+ 0.9	127	130	+ 2.3	Conn.	Extra NBC affiliate	162	176	+ 8.6	53	52	— 1.9	—	—	—	180	155	—13.9	
Bluefield-Beckley-Oak Hill, W. Va.	—	—	—	32	32	—	—	—	—	25	32	+28.0	—	—	—	—	—	—	—	—	—	—	—	
Boise, Idaho	25	25	—	28	26	— 7.2	22	23	+ 4.5	22	23	+ 4.5	225	245	+ 8.8	205	162	+25.0	—	—	—	233	236	+ 1.2
Boston	302	356	+17.8	250	241	— 3.6	365	364	— 0.3	365	364	— 0.3	65	59	— 9.3	34	35	+ 2.9	—	—	—	—	—	—
Bowling Green, Ky.	—	—	—	—	—	—	—	—	—	19	30	+57.8	65	59	— 9.3	34	35	+ 2.9	—	—	—	44	57	+29.5
Buffalo, N.Y.	65	60	— 7.7	76	84	—10.5	21	26	+23.8	21	26	+23.8	17	19	+11.7	16	18	+12.5	—	—	—	11	15	+36.3
Burlington, Vt.-Plattsburgh, N.Y.	122	129	+ 5.7	93	86	— 7.6	136	111	—18.4	136	111	—18.4	153	160	+ 4.5	136	132	— 3.0	—	—	—	145	150	+ 3.4
Butte, Mont.	56	57	+ 1.7	28	26	—13.8	14	17	+21.4	14	17	+21.4	59	54	— 8.5	60	67	+11.6	—	—	—	26	35	+34.6
Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	27	31	+14.8
Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	52	59	+13.4
Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
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Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Butte, Mont.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—							

ADI	CBS			NBC			ABC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
ADI	1981	1982	% change	1981	1982	% change	1981	1982	% change
North Platte, Neb.	—	—	—	8	7	-12.5	—	—	—
Odessa-Midland, Tex.	30	30	+15.0	20	23	+15.0	15	16	+6.3
Oklahoma City	97	96	-6.7	90	84	-6.7	84	85	+1.2
Omaha	78	73	-6.5	67	73	+8.9	82	78	-4.9
Orlando-Daytona, Fla.	91	105	+15.3	90	101	+12.2	109	97	-11.9
Ottumwa, Iowa-Kirksville, Mo.	—	—	—	—	—	—	18	19	+5.3
Paducah, Ky-Cape Girardeau, Mo.	89	83	-6.8	63	75	+19.0	36	33	-8.3
Palm Springs	—	—	—	6	5	-16.7	8	7	-12.5
Panama City, Fla.*	—	—	—	20	22	+10.0	18	23	+27.8
Parkersburg, W. Va.	—	—	—	6	9	+50.0	—	—	—
Peoria, Ill.	45	44	-2.3	45	46	+2.2	40	45	+12.5
Philadelphia	446	463	+3.8	326	321	-1.5	527	520	-1.3
Phoenix	107	130	+21.5	89	95	+6.7	102	119	+16.7
Extra NBC affiliate	—	—	—	5	5	—	—	—	—
Pittsburgh	254	263	+3.5	165	147	-11.0	284	273	-3.9
Portland, Ore.	118	140	+18.6	104	115	+10.5	122	138	+13.1
Portland, Poland, Spring, Me.	49	52	+6.3	53	54	+1.8	52	54	+3.8
Presque Isle, Me.	10	9	-10.0	—	—	—	—	—	—
Providence, R.I.-New Bedford, Mass.	82	102	+24.3	111	107	-3.7	111	112	+0.9
Quincy, Ill.-Hannibal, Mo.	36	35	-2.8	34	35	+2.9	—	—	—
Raleigh-Durham, N.C.	122	118	-3.3	31	25	-19.4	108	123	+13.8
Rapid City, S.D.	17	23	+35.2	18	27	+55.6	17	16	-5.9
Reno	94	94	—	62	61	-1.7	70	75	+7.1
Richmond, Va.	—	—	—	4	4	—	—	—	—
Extra NBC affiliate	—	—	—	—	—	—	—	—	—
Roanoke-Lynchburg, Va.	94	93	-1.1	58	61	+5.1	41	49	+19.5
Rochester, N.Y.	60	62	+3.3	48	44	-8.4	64	61	-4.7
Rochester, Minn.-Mason City, Iowa	24	25	+4.1	27	29	+7.4	28	31	+10.7
Rockford, Ill.	33	39	+18.1	31	32	+3.2	33	39	+18.1
Roswell, N.M.	15	15	—	—	—	—	—	—	—
Sacramento-Stockton, Calif.	117	124	+5.9	117	116	-0.9	138	141	+2.1
St. Joseph, Mo.	—	—	—	—	—	—	17	20	+17.6
St. Louis	225	236	+4.8	167	153	-8.4	187	208	+11.2
Salinas-Monterey, Calif.	19	23	+21.0	21	26	+23.8	51	51	—
Salisbury, Md.	21	25	+19.0	—	—	—	12	12	—
Salt Lake City	103	110	+6.7	71	73	+2.8	87	93	+6.8
San Angelo, Tex.	11	10	-9.1	—	—	—	—	—	—
San Antonio	92	101	+9.7	70	75	+7.1	85	95	+11.7
San Diego	106	118	+11.3	70	61	-12.9	109	100	-8.3
San Francisco	283	314	+10.9	221	207	-6.4	312	282	-9.7
Santa Barbara-Santa Maria, Calif.	18	21	+16.6	14	16	+14.2	25	25	—
Sarasota, Fla.	—	—	—	—	—	—	20	16	-20.0
Savannah, Ga.	45	45	—	33	32	-3.1	19	22	+15.7
Seattle-Tacoma	124	149	+20.1	137	147	+7.2	178	173	-2.9
Bellingham, Wash.	6	8	+33.3	—	—	—	—	—	—
Selma, Ala.	9	7	-22.3	—	—	—	—	—	—
Shreveport, La.-Texarkana, Tex.	100	105	+5.0	56	66	+17.8	73	85	+16.4
Sioux City, Iowa	14	12	-14.3	28	33	+17.9	39	36	-7.7
Sioux Falls-Mitchell, S.D.	68	66	-3.0	38	47	+23.6	18	18	—
South Bend-Elkhart, Ind.	60	62	+3.3	54	56	+3.7	48	54	+12.5
Spokane, Wash.	51	60	+17.6	49	53	+8.1	53	55	+3.7
Springfield, Mass.	—	—	—	50	46	-8.0	62	59	-4.9
Springfield, Mo.	67	58	-13.5	70	66	-5.8	23	23	—
Springfield-Decatur, Ill.	72	70	-2.8	59	62	+5.0	52	55	+5.7
Champaign, Ill.	84	90	+7.1	74	72	-2.8	60	59	-1.7
Syracuse, N.Y.	52	53	+1.9	—	—	—	11	14	+27.2
Tallahassee, Fla.	—	—	—	—	—	—	4	4	—
Extra ABC affiliate	—	—	—	—	—	—	—	—	—
Tampa-St. Petersburg, Fla.	201	208	+3.4	152	153	+0.6	134	143	+6.7
Terre Haute, Ind.	43	43	—	44	43	-2.3	13	14	+7.6
Toledo, Ohio	102	98	-4.0	85	85	—	62	62	—
Topeka, Kan.	41	38	-7.4	22	23	+4.5	—	—	—
Traverse City-Cadillac, Mich.	47	49	+4.2	30	32	+6.6	14	17	+21.4
Tucson, Ariz.	37	41	+10.8	37	44	+18.9	39	46	+17.9
Tulsa, Okla.	79	85	+7.5	57	63	+10.5	88	87	-1.2
Tuscaloosa, Ala.	10	12	+20.0	—	—	—	—	—	—
Twin Falls, Idaho	—	—	—	10	12	+20.0	—	—	—
Tyler, Tex.	—	—	—	—	—	—	—	—	—
Utica, N.Y.	—	—	—	29	29	—	39	45	+15.3
Victoria, Tex.	—	—	—	—	—	—	17	16	-5.9
Waco-Temple, Tex.	—	—	—	34	43	+26.4	5	3	-40.0
Washington	251	264	+5.1	190	198	+4.2	220	246	+11.8
Extra NBC affiliate	—	—	—	—	—	—	—	—	—
Watertown-Carthage, N.Y.	26	23	-11.6	—	—	—	—	—	—
Wausau-Rhineland, Wis.	42	48	+14.2	12	11	-8.4	25	26	+4.0
West Palm Beach (Fl. Pierce), Fla.	14	20	+42.8	53	57	+7.5	38	36	-5.3
Wheeling, W. Va.-Steubenville, Ohio	51	56	+9.8	40	52	+30.0	—	—	—
Wichita-Hutchinson, Kan.	78	77	-1.3	71	77	+8.4	63	68	+7.9
Wichita Falls, Tex.-Lawton, Okla.	35	30	-14.3	29	30	+3.4	29	28	-3.5
Wilkes Barre-Scranton, Pa.	72	73	+1.3	82	85	+3.6	109	109	—
Wilmington, Del.	—	—	—	60	55	-8.4	11	15	+36.3
Yakima, Wash.	32	35	+9.3	20	22	+10.0	20	24	+20.0
Youngstown, Ohio	59	67	+13.5	53	53	—	48	49	+2.0
Zanesville, Ohio	—	—	—	10	7	-30.0	—	—	—

Notes: Household numbers are in thousands (add 000).

Dash indicated no primary affiliate in market.

Asterisk indicates affiliation change between February 1981 and 1982.
Hawaii, Alaska and St. Thomas markets are not included in Arbitron reports.

In the mind's eye of Bates: fall program predictions

Ad agency takes look at network lineups citing weaknesses and strengths in fall schedules

The Ted Bates advertising agency has estimated that ABC, CBS and NBC will be filling 17 to 19 hours with new television program entries next season.

In a prime-time program development report, Joel M. Segal, senior vice president of Bates, projected ABC will require four and a half to five hours, CBS five to six and NBC seven and a half to eight.

The networks are scheduled to unveil their fall lineups this week and next, with NBC announcing April 29, ABC May 5 and CBS May 7.

"As we see it," the Bates report said, "ABC's problems are worse on Thursday and Friday, with hour-long gaps on Wednesday and Sunday. CBS has a disastrous Wednesday but will have to do some patching on Monday, Tuesday and Thursday as well. NBC has a three-hour hole to fill on Friday and two more hours each [on] Tuesday and Saturday and an hour on Sunday that need repair."

According to the study, ABC already has committed to two new situation comedies: a remake of *The Odd Couple* and *For Better or Worse*. "Among the top fall contenders" are the hours *Tales of the Brass Monkey*, *Travis McGee* and *Maserati*, and half-hours *At Ease*, *Callahan* and *Stepping*, Bates said.

CBS was said to have committed to a new Bob Newhart show, with "their favorite half hour comedies" including *After George*; *Adams House*; *In Security*; *One More Try* and *Tom, Dick and Harriet*. Bates said the "leading dramas" in the lineup are *Bring 'Em Back Alive*, *Gib* and *The Mississippi*.

Of NBC, Bates said the network already has committed to the hour shows *The Devlin Connection*, *The Powers of Matthew Star*, *Gavilan* and *St. Elsewhere* and half hours *Cheers* and *Eunice*. Among NBC's other shows in development, the agency said the "best cards" are the half-hour sitcoms *The Academy*, *Family Ties*, *The Love Birds* and *Three to Six*, and the hours, *The Circle Family* (for Sundays at 7 p.m.) and *The Firm*. □

Jankowski on RadioRadio launch

CBS Broadcast Group president says public will decide if new network can succeed; launch is set for today over 70 stations

"Ultimately, in what we do, in terms of the messages we provide, whether it's teletext, the second radio network or our primary TV network, our success or



RadioRadio's Ed Crane (l) and Bob Wimpie rehearse a newscast.

failure is determined by how well we serve the public," Gene Jankowski, president, CBS Broadcast/Group told BROADCASTING last week.

His comments come on the eve of CBS's latest endeavor, the youth-oriented RadioRadio network, which was scheduled to make its debut this morning at 12:50 a.m. with about 70 affiliates. Designed for FM stations and the young adult market, CBS's second radio network debuts at a time when competition for affiliates appears to be reaching an all time high.

Despite the saturation of available programming, CBS believes the time is right for the new network, which will get the full support of the company, according to Jankowski. "We feel that if we want to take

advantage of the markets that are out there, we have to have more than one network. Up until the last couple of years, one radio network has been sufficient, but we had never actively gone after the young adult audience," he said.

RadioRadio intends to reach the 18-34 age group with news features combined with entertainment, life style information, monthly concerts and specials. Also on tap will be hourly two-minute newscasts 24-hours per day, presented by a separate 26-member unit of CBS News.

Given the initial expense of the new network, Jankowski believes the operation will see a profit "in two to three years," although, "a lot has to do with the economy; if the economy gets healthier faster, I think we'll see a profit faster." □

Al Ham: programming for the older demographic

His 'Music of Your Life' format is catching on, culling hits and announcers from '30's-'50's

A new challenge is facing radio broadcasters in the '80's: how to reach the "newly discovered" audience of adults, aged 45 and over. Al Ham, creator of the *Music of Your Life* format geared to that audience, believes he may have found one solution.

His formula consists of a mix of 3,000 musical selections taken from the 1930's '40's and '50's, plus a handful of more recent songs, combined with a marketing plan that includes a fan club (now claiming 800,000 members). Ham has brought back not only the music of that era but also some of the popular radio announcers of the time.

If the formula is properly applied, Ham believes, a loyal audience will be the end result. Many of the 120-plus stations now carrying *Music of Your Life* have pre-

sented similar testimonials and, along with Ham, cite "emotion" as the key word that may explain the success of the format that was first broadcast in December 1978 on WMAS(AM) Springfield, Mass.

Ham described what he calls the "musically disenfranchised" listener as one who as a youngster in the 1930's or 40's enjoyed the music of that time but abandoned radio in the 1950's after stations began programming primarily for the younger "baby boom" audience. Now that top 40 has evolved into the slower-paced contemporary format, and the World War II babies are well into their 30's, broadcasters are taking a second look at the older demographics.

Ham explained that the material, which contains a great many ballads, appeals to the listeners' "romantic nature." Some artists that are frequently heard on *MOYL* stations are Frank Sinatra, Rosemary Clooney, Johnny Desmond, Tony Bennett as well as the big band music of Glenn

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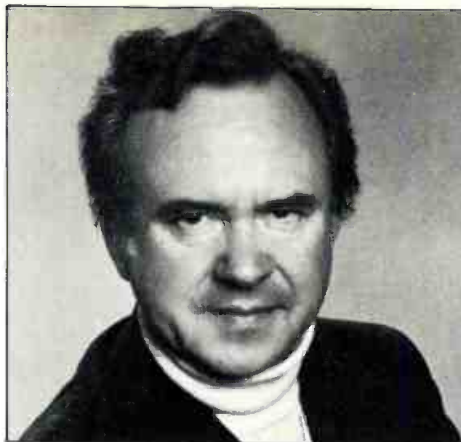


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Ham

Miller, Harry James and the Dorsey Brothers.

"We're constantly expanding. Certain songs not on the air now will go on when the listener comes of age; it's a gradual procedure," he says.

AM stations make up most of Al Ham's client list. *MOYL* was originally designed for AM stations as an alternative to failing musical formats, news or talk. Anticipating the advent of AM stereo, Ham is working on another means of expansion—simulated stereo. Ham thinks that today's equipment can enhance the sound of the early monaural recordings, and when stereo on the AM dial becomes a reality, "we're prepared to move on it."

Advertisers too are discovering the importance of the 35- or 45- plus age groups, according to Ralph Johnson, president and general manager of *WGUL*(AM) New Port Richey, Fla. Johnson, whose station has carried *MOYL* for two-and-a-half years, said: "In our first year with the format, we doubled our gross billings." Advertiser acceptance is attributed to the loyalty of the audience. "I've never experienced anything like this where people have become so emotionally involved with a format," stated Johnson, a veteran of more than 25 years in the radio business.

The price of the service ranges from \$650 to \$4,000 a month depending upon market size. Johnson said, "It's self-liquidating, if you do it right, it's well worth the costs. It's an investment, not an expense."

Another successful aspect of *MOYL* has been the fan club. Barry Carbaugh, general manager of a former AOR station, *WRHY*(FM) Harrisburg, Pa., claims to have 7,000 members in his area. "It's the first time I've ever gotten thank you's from giveaways," said Carbaugh, pointing to the contests and promotions centered on the format.

Further testimonial came from Bob Winer, president and general manager of *WCUE*(AM) Cuyahoga Falls, Ohio, near Akron. Winer, who started managing the station in January when Sackett Broadcasting assumed control, said *WCUE*(AM) took in about \$250,000 in advertising in his first eight weeks there. Winer described the music as "patriotic, moral and comforting" and believes that it generates a large audience that listens for long periods of time.

At *WXKS*(AM) Medford, Mass., station manager Arnie Ginsburg explained that until December 1979, when the station switched to *MOYL*, "we had a zero rating." The former disco station (simulcasting companion FM) has reached a rating of 3.7 with the *MOYL* format on its own. It usually achieves between 2.0 and 3.0, according to Ginsburg.

Jim West, national sales director for *MOYL*, notes competition entering the market, the soon-to-be-syndicated *Hit-parade* from Drake-Chenault, Satellite Music Network's *Stardust* and Taft Broadcasting's *Primetime Radio* which originates from *WDAE*(AM) Tampa, Fla.

Ham says he welcomes the competition for the 45-plus age group. "All of us working together will make it a more successful marketplace. It just proves that there is an audience for this music."

With the competition in mind, Al Ham is "investigating" the possibility of delivering the format by satellite. If this comes to pass, barter may enter the picture, said West. □

CBS sets up international deal with Italy

**Network announces five-year
pact with Italia Uno; it also
signs agreement to market
Bally video games for home use**

The deal makers at CBS Inc. have been keeping busy of late—the company has announced a program licensing and program services pact in the international syndication market, its entry into video games, and the purchase of a consumer magazine "devoted to fine food and gracious living."

CBS Broadcasting International, the unit established just after the new year to handle foreign sales of CBS-produced programming, as well as such domestic business as in-flight programming and filmstrips, announced a five-year agreement with Italia Uno, the Italian commercial television network owned by Rusconi Communications Group. The deal calls for "mutual cooperation in the areas of programming, related program services and assistance in developing the Italian private commercial television market."

The agreement confers on Italia Uno the title "CBS International Associate," the first such international relationship for CBS. CBS/Broadcast Group vice president, strategic planning and international development, John Eger, suggested his company will be looking for other "associates" in the world market. The pact between CBS and Italia Uno makes the latter sole licensing representative of CBS Broadcast International in Italy, with exclusive rights in its territory to the CBS international inventory. That includes CBS News and Sports productions, such entertainment programming as CBS-produced specials and the series *The Wild, Wild West*, and various acquired properties.

Italia Uno can, in turn, license the CBS product to other Italian broadcasters. While CBS would not comment, it is understood that the Italians are paying the company \$20 million for a minimum of 350 programing hours a year.

Closer to home, the CBS/Columbia Group Gabriel Industries division, the toy company that makes Erector sets, Tinker-toys and the board game, Othello, has arranged to manufacture and market home video and computer game cartridges of Bally Manufacturing Corp.'s video arcade games. This pact covers games Bally "currently has in development as well as games to be developed or licensed during the next four years."

Gabriel expects to have an initial package of three or more video games on the market by year end, which will be compatible with Warner Communications Inc.'s Atari game units; versions compatible with Mattel's Intellivision system are also anticipated, according to CBS, which said it is evaluating other formats as well.

And don't think CBS's acquisition of *Cuisine* magazine (which just filed for Chapter 11 bankruptcy) is only print news. According to CBS Consumer Publishing President Robert J. Krefting, "*Cuisine* has tremendous potential for product development and expansion into various electronic media." No price was disclosed. □

InSync

Two-way display. John Whitley, general manager of American Cablevision of St. Louis, attended meeting of North Area Cable Television Authority, group that oversees Cablevision's cable franchise for 21 northern St. Louis suburbs, through power of cable television. Cablevision set up videoconference between Ferguson, Mo., meeting site and Whitley's office in West Florissant, Mo., to demonstrate two-way capability of institutional system that will tie together more than 90 municipal buildings and schools. Cablevision is subsidiary of American Television & Communications. □

Another format. Dietmar Zieger, vice president, marketing, Fernseh, said production model of KBF-1, ENG camera with built-in quarter-inch VCR, will be available by end of year. Recording camera, as shown as prototype at NAB convention, is lighter (it weighs just over 15 pounds) than half-inch recording cameras seen at NAB and 20-minute cassettes are considerably smaller than half-inch VHS or Beta cassettes. Quality falls short of half-inch, Zieger said, but is probably better than best three-quarter-inch VCR's available today. Based on what he heard from broadcasters at NAB, Zieger is confident market exists for quarter-inch recording camera, despite other formats. At least two other quarter-inch formats have been developed (Ikegami and Hitachi each showed incompatible systems at NAB) and Zieger predicted that there would be pressure from users to standardize. "We are certainly open to listening and contributing to that," Zieger said. □

Sales of the South. Scientific Atlanta announced two roughly equivalent sales, together totalling \$5 million—Multimedia Cablevision order for 20,000, 54-channel set-top converters with remote control; Matrix Enterprises order for various equipment for 600 miles of new cable franchises in Tennessee and Ohio. SA has also introduced "lower-cost" prime-focus feed option for its 4.6 and 5-meter earth station antennas. □

The key. Zenith Data Systems has introduced low-cost computer terminal that will give user access to proliferating electronic information and transactional services via telephone. According to Zenith, ZT-1 can be used for calling up information from data banks, electronic mail, funds transfers and interfacing with large, remote computers. Zenith will sell terminal—keyboard, monitor and telephone modem—through computer stores with suggested retail price of \$695. □

World's Fair. U.S.'s next commercial shortwave station is to be established this summer at 1982 World's Fair, at Knoxville, Tenn. Marvin R. Steffans, of Multinational Communications Corp., said company would operate out of studios in one of international pavilions, and go on air using facilities of shortwave WRNO New Orleans on time-brokerage basis until it receives its own FCC license and builds own station. Steffans said new station, with maximum power of 3 million watts, will reach broad area in North and Latin America, as well as in East, West and Central Europe, British Isles, and Scandinavia. Station will broadcast news, information, cultural and educational programing—focusing on fair spectaculars, interviews with visiting VIP's and exhibitors. It will also broadcast range of entertainment. □

Cable sale. Scientific-Atlanta says Dowden Communications of Atlanta has ordered \$1 million worth of cable equipment for Germantown, Tenn., system. Order includes 11-bay, 54-channel headend, two satellite earth stations, and complete distribution system for 100-mile build. It also has received order from Manhattan Cable for high-speed broadband data modems for use in Manhattan's business communications network. □

Film plus tape. Movielab Inc., New York, which has specialized in processing theatrical and commercial films, has formed Movielab Video Inc. as post-production one-stop service for videotape. Movielab said it will invest more than \$5 million for its computer tape operation.

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Turner interprets Nielsen numbers

In the face of broadcast network claims that they're delivering more audience even if their ratings are down, Ted Turner is making sure everyone knows that his reading of Nielsen Television Index data shows the contrary. A release from Turner Broadcasting System points to a 5% decline in average network prime time program household delivery as tallied by NTI in February. The national Nielsen February reports similarly showed a 6% drop in February prime time three-network audience ("Closed Circuit," March 8).

TBS says the February loss follows a 1.3% drop in average prime time program delivery in the fourth quarter of 1981. Bob Sieber, TBS research vice president, asserted that "the accelerating growth of superstation WTBS(TV), Cable News Network, and other cable programming services played a major role in causing the declines in network delivery." He based that conclusion on fourth quarter 1981 data showing a 3% drop in total network prime time ratings, following a 9% drop in network ratings in cable homes and no change in non-cable homes.

Of course, that stretches the data beyond what it actually reports—the information TBS released doesn't say what, if anything, disaffected cable-homes are watching when they tune out the networks, or how the drop spreads among the three broadcast networks. Sieber notes that in February, even by his analysis, not all the drop is due to cable, since network ratings in that month dipped in noncable homes as well. "It looks as though half the drop [in February] is due to cable, half to weaker [network] programming." Indeed, Sieber says, elaborating on the published data, that prime time February HUT rating levels dropped 2.29%, from a total 1981 rating of 65.3 to 1982's 63.8.

TBS also released breakdowns of network performance by program category and demographic groups (see charts).

Average Network Program Performance February 1982 Versus February 1981

	February 1982 Total U.S.		February 1981 Total U.S.		% change	
	Rating	Homes(000)	Rating	Homes(000)	Rating	Homes
PRIME TIME						
General drama	18.0	14,670	21.0	16,779	-14%	-13%
Suspense & mystery	16.9	13,774	17.5	13,983	-3%	-1%
Situation comedy	18.1	14,752	20.2	16,140	-10%	-9%
Feature films	18.4	14,996	17.4	13,903	+6%	+8%
All regular	17.7	14,426	18.8	15,021	-6%	-4%
All special	16.7	13,611	19.6	15,660	-15%	-13%
All programs	17.6	14,344	18.9	15,101	-7%	-6%
EVENING 6-7 PM						
Informational one/wk	9.7	7,906	10.5	8,390	-8%	-6%
Informational multi-wk	13.7	11,166	14.6	11,665	-6%	-4%
LATE NIGHT						
All 11:30 pm-1 am	5.5	4,483	5.8	4,634	-5%	-4%
WEEKDAY DAYTIME						
Daytime drama	7.3	5,950	7.7	6,152	-5%	-3%
Quiz	5.4	4,401	5.4	4,315	—	+2%
Situation comedy	5.7	4,646	6.0	4,794	-5%	-3%
All daytime	6.5	5,298	6.9	5,513	-6%	-4%
WEEKEND DAYTIME						
Children's	5.6	4,564	5.6	4,474	—	+2%
Sports regular	7.4	6,031	8.8	7,031	-16%	-14%
Sports special	8.3	6,765	6.4	5,114	+30%	+32%
Sports total	7.7	6,276	8.0	6,392	-4%	-2%

Summing up his feelings about the research, Ted Turner said "at the end of the current television season, we expect network prime time ratings in cable homes to have fallen at least 25% below performance in total U.S. households. This will translate into a minimum 5% loss in average homes viewing the nets compared to the preceding year. Cable is eating significantly into network delivery, and nothing the networks can say changes that

fact," according to Turner.

Along with the declining network figures, TBS also put out its latest figures on audience growth for Turner's superstation WTBS. Compared with the year earlier, WTBS early evening program delivery grew 54.4% to 1.2 million homes in February 1982; prime time was up 30.2% to 672,000 homes; daytime up 8.1% to 509,000 homes, for a total day increase of 21.6% or 591,000 homes.

Network Program Ratings — All Programs — 7pm-11pm

		Women				Men					
	HH	18+	18-34	18-49	25-54	18+	18-34	18-49	25-54	Teens	Kids
February 1981											
Total U.S.	18.9	15.0	13.7	14.2	14.9	13.2	11.4	11.9	12.8	11.2	10.0
Cable	18.2	14.7	13.4	13.7	14.1	12.5	10.5	11.2	11.8	11.1	9.2
Index Cable/U.S.	96	98	98	96	95	95	92	94	92	99	92
February 1982											
Total U.S.	17.6	13.7	11.9	12.6	13.6	11.6	10.0	10.6	11.8	9.8	10.2
Cable	16.0	12.4	10.8	11.2	12.3	10.4	8.6	9.4	10.9	7.6	9.4
Index Cable/U.S.	91	91	91	89	90	90	86	89	92	78	92

February 1981-February 1982 % Decline(-) or Gain(+) in Network Performance—Cable Homes

Ratings in Cable Homes	-12%	-16%	-19%	-18%	-13%	-17%	-18%	-16%	-8%	-32%	+2%
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Ratings Roundup

CBS-TV, winner of the 1981-82 prime time season (see story, page 75), sweetened its victory by also taking the season's final week.

For the week ended April 18, CBS scored a 16.8 rating and a 29 share. ABC-TV wasn't far behind with a 16.5/29 but NBC-TV as usual trailed with a 13.2/22.

Two new series began trial runs. NBC's *Teachers Only* on Wednesday scored a 16.5/26 and ABC's *No Soap Radio* on Thursday a 13.4/23.

CBS which a week earlier had gotten off to a poor start with its new *Report to Murphy* and *Making the Grade*, found marked improvement in their second outings on Monday with respective scores of 17.9/29 and 19.6/32.

It was a week heavy on long-form programming but only ABC's two-hour *Love Boat* special on Saturday (21.1/37) scored a 30 share or above. NBC earned only a 7.9/14 for a three-hour *Chicago Story* on Friday. And while CBS's *Dukes of Hazzard* scored a 20.6/36 in its regular time slot on Friday, a *Dukes of Hazzard* two-hour special on Wednesday managed only a 12.5/21.

The highest-rated movie was an "ABC Theater" presentation of *My Body, My Child* (16.0/27) on Monday; the lowest rated was CBS's *The Last Song* (11.5/20).

During the week, CBS won Monday, Thursday, Friday and Sunday and ABC took Tuesday, Wednesday and Saturday.

The First 20

1.	M*A*S*H	CBS	23.7/38
2.	60 Minutes	CBS	23.5/43
3.	Jefferies	CBS	23.5/38
4.	Alice	CBS	22.5/36
5.	Three's Company	ABC	22.3/35
6.	Dallas	CBS	22.0/37
7.	Joanie Loves Chachi	ABC	21.8/35
8.	Trapper John, M.D.	CBS	21.6/38
9.	Falcon Crest	CBS	21.4/38
10.	Love Boat (two-hour special)	ABC	21.1/37
11.	Too Close For Comfort	ABC	20.9/34
12.	Dynasty	ABC	20.8/36
13.	Dukes of Hazzard	CBS	20.6/36
14.	Magnum, P.I.	CBS	20.6/35
15.	Facts of Life	NBC	20.2/32
16.	Hart to Hart	ABC	20.0/37
17.	Making The Grade	CBS	19.6/32
18.	Happy Days	ABC	19.5/32
19.	Fall Guy	ABC	19.1/31
20.	One Day At A Time	CBS	19.1/30

The Final Five

64.	Harper Valley P.T.A.	NBC	9.0/17
65.	One of the Boys	NBC	8.8/16
66.	Chicago Story	NBC	7.9/14
67.	Inside America	ABC	7.3/13
68.	Protection For Sale: The Insurance Industry (news special)	NBC	6.4/12

Monitor

Barris gonged. Judge in Florida's Orange County court has ruled against Chuck Barris Productions in its suit to collect some \$30,000 from WFTV(TV) Orlando after station in 1978 canceled contract for *Dating Game*. WFTV contended series had been misrepresented as being in line with community standards. Barris denied misrepresentation. Judge Bernard C. Muszynski issued decision without written opinion. In addition to approximately \$30,000 as amount allegedly due under contract, suit sought interest and attorney's fees, bringing total involved to estimated \$50,000.

Son of cable. ABC-TV affiliate KGUN-TV Tucson, Ariz., has agreed to carry Ted Turner's news service for broadcast stations, Complete News Network, composed of CNN2 and other programming from Turner Program Services, beginning May 31. Station will air CNN programming from 1 to 6:30 a.m. and as 4:30 p.m. lead-in to ABC's *World News Tonight*. KGUN emerges with more than 70 hours of news/information per week.

NBC's Saturday numbers. If only Saturday morning were prime time. . . . That wouldn't be surprising wish at NBC-TV these days, given new-found success with children's programming. Season-to-date network, having won past five weeks, has just inched ahead of ABC-TV and is less than half rating point behind CBS-TV. At this time last year, NBC's Saturday morning season average was behind leader CBS by more than two rating points. Improvement is paying off. For available spots, rates now run about 35% higher than at beginning of season. Rates for *The Smurfs*—which scored 9.9 rating April 10 at 8:30-9:30 a.m.—have doubled.

Winning pilot. Lexington Broadcasting Services has readied its *Rock Comedy* show for fall season after pilot cleared 86 stations. Bristol-Myers is exclusive sponsor for show, produced by Company III/Sunn Classic Pictures, that takes "satirical look at modern culture in similar vein as *Laugh-in*." *The Glen Campbell Show* is also being offered by Lexington for fall and has cleared NBC 0&0's in prime access dayparts.

For the young. ABC-TV has announced lineup of children's programming for 1982-83 season, highlighted by return of network's *ABC Afterschool Specials* and increased production of its weekend specials. ABC will also premiere new series of 60-second public service spots teaching self-reliance. New schedule, set to debut Sept. 11, includes 10 *ABC Weekend Specials* and 14 *Afterschool Specials* (seven original), along with four new Saturday morning animated programs and four returning animated series. New shows are *The Puppy's New Adventures*, *Mork and Mindy*, *The Little Rascals* and *Tabba-Doo*. Returning are *Superfriends*, *The Richie Rich Show*, *Laverne and Shirley* and *Scooby and Scrappy Doo*.

British Open to ABC. ABC has signed three-year contract to extend its coverage of British Open golf tournament through 1984. For first time this year, opening two rounds of tournament on July 15 and July 16 will be telecast by Entertainment and Sports Programming Network (ESPN) as part of agreement signed last fall by ABC Video Enterprises and Getty Oil Co., owner of ESPN.

In the door. RCA has gained access to 35 Warner films for its RCA SelectaVision videodisk system. Deal, first Warner Home Video disk pact, includes "Superman" and "10." Warner gets something it wanted—right in future to distribute "certain percentages" of RCA system disks itself, and access to RCA custom pressing. Possibility of RCA access to additional Warner titles is also part of deal.

Dealing. 20th Century-Fox Television and Caesars Palace Productions have signed co-production agreement to develop projects for network television, syndication and cable TV.

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Applying First Amendment to new technologies

Boston conference looks at what is in store for fairness doctrine and access to cable systems

The increasing diversity of television outlets will eventually make the fairness doctrine unnecessary. Cable television ultimately will be partially free and partially regulated as a common carrier.

Those predictions were voiced by more than one speaker at the New Technology and the First Amendment conference at Northeastern University in Boston, which heard two broadcasters condemn restrictions on the electronic media.

House Telecommunications Subcommittee member Edward J. Markey (D-Mass.), in his keynote address, said: "There should be an inverse relationship between the number of outlets and the measure of restrictions placed upon them." Right now, he claimed, "repealing the fairness doctrine would harm information-poor segments of our society." But he sees new technologies emerging that will change the situation of scarcity he feels currently justifies the doctrine.

Markey disagrees with FCC Chairman Mark Fowler's proposal to eliminate cross-ownership restrictions because, he said, they have "made possible the entry of minority views in an overly homogenous marketplace of ideas."

Markey defended the subcommittee's proposed legislation (H.R. 5158) to modify the AT&T-Justice Department consent decree as "pro-competitive" and said he fears that the public is being misled by what he termed AT&T's \$2 million ad campaign to kill the bill.

Agreeing with the congressman that the day will come when there will be so many video outlets that the fairness doctrine wouldn't be needed was Benjamin J. Compaine, executive director of media and allied arenas at Harvard's program on information resources policy. Compaine, editor of *Who Owns the Media?*, sees an "obsession with access to television" and a lack of awareness that there are "a wealth of media formats." People with a message can be heard, he maintained, citing the example of Iran—where the Shah's access to traditional media couldn't prevent his overthrow by rebels who circulated their messages via audio cassettes, telephone and Xerox machines.

Steve Nevas, First Amendment counsel to the National Association of Broadcasters, and Jeffrey Forbes, cable consultant to PBS, both foresee cable operators



Forbes, Markey and Nevas

eventually functioning partially as free communicators and partially subject to common carrier regulation. By decade's end, said Forbes, there will be some guarantee that a certain percentage of channels be set aside for third-party use. And before then, he predicted, there will be legal battles over the constitutional issues of cities and towns demanding that cable operators "sign away their rights" to get a franchise.

Nevas worries that "as the must-carry rules begin to subside, cable systems will be under increasing pressure from local politicians not to carry controversial programming."

"The question is whether too few wield too much regulatory power," Nevas stated. "We're putting an enormous amount of editorial control, direct and indirect, into the hands of the local government." Since local politicians can decide on requests for rate increases and franchise renewals, cable operators will "think twice before doing (grassroots) investigative reporting," he said.

Similarly, Nevas said, fairness and equal time restrictions make broadcasters carefully consider whether they want the "incredible" hassle of defending a complaint based on these regulations. The average complaint, even if totally unwarranted, may cost \$3,000 to \$5,000 to dispose of, Nevas said, adding that since the typical radio station may have an annual net profit of only \$120,000 the legal costs are not trivial ones.

Philip S. Balboni, editorial director of WCVB-TV Boston, called such regulations a First Amendment "blot," which needs to be "obliterated." Balboni, chairman of the Broadcast Inter-Association Council, a coalition of the 30 major broadcast industry associations, finds it "insulting and pathetic" that the prospect of full First Amendment freedom for broadcasters should frighten some people. "This nation survived and prospered with a free print

press" long before radio and television were invented, Balboni said, charging that calls for control come from fearful politicians and groups with axes to grind.

K. Prescott Low, publisher of *The Patriot Ledger*, Quincy, Mass., and chairman of the American Newspaper Publishers Association's government affairs committee, called the First Amendment relevant and the Communications Act "irrelevant" today. He's skeptical, though, about Senate Commerce Committee Chairman Bob Packwood's (R.-Ore.) proposal (BROADCASTING, April 12), to amend the Constitution to guarantee the right of free speech to all media.

"If you change one word of the First Amendment," Low said, "you're liable to spend decades relitigating it." Low senses "no clamor from the public" to expand broadcasters' rights; Balboni replied that "if you wait for a public referendum on full First Amendment rights for broadcasters, that day will never come."

Joining to condemn cable access requirements were Greg Ballard, who was Charles Ferris's legislative assistant during Ferris's term as FCC chairman, and Richard Leghorn, who has filed a suit challenging municipal and state regulation of cable on First Amendment grounds.

Ballard, now practicing communications law in Washington, called cities' and towns' access demands during franchise proceedings a "grave disservice to the First Amendment." Mandated access, Ballard said, carries trivial programming in its wake. He'd prefer to have news directors decide what to put on the air or over the cable, even if they're subject to the fairness doctrine.

Leghorn, who similarly rapped "random throwing" of access programming on the air, added that cable systems "should exercise more editorial responsibility to do a better job presenting public issues." Leghorn, owner of Cape Cod Cablevision and a director of the National Cable

Television Association, claims cable operators can offer better fare than "random public access" programming, but said they have to be more responsible local programmers. □

Speakes outlines White House strategy on communications

In speech before ad club, deputy press secretary praises press, reiterates stand on photo ops

Larry Speakes, the White House deputy press secretary, last week followed what has become the White House line and praised the White House press corps as first rate—"the best I've ever dealt with." But it's not so good that it will have its way regarding access to the President. "We like to set our own communications agenda" and determine the manner in which President Reagan "communicates with the public," he said.

Speakes, who spoke at a "Newspaper Day" luncheon of the Advertising Club of Metropolitan Washington, made it clear the White House is determined to shield the President from questions delivered "on the fly", questions that elicit answers that, Speakes said, sometimes lead to erroneous conclusions by the press. "Domestic and foreign policy is too complex to deal with in one or two questions," Speakes said.

Speakes was referring to what had been the common occurrence of questions shouted at the President as he walked toward his helicopter or posed with visiting dignitaries during "photo opportunities." The White House is clamping down on such questions. Aides try to bar them during those walks to the chopper, and the White House has adopted a rule permitting only one reporter to represent newspapers and one the broadcast press at photo opportunities and allowing no one to ask questions.

But Speakes denied that the White House is attempting to close off the President to the public. He noted that Reagan has held nine televised press conferences in the 15 months he has been in office, and will continue to hold such sessions at a rate of one a month. He also noted the President has had 52 interviews and has met eight times with a total of 800 out-of-town editors and broadcasters.

What's more, Speakes said, the House has developed a new method of permitting reporters—particularly the 50 or 60 who cover the White House every day—to question the President. From time to time, reporters will be summoned to brief—10-minute—question-and-answer sessions with the President "on the issues of the day," Speakes said. Last week, the third such session in three weeks was held. The mini press conferences, Speakes said, "will help achieve the goal of com-



Racy program. Boston Broadcasters Inc. Communications, which covered the Boston Marathon last week (April 19), acquired U.S. syndication rights to distribute its one-hour special, hosted by Curt Gowdy. The stations that aired the program covered 72% of U.S. television households.

municating through the press to the public."

The White House last week made it clear it is determined to stick to its new game plan. The President's appearance in the East Room at a Holocaust observance was ruled a "photo opportunity"—even though he made remarks—and thus one at which the print and electronic press could be represented only by pool reporters. The broadcasters, however, were free to cover with individual technical crews. A similar ruling two weeks ago touched off a row with broadcasters and led to a boycott of the event by four networks (BROADCASTING, April 19). Hopes that the White House would narrow its definition of a "photo opportunity" were dashed when the White House issued its ruling on the Holocaust remembrance coverage. And the boycotters were down to two—ABC and CBS.

Speakes did not make a causal connection, but along with his description of the manner in which the White House is taking command of its communications agenda, he spoke of what he said the White House believes will be a "tough" year ahead.

"We got away with a good deal in the first year," Speakes acknowledged, it was an "era of good feeling." But this year, he said, the perception of the President will depend on the success of his economic policy—"the economy must pick up in the second or third quarter"—his legislative successes and the successes of Republicans in the fall elections.

Speakes noted that although the President has slipped in the polls with regard to his job rating, his popularity remains high. And he noted that that popularity cannot sustain success. But then he indicated another facet of the White House's program of controlling its communications agenda.

A "weapon" the White House has in its arsenal "is Ronald Reagan's ability as a communicator," Speakes said. "We will use that this year, as the President takes his program before the public—before television and other media." □

Headliner Awards go to TV, radio

ABC-TV wins most recognition for network news reporting; awards are sponsored by Atlantic City Press Club

The 1981 National Headliner Awards for Broadcast Media were announced April 12 with ABC-TV leading the way in TV network news reporting categories. Winners were named in both radio and television. The Headliner awards are sponsored by the Press Club of Atlantic City, N.J., and will be presented May 22 in Atlantic City.

The winners are:

Television

Outstanding TV reporting by a network □ ABC-TV, for *America Held Hostage: The Secret Negotiations*.

Outstanding public service □ ABC-TV, for *Deadly Chemicals, Deadly Oil*.

Outstanding documentary □ ABC-TV, for *Near Armageddon: The Spread of Nuclear Weapons in the Middle East*.

Special citation for coverage of assassination of Anwar Sadat □ ABC-TV to Fabrice Moussus and Aly El Ashmawy.

Consistently outstanding TV reporting (cities under 500,000) □ WHIO-TV Dayton, Ohio, for *Hostage and River Rescue*.

Outstanding public service by a TV station □ KRIS-TV Corpus Christi, Tex., for its campaign to raise funds for child stricken with rare ailment.

Outstanding documentary by a TV station □ noncommercial KUED-TV Salt Lake City, for report on future of Western Civilization.

Radio

Consistently outstanding radio reporting (cities under 500,000) □ KCBS-AM-FM San Francisco, for coverage of major gas leak there.

Consistently outstanding radio reporting (cities under 250,000) □ WRAL(FM) Raleigh, N.C.

Outstanding public service by a radio station □ WJR-AM-FM Detroit, for its exposure of wrongdoing in federal bankruptcy court.

Outstanding documentary by a radio station □ WOGB(AM)-WSOX-FM West Yarmouth, Mass., for account of attempt to save beached whale.

Consistently outstanding radio reporting by a network □ National Public Radio, for *All Things Considered in Burke County*.

Special Citation □ NBC Radio News, for *Hitler's Children*.

Mall Dodson Memorial Award □ KMBC-TV Kansas City, Mo., for consistently outstanding TV reporting (cities over 500,000).

Weicker questions FCC ability to do more with less

Washburn and Fogarty say it isn't possible, before Senate Appropriations Subcommittee, Fowler holds to administration line

The FCC demonstrated again last week at a Senate Appropriations Subcommittee hearing that it's far from certain it will be able to fulfill its responsibilities with the smaller budget the Reagan administration has in mind for the commission for the future.

At issue was the \$74.5 million budget Reagan has proposed for the FCC for fiscal 1983 (which starts Oct. 1). That amount represents a \$2.4-million—and 260-employee—cut from the \$76.9 million it is operating under currently.

FCC Chairman Mark Fowler testified in support of the President's budget, just as he had before the House Appropriations Subcommittee hearing last month (BROADCASTING, March 8). "We believe we can live on this budget as proposed... at least I do," Fowler said. That wasn't an opinion shared by Commissioners Joseph Fogarty or Abbott Washburn. And Senator Lowell Weicker (R-Conn.), appropriations subcommittee chairman, said he also doubted the FCC could fulfill its statutory role with the cutbacks.

With new technologies emerging and the FCC facing new responsibilities, "I really don't see how you're going to do the job," Weicker said, adding that he was "deeply concerned" about the FCC's future. "The raw material you're dealing with belongs to the American people, not to Warner Communications, CBS or Turner Broadcasting," he said.

Fogarty said he thought Fowler's view that the commission could do "more with less" was "a lot of malarkey."

"We're not going to do more with less; we're going to do less with less," Fogarty said. To try to process its low-power television and cellular radio applications and implement its Computer II decision "with a skeletal staff will be impossible," Fogarty said.

Washburn said he "could sympathize" with the desire to leave the President's budget intact, but he still thought that budget too lean. According to Washburn, the telecommunications industry is "exploding" and the FCC would find itself facing more responsibilities in the future. "I'd like to believe you can do more with less," he said, but he, too, said he doubted that was possible.

Particularly disturbing to Washburn is that the FCC has proposed laying off 296

employees October 1 to help meet that budget. Anticipating that they would be the targets of reductions in force (RIFs), some of the FCC's best lawyers and engineers have "already jumped ship," Washburn said. And the FCC needed those lawyers and engineers to process applications for services like cellular radio, Washburn said.

Fowler, nonetheless, made clear that he supported "the President's budget goals" and believed that "budgetary reductions must play a significant role in the economic recovery program." (Fowler also noted, however, that the FCC's budget proposal didn't take into account "any new responsibilities we might receive under the AT&T antitrust case consent decree or any new responsibilities contained in the House or Senate proposals for new common carrier legislation.") And Fowler said he thought the FCC could meet its respon-

sibilities with the smaller budget.

At one point, Weicker asked Fowler what the three highest priority areas the FCC felt the Office of Management and Budget "might have been a little bit too austere on" in the budget. After Fowler replied that he "honestly" felt the FCC could do its job on the proposed budget, Weicker asked him whether he had read a March 29 directive from David Stockman, OMB director. That directive, sent to all heads of "executive departments and establishments," said that "in responding to specific questions on program and appropriation requests, witnesses will refrain from providing plans for the case of appropriations that exceed the President's request."

While Fowler acknowledged that he had read the directive, he also indicated that he had arrived at his own position on the budget before the directive was delivered.

U.S. wish list for ITU 1983

FCC committee issues report estimating requirements for DBS service through the year 2000; most important, says committee chairman Clark, is gaining acceptance of block allotment planning principle

The U.S. is likely to go to the western hemisphere conference that will develop a broadcast satellite service plan with a kit-bag overflowing with requirements. By the year 2000, its needs could range from 68 to 205 standard television channels—far more than could be accommodated in each slot, or cluster, per time zone, absent a major improvement in satellite technology.

The estimates are in the final report of the FCC's Advisory Committee on Preparations for the International Telecommunication Union-sponsored conference next year in Geneva. They are, admittedly, rough. "Forecasting the demand for a new service has always proved to be a hazardous undertaking," the committee says in the executive summary of its report.

The requirements dictate the recommendation that the U.S. seek assignment of the direct broadcast satellite band—12.2-12.7 ghz—to each of four U.S. service areas, to be available for direct broadcast satellites, if the projects prove viable. But the committee also recommends that the U.S. retain the option of providing sub-band frequency allotments for other users, including terrestrial fixed service. The committee writes off the possibility of co-channel sharing between the terrestrial fixed services now in the band and DBS service.

The service requirements were arrived at by one of three subcommittees that over

the past year developed the material that will be used by the FCC in helping to fashion the U.S. position at the conference. The digest of the service requirements report, as contained in the executive summary prepared by the committee chairman, Dr. John F. Clark of RCA, proved the most controversial aspect of the Clark draft, at an all-day meeting of the committee on Tuesday.

The report, as revised at the meeting, indicates that the U.S. will need between 36 and 46 channels of DBS service in 1985-86, between 51 and 121 in 1990-93 and between 68 and 205 by the year 2000. Most of the channels would be for standard television service. But six to eight would be earmarked for high-definition television in the first two time periods and between six and 36 in the third. (The numbers are in terms of standard channels, two of which are required for each HDTV channel.) The totals also include public service and "other" services, such as aural, full-field teletext, teleconferencing/slow-scan TV, electronic mail/facsimile, and document/data distribution. (The eight applicants for interim direct broadcast satellite authority are proposing to offer more than 30 channels of service.)

The executive summary said previous estimates of DBS requirements that were based on the assumption the service would be offered only to individual households may have been "overly conservative." It said DBS systems "are equally capable of distributing programs to all forms of community systems"—cable television, pay television, multipoint distribution service and terrestrial broadcast. Indeed, the report added, the capability "leads to the possibility that some future

fixed satellite service demand may be satisfied by DBS."

The report said the three to 18 HDTV channels projected for 1993-2000 "bracketed results" of a survey of all companies represented on one of the subcommittee's working groups—one vote per company. A 69% majority of all companies expected 12-18 HDTV channels to be used, while 7% foresaw three to seven such channels, at the end of the century. Clark's executive summary noted that, "fortunately," the commission can provide for standard television and HDTV, "with-in any reasonable DBS allotment, in whatever ratio is required by the providers of each service." Clark noted that one HDTV channel may be "repackaged" into two digital channels, each of the bandwidth of a standard television channel.

The subcommittee on "technical parameters" recommends the commission consider "a range of values between 18 and 24 mhz, consistent with the recommended 26 mhz separation between alternate copolar channels." With 26 mhz co-channel spacing as the basis for his calculation, Clark noted that each satellite or cluster could offer 36 channels of service in each time zone. Clark's draft contained the observation that the number is "below the low end of the projected total U.S. channel demand" in all of the years covered. However, the committee agreed to excise that statement, on the ground that improved technology might make possible the use of additional slots—and, therefore, additional channels—over the long term.

The report does not gloss over the problems DBS would create for the terrestrial services now in the 12.2-12.7 ghz band; it notes there are 1,800 assignments to fixed-service links in that band. "The committee reaffirmed the well-documented consensus that co-channel sharing is not feasible, in the same service area," between the two services.

That conclusion led the committee to urge adoption of a block allotment plan—one in which the 500 mhz would be sought in a block—at the conference next year, "as the most technically suitable way of meeting the needs of affected systems." The commission could assign some of the frequencies to terrestrial services. The committee also said that if the U.S. should gain less than a 500 mhz block grant at the conference, it should consider using the frequencies not included for interservice sharing.

But the subcommittee that studied the problem of interservice sharing was not sanguine about the prospects of such sharing. It noted that even if it worked among terrestrial FS and DBS in the U.S., it would not protect FS operators against "the possibility of valid, enforceable claims for protection against interference" from operators of DBS receivers in Canada or Mexico. And the DBS systems involved, the subcommittee noted, could be those installed "many years hence, using a channel allotted to one of those countries in 1982, or worse, commence operation on a channel added to the plan"

following the conference.

The FCC's order establishing an interim DBS system, expected in the summer, will deal with the question of the impact of the new service on terrestrial services in the 12 ghz band.

Clark, in his executive summary, said the most important recommendation of the committee is that the U.S. seek "in every reasonable way, to achieve acceptance of the block allotment planning principle"

at the planning conference. "Each subcommittee favors this planning method for its own valid and significant reasons, and there has been no opposition to this position, even by the tiniest minority," he said.

The committee, with almost as much enthusiasm, endorses the FCC's "preliminary view" that an evolutionary rather than an a priori plan, under which orbital slots and frequencies would be ap-

Washington Watch

Tight-lipped. Bernard J. Wunder, assistant secretary of commerce for communications and information, has issued memorandum telling employees that "under no circumstances whatsoever" are they to talk to reporters or to make commitment on behalf of themselves or others in agency to do so. All requests for interviews are to be cleared through Barbara McCaffrey, Wunder's special assistant, according to memo. "We have had a number of persons speaking on my behalf or on behalf of the administration who are not authorized to do so," memo says. Despite sweeping nature of language, Wunder later indicated he did not intend memorandum to be so far-reaching. "I don't have a problem with anyone talking to the press," he said. "Generally, I don't care." What triggered memo, he said, was conference-call interview involving NTIA staffer, reporter and AT&T official that AT&T official had arranged. Reporter asked whether Wunder felt manner in which conference call had been arranged was "irregular," and Wunder said it was. He said he felt NTIA was losing control of its own press relations; toughly worded memo was intended to regain control by creating central focus for press contacts.

President Hollings? It's looking more and more as if Senator Ernest F. Hollings (D-S.C.) is actively campaigning for 1984 Democratic presidential nomination. Hollings, ranking minority member of Telecommunications Subcommittee, has been on speaking tour before Democratic party organizations around country in recent weeks and is affiliated with fund-raising activities of Citizens for Competitive America, South Carolina political action committee that hopes to support variety of political candidates.

Clutter elimination. Office of Management and Budget approved revisions in FCC assignment of license and transfer of control forms that do away with detailed financial information and modify information to be submitted for ascertainment, programing and business interests of applicants. Action follows similar revisions currently in effect for applicants for new broadcast facilities. Buyers, however, will still be required to submit exhibit of other broadcast interests and contract of sale.

Gross appeal. In FCC appeal of initial decision denying renewal for its WJIM-AM-FM-TV Lansing, Mich., Gross Telecasting Inc. has alleged that administrative law judge was "consistently wrong on both the facts and the law and must be reversed." In brief filed with FCC, Gross said ALJ had "mistakenly" applied FCC standards that weren't in effect at time of alleged wrongdoings, provided "next to no" legal support for conclusions and "explored in detail [Gross's] commercial relationships, an exercise which the commission, as a matter of sound regulatory policy, should avoid." Among Gross's offenses, according to ALJ, were that it had "repeatedly and intentionally" cut network programing to present local news or advertising—and misrepresented its action to FCC and affiliated network, CBS—and used deceptive maps to obtain advertising clients (BROADCASTING, Nov. 16, 1981).

Reaganomics for telecommunications. Bernard J. Wunder, assistant secretary of commerce for communications and information, says Reagan administration's policy for deregulation is essential to health and growth of telecommunications industry at home and abroad. In fact, he says, it is essential that regulatory bonds be loosened to enable industry to resist efforts of foreign governments, in Western Europe and especially Japan, to capture markets in this country. Wunder, who spoke at Vermont School of Law, in South Royalton, sought to reassure future lawyers that deregulation does not necessarily mean bleak future for those interested in communications law. "These are not . . . dark days," he said. "Rather, they are just different days" that hold "a good deal of promise." For "with deregulation usually comes new and competitive entry."

NBMC appeal. National Black Media Coalition has filed appeal with U.S. Court of Appeals for District of Columbia for review of FCC order denying petitions for reconsideration of Teleprompter Corp.'s merger with Westinghouse Broadcasting Co. In notice of appeal, NBMC said FCC had failed to adequately weigh Teleprompter's actual EEO program in approving merger and had "refused" to examine the anticompetitive effects of this merger and, "by failing to do so, it has not discharged its statutory obligation to regulate the broadcast industry in the public interest."

portioned among countries in advance, without regard to specific needs, should be favored. The commission has said that "a limited planning approach should be pursued at the 1983 conference with any excess orbit/spectrum capacity to be accessed at a later time, as needed, through an established set of procedures."

Clark, in a portion of executive summary the committee did not have time to review, endorsed the concept of holding in reserve "a secondary, more easterly, non-eclipse-protected set of four orbital slots for [the continental U.S.] (and similar orbital positions for other Region 2 administrations) for later use only after the primary slots are completely used."

The committee, which met in the theater of Comsat's headquarters, in downtown Washington, was visited by several FCC officials during portions of the all-day meeting. Commissioner Abbott Washburn, who is expected to be named head of the U.S. delegation to the conference, spent the morning with the committee. FCC Chairman Mark S. Fowler, his adviser on international communications, Kalmann Schaefer, and Stephen Lukasik, chief scientist, dropped in for shorter visits.

Fowler disclosed that Schaefer would be placed in charge of coordinating the commission's preparations for the conference. He also promised that "able people" would be named to the delegation and that the commission, the National Telecommunications and Information Administration and the State Department would "make sure the delegation has all the resources it needs." □

Schmitt blasts U.S. ITU preparation

New Mexico senator says executive branch isn't doing its job, suggests interagency task force

Senator Harrison Schmitt (R-N.M.) is continuing his tattoo of criticism of the government for the way it develops policy in international telecommunications. He was particularly critical, in a speech last week, of what he said was the continuing lack of a focal point for policy coordination within the executive branch and said Congress is prepared to remedy the situation if the executive branch does not.

Schmitt, who spoke at a conference sponsored by the Georgetown Center for Strategic and International Studies, said the U.S. is playing "catch-up" ball in preparing for the International Telecommunication Union's plenipotentiary conference, to be held in Nairobi, Kenya, in September. He noted that a chairman and delegation have yet to be named and said that Congress is faced either with the State Department's inability to make timely appointments "or its intentional circumvention of the constitutional process that re-

quires Senate confirmation of those holding ambassadorial rank." (The State Department is understood to be ready to name Washington attorney Mickey Gardner as chairman ["Closed Circuit," April 19]).

But Schmitt took as his major thesis conclusions of a study by the congressional Office of Technology Assessment regarding a need to change the way the U.S. prepares for international telecommunications conferences. Among other things, the report—which focused on U.S. preparations for the World Administrative Radio Conference in 1979—said that the top levels of government and of private industry lack an appreciation of the vital role of telecommunications and that there is a lack of centralized policy coordination and guidance for international telecommunications negotiations at a high enough level in the government to be effective.

Schmitt said there has been "an initial effort" to improve coordination within the State Department, where Under Secretary of State James Buckley is in charge. But, Schmitt said, "the lack of a focal point for coordination of policy with the executive branch remains. Without that ability," he added, "I see no way for us to begin to develop overall strategies and comprehensive policy."

And, because of the growing number of new—and developing—nations, he sees dangers ahead in the series of international telecommunications conferences to be held during the 1980's. "Because of the interests that are leading to growing differences over the use of frequencies and satellite orbits, there will be definite winners and losers in future conferences," he said. "Given this fact, traditional U.S. approaches, in one-nation, one-vote forums, that rely on our technical expertise and ad hoc policy development, will eventually assure that the U.S. ends up in the loser column. As the OTA report concluded, the federal government does not have, and sorely needs, a mechanism that recognizes this reality."

He said that the Commerce Committee, on whose communications subcommittee he serves, is drafting a bill similar to one it approved in the last Congress that would create an executive branch interagency task force—comprising representatives of the State and Commerce Departments, as well as of the attorney general, the U.S. Trade Representative, and the International Communication Agency, with the chairman of the FCC serving as a member ex officio—that would provide a focal point for developing policy. The bill will also provide for a high-level committee composed of industry, labor and consumer representatives to advise the task force on an ongoing basis.

Schmitt expressed the hope that the Cabinet Council on Commerce and Trade will agree "on a well-structured coordination process."

"You can be assured," Schmitt said, "that the Congress will not sit idly by while the executive branch continues to fail to grasp the importance of these issues to the future of this country." □

Geller urges election reform

To enable broadcasters to make a more complete and effective contribution to an informed electorate, the FCC should revise its interpretation of the equal opportunities provision of the Communications Act, extending its Aspen Institute ruling to debates sponsored by broadcast licensees and rebroadcasts of such debates beyond the next day. It also should make clear that broadcasters can present exempt documentaries on campaign issues with "incidental but significant use of candidates' appearances," according to a petition filed by Henry Geller at the FCC.

"Prompt action is needed so that broadcasting can make the fullest possible contribution to an informed electorate, so vital to the proper functioning of democracy," Geller, former head of the National Telecommunications and Information Administration, said.

In a separate petition, the National Association of Broadcasters and the Radio-Television News Directors Association endorsed Geller's proposals, calling them "essential steps" to permit "what probably has become the most important medium of political information to give the news concerning political races to the greatest possible number of citizens, and to make it possible to cover the political news to the fullest degree."

The Aspen ruling came in response to a 1975 petition filed by the Aspen Institute. The FCC overruled previous decisions and held that candidate debates that are conducted by nonbroadcasters and are broadcast live and in their entirety are bona fide news events and thus exempt from equal opportunities under Section 315(a) of the Communications Act. At the same time, the FCC concluded that press conferences of candidates for political office broadcast live and in their entirety were also qualified for exemption under Section 315.

In their petition, NAB and RTNDA said the "critical matter" for applying the statutory exemptions should not be "the hour of day of the broadcast, or the broadcaster's control over the facilities where the event takes place, but rather, the good faith and reasonable determination of the licensee that the subject of its on-the-spot coverage is a bona fide news event. That is all the statute requires of the licensee or permits in the way of commission regulation," they said.

NAB and RTNDA said the three restrictions Geller addressed exemplified a "mechanistic" application of Section 315, and "the substitution of the commission's own judgment of what is newsworthy for that of the broadcaster's. These restrictions, and for that matter, all other static interpretations of the Section 315 exemptions which place arbitrary boundaries upon the journalistic function (i.e., the requirement that debates must be broadcast 'in their entirety') lack the support of the First Amendment, legislative history and journalistic ethics," the groups said. □

Wunderstock: Metromedia soars past \$200

Broadcasting-communications issue is now highest priced stock on New York exchange; advances from \$4.25 to \$215 over eight years; Kluge still reluctant to declare a split

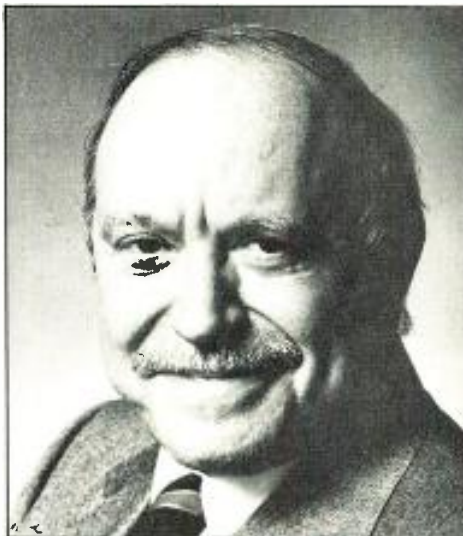
For stockmarketers, watching the rising price of Metromedia these past few years has been like watching a kid inflating a balloon; you're sure it's going to burst, but you're never sure when. A week ago last Friday, Metromedia went through the magical \$200-a-share barrier on the New York Stock Exchange—reached rarely in financial history—and last week was still soaring: \$215 on Monday, \$209 on Tuesday, \$209.50 on Wednesday. And no burst yet.

The boom, were it to occur, would normally come in the form of a stock split—the standard financial stratagem chief executive officer John Kluge has resisted stubbornly while his company's shares advanced from a low of \$4.25 in 1974 to the stratosphere they were occupying last week. High share prices reduce the "marketability" of the stock to private investors—investors look to purchase "round-lots" in multiples of 100 shares, and buying a round lot of Metromedia would now cost \$20,000, out of the range of many small private investors looking to buy stocks.

Some suggest, half in jest, that Kluge, who holds about 17% of the shares, may simply derive some personal satisfaction from having the highest-price issue on the exchange.

At the same time, the high share price isn't making it any easier for institutions to invest in Metromedia—between insider holdings (including Kluge's) and holdings by institutions, about 80% of Metromedia's 4 million outstanding shares are sewn up, leaving fewer than 1 million to float in the market. Institution-size chunks of Metromedia shares rarely come on the market.

Splitting the shares would, in fact, reverse the trend Metromedia has been setting over recent years. It's by conscious action that there's now such a thin capitalization of Metromedia stock—the company has bought its shares, shrinking the number outstanding drastically from the 6.7-million average outstanding high of 1976. That shrinkage has had its own effect on the share price of Metromedia—lowering the number of outstanding shares raises the earning per share figure that investors use as a yardstick in measuring the value of a company. Judged by the standard of price/earnings multiple, the value of Metromedia hasn't



Kluge

appreciated as swiftly as its share price—the \$4.25 low in 1974 represented a multiple near five times earnings, the present \$209 share price is 49 times higher than \$4.25, but the multiple it represents, 15 times tracking earnings, is only three times higher than that applied in 1974.

The recent upsurge Metromedia has experienced (it had closed March 31 at \$184) is being attributed by most observers to the proposal the company has advanced to sell "certain assets" of its Foster & Kleiser outdoor advertising division to a limited partnership for \$450 million (BROADCASTING, April 12). A new Metromedia subsidiary would be the general partner of the purchasing partnership, Metromedia would manage the sold assets for a fee through Foster & Kleiser, and have the right to repurchase the assets at a later date. The limited partnership investors would get the tax benefits of asset depreciation and the interest costs of the partnership. In principle, it's similar to deals that have been done in the oil and cable television industries—it's a new trick for outdoor advertising, but that application is being seen as a mark of Kluge's financial acumen. The proposed asset sale is far from being accomplished, but the concept, essentially a financing arrangement, drew rave reviews on Wall Street when it was announced.

And Metromedia had more news last week that added some additional sweetener—the company announced an agreement in principle for the purchase, at a price of \$9.6 million, of Beep Communications Systems, a radio paging company active in New York. Chairman Kluge spoke of the "growth potential" of radio common carriers and the related field of

cellular communications in announcing the Beep deal.

Additionally, Metromedia announced first quarter results on Tuesday that showed net income for the first three months up 60% to \$14,890,000, \$3.70 per share, on revenues that rose 9.6% to \$71,424,000. This year's net included a \$4 million plus gain on the sale of station KMBC-TV Kansas City, and \$496,000 from subordinated debt retirement. Absent those sums, net would have risen 10.6%.

David Londoner, of Wertheim & Co., takes the big view in assessing the factors supporting Metromedia's \$200-plus price—he points to the tax leasing deals Metromedia announced last year, the now-FCC-approved purchase by the company of WCVB-TV Boston, and the Foster & Kleiser plan, throwing in Beep for good measure. The leasing deals, which total \$575 million, and the \$450 million Foster & Kleiser arrangement, each represents gross values in excess of "\$100 per (Metromedia) share" he calculated, dollars Metromedia would be taking in. "These are massive transactions," Londoner says, and taken together with WCVB (where Metromedia will have to present cash) "three of the biggest deals of their kind ever made." Londoner thinks they all look favorable.

Donaldson, Lufkin & Jenrette's Dennis Leibowitz sums up the effects of these developments on Metromedia's price by saying: "Kluge has been able to convince the market that he can get private market value without going private." Broadcasters, Leibowitz notes, traditionally sell at discounts to private market value—the price shareholders could realize if somebody bought the company, a la Marvin Davis' purchase of 20th Century-Fox—unless they're in a sell-off situation. The Foster & Kleiser deal, if it goes through, would allow Metromedia to realize more fully the value of the outdoor assets without permanently divesting them.

Leibowitz estimates the Foster & Kleiser deal alone could add \$2 or \$3 in earnings per share to Metromedia's 1983 results, which he otherwise sees at \$20. He's looking for Metromedia to earn in the neighborhood of \$18 per share this year.

Susan Watson of E. F. Hutton, in a research report back in December 1981 when Metromedia was trading at \$173, estimated the stock would hit \$200 by year end. Her earnings estimates for the company's 1982 aren't as generous as Leibowitz's, coming in at \$16 to \$17, but she figures that Foster & Kleiser, if completed, could net the company \$60 to \$70 in cash per share after taxes. By Watson's calculations, a successful Foster &

Bottom Line

Time slows down. At its annual stockholders meeting last week, Time Inc. reported first-quarter 1982 income from continuing operations declined about 31.8%, to \$27.7 million from previous year's \$40.6 million. However, when taking into account net loss of \$13.8 million from operations discontinued in 1981 (*Washington Star* and Time-Life Films), net income actually rose slightly, by 3.4%. First-quarter revenues totaled \$805 million, up 9.9% from previous year's \$732.7 million.

Cosat's up figures. Cosat's report for first quarter ended March 31 showed 24% increase in net income over same period of 1981, from \$8.3 million to \$10.3 million, after adjusting 1981 figure downward for nonrecurring item. Revenues for same periods rose from \$77.9 million to \$94.1 million. Net income was depressed by increased operating expenses from Satellite Television Corp. and other subsidiaries, inclusion of Amplica's operating expenses and increased losses from Cosat's partnership in Satellite Business Systems.

Disney mixed. Disney Productions has reported 5% rise in revenues and 22% decrease in net income for second quarter ended March 31, as compared with same period last year. Revenues rose from \$235 million to \$247 million, while income dropped from \$27.6 million to \$21.6 million, yielding per-share earnings of 65 cents compared with 84 cents for second quarter of 1981. Worldwide film revenues decreased 2% for quarter, while worldwide television revenues increased 52%, to \$17.7 million, for period.

MGM's medley. For three months ending Feb. 28, MGM Film Co. reported increase of operating revenue from \$62.9 million to \$190.4 million compared with same period in 1981, and net income drop from \$3.6 million to loss of \$5 million, yielding per-share loss of 10 cents, compared with earnings of 11 cents per share. Results include operations of United Artists Corp., which MGM purchased in July, 1981. MGM changed its name to MGM/UA Entertainment Co. effective April 12, 1982.

Sturdy Oak. San Diego-based Oak Industries Inc. has reported record sales of \$507 million for year ending Dec. 31, 1981, compared with \$385.6 million for previous year. Net income for period increased from \$20.1 million to \$30 million, yielding per-share earnings of 24 cents, up from 20 cents for 1980. According to Oak, 1981 was first year sales rose above \$500 million and first year Oak's communications operations produced more than half of company's sales.

Cable's results. Cable TV Industries, Los Angeles-based manufacturer and distributor of cable television equipment, announced 27% increase in sales for year ended Jan. 31, compared to year earlier. Sales grew from \$31.4 million to \$39.9 million and net income from \$1.9 million to \$2.2 million. Net income per share dropped from 81 cents in 1981 to 77 cents in 1982, attributed to offering of common shares in May 1981. For fourth quarter, ending Jan. 31, 1982, sales advanced from \$7.8 million to \$9.1 million over comparable period year ago. Net income was \$383,000 or 13 cents per share compared to \$482,000 or 20 cents in same period last year.

Money in pockets. Storer Broadcasting Co., Miami Beach, said it has completed \$460-million financing program with signing of \$325-million revolving credit term and loan facility arranged through consortium of 13 banks with Chase Manhattan Bank in New York as agent. Earlier, company had signed \$125-million, 10-year term loan with two banks and also had signed \$10-million, three-year bank term loan. Funds provided by Chase group were used to repay \$126 million in debt, with remainder available for continued expansion of Storer's cable communications operations.

No Coke, only cash. Major Columbia Pictures shareholders will get all cash instead of cash and Coca Cola stock for some of their Columbia shares. Word came from Coca Cola that large Columbia shareholders will get limit of 500,000 Coca Cola shares under formula of 1.2 Coca Cola shares plus \$32.625 per Columbia share—over that limit trade is \$32.625 plus 120% of average price of Coke stock over certain 15-day period. Columbia has also called for redemption of 9.5% convertible subordinated debentures due 2005.

Payout. ABC Inc. declared cash dividend of 40 cents per share on ABC common stock, payable June 15 to stockholders of record May 21.

Nine months at Telepictures. Revenues at Telepictures Corp., New York, for first nine months ended last Dec. 31, 1981, rose to \$13,308,300 from \$8,710,700 in comparable period in 1980. Net income climbed to \$676,000 (16 cents per share) from \$558,500 (22 cents per share) in 1980.

Court victory. Robert Holmes Court has prevailed in his \$100-million bid for Britain's Associated Communications Corp. ACC had previously been headed by Lord Lew Grade—Holmes Court has now secured 90% of ACC's voting shares. Acquisition was made through Australian financier's broadcast concern, TVW Enterprises.

Kleiser deal could support a stock price of \$250 per share for Metromedia.

Drexel Burnham Lambert's John Reidy, however, cautions against attaching too much significance to the high per share price of Metromedia common. "They're doing some interesting things," he says, "but they look more spectacular viewed through the filter of thin capitalization." Reidy's earnings estimates are similar to Leibowitz's, and Reidy notes that even a modest multiple of 11 times anticipated 1982 earnings would produce a figure of just about \$200. Reidy argues that other communications issues with broader capitalizations have also performed well on a relative basis, a fact that can be overlooked by a focus on per share price alone.

Comparing closing prices of various communications companies last Tuesday with their own 1974 lows, adjusted for the stock splits they've undergone, shows values increasing in the case of Capital Cities, nine times since 1974; Cox, 13 times; Storer, 7.25 times; Warner Communications 10.25 times. Metromedia, as noted above, on the basis of share price has increased 49 times. But, adjusting for shrunken capitalization over the 1974 to 1982 period, capitalization value growth is trimmed to 30 times.

Still, all and all, that's pretty impressive. And as David Londoner says—"I can't think of any listed stock that's performed that well in the last 20 years."

JWT predicts strong year ahead in '82

In talk to analysts, agency executives don't dwell on fraud episode; say year will see revenue growth of 15%-20%

Those expecting fireworks at a JWT Group security analysts' meeting last Monday were disappointed. The audience got a review of how the barter syndication problems of J. Walter Thompson Co. added up to the \$30 million that JWT subtracted from pre-tax earnings reported for the years 1978 through 1981, (BROADCASTING, April 5) but little elaboration on the issue. As JWT Chairman Don Johnson told an analyst who asked how controls the company has instituted might prevent such occurrences in the future, "I'm not going to get into a lot of explanation of syndication... there are still some things we're looking into in-house."

Johnson did say that "when you have a situation like we did... I'll use the word fraud... you're lucky no matter what controls [you have] to affect discovery." He added that "I believe we have the people and systems in place to prevent" recurrence.

JWT's fiscal performance and future potential provided the principal focus of the meeting—in that vein the company noted that with the devaluation of the Mexican

Stock Index

Exchange and Company	Closing Wed. Apr 21	Closing Wed. Apr 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	35 1/8	35	+ 1/8	+ .35	7	1,011
N Capital Cities	76	74 5/8	+1 3/8	+ 1.84	12	989
N CBS	41 5/8	42 1/2	- 7/8	- 2.05	7	1,163
N Cox	31	30 1/2	+ 1/2	+ 1.63	15	877
A Gross Telecasting	24 3/4	24 7/8	- 1/8	- .50	6	19
O Lin.	22 1/4	22 3/4	- 1/2	- 2.19	14	228
N Metromedia	1/2	196 1/2	+13	+ 6.61	15	831
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17	17			10	175
N Storer	29 7/8	29 1/8	+ 3/4	+ 2.57	14	474
N Taft	31 1/4	30 3/4	+ 1/2	+ 1.62	9	299
O United Television	8 3/8	8 1/2	- 1/8	- 1.47	14	100

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	23 3/4	21 5/8	+2 1/8	+ 9.82	18	94
A Affiliated Pubs.	24 1/4	24 3/4	- 1/2	- 2.02	9	125
O A.H. Belo	17 1/2	18 3/4	-1 1/4	- 6.66	7	161
N American Family	9	8 3/8	+ 5/8	+ 7.46	8	121
N John Blair	29 5/8	29 5/8			8	110
N Charter Co.	8 3/4	8 3/4			7	188
N Chris-Craft	39 5/8	39 5/8			10	88
N Cowles	33 1/2	33 1/4	+ 1/4	+ .75	21	132
N Dun & Bradstreet	65 5/8	63 7/8	+1 3/4	+ 2.73	15	1,837
N Fairchild Ind.	14 3/8	13 3/4	+ 5/8	+ 4.54	6	187
N Gannett Co.	35 1/8	36	- 7/8	- 2.43	11	1,863
N General Tire	19 1/2	19	+ 1/2	+ 2.63	8	459
O Gray Commun	34	34			7	16
N Gulf United	17	17 1/4	- 1/4	- 1.44	6	455
N Harte-Hanks	26	26 1/4	- 1/4	- .95	10	253
N Insilco Corp.	15 3/8	15 1/4	+ 1/8	+ .81	7	231
N Jefferson-Pilot	29 3/8	29	+ 3/8	+ 1.29	6	633
O Josephson Intl.	7 5/8	7 3/4	- 1/8	- 1.61	6	29
N Knight-Ridder	30 7/8	30 1/2	+ 3/8	+ 1.22	10	994
N Lee Enterprises	25 3/4	25 1/2	+ 1/4	+ .98	9	178
N Liberty	13	13 5/8	- 5/8	- 4.58	6	165
N McGraw-Hill	49	51	-2	- 3.92	12	1,218
A Media General	37 7/8	36 1/2	+1 3/8	+ 3.76	9	265
N Meredith	56 1/8	54 1/4	+1 7/8	+ 3.45	7	178
O Multimedia	31 3/4	30 1/2	+1 1/4	+ 4.09	12	322
A New York Times Co.	36 1/4	35 3/8	+ 7/8	+ 2.47	9	447
N Outlet Co.	34 1/8	35	- 7/8	- 2.50	62	91
A Post Corp.	27 1/8	30 1/2	-3 3/8	-11.06	15	49
N Rollins	14 1/8	14 1/2	- 3/8	- 2.58	8	388
N San Juan Racing	22 1/8	22 1/8			35	95
N Scherling-Plough	30 1/2	30 1/8	+ 3/8	+ 1.24	9	1,621
N Signal Cos.	20 1/8	20	+ 1/8	+ .62	7	1,453
O Stauffer Commun	44	44			11	44
A Tech Operations	18 3/8	18	+ 3/8	+ 2.08	8	17
N Times Mirror Co.	43 3/4	42	+1 3/4	+ 4.16	10	1,493
O Turner Bcstg.	11 1/2	10	+1 1/2	+15.00	14	234
A Washington Post	33 1/4	31	+2 1/4	+ 7.25	13	467
N Wometco	24 3/8	25 7/8	-1 1/2	- 5.79	13	331

CABLE

A Acton Corp.	7 1/8	7	+ 1/8	+ 1.78	238	33
N American Express	49 7/8	49	+ 7/8	+ 1.78	9	4,628
O Burnup & Sims	12 1/4	12	+ 1/4	+ 2.08	13	106
O Comcast	19 1/4	20 1/4	-1	-4.93	18	85
N General Instrument	39	37	+2	+ 5.40	14	1,202
O Heritage Commun	9	8 1/4	+ 3/4	+ 9.09	25	65
O Rogers Cablesystems	7 1/8	6 7/8	+ 1/4	+ 3.53	143	156
O Tele-Communications	19 1/2	18 5/8	+ 7/8	+ 4.69	48	544
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	33 7/8	36 3/8	-2 1/2	- 6.87	12	1,685
O Tocom	8 1/2	8	+ 1/2	+ 6.25	10	42
N United Cable TV	22 3/8	22 1/2	- 1/8	- .55	21	244
N Viacom	23 5/8	25	-1 3/8	- 5.50	17	267

Exchange and Company	Closing Wed. Apr 21	Closing Wed. Apr 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	2	1 3/4	+ 1/4	+14.28	15	11
N Columbia Pictures	70 5/8	68 3/4	+1 7/8	+ 2.72	15	591
N Disney	56 1/2	56 7/8	- 3/8	- .65	16	1,883
N Dow Jones & Co.	46 1/8	46	+ 1/8	+ .27	18	1,448
N Filmways	5 1/2	5 7/8	- 3/8	- 6.38	1	32
O Four Star	2 1/4	2 1/2	- 1/4	-10.00	13	1
N Getty Oil Corp.	48 7/8	48 3/4	+ 1/8	+ .25	5	4,015
N Gulf + Western	15 1/4	15	+ 1/4	+ 1.66	4	1,126
N MCA	53	52	+1	+ 1.92	14	1,261
N MGM/UA	6	5 7/8	+ 1/8	+ 2.12	8	298
O Reeves Commun.	30	28	+2	+ 7.14	12	244
O Telepictures	8 1/4	8 1/8	+ 1/8	+ 1.53	16	40
O Video Corp. of Amer.	9 1/2	7 1/4	+2 1/4	+31.03	37	15
N Warner	55 7/8	56 5/8	- 3/4	- 1.32	16	3,426
A Wrather	26	26 5/8	- 5/8	- 2.34	21	60

SERVICE

O BBDO Inc.	43	42 3/4	+ 1/4	+ .58	8	114
O Compact Video	6 1/2	6 1/8	+ 3/8	+ 6.12	6	20
N Comsat	62	58 5/8	+3 3/8	+ 5.75	18	496
O Doyle Dane Bernbach	14 3/4	15	- 1/4	- 1.66	8	81
N Foote Cone & Belding	31 3/4	31 1/4	+ 1/2	+ 1.60	7	85
O Grey Advertising	65	66	-1	- 1.51	6	37
N Interpublic Group	27 1/4	28	- 3/4	- 2.67	8	125
N JWT Group	20	19 3/4	+ 1/4	+ 1.26	15	104
O MCI Communications	37 3/8	35	+2 3/8	+ 6.78	32	1,814
A Movielab	3 1/4	2 3/4	+ 1/2	+18.18	33	5
O A.C. Nielsen	48 1/2	48 7/8	- 3/8	- .76	14	544
O Ogilvy & Mather	32 1/2	30 3/4	+1 3/4	+ 5.69	8	138
O Telemation	2 5/8	2 1/2	+ 1/8	+ 5.00	15	2
O TPC Communications	1 1/4	1 1/2	- 1/4	-16.66	2	1
O Unitel Video	7	7 1/2	- 1/2	- 6.66	11	8
N Western Union	33 5/8	31 3/8	+2 1/4	+ 7.17	11	572

ELECTRONICS/MANUFACTURING

O AEL	12 1/4	10 1/4	+2	+19.51	4	23
N Arvin Industries	13 3/4	14 1/8	- 3/8	- 2.65	8	94
O C-Cor Electronics	18 1/2	17 1/4	+1 1/4	+ 7.24	24	55
O Cable TV Industries	7	7			8	21
A Cetec	4 1/8	4 1/8			8	9
O Chyron	18 3/4	18	+ 3/4	+ 4.16	15	50
A Cohu	4 7/8	4 5/8	+ 1/4	+ 5.40	7	8
N Conrac	26 3/8	22	+4 3/8	+19.88	20	67
N Eastman Kodak	73 1/2	73 5/8	- 1/8	- .16	10	11,862
O Elec Missile & Comm.	17 1/2	18 1/4	- 3/4	- 4.10	65	48
N General Electric	63 3/4	63 5/8	+ 1/8	+ .19	9	14,526
N Harris Corp.	31 5/8	30 7/8	+ 3/4	+ 2.42	11	989
O Microdyne	13 7/8	12 1/2	+1 3/8	+11.00	17	63
N M/A Com, Inc.	21 1/4	22 1/4	-1	- 4.49	20	826
N 3M	56	54 7/8	+1 1/8	+ 2.05	10	6,578
N Motorola	62 1/2	62	+ 1/2	+ .80	11	2,240
O Nippon Electric	74 1/2	69 1/8	+5 3/8	+ 7.77	27	2,887
N N. American Phillips	37 5/8	36 1/4	+1 3/8	+ 3.79	5	514
N Oak Industries	24 5/8	24 7/8	- 1/4	- 1.00	11	349
N Orrox Corp	10	9 3/4	+ 1/4	+ 2.56	59	22
N RCA	22 1/2	22 3/8	+ 1/8	+ .55	13	1,700
N Rockwell Intl	28 3/4	27 1/8	+1 5/8	+ 5.99	7	2,191
A RSC Industries	5	4 3/4	+ 1/4	+ 5.26	42	16
N Scientific-Atlanta	19 1/4	19 1/4			19	447
N Sony Corp.	14	12 7/8	+1 1/8	+ 8.73	11	3,228
N Tektronix	55 1/4	53 1/2	+1 3/4	+ 3.27	13	1,033
O Telemet (Geotel Inc.)	1 5/8	1 5/8			4	4
A Texscan	14 5/8	14 3/8	+ 1/4	+ 1.73	18	67
N Varian Associates	34 1/8	33 1/4	+ 7/8	+ 2.63	24	274
N Westinghouse	25 3/4	25 1/4	+ 1/2	+ 1.98	5	2,196
N Zenith	15 5/8	15 1/8	+ 1/2	+ 3.30	19	295

Standard & Poor's 400 Industrial Average

127.95 128.34 - .39

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. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

peso and with the expenses of subsidiary Hill & Knowlton's move into new headquarters, 1982 first-quarter earnings will be "slightly lower" than year-earlier results, even though JWT expects higher revenue and improved operating performance.

For the full year 1982, JWT expects "strong" performance, with economic recovery in the third and fourth quarters, exchange rates stabilizing, and interest rates falling. The company expects to meet its targeted 15% to 20% revenue growth this year, according to Johnson.

Executive vice president and chief financial officer, Herbert Eames Jr., reviewed JWT's 1981 performance—where he noted revenues advanced 16.6% to \$408 million. Looking at the various JWT Group operating units, Eames broke out 1981 revenue growth as follows: J. Walter Thompson Co.—7% (22% before converting international transactions to dollars); Hill & Knowlton—97% (H&K had been acquired in mid-year 1980, 1981 was its first full year as a JWT subsidiary); Euro-Advertising—82%; Lord, Geller, Federico, Einstein—42%; equity companies (including interests in Survival Anglia and Simmons Market Research Bureau)—57% and other—37%.

Despite the revenue growth, net income fell from \$12.5 million to \$7.1 million, largely due to the impact from the syndication "irregularities." Eames termed the drop "a one-time aberration."

Looking at 1982, Johnson said he sees network television advertising remaining a "sellers' market" with rates up 15%-20%, the networks with "more product to sell" and not only an extra minute in NFL games, but rates there up 20% as well.

In radio, Johnson expects rates to rise 5%-10% following the 25% rise logged in 1981.

Drawing on the experience of 1981, Johnson said it "confirms the thesis that the agency business is a stable business," as even in that time of general economic difficulty, "major clients competed harder to maintain share" and didn't slash advertising budgets.

Turning his attention to new media (which at one point Johnson said will generate "more media for advertisers") the JWT chairman suggested "the time for theorizing is over . . . the only way to discover new ways is to do them." That led into a discussion of JWT's current joint venture with cable operator Adams-Russell—The Cablesop project in Peabody, Mass. (BROADCASTING, March

29). JWT senior vice president, group account director, Garth Hallbert, told the analysts the intent of his company's participation in the experimental "home shopping information" service was to "get ourselves and our clients well out ahead on the learning curve" for new media advertising. With four hours of information advertising already created for The Cablesop, Hallbert said, "we're learning fast the different skill needs" of the new medium, and Peabody is serving as "creative sandbox."

Responding to analyst questions, Johnson indicated that he sees the slowdown in inflation, which up to now has contributed to advertising price boosts, meaning that agency revenue growth over the next three years won't match the prior three (although JWT still expects to meet yearly 15%-20% growth goals). Johnson also believes growth in JWT salaries and personnel will come at a slower pace. The JWT chairman declined to make projections for operating profit margins, although he said "we have a lot of work to do to overcome recent problems" and "get up to speed with other public companies in the field." But Johnson still expressed confidence JWT would be able to meet those levels. □

For the Record

As compiled by BROADCASTING, April 12 through April 16, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

■ Council Bluffs, Iowa—Great Empire Broadcasting Inc. seeks 1180 khz, 2.5 kw-D, 1 kw-N. Address: P.O. Box 1402, Wichita, Kan. 67201. Principals: F.F. Mike Lynch (75%) and Michael C. Oatman (25%). Great Empire Broadcasting Inc. is holding company which owns 100% of KFDI-AM-FM Wichita, Kan.; 95% of KTTS-AM-FM Springfield, Mo.; 80% of KYNN-AM-FM Omaha; 80% of KBRQ-AM-FM Denver; and 80% of KWKH(AM)-KROK(FM) Shreveport, La. Filed April 9.

■ Bellevue, Neb.—Mitchell Broadcasting Inc. seeks 1180 khz, 5 kw-D, 1 kw-N. Address: 10407 Devonshire Circle, Omaha, Neb. 68114. Principals: John C. Mitchell (100%), who is Omaha attorney and owns

KLNG(AM)-KQKQ(FM) Council Bluffs, Iowa; and principal owner of KGFW(AM)-KQKY(FM) Kearney, Neb., and principal owner of KFLI(AM)-KQKZ(FM) Mountain Home, Idaho. Filed April 9.

■ Lincoln, Neb.—Sioux Man Broadcasting Inc. seeks 1180 khz, 1 kw-U. Address: 101 Santa Fe Trail, Lincoln 68521. Principals: Francis M. Blythe Jr. (51%), Donald E. Nistl (39%) and Charles F. Huber (10%), who have no other broadcast interests. Filed April 9.

■ * Lincoln, Neb.—Union College seeks 1180 khz, 5 kw-D, 1 kw-N. Address: 3800 South 48th Street, Lincoln 68506. Estimated construction costs: \$300,000; first-year operating cost: \$60,000. Principals: Noncommercial corporation; Dean L. Hubbard is president of Union College, which is also licensee of noncommercial KUCV(FM) Lincoln. Filed April 9.

■ Stevens Point, Wis.—Skipko Broadcasting Inc. seeks 1200 khz, 1 kw-D, 500 w-N. Address: 801 Highway 10 West, Stevens Point 54481. Estimated construction costs: \$104,500; first-quarter operating cost: \$21,250; first-year revenue: \$120,000. Principals: Ronald R. Kotas and Chester S. Skippy (50% each). Kotas is engineer with Rubicon, Wis., common carrier microwave company. Skippy is Stevens Point contractor. They are also applicant for new FM at Junction City, Wis. Filed April 13.

FM applications

■ Seward, Alaska—Fletcher Communications Co. seeks 103.1 mhz, 3 kw, HAAT: minus 1,634 ft. Address: P.O. Box 276, Seward 99664. Principal: W.E. "Skip" Fletcher (100%), who is former 75% owner of KRXA(AM) Seward, Alaska, which was sold last year for \$82,500 (BROADCASTING, Aug. 17, 1981). Filed March 26.

■ *Covington, Ind.—Doxa Inc. seeks 90.3 mhz, 19 kw, HAAT: 265 ft. Address 5th & Harrison Streets, Covington 47932. Estimated construction costs: \$68,

600; first-quarter operating cost: \$8,700. Principal: Noncommercial corporation; Gregg Curtis, president. He is Covington pastor and educator and has no other broadcast interests. Filed April 6.

■ Garnaville, Iowa—Clayton Country Broadcasting Co. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 161 Copper Kettle Lane, East Dubuque, Ill. 61025. Principals: Lloyd O. Berg and Bonnejo A. Berg (50% each). Lloyd is engineer at WDBQ(AM)-K1WI(AM) Dubuque, Iowa. Filed April 6.

■ Middletown, Md.—Jerome T. Lamprecht seeks 103.1 mhz, Address 118 Smithwood Avenue, Baltimore 21228. Principal: Lamprecht is announcer and program director at WTOW(AM) Towson, Md., and has no other broadcast interests. Filed April 9.

■ Helena, Mont.—Goodluck Broadcasting Inc. seeks 105.3 mhz, 100 kw, HAAT: 533 ft. Address: 6255 Sunset Blvd., Suite 923, Los Angeles 90028. Principals: John H. Rook and Joseph Isgio (50% each), who are also applicants for new FM's at Casper, Wyo. (see below) and Grand Coulee, Wash. Filed March 30.

■ Newark, N.J.—The Global Broadcasting Group seeks interim operating authority for 105.9 mhz, 10 kw, HAAT: 390 ft. Principals: Closely held group of seven general partners, including Ken Webb and Miriam Lopez (14%). Webb is on-air personality at WBLS(FM) New York. Lopez is research and sales service director at WOR(AM) New York. Rest have no other broadcast interests. Filed April 9.

■ Uvalde, Tex.—Southwest Mediacast Inc. seeks 102.3 mhz, 3 kw, HAAT: 140 ft. Address 828 South Getty, Uvalde 78801. Principals: Gary L. Jones and family. Jones is former program director at KVOU(AM)-KYUF(FM) Uvalde. Filed April 7.

■ Ellensburg, Wash.—Tri-Country Broadcasting seeks 103.1 mhz, 3 kw, HAAT: minus 223 ft. Address: P.O. Box 111, Colville, Wash. 99114. Estimated construction costs: \$20,200; first-year operating cost: \$34,800; first-year revenue: \$70,000. Principals: Gerald E. Carpenter and son, Eric E. Carpenter (45% each)

and Louis Musso III (10%). Carpenter owns KCVL(AM)-KCRK(FM) Colville, Wash. Musso is Newport, Wash., attorney. Filed April 12.

■ Elkins, W. Va.—Marja Broadcasting Corp. seeks 99.3 mhz, 3 kw, HAAT: 125 ft. Address: P.O. Box 1337, Elkins, W. Va. 26241. Principals: Closely held group of five stockholders principally owned by Joan P. Carr, president. They own WDNE(AM) Elkins. Filed April 6.

■ Depere, Wis.—Hercules Broadcasting Co. seeks 870 khz, 10 kw-D, 1 kw-N. Address 47325 Blossom Lane, Utica, Mich. 48087. Estimated construction costs: \$220,850; first-year operating cost: \$192,000; first-year revenue: \$230,000. Principals: Leigh N. Feldsteen, Donald L. Markley (33.33% each), Harold Gordon and Robert W. Healy (16.77% each). Feldsteen is president and principal owner of WBRB(AM) Mt. Clemens, Mich. Markley is Peoria, Ill., consulting engineer. Gordon and Healy are Washington attorneys. Applicants are resubmitting application for reconsideration and with petition to reinstate application *nunc pro tunc*. Filed April 7.

■ Casper, Wyo.—Goodluck Broadcasting Inc. seeks 103.7 mhz, 100 kw, HAAT: 183 ft. Address: 6255 Sunset Blvd., Suite 923 Los Angeles 90028. Principal: Applicant is also applying for new FM's at Helena, Mont. (see above) and Grand Coulee, Wash. Filed March 30.

AM actions

■ Coeur d'Alene, Idaho—Coeur Broadcasting Inc. dismissed application for 1240 khz, 1 kw-D, 250 w-N. Address: 1034 N. 3rd, Coeur d'Alene 83814. (BP-790823AE). Action Dec. 30, 1981.

■ Oliver Springs, Tenn.—Motherlode Communications Corp granted 1080 khz, 2.5 kw-D. Address: P.O. Box "T", Oliver Springs 37840. Estimated construction costs: \$69,000; first-quarter operating costs: \$37,000; first-year revenue: \$19,000. Principals: Jerry W. Strange, John L. Davenport (33.33% each), Jack D. Wells and Glen L. Cox (16.66% each). Strange is Eden, N.C., real estate broker. Davenport and Eden are Knoxville advertising executives. Wells and Cox are Oliver Springs-based businessmen with interests in mining. They have no other broadcast interests. (BP-790322AG). Action Dec. 15, 1981.

■ Ittustville, Tex.—East Texas Wireless Radio granted 1400 khz, 1 kw-D, 250 w-N. Address: 1405-B Camp Craft Road, Austin, Tex. 78746. Estimated construction costs: \$2,000; first-quarter operating cost: \$6,000; first-quarter revenue: \$45,000. Principals: Peggie McClish-Werlinger, Don Werlinger, Michael Venditti and Joe Werlinger (general partners). Don Werlinger is former general manager of KSPL-AM-FM Lufkin Tex., and currently is Austin-based broadcast consultant. Venditti is Wellington, Colo., consulting engineer. Joe Werlinger manages Rockdale, Tex., restaurant. McClish-Werlinger manages Austin copy shop. None have other broadcast interests. (BP-810921AS). Action April 2.

FM actions

■ Portage, Mich.—Review Board granted Radio Portage Inc. 107.7 mhz, 50 kw, HAAT: 480 ft. Address: 2315 Schippers Lane, Kalamazoo, Mich. 49001. Estimated construction costs: \$150,000; first-year operating cost: \$132,000; first-year revenue: \$135,000. Principal: Emil J. Popke (100%), who is former president and principal owner of WYYY(AM) Kalamazoo. BC Doc. 21375. (BPH-10,211). Review Board action March 29.

■ Ocean City, N.J.—Review Board granted Ocean City Radio of New Jersey Inc. 98.3 mhz, 3 kw, HAAT: 288.3 ft. Address: c/o Robert Spain, P.O. Box 23, Grenloch, N.J. 08032. Estimated construction costs: \$28,250; first-quarter operating cost: \$31,000; first-year revenue: \$180,000. Principals: Francis J. Fernandez (51%), Robert R. Spain and wife, Linda K. Spain (44% jointly), and Charles B. Kramer and wife (65% jointly). Fernandez and Spain are engineers at WCAU-TV Philadelphia, Kramer is production director at WIIN(AM)-WPG(FM) Atlantic City, N.J. BC Doc. 80-346. (BPH-790808AB). Review Board action April 1.

■ Ticonderoga, N.Y.—Cawley Broadcasting Co. granted 103.9 mhz, 1.54 kw, HAAT: 383 ft. Address: Fort Ti Road, Ticonderoga 12883. Estimated construction costs: \$75,000; first-year operating cost: \$68,000; first-year revenue: \$158,000. Principal: Augustine M. Cawley (100%), who owns WIPS(AM) Ticonderoga. (BPH-810217AA). Action March 30.

Ownership changes

Applications

■ WHHL(AM) Pine Castle-Sky Lake, Fla. (1190 khz, 1 kw-D)—Seeks assignment of license from Borgen & Murphy to Suntime Radio Inc. for \$385,000 (BROADCASTING, Feb. 8). Seller is owned by Obed S. Borgen and Kingsley Murphy Jr. (50% each) who own KCHK(AM) New Prague, Minn. Borgen also owns KFLI-AM-FM Preston, KWMB(AM) Wabasha and WMIN(AM) Maplewood, all Minnesota, and WMCW(AM) Harvard, Ill. Buyer is owned by group of investors including A. J. Donahue and Charles D. Schwartz. Donahue heads group which bought, subject to FCC approval, WSTC(AM)-WYRS(FM) Stamford, Conn. (BROADCASTING, July 20, 1981). Schwartz is president of radio division of Broadcast Enterprises National Inc., Philadelphia group of five AM's, three FM's and one TV. Filed April 5.

■ WCSR(AM)-WSCZ(FM) Hillsdale, Mich. (AM: 1340 khz, 500 w-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Seeks assignment of license from Charles J. Pontius et al to Anthony Flynn. for \$45,000. Sellers own 55% of outstanding stock and are selling it to remaining stockholder. Flynn is also general manager of WCSR-WSCZ. Filed April 4.

■ KNEN(AM) Norfolk, Neb. (94.7 mhz, 100 kw, ant. 530 ft.)—Seeks transfer of control of Central Radio Inc. from Gordon D. Adams and Herbert D. Feidler to Gene A. Koehn. Consideration: \$500,000 (BROADCASTING, April 19). Principals: Sellers each own 30.16% of licensee's stock and are selling their interests to remaining stockholder. Buyer owns Norfolk, Neb., retail business and is currently general manager and 39.68% owner of KNEN. Filed April 5.

■ WLW(AM) Cincinnati, WSKS(FM) Hamilton, Ohio and KBEQ(FM) Kansas City, Mo. (WLW: 700 khz, 50 kw-U; WSKS: 96.5 mhz, 50 kw, HAAT: 810 ft., KBEQ: 104.3 mhz, 50 kw, HAAT: 1,150 ft.)—Seeks assignment of license from Mariner Communications to The Ten Eighty Corp. for \$21.5 million (BROADCASTING, March 29). Seller is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr. and Joe Scallon and 10 others. Barry Dickstein is president. They will keep WITS(AM) Boston. Mariner bought WLW and WSKS three years ago for \$17 million (BROADCASTING, Nov. 5, 1979), and KBEQ five years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). Buyer is principally owned by David T. Chase and family, who are also principal owners of WTIC-AM-FM Hartford, Conn. Filed April 7.

Actions

■ KLVA(FM) Lake Village, Ark. (95.9 mhz, 3 kw, ant. 310 ft.)—Granted assignment of license from Carpenter Broadcasting Inc. to Foxfire Communications Inc. for \$212,000. Seller: Principally owned by Jack A. Carpenter, who has no other broadcast interests. Buyer: Walter J. Giller Jr. (100%), who is El Dorado, Ark., businessman, and applicant for new FM at Natchitoches, La. (BROADCASTING, March 15). (BALH-820224EY). Action April 7.

■ * KCLB(FM) Santa Rosa, Calif. (91.9 mhz, 240 w, ant. 1,090 ft.)—Granted 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. (BALED-820219H). Action April 14.

■ WAZE(AM) Clearwater, Fla. (860 khz, 500 w-D)—Granted assignment of license from Radio Clearwater Inc. to Efrain Archilla-Roig for \$975,000. Seller: Subsidiary of Three Rivers Communications, which is owned by Carl J. Marocci, who has no other broadcast interests. Buyer is president and owner of WALO(AM) Humacao, P.R. (BALH-820224EY). Action April 7.

■ WKNA(TV) [CP] Melbourne, Fla. (ch. 43, 1,780 kw vis., 56.5 kw aur., ant. 1,009 ft.)—Granted transfer of control of Southern Broadcasting Corp. from Hugh M. Evans, W.K. Burgreen and Joe Kendall to BMS Broadcasting Inc. Consideration: \$105,270. Principals: Sellers together own 66.075% of stock and have no

other broadcast interests. Buyers are John C. Boyce and Jerry T. Boyce, brothers (22.5% each), Ruth H. Starr (20%), Carolyn C. Moore (17.5%), John C. Stone (15%) and Paul F. Arceneaux Jr. (2.5%). Boyces are Baton Rouge-based heavy equipment operators. Starr is housewife. Moore is Potomac, Md., real estate salesman. Stone is former congressional administrative assistant. Arceneaux is congressional aide. None have other broadcast interests. (BTC-820201KJ). Action April 14.

■ WBHB(AM) Fitzgerald, Ga. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Ben Hill Broadcasting Corp. to Willdenway Broadcasting Inc. for \$350,000. Seller: Paul E. Reid (100%), who also owns WLAG(AM)-WWCG(FM) La Grange, Ga. Buyer: Janet Willingham, Jackie M. Harden and Charles R. Ridgeway (one-third each). They are all employees of WBHV and have no other broadcast interests. (BAL-820305HB). Action April 14.

■ KWVR(AM) Enterprise, Ore. (1340 khz, 250 w-SH)—Granted assignment of license from High Valley East Broadcasting Inc. Tri-Star Communications Inc. for \$150,000. Seller: David D. Dirks (99%) and wife, Connie A. Dirks (1%) who have no other broadcast interests. Buyer: Thomas F. Erickson (51%) and wife, Monica F. (49%). Thomas Erickson is former sportscaster at KESQ-TV Palm Springs, Calif. Neither have other broadcast interests. (BAL-820223EO). Action April 5.

■ WICE(AM) Providence, R.I. (1290 khz, 51 kw-D, 1 kw-N)—Granted assignment of license from Dunn Broadcasting Inc. to C&F Communications Inc. for \$625,000 plus \$100,000 for noncompete agreement. Seller John M. Dunn (100%), who bought WICE four years ago for \$914,500 plus \$25,000 noncompete agreement. (BROADCASTING, April 10, 1978). Buyer: Joseph E. Fernandes and Antonio A. Costa (50% each). Fernandes is Norton, Mass., real estate investor. Costa is chief of Portuguese to Europe Service, U.S. International Communications Agency, Washington. They also publish weekly, New Bedford, Mass., *Portuguese Times* and have no other broadcast interests. (BAL-820219HA). Action April 7.

■ WRJZ(AM) Knoxville, Tenn. (620 khz, 5 kw-U)—Granted assignment of license from Basic Media Ltd. to WRJZ Inc. for \$1.2 million. 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 Illinois broadcast consultants and have no other broadcast interests. (BAL-820223EU). Action April 6.

■ WLIV-AM-FM Livingston, Tenn. (AM: 920 khz, 1 kw-D; FM: 95.9 mhz, 3 kw, ant. 155 ft.)—Granted transfer of control of WLIV Inc. from Richard D. Gillespie and wife, Lielie Mae to WLIV Inc. Consideration: \$100,000. Principals: Sellers own one-third of station's stock. They seek to redeem their shares back to corporation, which is principally owned by Millard V. Oakely, who has interests in WCSV(AM) Crossville, WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee, and WKNX(FM) Greenville, Ala. (BTC-820208EI, EJ). Action April 14.

■ WKWK-AM-FM Wheeling, Va. (FM: 97.3 mhz, 50 kw, ant. 460 ft.)—Dismissed assignment of license from Community Service Broadcasting Inc. to Wheeling Broadcasting Co. (BALH-810804ED). Action March 30.

Facilities changes

AM applications

Tendered

■ WYNR(AM) Brunswick, Ga.—Seeks CP to make permanent temporary frequency of 990 khz; change hours of operation to U by adding 2.5 kw-N; increase D power to 5 kw; install DA-2; change TL; make changes in ant. sys. Ann. April 15.

■ KOFI(AM) Kalispell, Mont.—Seeks CP to change N power to 10 kw, DA-N. Ann. April 14.

■ WYNC(AM) Yanceville, N.C.—Seeks CP to increase power to 2.5 kw-1 kw (CH). Ann. April 13.

■ KKNW(AM) Mountlake Terrace, Wash.—Seeks CP to change power to 500 w/250 w (CH), DA-D, and

change TL. Ann. April 15.

Accepted

- KAIM(AM) Honolulu, Hawaii—Seeks modification of CP (BP-20554) to specify increase RMS in accordance with section 73.152. Ann. April 15.
- KSTP(AM) St. Paul, Minn.—Seeks CP to augment standard pattern. Ann. April 13.
- KUNO(AM) Corpus Christi, Tex.—Seeks CP to change TL and change non dir. ant. Ann. April 16.

FM applications

Tendered

- KADO(FM) Texarkana, Ark.—Seeks CP to change TL; change ERP to 1.259 kw; change HAAT to 435 ft.; and make changes in ant. sys. Ann. April 13.
- WSCC(FM) Somerset, Ky.—Seeks CP to change frequency to 92.1 mhz. Ann. April 14.

Accepted

- KJAZ(FM) Alameda, Calif.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 1.78 kw; change HAAT to 397 ft.; and change TPO. Ann. April 15.
- *WGHR(FM) Marietta, Ga.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 16.4 w; increase HAAT to 251 ft.; and change TPO. Ann. April 12.
- KUMU-FM Honolulu, Hawaii—Seeks modification of CP (BPH-801126A1) to increase ERP to 100 kw; increase HAAT to 78 ft.; and change TPO. Ann. April 12.
- WCJC(FM) Madison, Ind.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 263 ft.; and change TPO. Ann. April 15.
- *WRVG(FM) Georgetown, Ky.—Seeks CP to change frequency to 89.9 mhz. Ann. April 15.
- WFSJ(FM) Annapolis, Md.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw; change HAAT to 500 ft.; and change TPO. Ann. April 15.

- WHAI-FM Greenfield, Mass.—Seeks CP to increase ERP to 3 kw; change HAAT to -241 ft.; change type trans.; correct geographical coordinates. Ann. April 15.

- WHFU(FM) Pinconning, Mich.—Seeks modification of CP (BPH-800715AC, as mod.) to change SL (outside city limits). Action April 15.

- *KWWC-FM Columbia, Mo.—Seeks modification of CP (BPED-810630AS) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 1.25 kw; increase HAAT to 131 ft.; and change TPO. Ann. April 12.

- WHRC-FM Port Henry, N.Y.—Seeks modification of CP (BPH-800813AC, as mod.) to change frequency to 92.1 mhz; change type trans.; change ERP to 818 w; and change TPO. Ann. April 12.

- KIXS-FM Killeen, Tex.—Seeks CP to install aux. trans. and ant. at main TL; to be operated on ERP of 3.145 kw; change HAAT to 93.89 ft.; and change TPO. Ann. April 12.

- KYYK(FM) Palestine, Tex.—Seeks modification of CP (BPH-820125AB) to change TL, SL and RC. Ann. April 15.

- WTIP(AM) Charleston, W. Va.—Seeks CP to change TL. Ann. April 13.

TV applications

Tendered

- KRBK-TV Sacramento, Calif.—Seeks MP (BPCT-820115KF) to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,490 ft.; and change TL.

Accepted

- KPRC-TV Houston—Seeks CP to change ERP to 100 kw vis., 10 kw aur.; change HAAT to 1,930 ft.; and change TL. Ann. April 15.

AM actions

- WGSM(AM) Huntington, N.Y.—Granted MP (BP-20,490) to change ant. sys. and change elect.

parameters of dir. ant. sys. Action March 31.

- KLIQ(AM) Portland, Ore.—Granted MP of BP (20415, as mod.) to change dir. ant. pattern. Action April 2.

- KWAM(AM) Memphis, Tenn.—Dismissed CP to change south antenna to height of 522 ft. and request for standard radiation pattern. Action March 31.

- WSGI(AM) Springfield, Tenn.—Granted MP of CP (BP-21,192, as mod.) to change from DA to non-DA Action April 5.

FM actions

- KIQQ(FM) Los Angeles—Granted CP to change TL; change ant. sys.; change ERP to 5.1 kw; change HAAT to 3,059 ft. Action April 1.

- KKCS-FM Colorado Springs, Colo.—Granted CP to change TL; change type trans.; change type ant.; increase ERP to 100 kw; change HAAT to -391 ft.; and change TPO. Action March 31.

- *WDSO(FM) Chesterton, Ind.—Granted CP to change frequency to 89.7 mhz; increase ERP to 225 w; change HAAT to 55 ft. Action March 31.

- KTNW-FM Anoka, Minn.—Granted modification of CP (BPH-811002AM) to change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 432 ft.; and change TPO. Action April 8.

- KRES(FM) Moberly, Mo.—Granted modification of CP (BPH0810209AD) to make changes in ant. sys.; change TL; change type trans.; increase HAAT to 1,024.5 ft.; and change TPO. Action April 5.

- WRFM(FM) New York—Granted modification of CP (BPH-790215AE, as mod.) to change type trans.; change type ant.; increase ERP to 7.76 kw (H) and 5.54 kw (V); decrease HAAT to 1,223 ft.; and change TPO. Action March 31.

- KVIL-FM Highland Park-Dallas—Granted CP to make changes in ant. sys.; construct alternate TL; change type trans.; change type ant.; increase HAAT to 1,637 ft.; and change TPO. Action April 8.

TV actions

- WFBT-TV Minneapolis—Granted MP (BPCT-4985) to change SL. Action April 1.

- KNMT(TV) Walker, Minn.—Granted CP to change ERP to 315 kw vis., 63.2 kw aur., and change trans. Action April 2.

- WCBT-TV Columbus, Miss.—Granted CP to change ERP to 100 kw vis., 10 kw aur.; change TL; change trans.; and make changes to ant. sys. Action April 2.

- WBNB-TV Charlotte Amalie, V.I.—Granted MP (BPCT-810102KE) to change ERP to 113.76 kw vis., 11.1 kw aur.; and change trans. Action April 2.

In contest

FCC actions

- FCC released inquiry notice on procedures to implement detariffing of customer premises equipment and enhanced services as explained in final decision of Second Computer Inquiry. Item released reflects subsequent events from FCC's last meeting on inquiry (Dec. 17).

- FCC Review Board affirmed ALJ's initial decision granting Millard Orick Jr. CP for new FM at Payson, Ariz. Review Board found Orick's application superior in several ways, including integration of ownership with management and media diversification criteria. Action March 26.

- ALJ Thomas B. Fitzpatrick granted CP's to Merrimack Valley Broadcasting for new FM and Sunrise Broadcasting Corp. for new AM, both at Nashua, N.H. Applicants were granted former facilities held by WOTW-AM-FM Nashua. ALJ found that Merrimack's and Sunrise's applications were superior on ownership integration issue. Action April 8.

- FCC rejected National Black Media Coalition's petition to deny license renewals of WINX(AM) Rockville, Md., and WAMU(FM) Washington. It renewed WAMU for seven year term but could not renew WINX because of competing applicant for same frequency. NBMC claimed licensees had inadequate EEO performances but FCC said stations showed noted improvements in EEO records since reporting of conditions were first imposed. FCC also said NBMC failed to raise substantial question that renewal of

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either license would serve public interest. Action April 14.

■ FCC affirmed that KDUB-TV Dubuque, Iowa, is entitled to protection on local cable TV system against duplicative network programming of KCRG-TV Cedar Rapids. But FCC noted that waiver of section 76.92 is effective only until Nov. 1983 at which time burden will be on KDUB-TV to demonstrate that it is entitled to continued relief. Action April 14.

■ FCC granted AT&T conditional authority to provide nationwide video teleconferencing service over high speed digital network. Action April 14.

■ FCC denied Henry Geller reconsideration of Nov. 9, 1979, decision concluding its inquiry into Fairness Doctrine and other FCC policies regarding public's right to know. Action April 14.

■ FCC denied challenges to license renewals of 27 Chicago and Chicago area radio stations brought by Chicago Latino Committee on Media, which represents number of Hispanic organizations. Group charged that stations failed to comply with EEO policies with regard to Hispanics. FCC reviewed employment record of minorities and women at all stations included in petition and found EEO compliance justified full renewal except in case of WYEN(FM) Des Plaines, which it held in abeyance. Action April 14.

Earth stations

■ Common Carrier Bureau accepted for filing following applications to build and operate new earth stations:

Applications

- Alascom Inc. for Yakataga, Alaska (4.5m, Andrew, E4305).
- Alascom Inc. for Scammon Bay, Alaska (4.5m, Andrew, E4307).
- Scripps-Howard Broadcasting Co. for Parma, Ohio (9.2m, Satcom Tech., E4306).

Actions

- Common Carrier Bureau granted following applications to build and operate new earth stations:
- Satellite Business Systems for San Francisco (E2113).
- Federal Express Corp. for Somerset, N.J. (E4143).
- Satellite Business Systems for New York City (E2114).
- Cylux Communications Network Inc. for Buffalo, N.Y. (E4142).
- Cylux Communications Network Inc. for Albany, N.Y. (E3523).
- Cylux Communications Network Inc. for Cuyahoga, Ohio (E4140).
- Cylux Communications Network Inc. for Richmond, Va. (E4141).

Summary of broadcasting

FCC tabulations as of Feb. 28, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,641	0	0	4,641	127	4,768
Commercial FM	3,352	1	1	3,354	211	3,565
Educational FM	1,121	0	1	1,122	76	1,198
Total Radio	9,114	1	2	9,116	414	9,530
Commercial TV						
VHF	523	1	0	524	8	532
UHF	260	0	0	260	116	376
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,046	4	7	1,057	150	1,207
FM Translators	453	0	0	453	208	661
TV Translators						
UHF	2,708	0	0	2,708	164	2,872
VHF	1,574	0	0	1,574	406	1,980

*Special temporary authorization

**Includes off-air licenses

Low power

VHF actions

- Bruce, Miss.—Bruce Independent TV Inc. granted ch. 7, 100 w, 209.83 ft. (BPTVL-810723IQ). Action March 18.
- Flagstaff, Ariz.—Seattle Community TV Inc. granted ch. 9, 10 w, 65 ft. (BPTVL-810331JA). Action March 30.
- Rock River, Wyo.—Town of Rock River granted ch. 11, 10 w, 27 ft. (BPTVL-801003IM). Action March 18.

UHF action

- Lake Havasu City, Ariz.—Shoblom Broadcasting Inc. granted ch. 45, 100 w, 223 ft. (BPTTL-810309ID). Action March 30.

Translators

VHF actions

- Furnace Creek, Calif.—Inyo County Superintendent of Schools granted ch. 5, 30 ft. (BPT-TV-810121KZ). Action March 26.
- Shoshone and Tecopa, Calif.—Inyo County Superintendent of Schools granted ch. 7, 10 w, 20 ft. (BPTTV-810121KW). Action March 26.
- Lemhi and Tendoy, Idaho—Ramsey Mountain TV Association granted ch. 9, 10 w, -30 ft., to rebroadcast KIFI-TV Idaho Falls (BPTTV-810928QC). Action March 16.
- Lynch, Neb.—Lynch Community Club granted ch. 2, 1 w, 18 ft., to rebroadcast KELO-TV Sioux Falls, S.D. (BPTTV-810116SA). Action March 18.
- Duckwater, Nev.—Railroad Valley General granted ch. 12, 10 w, 25 ft., to rebroadcast KVBC(TV) Las Vegas (BPTTV-800121IE). Action March 26.
- Panguitch, Utah—Panguitch city granted ch. 10 to rebroadcast KSTU-TV Salt Lake City (BPT-TV-800623ID). Action March 30.
- Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park county granted ch. 2, 10 w, -20 ft., to rebroadcast KRMA(TV) Denver (BPTTV-810622JH). Action March 18.
- Rural North Fork, South Fork, Wyo.—Park county granted ch. 7, 10 w, -25 ft., to rebroadcast KRMA(TV) Denver (BPTTV-810622JE). Action March 18.
- Rural North Fork and South Fork of Shosone River area, Wyo.—Park county granted ch. 9, 10 w, 25 ft., to rebroadcast KTWO(TV) Casper, Wyo. (BPT-TV-810622TD). Action March 18.
- Sunlight Basin and Clark Fork area, Wyo.—Park county granted ch. 11, 10 w, -21 ft., to rebroadcast KRMA(TV) Denver (BPTTV-810622JA). Action March 18.
- Upper Greybull area, Wyo.—Park county granted ch. 4, 10 w, -25 ft., to rebroadcast KTWO(TV) Casper, Wyo. (BPTTV-810622JF). Action March 18.

■ Upper South Fork and Shoshone River rural area, Wyo.—Park county granted ch. 2, 10 w, 91 ft., to rebroadcast KRMA(TV) Denver (BPTTV-810622JC). Action March 18.

■ Upper South Fork and Shoshone River rural area, Wyo.—Park county granted ch. 6, 10 w, -25 ft., to rebroadcast KTWO(TV) Casper, Wyo. (BPTTV-810622JB). Action March 18.

■ Wood River area and Upper Greybull area, Wyo.—Park county granted ch. 7, 10 w, -25 ft., to rebroadcast KRMA(TV) Denver (BPTTV-810622JG). Action March 18.

UHF actions

- Duncan, Ariz.—Southern Greenlee County TV Association Inc. granted ch. 55 to rebroadcast KPNX-TV Phoenix, Ariz. (BPTT-811102TV). Action March 39.
- Lake Havasu City, Ariz.—Shoblom Broadcasting Inc. granted ch. 45, 100 w, 223 ft., (BPTT-811217TZ). Action March 18.
- Montrose, Colo.—Pikes Peak Broadcasting Co. granted ch. 28, 1 w, 88 ft., to rebroadcast KJCT(TV) Grand Junction, Colo. (BPTT=810224ID).
- Leadmore, Idaho—The Post Co. granted ch. 61, 20 w, 20 ft., to rebroadcast KIFI-TV Idaho Falls (BPTT-81105TY). Action March 16.
- Armstrong Creek, Wis.—Educational Communications Board granted ch. 39, 100 w, 500 ft. (BPTT-810121JU).
- Friendship, Wis.—Educational Communications Board granted ch. 3, 100 w, 300 ft. (BPTT-810121JV).

Call Letters

Applications

Call	Sought by
	New FM's
KLMC(FM)	Sears Broadcasting of Colorado Inc., Leadville, Colo.
KOIR	Rio Grande Bible Institute Inc., Edinburg, Tex.
KRRG	Laredo Broadcasting Inc., Laredo, Tex.
	Existing AM's
KGMQ	KPUB Pueblo, Colo.
WCNN	WRNG North Atlanta, Ga.
KKAI	KIVM Lihue, Hawaii
WRCW	WOIO Canton, Ohio
WUSU	WWWM Cleveland
WONO	WBMS Black Mountain, N.C.
WIZX	WDIX Orangeburg, S.C.
WRKO	WZZI Madisonville, Tenn.
	Existing FM's
WQSR	WTKT Catonsville, Md.
WWYS	WDRO Detroit
WIGL	WPJS Orangeburg, S.C.
WJKZ	WIZO Franklin, Tenn.
	Existing TV
WMOD	WKNA Melbourne, Fla.

Grants

Call	Assigned to
	New AM's
WKEO	Glen J. Goldenburg, Burnside, Ky.
KTAA	Town & Country Communications Inc., California, Mo.
WBTZ	Motherlode Communications Corp., Oliver Springs, Tenn.
	New FM's
KEZG	Fairfield Broadcasting Inc., Green Valley, Ariz.
WRIK	Samuel K. Stratemeyer, Metropolis, Ill.
	New TV
WTWC	Holt-Robinson Television Inc., Tallahassee, Fla.
	Existing AM's
WWAM	WXLX Milledgeville, Ga.
WKLZ	WYYY Kalamazoo, Mich.
	Existing FM's
WABM	WKJR-FM Muskegon Heights, Mich.
WMJY	WWUU Long Branch, N.J.

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Established group owner desires sales manager for country AM station in Midwestern market. Need motivated, empathy-oriented individual with solid personal and professional references, and a strong desire to be successful. An Equal Opportunity Employer. Write Box W-127.

Station Manager for a group-owned profitable Class B FM in vacation area of California. Must have strong sales background and desire community involvement. Reply to Radio Management Associates, 1050 Hancock St., Quincy, MA 02169. 617-770-0292.

Tennessee country station in small market adjacent to large city looking for hard-working manager with emphasis on sales and promotions. Send complete resume, including references, to Box W-161. EOE.

Sales Manager/General Manager. You never get a second chance to make a first impression. That's why we're looking for an individual who's capable of taking a new 100,000 watt FM targeted for adults 25-54 and putting it on the air this October-sold out. You'll be held accountable for all aspects of the station's performance, so it's only fair that we provide you with the authority and resources to do the job right. Handsome new offices and well equipped studios are now under construction on a beautiful site overlooking a small lake. Our coverage area includes Grand Island, Hastings, and Kearney, Nebraska; more than 150,000 people in the strongest retail trade center between Lincoln and Denver. Control over hiring, programming, sales, production and promotions will be yours. Responsibility for community involvement and profitability will also be yours. The compensation and benefits package includes a salary of \$30,000 to \$40,000, a substantial bonus based on profitability, profit sharing, a new car, hospitalization, life insurance and more. Our responsibility is to select the individual who understands the importance of earning through his/her knowledge, standards, commitment, aggressiveness, tenacity and respect for employees and clients alike. A strong background in radio sales and a desire to develop your management skills to their full potential under our direction are necessities. Operations experience and education are additional points of consideration. Appreciation of the benefits and opportunities that exist in a market of this size is imperative. Send a detailed resume with salary history to Manchik Broadcasting Inc., 231 South Locust Street, Grand Island, NE 68801.

General Manager for new FM in Macomb, IL. Excellent opportunity for an aggressive sales manager to move up. Send resume, current salary and salary requirements to William J. Clark, General Communications, Inc., 622 Hudson Ave., Jonesboro, LA 71251.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box W-178.

Sales-oriented Manager. Need self-starter for small operation in lower Michigan. Send resume and salary history to Box W-166. EOE.

Experienced station manager or sales manager ready to move up. Top-rated AM station, Eastern medium market. Great opportunity with expanding group. Box W-164.

HELP WANTED SALES

Sales People needed for entry level sales position. Will RAB train you. 50,000 watt central California A/C FM station. Come and grow with us. EOE, M/F. Send resume to Jim C. Meeker, PO. Box 2959, Merced, CA. 95344.

Ambitious Sales Person—Excellent market of 300,000 in Midwest; you must be a retail-oriented, hard working salesperson with a minimum of two years radio experience. Our group owned station has excellent training and motivating program. If you're good and ready to grow, send your completed resume to: Box W-133. EOE.

Account Executive—Southern California. Newly acquired, top 25 combo, with aggressive management needs a professionally motivated, experienced account executive to take over leading account list, minimum three years experience. Draw against above industry standard commissions, with benefits. Phone calls accepted in AM, 714-885-6555. Send resume to Bette MacKinnon, GSM, KDIG/KBON Radio, PO. Box 5066, San Bernardino, CA 92412.

Aggressive Salesperson. Expanding small market, good salary, base guarantee, must be able to do production, on-air. 907-586-3630, D. Egan, G.M.

Salesman needed immediately for Knoxville area 5000-watt AM station. Prefer applicants with copywriting experience and experience with local and national accounts. EOE. Write Box W-162.

The leading adult contemporary in beautiful Charleston needs an aggressive, experienced sales person. If you're the right person, you'll make a very good living in a terrific environment, but hard, smart work is essential. Send your resume to Doug McFarland, Sales Manager, WCSC, PO. Box 186, Charleston, SC 29402. E.O.E.

Full time AM. Only radio station in community of 75,000 on outskirts of major midwest market. Sales manager a possibility in very near future. Write Box W-146.

Southeastern New Mexico. Salesperson needed for small market, strong FM station. For details, call Mike Morgan, 505-393-1551.

Experienced salesperson ready for management. Sell key accounts, develop and train expanding sales team. Salary plus override. Great opportunity in strong growth market. Contact Cory Thurston, WCNX, PO. Box 359, Middletown, CT 06457.

General Sales Manager, medium Illinois market. Aggressive leader with track record who can work with progressive, success-oriented management team. Reply with complete resume including income history, references to Box W-148.

Get away from city hassles. If hunting, fishing, clean air and water are your thing, come to Aroostook Co., Maine ("Vacationland"), sell and grow with us and our AM/FM team. Send resumes to Northern Broadcasting, POB 647, Caribou ME 04736.

Regional Sales Manager. Houston FM seeking experienced radio sales professional to handle regional sales position. Minimum 2 years experience in top 50 market. Knowledge of agencies mandatory. Call Cathy Earle, 713-961-0092, or send resume to same at KYND, 11 Greenway Plaza, Suite 2022, Houston, TX 77046.

Account Executive—Midwest AM/FM station. Looking for ambitious account executive, 1 1/2 years' experience. RAB trained preferred. Excellent commission incentives and benefits with fast growing company. Send resume to Box W-27. Equal opportunity employer.

HELP WANTED ANNOUNCERS

New 100,000 watt FM needs community-minded announcer for combination morning talk show-sales position. T&R to WBWA, Box 207, Washburn, WI 54891. 715-373-5151.

Announcers wanted for 50,000 watt central California A/C FM station. Good voice communicators, strong in production and community involvement. EOE, M/F. Send tape and resume to: Jim C. Meeker, PO. Box 2959, Merced, CA. 95344.

Wake up before the cows! Enjoy Colorado mornings! Become my sign-on announcer. You must be good, dependable, and experienced. Tapes and resumes to: KLMR, PO. Box 890, Lamar, CO 81052.

Florida East Coast. Immediate opening for entry level announcer. Nights. Minorities encouraged. Need a start? Send air check and resume to Jim Lord Chaplin, GM, WIRA, Box 3032, Ft. Pierce, FL 33454.

Small Market Country music station needs jock to also handle production. Call Dennis at WAFL, Milford, DE, 302-422-7575.

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Afternoon personality for CHR 50 KW FM. T&R: Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. M/F, E.O.E.

Announcer/Sales. Extra income opportunity for experienced announcer who likes to sell and service local accounts. Contact Cory Thurston, WCNX, PO. Box 359, Middletown, CT 06457.

Immediate Opening—Part time announcer. Must be bright, professional and a good team worker. Send tapes and resumes to Carol Parker, 98 WMZQ-FM, 5513 Connecticut Avenue, N.W., Washington, D.C. 20015. EOE

HELP WANTED TECHNICAL

Top FM radio engineer wanted. Maturity and experience a must. Disciplined approach to hands on maintenance and record keeping essential. KQDS, Box 6167, Duluth, MN 55806.

Experienced Chief Engineer wanted for AM/FM in large Midwest city. Excellent salary, benefits, engineering staff. Must have D.A. experience. Excellent opportunity for a qualified chief to improve his status. Group owner. Resume to Joseph Cunat, Mid America Media, 6 Dearborn Sq., Kankakee, IL 60901. EOE.

FM/AM Chief with First or General license and two years experience in AM directionals, FM Stereo, automation and proofs. 50 KW state of art equipment growing FM No. 1 rated country station. 5 KW AM rock. Salary \$15,000-\$18,000 starting. Send resume to Engineering, WNNW/WTVB, 6123 South Westnedge Ave., Kalamazoo, (Portage), MI 49002. Over 80 lakes in scenic area. EOE.

Chief Engineer. Group-owned WEZS-FM, Richmond, seeks engineer with transmitter, studio facility maintenance experience. Excellent working conditions and benefits. Send resume to: Director of Operations, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. An Equal Opportunity Employer.

New England Metro FM seeks assistant chief engineer with first or general class license, transmitter and studio construction and maintenance experience. Resumes to Box W-176. M/F, EOE.

Chief Engineer. KAYC/KAYD-FM, Beaumont, TX. Need stable, dependable, full-time experienced Chief for full-time 50,000 watt FM and 1,000 watt AM. Send complete resumes and references to: Larry Swikard, Vice President/General Manager, KAYC/KAYD Radio, PO. Box 870, Beaumont, TX 77704.

HELP WANTED NEWS

Midwest medium market station seeks a talented, self-starting, original talk show host. Must be mature and experienced. Good salary and benefits with solid company. An Equal Opportunity Employer. Send resume to Box W-111.

We are looking for a sports journalist who is strong in basketball play-by-play to cover NCAA Division One basketball in a major basketball market. This full time position includes travel and excellent benefits. Send resume, salary requirements to Box W-110. AA/EOE.

I need a hard-working news director for my successful small market station. Someone who wants to dig for all the local news. Hardwork gets top money. T&R to Mike Hayes, Box 104, Hiawatha, KS 66434. EOE.

Copywriter/Commercial Operations Manager. Must be able to create original copy and supervise commercial production. Good "commercial" voice a necessity. Full time FM, adult contemporary, top rated in market. Personal interviews only. 201-827-2525. Peter Bardach, WSUS-FM, Franklin, NJ 07416. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director—Broadcast leader requires individual that possesses proven track record along with top-notch managerial skills. 3-5 years commercial radio experience in programming a must. Send resume to Personnel Department, WJLK, Press Plaza, Asbury Park, N.J. 07712.

Wanted: Top-Notch AOR-PD Professional. Top 50 market, South. No. 1 Station. Knowledge of promotion, music, research and being a people person a must. Individual must be dedicated to success and staying no. 1. Great company with track record of success. All replies most confidential. Write Box W-167.

SITUATIONS WANTED MANAGEMENT

Satellite Network GSM, 6 years GM, seeking top 100 GM challenge with progressive organization. Young, high achiever. Strong sales, goals, programing, planning, research, references. Available now. Joe, 912-924-4852.

32, aggressive, successful, community minded, sales/profit-oriented small market GM seeks new challenge. Sales manager position considered. Box W-84.

GM available. 22 years experience. 10 years management experience. With present station 19 years. Can do the job for your station. Family man. Prefer the Carolinas. Let's talk. Box W-72.

News/Sports with an impact. Station went from last to first when I arrived, went from first to last after I left. Looking for small market management or middle market mid-management. If you are willing to make a commitment, so am I. Box W-132.

Group Owners/station owners. If you are looking for a general manager that's highly motivated, possessing top management skills, 18 years managing AM/FM, high achiever of goals and profit oriented, write now. Box W-122.

Financial VP—Young, aggressive individual with strong financial credentials and impressive broadcasting group experience seeks East coast opportunity. Well-versed in radio acquisitions, cash management, computer processing and accounting. Write Box W-175.

Station Manager. Possible sales manager consideration. Small-medium market. Presently sales manager. All locations considered. Write Box W-183.

Attention Station Managers: If you are planning a major format change and/or facility change, and you want the best for your bucks, contact me ASAP! I'm versed in operations, programming, engineering, news, jocking. I've done it all! I'm ready to make your station No. 1. Write Box W-169.

SITUATIONS WANTED SALES

Sales Manager seeks immediate sales or management position with sunbelt, coast or NW station. Public/press relations, advertising background, news experience. Write Box W-106.

Former station owner. Program director, salesman, D.J., copywriter, with first class license. Looking to utilize talents. Write Box W-150.

SITUATIONS WANTED ANNOUNCERS

imaginative, hard-working sports director looking to move ASAP. 5 years PBP and sportscasts. Doug, 312-669-5868 after 5 PM.

Experienced jock for hire. N.D., C&W, MOR, minor engineering and automation. 1st phone, loyal, dependable, prompt! S.M. position wanted yesterday. Will relocate. After 6, Wally, 515-834-2483.

Seasoned Professional. Eight years, creative air talent, excellent production, B.A. degree. Quick wit, enthusiastic team player, community involvement oriented. Knowledgeable, responsible, dedicated personality with management experience. Write Box W-158.

Still Looking... Announcer/Sportscaster. 5 1/2 years experience, know A/C formats. Southern Rockies, West Coast preferred. Anytime, 303-651-3549.

I'm selling major market television right now, but I want back into radio. BA, MBA with 2 years college experience wants position. Have done PBP, news, reporting, sports and some board work. Available immediately, willing to relocate. Tapes, resumes, references available upon request. Ray Siri, 415-334-3852, anytime.

Young, Bright, Midwestern morning air personality seeks top 40 or adult contemporary in northern U.S. or Canadian medium to major market. Hard working, community minded, team player with 3 1/2 years AM/FM experience and strong production skills. Air-check and resume on request. Box W-153.

Enthusiastic beginner looking to devote undivided attention and energy to your radio station. I've had plenty of board training, and have helped with promotions for some great radio stations. Ralph Kofroth, 1450 N. 10th St., Reading, PA 19604. 215-374-0812, between 9 a.m. and 1:30 p.m. Willing to relocate.

Experienced, young announcer seeks advancement. Sports Director in Northern California, play-by-play for Pac-10 football, basketball, baseball. Also do news, DJ, weekly call-in show. Professionally-trained voice. Write Box W-184.

Give this woman her first break. Workaholic, will work midnight shift or weekends. Preferable Northeastern, responsible markets. Call Anne 212-528-0251 after 7 p.m. EST.

Wait till you hear my play-by-play. Sports director, good on board, 3 years' experience. Write Box W-156.

Are you still searching for good Urban Contemporary air talent? Why haven't you called me yet? Austell is waiting to hear from you, any day before noon (CST) at: 312-547-8044.

College grad seeking first job. Third ticket, tight board, some production skills. Experience in AOR, MOR, Top 40, and some country. Willing to work hard. Call Dale, 313-732-9594 for tape and resume.

Gal Friday—Broadcaster-Writer. Production? Yes! Ready to assist in all departments. (On-air and off.) Totally reliable. She's good at what she does! Call Phoebe Adrian, 201-773-3492.

SITUATIONS WANTED TECHNICAL

Innovative Technical Director available for major chain who believes in being number one in sound. Excellent technical and administrative abilities. Box W-90.

Fully qualified engineer available by day, week, or project. 25 years construction and trouble shooting. Gene Bardo, 813-541-7841.

13 years' experience AM directional FM stereo automation. Versed in proofs and FCC paperwork. Clean audio a specialty. Available in May. Write Box W-151.

SITUATIONS WANTED NEWS

Top-notch working news pro wants new major-market challenge. Personality anchor with solid reporting skills. Prefer West coast or New York. Write Box W-30.

Sportscaster. Award winner for both play by play and general sports reporting. Available now. Call Russ, 717-561-0710.

Veteran anchor/reporter—good voice, well informed. Solid journalism experience. All offers considered. Hank, 617-679-6957.

Seeking first break in news. Producing, writing, announcing. Can also D.J. B.A., Broadcast Journalism. Valeria Humphrey, 212-629-0428, after six.

Refreshing PBP. Experienced professional available for major college football and basketball package. Full-time or freelance considered. Box W-65.

Young, experienced Southern Cal sportscaster seeking multi-sport PBP and sports/news position in smaller market. Please call Bob Harden, 714-968-3867.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Big Band. Sinatra, ballads, blues, smooth jazz expert. Ten years programming. Great results. Marketing, sales expertise. Unique on-air communicator. 35. Large markets, please. Box W-125.

Want to develop new features? Commercial radio producer with entertainment experience seeks position within commuting distance of NYC as producer or copywriter/producer. Dedicated radio person. Call 212-724-4717.

Seeking small market P.D. position. Contemporary format, South, especially Florida. City size not important. Realistic, liveable wage is. 34, single. Dependable, positive attitude. Excellent voice. Five years experience, including short time PD. Like sports. Currently D.J., S.C. Call Glenn Treadway, 704-865-2776.

Experienced radio professional with eighteen years. Looking for operations/program director position. Have background in announcing, production, copywriting, news, and sales. Write Box W-157.

TELEVISION

HELP WANTED MANAGEMENT

Public Affairs director—To supervise station ascertainment. FCC compliance and public affairs programming efforts. Send a resume and salary requirements to Program Manager, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

General Sales Manager. WDSU-TV, NBC-New Orleans is looking for a top-flight professional to lead a professional sales effort. If you have experience in leading, motivating and training a sales staff, if you know how to sell with and without numbers, if you know research, sales promotion and business development, write Jeff Williams, Asst. Gen. Mgr, 520 Royal St., New Orleans, LA 70130 with a resume and a salary history. We'll keep it confidential. EOE, M/F.

Experienced General Sales Manager—concentration on local sales for expanding station, terrific market. Gary Adler, GM, Jacksonville, FL. EOE. 904-641-1700.

Operations Manager for new indie to premier this fall. Applicant should have five years' experience in commercial production, on-air and print promotion, plus have the ability to manage a large department. Send resumes to: WVAH-TV, P.O. Box 2464, Charleston, WV 25329. An Equal Opportunity Employer.

Program Director for KING-TV in Seattle, Washington. Must have substantial experience as a television Program Director with a proven record of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to: Kathleen M. Hughes, Personnel Director, King Broadcasting Company, 333 Dexter Avenue N., Seattle, WA 98109.

HELP WANTED SALES

Local Sales - ABC/VHF affiliate in Florida has immediate opening for Account Executive with strong broadcast sales experience. Must be self-starter. EEO. Send resume to Box W-140.

HELP WANTED SALES CONTINUED

Local sales manager—40th market. WRAL-TV, the leading station in one of America's fastest growing markets, is looking for a creative, innovative person to further the progress of its local sales department. Send a letter or resume, in strict confidence, to Ron Jones, General Sales Manager, WRAL-TV, P.O. Box 12000, Raleigh, N.C. 27605-2000. No telephone calls, please. EOE/MF.

Co-op Specialist. Small Southeast market network affiliate seeks experienced co-op specialist. Join an aggressive sales team with possible future in management. Send resume and salary history to Box W-136. EOE.

Account Executive - Major list with aggressive ABC station in top 25. Must have experience and be skilled in verbal/written communication and mathematics. Send resume, income requirements and references to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer, M/F.

Local Sales Manager wanted for medium-sized Southeastern market. Broadcast experience necessary, with ability to motivate and train 7-person sales staff. Send resume and salary requirements to Box W-165.

HELP WANTED TECHNICAL

Maintenance Engineer for rapidly growing south Florida market. Now building new transmitter facilities with Harris 110 KW and 1500' tower. Need a person with good background in control room and studio equipment. Transmitter and ENG experience desirable. Please contact Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. 813-939-2020.

Chief Engineer: Responsible for technical/engineering operations for University television facilities, including dedicated cable TV channel. Minimum 3 years broadcast, cable and/or CCTV experience, including maintenance and supervision. Salary \$19,584-\$23,664, plus benefits. Send resume and letter of application to Personnel Services, Wichita State University, Wichita, KS 67208, by May 15. AA/EOE.

Wanted: both operations and maintenance engineers who can handle videotape, editing, master control and video, to work in large market, network affiliated station. We are a non-union, highly flexible operation oriented towards rapid growth in the production field. We continue to use the latest state-of-the-art equipment. I.e. G.V. Digital effects, 1" Sony tape with Convergence list, management editing, etc. Call if you qualify. T. Arthur Bone, WPRI-TV, East Providence, R.I. 02914. 401-438-7200. We are an E.O.E.

On-air switchers, master control. The SuperStation is looking for some special people; experienced, career minded on-air master control switchers. Our around-the-clock operation requires a consistent high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb new facilities. This position offers good pay, benefits and working conditions for the right career minded individuals. First Class license not required. An equal opportunity employer (M/F). If qualified, send complete resume to: Bob Protzman, SuperStation, WTBS-TV, 1050 Techwood Dr., N.W., Atlanta, GA 30318. No phone calls, please.

Maintenance Engineers: For one of L.A.'s largest and fastest growing post-production companies. We're now ready to expand with studios, earth station, etc., and offer excellent salary, benefits, exciting growth potential and more. If you're interested and qualified (experience with Rank telecine, CMX, type "C" VTR and/or DVE), send resume to Box W-78.

TV Operations Technician: Two years' operation or maintenance experience with 3/4" videocassette recorders, and studio equipment, or equal. Associate degree or equal. Must work with students and faculty in daily operations. Salary commensurate with experience. \$10,500-\$16,683, subject to budgetary approval. Excellent fringe benefits, including 21 days earned vacation. Send resume by May 7, 1982 to: Mr. Edward Wright, Learning Resources Center, State University College, Oswego, N.Y. 13126. EEO/AA.

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 experience w/CMX. Box W-138.

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 W-137.

HELP WANTED NEWS

Weathercaster—Up and coming top 100 market station in Midwest seeks weather personality for early and late news programs. Resume to Box W-56. EOE.

ENG News/special feature photographer—Minimum one year experience. Shoot and edit for a top 100 market station in upper Midwest. Resume to Box W-57. EOE.

Anchor—Our top-rated 6 and 11 news needs a motivated leader. Strong personality, conversational writing ability required. Small market, network affiliate, Sunbelt location. Please send resumes and salary history to Box W-112. EOE/M-F.

Sports play-by-play & TV host. The University of Florida seeks a full time sports play-by-play and TV host. Must have both play-by-play and TV experience. Duties also include network station relations, assist with sales and alumni activities. Resume, and references (no tapes) should be sent to Mrs. Marty Lyda, Personnel Director, University of Florida, P.O. Box 14485, Gainesville, FL 32604.

10pm Producer-Anchor is wanted for our 4-station statewide news network. A good second step! Our combined market size is 83! Some state capital reporting too! Solid writing and news judgement are musts. Tape and resume to: Ed Coghlan, MTN News, Box 1331, Great Falls, MT 59403. EOE.

Overnight Producer for 6:30 A.M. full newscast. Top five market station. Must be experienced writer and news producer, and awake. Resume and writing samples to Box W-117.

Assignment Editor. Creative, organized journalist needed. Familiarity with the Southeast very helpful. Small market network affiliate. Reply to Box W-113. EOE/M-F.

News Photographer. ENG and editing experience preferred, for small but competitive market in Alaska. Send resume, tape and salary requirements to News Director, KTVB-TV, 1007 W. 32nd, Anchorage, AK 99503. EOE.

News Producer - Top-rated 11 PM. newscast, heavy use of video, lives, fast-paced. Writing must be excellent. Prefer three years' experience and record as a solid journalist. Contact: Dave Humphrey, Director, News Production, WBNS-TV, P.O. Box 1010, Columbus, OH 43216. 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 Box W-139. We are an Equal Opportunity Employer, M/F.

Baseball play-by-play announcer for major league telecasts beginning next season. All replies held strictly confidential. Send resume and salary requirements to Box W-181.

Reporter. If you believe people, not bureaucrats, make news, rush tape and resume to: Jim Willi, News Director, WGR-TV, Buffalo, NY 14202. EOE.

Anchor. Medium market network affiliate in Sunbelt looking for Monday-Friday talent to team with female co-anchor. Must be able to produce newscast as well as deliver it with warmth and authority. Complete resume including references and salary history and requirements in reply. Those who do not include this information will not be considered. Write Box W-179. EOE.

Producer. Fast-paced, sparkling newscasts that really communicate. That's what we want. If you can deliver, rush resume and tape to Jim Willi, News Director, WGR-TV, Buffalo, NY 14202. EOE.

Medium-sized television news organization in highly competitive market seeks experienced assignment editor. Successful candidate should be creative newswoman who knows how to work with both seasoned and new reporters. He or she must be able to recognize those stories which will set our station ahead of the others. Send resume and salary requirements to Box W-174. E.O.E., M/F.

News Anchor-Reporter and news reporter positions in Southwest. Prefer experience. Send tape and resume immediately to P.O. Box 1559, Lubbock, TX 79408.

Co-Anchor - Top-rated Sunbelt station in top fifty market searching for 6:00 and 11:00 PM. co-anchor. Rush resume to Box W-172. EOE.

Reporter—50's market CBS affiliate needs aggressive reporter, strong on writing and story production, to cover city hall beat. Resumes and video tapes, no phone calls, to: Jay Moore, WTVR-TV News, 3301 West Broad St., Richmond, VA 23230. EOE.

10 PM Anchor Person wanted for a top-100 Sunbelt market. This job will go to a person with reporting savvy and on-camera presence. Previous anchor experience required. We are an Equal Opportunity Employer and encourage applications from minorities. Send resume to Box W-173.

Experienced Producer for major 6:00 & 10:00 Monday through Friday newscasts. Must know news, possess good, creative writing ability and know how to use television, including live unit. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, 231 18th Street, Rock Island, IL 61201. No phone calls.

Sports Anchor/Reporter. Network affiliate in South looking for do-everything sports anchor. If you can shoot it, write it and then read it with excitement and personality, we've got a job for you. Medium market. Complete resume and salary needs in reply to Box W-180. EOE.

Top 50, NBC affiliate seeking applications from general assignment reporters. Two years' experience desired. Please write to Box W-163. EEO, M/F.

Sports Director - Someone to direct our two-man sports department in bright coverage of local sports and anchor prime nightly sportscasts. Tapes and resumes to Jay Moore, N.D., WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls. An Equal Opportunity Employer.

News Anchor - Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box W-141. EOE.

General Assignment Reporter. Also anchor "Today" cut-ins. Experience, creativity, strong writing. Jerry Howard, News Director, WJKS-TV, Jacksonville, FL. EOE. 904-641-1700.

Co-Anchors Wanted for high-growth Sunbelt market. We're interested in communicators! Send your best on-air work and resume to: Rob Balon, Balon & Associates, Inc., 2525 Wallingwood, Austin, TX 78746.

TV News Photographer. Minimum 1 year experience shooting in a commercial TV news room. Must be able to shoot and edit under pressure, operate live equipment, willing to work all hours. College background in journalism preferred. Submit resume and tape to James Baum, News Director, KOTV, Box 6, Tulsa, OK 74101. No phone calls. KOTV is an Equal Opportunity Employer, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Film director—Top 20 Southeast independent is looking for an experienced film director or a number 2 ready to move up. Resume and salary requirements to John Lyons, P.O. Box 30028, Tampa, FL 33630.

Art Director. Dallas/Fort Worth network affiliate needs art director. Degree in commercial art or equivalent and at least three years experience as TV art director required. Will supervise small staff, design and produce all advertising materials, including on-air graphics and sales promotion pieces. Must be familiar with graphic arts equipment, experienced in 4-color mechanical preparation helpful. Send resume to Box W-60. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Videotape editor for PM Magazine, WFAA-TV, Dallas, TX. Applicants must have minimum one year's experience editing PM Magazine stories or similar pieces. Others need not apply. Send tape and resume to: Producer, PM Magazine, WFAA-TV, Communications Center, Dallas, TX 75202.

Production Assistant. East Coast independent production company wants Radio/TV Engineering Production Assistant. Must be hardworking, able to perform PM on video, audio equipment. Send resume and salary requirements to Box W-107.

TV Photographer No. 1 station, top 50 market needs photographer, four years' experience in 35mm slide photography and processing, black & white negative and print processing; some 16mm color camera and processing. Contact Bill Kinnaird, Operations Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE.

NewsCast Director/assistant production manager needed by aggressive small market station. Responsibilities include switching 6 & 10 pm newscast, commercial production, supervising night crew. Send resume, salary requirements demo tape to Production Manager, WXVT-TV, Box 5815, Greenville, MS 38701.

Producer/Executive Producer for TV/radio news and public affairs. Must have solid background in both, be good on-air interviewer and host. Take-charge, idea person necessary. Able to work within limited budget. Resume and audition tape required. Salary range: \$16,500 to \$18,500. KEDT-TV/KKED-FM (PBS/NPR) PO. Box 416, Corpus Christi, TX 78403. 512-855-2213.

Director needed for fast-paced newscasts. Candidate must have solid news directing ability. Announcing experience helpful but not mandatory. Excellent pay and benefits. Immediate opening. Send resume to Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer, M/F

Producer/Director who can handle a fast-paced newscast and commercial production with confidence and creative flair. Switching ability is necessary plus writing experience helpful. Send resume and salary requirements to Box W-145. EOE.

Graphic Design Supervisor for WHA-TV. Primarily responsible for creative graphic design and supervision of the graphics department. Acts as head graphic designer. Applicants must have at least three years' experience in creative graphic design and client relations, with at least one of those years in a supervisory capacity. A thorough knowledge of magazines, brochures, corporate image, point of purchase, advertising and TV production graphics is required. Demonstrated ability to lead creative people and competence in administrative management essential. Position available April 15, 1982. Salary: \$20,000. Completed application must be received by May 7, 1982. For application and information, contact: Kathy Dickerson, 608-263-2114. An Affirmative Action/Equal Opportunity Employer.

Baseball play-by-play announcer for major league telecasts beginning next season. All replies held strictly confidential. Send resume and salary requirements to Box W-188.

Audience promotion manager. KYW-TV, Group W, NBC's largest affiliate, is looking for a no. 2 person in their creative services department. Must have 2 to 3 years' experience with strong creative and administrative skills in the management of on-air, print and radio. Candidates should send reel and resume to: Stephen L. Yale, Human Resources Manager, KYW-TV, Independence Mall East, Phila., PA 19106. EOE.

TV Director - NBC affiliate starting subsidiary cable news division for ABC-Westinghouse. Must have news directing experience with good production and ENG editing skills. Send resume and salary requirements to Box W-177.

Director of Communications with experience in T.V. production needed by Diocese of Orlando. Prefer applicant with knowledge in Catholic Church matters. Salary competitive, benefits excellent. Resume, video tape to David Page, Box 1868, Orlando, FL 32802. EOE.

Top 15 Market seeks producer for successful, daily, 60-minute talk show. We're looking for an idea person with extensive experience in booking great guests, field production experience, and the skills to manage a complete show staff. If you feel you meet our qualifications, send resume immediately to Box W-189. EEO, M/F

Commercial Producer. Progressive Midwest station seeks creative, self-starter to write, shoot, and edit commercials. EFP experience helpful. Send resume and salary requirements to John Rushlow, NTV Network, Box 220, Kearney, NE 68847.

Producer/Writer. Independent station in Miami/Fl. Lauderdale area requires person experienced in all phases of local program production and 1 inch video tape editing. Must be a creative and imaginative copywriter and bi-lingual in French. Send resume and salary history to 39 Broadcasting Ltd., 3050 Biscayne Blvd., Suite 500, Miami, FL 33137.

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.

Videographer/Editor for dominant PM Magazine in top 50 market. Must have really sharp reel. Position available April 26. Send tape and resume immediately to Gary Brown, Producer, PM Magazine, WBRC-TV, PO. Box 6, Birmingham, AL 35201. 205-322-4701. E.O.E.

Program Director: Due to internal group promotion, WCTI-TV, ABC for eastern North Carolina, has an opening for a Program Director. Responsibilities include station on-air operations, directing Promotion Department, FCC compliance, network communications and program research. Must be adept at personnel management. Resume including earnings history to: Bill Jenkins, VP & General Manager, WCTI-TV, PO. Box 2325, New Bern, NC 28560. WCTI-TV is a Malrite Communications Group Station and an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Experienced GM available immediately. Specialize in making stations profitable. Outstanding references testify to capabilities. Write Box W-75.

Promotion Manager experienced in top 25 markets, (network affiliate and independent), national syndication and local promotion. Interested stations reply Box W-49.

General Manager/Group Director. This individual is hard working, energetic, and experienced in most phases of television. Available to organize, motivate, and lead station or group in Sunbelt medium or large market. If you want someone who is honest and sincere about helping your organization grow, please write to Box W-123 so we can meet and discuss our future together!

Business/Station Manager. Skilled in management, with expertise in budgeting, planning, forecasting, and personnel. Holds a technical and accounting degree. Major market experience including takeovers and new station construction. Write Box W-103.

General Manager. Practicing television 28 years! Thoroughly experienced all aspects! Demonstrated expertise in administration, sales-production, programming, news, promotion; trouble-shooting. Outstanding record of achievements! Produces spectacular sales and profits, plus prestige! And quick turnarounds! Also available as outside-director! Box W-144.

SITUATIONS WANTED TECHNICAL

FCC First Class licensed technician, one year cable TV internship, graduate TV studio school, seeks employment. Douglas Tredinnick, 201-241-6592.

SITUATIONS WANTED NEWS

Talented, Dedicated, experienced newsman. Excellent street reporter/editor. Currently employed, top 15 market. Excellent references. Box W-135.

Sharp minority male photographer, degreed with General License and radar endorsement seeks first job as news photographer or related field. Relocation no problem. Call or write: Hilliard Reeves, Jr., 5101 Wynnefield Avenue, Philadelphia, PA 19131. 215-879-0333.

Reporter/Producer/Anchor at top-rated medium-market station seeks move up as reporter and/or anchor. Box W-121.

Creative travel/destination feature reporter; No. 2 market experience plus int'l awards. Will relocate for market seeking creative ideas for this highly promotable and proven concept. MA degree. Barry, 213-548-5756.

Business Reporter, experienced in print and broadcast journalism, interested in joining dedicated news staff to contribute well-produced, lucid stories. Write Box W-185.

Aggressive black male with 7 years' experience seeks challenging reporter and/or news management position. 215-763-8372.

Reporter with savvy. Female seeks news position in small or medium market. May graduation, Business and TV-R degree. Will relocate. Call M.S. 607-277-0974.

Warmth, depth and transparent instincts translate into reports with audience impact. Small market pro needs to get moving. Box W-142.

Assignment Editor-Producer. Four year TV news reporter/anchor seeking move into news management. Presently in top 60's market. Creative professional. 205-947-2251.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

T.V. news video cameraman and news production. Knowledge of T.V. operations and news gathering. College background. Looking for start. Will relocate. Art Bengier, 390 Wadsworth Ave., N.Y. N.Y. 10040. 212-927-6197.

Video Production Graduate seeks first career-type production position. Produced, directed, photographed, edited award-winning magazine series; cable and biomedical production experience. Coby Cooper, 9 Waverly Dr., Greensburg, PA 15601. 412-834-2962.

East or West Coast program directors! If you had hired me last year at this time, when I offered, you'd now have a Gabriel and Iris award to your credit! Don't let the opportunity pass twice! Exceptionally creative writer/producer available now. Box W-170.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

Advertisement for Executive Secretary. The West Virginia Educational Broadcasting Authority is seeking an executive secretary. Qualifications: The candidate should have extensive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in and knowledge of broadcasting and an understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a Bachelor degree from an accredited university. Responsibilities: The executive secretary will deal extensively with the state legislature and other state agencies and be responsible for statewide planning for public television and radio. He or she will be responsible for supervising the activities of two public television and six public radio stations and represent the Authority at national agencies dealing with public broadcasting. Applications should be submitted to: Executive Secretary, West Virginia Educational Broadcasting Authority, Suite B-424, State Building No. 6, Capitol Complex, Charleston, WV 25305.

HELP WANTED MANAGEMENT CONTINUED

Executive Director, to manage Florida Public Broadcasting Service, Inc., a statewide, non-profit membership organization responsible for professional support and representation of member public radio and television stations, and for statewide public radio and television program production. Duties include execution and supervision of all decisions of Board of Directors, development of fund-raising and revenue-generating projects, development of legislative projects, representation of FPBS, Inc. on statewide and national level, supervision of Corporation staff. Position requires outstanding record as public radio or television manager, detailed knowledge of the public broadcasting industry, experience with legislatures and public broadcasting policy groups on a representative level, management and marketing skills. Salary range: \$35,000-\$45,000 negotiable, with fringe benefits. Send resume and references to: Charles Wooten, Secretary, FPBS, Inc., c/o WKGC-FM, Gulf Coast Community College, Panama City, FL 32401. Application deadline: 5/7/82. EEO/AA.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Medical Producer/Director/Videographer. Immediate need for experienced multi-talented individual. Three to five years as producer/director with medical videography background. Central Florida location. Resume and current 3/4" tape to: Neumann Eye Institute, 650 West Plymouth Ave., DeLand, FL 32720.

HELP WANTED INSTRUCTION

Assistant Professor or instructor to teach television, radio production, and courses in some of following areas: Management, announcing, programing, introductory survey M.A. or M.A. plus 30 hours and teaching experience required; professional experience preferred. Salary: \$13,000-\$18,500 (9 mos). Salary, rank determined by academic degrees and experience. Application deadline: May 15; position begins August 16. EOE/AA. Send resume to Robert Bradley, Head, Department Speech/Theatre, Southwest Missouri State University, Springfield, MO 65804.

Director - School of Journalism & Broadcasting. Oklahoma State University seeks a vigorous and dynamic leader for the School of Journalism and Broadcasting. Ph.D. or equivalent, with a record of distinguished scholarly and/or creative achievements, required. Previous administrative experience is necessary. Rank of Associate or Full Professor with academic area of expertise encompassed by the School's disciplines. Salary open. The Director is the chief academic and fiscal officer of the School and directly responsible to the Dean of the College of Arts and Sciences. The Director will act as liaison with state and national media organizations. The Director is charged with, and will be provided the resources to effect, the development of a program of national prominence. The School is composed of 20 faculty, and serves over 680 undergraduate and 30 graduate majors. Applications should include a curriculum vitae and the names of three references. To receive full consideration, please send application by June 1 to: Philip E. Paulin, Chair, Search Committee, c/o Arts and Science Dean's Office, Oklahoma State University, Stillwater, OK 74078. Oklahoma State University is an Affirmative Action, Equal Opportunity Employer.

Oklahoma State University seeks Assistant Professor in RTVF to teach in areas such as intro, audio production, promotion and broadcast writing. Will also be department adviser. Master's and at least 3 years' professional experience required. Salary negotiable. Summer employment not guaranteed. Deadline for applications: May 15. Begin September 1. Send resume, 3 references and transcripts to Dr. Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo, Box 832, Monterey Park, CA 91754.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

CCA 12000E (1978) Exciter, stereo, exc. cond. Call M. Cooper, 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

Coilins 831-F2, (1977), Z-2 exc., ster. & SCA. W/ warranty. 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.

Chyron 3B Character Generator with dual disc, preview option, clock option, encoder, keyboard extension cable. E.J. Stewart, Inc., 215-626-6500.

1 KW AM RCA-BTA-1R, on air. Many spares. M. Cooper, 215-379-6585.

TV studio equipment. Make bid. For details call: 313-639-7616 or 517-845-7711, or write: TV Equipment, Box 92, Burt, MI 48457.

Optimod 8000A \$1600; Gregg 2531 TriBand \$1250 ea; 360' Utility Tower \$5,000; CCA 10-channel Console \$300; DAP-310 Limiters \$400 ea.; Pair Pacific Multimix/Multilimiters. 517-349-2040.

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.

Advance in your career! Professional representatives will present your credentials to the decision makers at America's best stations. All radio/TV positions and disciplines handled. Reasonable rates. Mail us your material for free confidential evaluation & information. North American Media Reps, Box 3523, Quincy, IL 62305.

Bumper Stickers to promote your station. Reasonable. Details-Pro-print, 10022 N. 30th, Tampa, FL 33612.

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

FCC License, \$475. 3 or 6-week classes. Learn electronics, not memorization, from Robert Burger. RG Broadcasting, 1800 N. Highland Ave., No. 222, Hollywood, CA 90028. 213-876-9415, ext. 4065.

CONSULTANTS

Advance in your career! Professional representatives will present your credentials to the decision makers at America's best stations. All radio/TV positions and disciplines handled. Reasonable rates. Mail us your material for free confidential evaluation and information. North American Media Reps, Box 3523, Quincy, IL 62305.

RADIO Help Wanted Management



NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

ASSOCIATE DIRECTOR NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

NABOB is a national trade association representing the interests of black-owned radio and television stations, radio networks, cable television systems and satellite programming companies. We are looking for someone to work directly with our Executive Director in the Association's Washington office. This is an excellent entry-level opportunity for a recent college graduate to obtain exposure to FCC regulatory policy, Congressional lobbying, station management, sales and ratings. The Associate Director will work on the Association's weekly and monthly newsletters, membership services and conference coordination.

Please send resume and salary requirements to:

James L. Winston
Executive Director

National Association of Black Owned
Broadcasters

1737 H Street, N.W.

Washington, DC 20006 EEO/M-F

GENERAL MANAGER WANTED

Harte-Hanks Radio, one of the outstanding broadcast marketing organizations in the country, is offering a real career opportunity in Portland, Oregon, as General Manager of KMJK-FM. Experience and strong desire are key ingredients in the person we are seeking. If you are the needs-oriented person who can help us, contact Phil Goldman, Regional Vice-President, Harte-Hanks Radio at either KMJK-Portland or WRVQ-FM-Richmond, VA. Be as open as you wish, we have notified all of our employees and we are an EEO employer. 804-649-9151.

Help Wanted Sales

ON YOUR WAY TO THE TOP?

You're right for us if you're a salesperson with future management on your mind. Our successful California and Tucson stations are managed and sales-managed by KLMR alumni who succeeded here. We guarantee excellent opportunity for an experienced, creative salesperson who is ready to go all out for a 5,000-watt AM/100,000-watt FM regional operation. Established account list in an area where new international industry is bringing new growth! Call or send full information to Gordon Stafford, KLMR AM/FM, P.O. Box 890, Lamar, CO 81052. 303-336-2206.

Situations Wanted Management

RADIO GENERAL MANAGER

Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

Situations Wanted Management Continued

GROUPS/OWNERS

No nonsense, aggressive general manager with solid radio background seeks opportunity with future. Presently GM, AM/FM, major market. Hands-on professional who understands cash flow and bottom line. Group operations, consulting or station level are all possibilities. Southeast preferred, but will consider all. Respond to Box W-129.

PROTECT YOURSELF

Hire the best. Successful broadcaster with strong skills and excellent credentials seeks sales or general management position. All opportunities considered in confidence. Write Box W-160.

OWNERS ONLY

Cost conscious, sales-oriented GM interested in move to Florida West Coast. Presently managing major operation. Top national & local references. Reply Box W-143.

TELEVISION Help Wanted Technical

MIAMI/FT. LAUDERDALE

New Independent station is now interviewing for key supervisory personnel. First class FCC license or equivalent is required as well as experience and background in one or more of the following areas:

- UHF transmitter maintenance
- Video tape maintenance and computer editing
- General engineering maintenance

Competitive salary and benefits package. Please send resume to:

39 Broadcasting Ltd.
3050 Biscayne Blvd., Suite 500
Miami, Florida 33137

Help Wanted News

TV NEWS ANCHOR

Major Sunbelt CBS affiliate needs No. 1 anchor for prime newscasts. Our news department is under new leadership and is committed to becoming the No. 1 broadcast news organization in central Florida. A minimum of 3-5 years' experience necessary. Send tape and resume, along with references, to Bill Bauman, News Director, WDBO-TV, P.O. Box 1833, Orlando, FL 32802. We are an equal opportunity, affirmative action employer. M/F

Help Wanted News Continued

NEWS DIRECTOR

The number one television station in a coastal Southeastern, medium-sized market is looking for a News Director who is aggressive, well organized and self-motivated. The station offers the latest in the state of the art equipment, including weather radar and live equipment. A degree in journalism and at least 3 years' news management experience preferred. Send resumes to Box W-187 E.O.E. M-F

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Programing, Production, Others



Talent position now available for PM Magazine. Seeking bright, articulate person to work with female co-host already on staff. One year of television on-air experience necessary. Field producing experience desired. Send resume and tape to Ron Obston, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M-F.

NTID
Opportunity
Satisfaction
Challenge

Captioning Specialist

Adapt existing television, film, slide and filmstrip programs by writing and editing captions for hearing-impaired viewers; determine suitable language level; assist in projects involving research, development and training in captioning. MA in English, Media, Reading or other related experience required. Demonstrated skills in proofreading, writing, and proper use of English language. Experience working with deaf, sign language skills, preferred. Previous captioning experience. Closing date May 15, 1982. Send resumes to:

Chris Pruszyński, Manager
Instructional Television
 **Rochester Institute of Technology**
**National Technical Institute
for the Deaf**
One Lomb Memorial Drive
P.O. Box 9887
Rochester, NY 14623

An Equal Opportunity, Affirmative Action Employer



MAJOR MARKET STATION SEEKS CO- HOST

If you're an experienced PM Magazine co-host with heavy producing experience and a good track record, we're looking for you! Excellent salary and benefits in a major city. Please send a complete resume to Box W-152.

An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**

WRITER/ EDITOR CBS

seeks strong combination writer/editor for videotex experiment in northern New Jersey to work NOW through mid 1983. If you desire the challenge of a developing medium that demands creativity, faith, enthusiasm and basic journalistic skills to make it succeed, a job with the CBS Videotex editorial group awaits you.

Rush you resume with salary history to:

Editorial Personnel Manager,
CBS Venture One
22-08 Route 208,
Fairlawn, NJ 07410
Men & Women of all races encouraged to apply.

HOST AND PHOTO- GRAPHERS FOR DAILY MAGAZINE

Host and photographers are needed for a daily, half-hour information program scheduled for Fall start-up on dominant network affiliate in South. News and magazine experience preferred. Equal opportunity employer. Write Box W-147.

WBZ-TV 4 ^{LOOKUP} WBZ-TV BOSTON

Is looking for a director-producer who has at least three years' directing and producing experience at a medium or major market station. The person we hire will have a substantial background in all phases of directing—including news, remotes, sports, "talk-shows", commercial production, etc. Please send a demonstration cassette and resume to:

Matthew Mixon, Production Manager
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134

We are an equal opportunity employer.

**Help Wanted Programing,
Production, Others
Continued**

PRODUCER, ON-AIR PROMOTION

Solid number one station in the nation's 19th largest city now looking for that special someone who can fill one of the best creative positions in television. We have a large Promotion/Creative Services Department, including a full-time videographer-editor and state-of-the-art production facilities (which you would supervise). Excellent salary and benefits! Three years experience producing promotional and/or feature-oriented magazine material a must! Knowledge of computer animation and music helpful. Creative writing background a must! Send resume and tape immediately to: David R. Sams, Director, Marketing & Promotion, WBNS-TV, 770 Twin Rivers Dr., P.O. Box 1010, Columbus, OH 43216. WBNS is An EOE M-F.

PRODUCER/COPY EDITOR

Major career opportunity for middle or small market producer ready for a big break. Send resume to Box W-13. An Equal Opportunity Employer, M/F.

Situations Wanted News

ANCHOR FOR THE 80's

Polished, trusted anchor in middle market, knows and writes news, seeks prime news station. If you are truly news-committed, I can be committed too—but only for the long haul. No job jumper; in present position 7 years.

Nielsen rates us tops, private survey says I'm best anchor. Field reporting opportunity a must. I come to TV news from the trenches as a newspaper reporter and editor.

I'm not partial to frivolous features and "once-over-lightly" video stories thinly disguised as news. Real news, with substance, and features with a punch are the long-term grist of the ratings mill. Phone 404-261-5121.

HULME '37

Bouquet: rare, robust, credible, wry, sincere. **Flavor:** seasoned. A compliment to any crowd, radio/TV/R.R. Reflecting your good taste & sophistication. **Vintage:** speaks for itself (network quality). Made in Canada; 85% American, by volume. **Appellation:** San Diego or Anchorage, but anywhere with ice hockey rink! Leave message at 206-789-6536, Tuesday through Saturday, for Rod Hulme.

**This Publication
is available in Microform.**

University Microfilms International
300 North Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

**ALLIED FIELDS
Help Wanted Technical**

Design Engineering Service/Test Engineers

Excellent career opportunities are immediately available with fast growing Broadcast Electronics. You will find state of the art design tasks exceptionally challenging and the working environment in a 70,000 square foot headquarters complex pleasant and stimulating. Excellent company benefits, including Profit Sharing Plan.

Section Manager RF Products

Lead a creative group of RF Design Engineers through the development of a new line of innovative RF broadcast products. Position requires a strong background in design of RF power amplifiers or in AM or FM transmitting equipment along with skills in supervisory and project management. BSEE with 3-5 years' experience.

Section Manager Audio Products

We need an experienced audio engineer with some project management experience to head up development team to design audio tape cartridge machines and audio control consoles. Individual should have BSEE.

Radio Automation Service Engineer

If you enjoy working with program automation equipment and have a technical background with a good command of digital electronics, you could be the person for this challenging position. The overwhelming success of our "Control 16" Program Control System has resulted in an opening for a Customer Service Engineer.

Transmitter Test Technician

Must possess experience or skill to test, align and troubleshoot RF amplifiers or broadcast transmitters up to 30KW power output.

Also, Challenging Opportunities For Design Engineers

We are seeking talented designers for the RF, audio, microprocessor hardware and mechanical engineering sections. Applicants should have BSEE or BSME degree with one to three years' experience.

Candidates are invited to send resume, in strict confidence, to Personnel Department.

An Equal Opportunity Employer



**BROADCAST
ELECTRONICS INC.**

4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305, PHONE (217) 224-9600

U.S. SALES MANAGER

Industry leading manufacturer of broadcast equipment seeks experienced professional representative and distributor oriented challenge seeker. Must have solid background in equipment sales management. Apply only if you are results-oriented. Rush resume to Box W-168.

Miscellaneous

FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeovers; among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017 212-599-3303.

Employment Service

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write: National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

For Sale Equipment

TELEPROMPTERS

Used 10" models, 5/8" typewriters, all accessories, paper, ribbons, spools, etc.

SAVE THIS NUMBER
201-445-6948

FOR SALE OR LEASE

Sony BVH 1100A C Format VTR with TBC and Sio-Motion Controller. Chyron IV Character Generator, 2 Channels, Dual Disc Drives. Both well-maintained and in excellent condition. 617-547-3320.

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Tap new markets for under \$5000. CHUCK CRISLER

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Books For Broadcasters

T5213 HANDBOOK OF RADIO A PUBLICITY & PROMOTION, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

T5789 HOW TO MAKE NEWS AND INFLUENCE PEOPLE, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed.

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Firm or call letters _____

Address _____

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State _____ Zip _____

Public Notice

PUBLIC NOTICE REQUEST FOR PROPOSALS FOR CABLE TELEVISION FRANCHISE MARQUETTE, MICHIGAN

The City of Marquette, Michigan, has issued a Request for Proposals (RFP), seeking bids from qualified applicants for a franchise to construct and operate a cable television system in the City. Proposals must be in the form specified in the RFP and must be submitted by June 30, 1982. Copies of the RFP may be obtained from:

Mr. David A. Svanda
City Manager
City of Marquette
300 West Baraga Ave.
Marquette, MI 49855

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YOUR PRICE. MY TERMS

Management position with option to buy sought by successful broadcaster with strong skills and excellent credentials: 13-year major track record, all areas, first phone, B.A. Communications, Law Degree and more. All opportunities considered in confidence. Reply Box W-159.

For Sale Stations



Wilkins and Associates Media Brokers

IN	AM	240K	Small
IA	FM	300K	Small
KS	AM	410K	Small
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WI	AM	495K	Small
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AZ	AM	450K	Small
AR	FM	625K	Small
OK	FM	380K	Small
MS	AM	300K	Small
MO	AM/FM	300K	Small
WY	AM	225K	Small
VA	AM	325K	Small
GA	FM Downpayment	15K	
NC	AM Downpayment	25K	
ND	AM/FM Downpayment	20K	
OR	AM Downpayment	30K	
MI	AM Downpayment	50K	
AR	AM Downpayment	20K	

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Sioux Falls, South Dakota 57102. 605/338-1180

For Sale Stations Continued



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

SW	Metro	AM/FM	\$400K	Cash
MW	Met/Reg.	FM & AM/FM	\$3500K	\$1500K
SE	Metro	AM/FM	\$2500K	Cash
SW	Metro	AM/FM	\$200K	Cash
S	Medium	AM/FM	\$950K	\$250K
W	Small	AM	\$650K	\$175K
MW	Medium	FM	\$395K	\$60K
SE	Metro	AM	\$385K	Terms
S	Small	AM	\$290K	\$67K
E	Small	AM	\$250K	29%

CONTACT

Ray Stanfield	(213) 366-2554
Bob Thorburn	(404) 458-9226
Bill Cate	(904) 893-6471
Bill Hammond	(214) 387-2303
Bill Chapman	(404) 458-9226
Greg Merrill	(801) 753-8090
Peter Stromquist	(612) 831-3672
Bill Cate	(904) 893-6471
Ernie Pearce	(615) 373-8315
Bob Thorburn	(404) 458-9226

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65 M; major mkt AM, 400K; small mkt. AM, excellent turnaround, 350K; small mkt. fulltime AM, 285K. CA: fulltime Pacific Coast AM, 1.5M; ID: fulltime profitable AM, major mkt, 835K. WY: Class C FM, 1.2M. GA: small mkt FM, 170K; MO: AM-FM combos, 525K and 315K; NM: med mkt. FM, 450K; OH: AM-FM combo 750K; IA: med mkt. FM, 735K; IL: fulltime AM, 675K; TN: adj maj mkt AM, 500K; Sunbelt: maj mkt AM-FM, 7M. In-House legal services available without charge.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923;
(408) 624-7282
EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

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FOR SALE

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500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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Southeastern AM-FM
\$600,000—Liberal terms

202-223-1553
William L. Walker
1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036

813-778-3617
John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 891-2078
11311 N. Central Expressway • Dallas, Texas

AM AND CLASS C FM COMBO

Growing West Texas market. Building and land included in \$1,500,000 price. Cash or terms. Principals only. Inquiries & qualifications to Box W-155.

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Brokers and Consultants

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SCPC, 15 Khz, Westar IV.
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Fates & Fortunes

Media



McGuirk

Terrence McGuirk, president and general manager, WTEN(TV) Albany, N.Y., elected president and chief operating officer of parent, Knight-Ridder Communications, Miami, Fla. He succeeds **Albert Gillen**, who has been named chairman of board and remains chief executive. **H. Richard**

Eldredge, VP, Knight-Ridder Broadcasting, named executive VP.

Robert Sullivan, senior VP, business development, Warner Amex Cable Communications, joins Cablevision's Long Island, N.Y., system as general manager.

Michael Pollock, station manager, KNWR(FM) Bellingham, Wash., named president and general manager, KPUG(AM)-KNWR(FM) there.

David McAtee, general sales manager, WFBC-TV Greenville, S.C., joins WSET-TV Lynchburg, Va., as president and general manager.

David Cherry, VP and chief financial officer, People's Cable, Rochester, N.Y., joins Matrix Enterprises, Franklin, Tenn.-based MSO, as VP, north central region.

Kim Frumkin, sales manager, Continental Cablevision of Cook County, Chicago, named manager of Continental's northern district systems there.

Terry Boone, VP and director, N.H.-Vt. Broadcasting Corp., named general manager of its WNHV(AM)-WNHV-FM White River Junction, Vt.

Harold Greenberg, VP and general manager, KTAC(AM) Tacoma, Wash., assumes additional duties as VP and general manager of co-owned KBRD(FM) there.

Stanley Mak, general sales manager, KINK(FM) Portland, Ore., named general manager.

William Craig, VP, General Electric Cablevision Corp., joins Midwest Radio-Television, Inc., Minneapolis, as general manager of cable and satellite services.

Gary DeHaven, general sales manager, WISC-TV Madison, Wis., named general manager.

J.T. Shrigley, project consultant, WXXA-TV Albany, N.Y., joins WRUN(AM)-WKGW(FM) Utica, N.Y., as general manager.

Charles Hill, VP, sales, WBBF(AM)-WMJQ(FM) Rochester, N.Y., joins WOKX(AM)-WGLD-FM High Point, N.C., as general manager.

William Murdoch, VP, sales and marketing, KSL-TV Salt Lake City, named VP, station manager and general sales manager.

Charlie Bennett, program director, WQUA(AM) Moline, Ill., joins WNAM(AM) Neenah-Menasha,

Wis., and co-owned WAHC(FM) Oshkosh, Wis., as operations manager and program director.

Scott Robbins, operations manager and program director, WCKX(FM) Clearwater, Fla., joins WJYW(FM) Tampa, Fla., as operations manager.

Dean Thacker, general sales manager, WMMS(FM) Cleveland, named station manager.

Andrew Fisher, director, finance and administration, ABC Owned FM Stations, New York, named director of planning and financial analysis, ABC Owned Radio Stations. **Robert Holmgren**, director of finance and administration, ABC Owned AM Stations, named director of business and administration, ABC Owned Radio Stations.

Barry Elson, VP, United Cable Television, Denver, assumes additional responsibilities as head of newly created corporate development department.

Jim Fellhauer, national manager of cable marketing, American Television & Communications Corp., Denver, Colo., named director of cable marketing.

Samuel Yates, director, financial planning, television stations division, NBC, joins Group W Satellite Communications, Stamford, Conn., as director of financial planning.

Gregory White, project manager, Comcast Cable Communications, Bala Cynwyd, Pa., named staff construction manager.

Advertising



Hoag

William Hoag, senior VP, media director, F. William Free & Co., New York, joins Creamer Inc., there in same capacity.

Paul Pass, senior VP, management supervisor, Ogilvy & Mather, New York, joins McCann-Erickson there as VP, director of strategic planning and business development.

Steven Farella, associate media director, Benton & Bowles, New York, elected VP.

Stephen Smith, account supervisor, Calet, Hirsch, Kurnit & Spector, New York, elected VP. **Elizabeth Jane Pavelle** and **Jill Wasack**, account executives, named account supervisors.

Lorrie Fenster, media planner/buyer, William L. Baxter advertising, Minneapolis, joins Bozell & Jacobs there as media planner.

Mary Clare Kincaid, senior media buyer, BBDO, New York, joins Kelly, Scott & Madison, Chicago, as media supervisor.

Joseph Abruzzese, account executive, CBS Television Network Sales, New York, named VP, sports sales.

Michael Guariglia, account executive, WCBS-TV New York, named account executive, Eastern sales, CBS Television Network there.

Theresa Gramegna, broadcast supervisor, Della Femina Travisano & Partners, New York, joins Geers Gross Advertising in same capacity.

Stephen Scott, from United Artists, joins MMT Sales, New York, as research analyst. **Robert Stokes**, from WOR-TV New York, joins MMT Sales there as junior analyst. **Risa Lettman** and **Warren Lappa**, from Seltel, New York, join MMT Sales as account executives. **Robin Yablok**, from Carlson, Liebowitz & Olshever, joins MMT Sales, Los Angeles, as account executive.

Jim Marshall, account executive, Eastman Radio, Detroit, named network manager, Eastman Radio Network, New York. **Madeline Dubrowski**, director of publicity and promotion, Eastman Radio, Inc., named account executive, Eastman Radio Network, New York. **Neil Cutler**, from KXLA-AM-FM Los Angeles, joins Eastman Radio there as account executive. **Dave Tolbert**, from H-R/Stone, joins sales staff of Eastman Radio, Dallas.

Fran Wilkinson, sales manager, Blair Radio, Los Angeles, joins RKO Radio Networks there as Western region sales manager.

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Big three. L-r: Wilder Baker, executive VP, account service, elected president and chief operating officer, Warwick, Welsh & Miller, New York. John Chervokas, executive VP and director of creative services, elected vice chairman. John Warwick continues as chairman and chief executive officer.

New York, joins WRKS-FM there as retail sales manager.

John Lee, account executive, CBS Television Stations National Sales, New York, joins CBS-owned KMOX-TV St. Louis as national sales manager.

Chuck Cowdrey, account executive, WDCA-TV Washington, named national sales manager.

David Carfolite, account executive, WRTV(TV) Indianapolis, named national sales manager.

Rick Kuhn, account executive, WTTV(TV) Bloomington, Ind., joins WRTV in same capacity.

Tom Kane, Eastern sales manager, ABC-TV Spot Sales, New York, joins WABC-TV there as local sales manager.

Thom Neeson, sales manager, WZTV(TV) Nashville, joins WLVI-TV Boston as local sales manager.

Keith Bolin, from KENR(AM) Houston, joins KRBE(FM) there as local sales manager.

Jeffrey Clark, general sales manager, WHWH(AM)-WPST(FM) Princeton, N.J., joins WGY(AM)-WGFM(FM) Schenectady, N.Y., as local sales manager.

Don Walker, national sales manager, KFAC-AM-FM Los Angeles joins KOGO(AM)-KPRI(FM) San Diego in same capacity.

Mark Dorsey, sales consultant, KEZK(FM) St. Louis, joins KMOX-TV there as account executive.

Mervin Williams, account executive, WEYI-TV Flint, Mich., joins WOMC(FM) Detroit in same capacity.

Faye Wagner, account executive, KIEM-TV Eureka, Calif., joins KVIQ(TV) there in same capacity.

Bob Eisenberg, from WHYI(FM) Fort Lauderdale, Fla., and **Larry Lustig**, from WNWS(AM) South Miami, Fla., join WWJF(FM) Fort Lauderdale, as account executives.

Cheryl Hargrove, sales representative, General Foods, Boston, joins WEEI-FM there as account executive.

Programing



Indelli

Joseph Indelli, VP, syndicated sales division, domestic distribution, Columbia Pictures Television, Los Angeles, named senior VP, domestic distribution.

Larry Pfister, VP, Telidon Videotext Systems, Stamford, Conn., joins Time Video Group, New York, as VP of Time

Video Information Services and director of new national teletext project.

Roger Werner Jr., engagement manager, McKinsey & Co., communications market research firm, joins Entertainment Sports and Programing Network, New York, as VP, finance, administration and planning.

Steve Mills, VP, motion pictures for television, CBS Entertainment, named VP, motion pictures for television and mini-series, same

unit. **Robert Silberling**, VP, program production, CBS Entertainment, succeeds Mills. Both are based in Los Angeles.



Eaton

Hugh Eaton, VP, personnel, Landmark Communications, Norfolk, Va., joins The Weather Channel, Landmark's new Atlanta-based 24-hour cable service, as VP and general manager.

Martin Payson, senior VP, general counsel, Warner Communications, New York, named executive VP.

Jerry Pinks, manager, domestic sales services, Viacom, New York, named director, domestic sales services.

Niko Elmaleh, VP, production, World Northall Corp., New York, assumes additional responsibilities as VP, cable sales.

Herbert Schwartz, head of own distribution company, Washington, joins MGM/United Artists there as Eastern division manager.

Rich Thomas, director, human resources, and **Linda Frankenbach**, national account manager, Home Box Office, New York, named national account directors.

Tom Stark, northern area program coordinator, Minnesota systems, Storer Cable, named program director for Storer's Northern Cablevision Northwest System, Minneapolis.

Kirk D'Amico, attorney, private practice, New York, joins RKO/Nederlander Productions there as director of business affairs and legal counsel. **Laurence Black**, account executive, View Magazine, New York, joins RKO/



Rescue workers. Jerry Lyman, vice president of government relations, RKO General Broadcasting and president and general manager of RKO's WGMS-AM-FM Washington, presents a \$25,000 check to Carol Harford (l), Wolf Trap Foundation president, and Catherine Filene Shouse, to help rebuild the performing arts center which was gutted by fire April 4. Wolf Trap Farm Park, a gift from Mrs. Shouse, includes the Filene Center, an open-air theater that hosted renowned performing artists and companies at its northern Virginia location outside Washington. RKO gave an additional \$25,000 to meet individual gifts pledged during a week-long radiothon on WGMS-AM-FM.

Nederlandler as director of sales and marketing. **Niles Seigel**, talent coordinator, St. James Theater, New York, and **John Manby**, VP, Show Corporation of America, Stamford, Conn., join RKO/Nederlandler as staff members, music division.

David McCann, supervisor of post production, ABC Circle Films, Los Angeles named director of post production, ABC Motion Pictures and ABC Circle Films.

Pamela Spriggs, director, sports research, NBC, New York, named director, sports and sales research.

Claude Pelanne, executive producer, WCVB-TV Boston, joins parent Boston Broadcasters Inc., as executive producer, syndication.

Ronald Hansen, production manager, Osmond Entertainment Center, Salt Lake City, joins Video West, video production division of Bonneville Productions there, as production-operations coordinator.

Jim Kraus, director of syndicated sales, Trident Television Associates, New York, joins Telepictures, Los Angeles, as account executive, domestic television division.

Robert Shuman, VP, director of operations, Appalachian Community Service Network, Washington-based cable adult education program service, named to newly created position of executive VP.

Kelly Holtzclaw, production technician, KGIL-FM San Fernando, Calif., joins More Music Programming, Pasadena, Calif., as production supervisor.

Robert Carpenter, operations manager, WCTO(FM) Smithtown, N.Y., joins Bonneville Broadcasting, Tenaflly, N.J., as client services associate.

Bobby Magic, program director, WDMT(FM) Cleveland, named national program director for parent Beasley Broadcast Group there.

Scott Long, director of local origination, Comcast Cable Communications' Willow Grove, Pa., system, named regional director, local origination activities there.

Buddy Scott, from WZUU-AM-FM Milwaukee, joins WBBM-FM Chicago as program director.

Mark DeSantis, director, WIFR-TV Rockford, Ill., joins WDCA-TV Washington as producer-director.

Reginald Wright, producer-director, noncommercial WHMM(TV) Washington, joins WJZ-TV Baltimore as producer-director, *Sunday Live*.

Sal Bando, third baseman, Oakland (Calif.) A's professional baseball team until his retirement at end of last season, joins NBC Sports as baseball commentator.

Bruce Wolf, sports director, WXRT(FM) Chicago joins WLUP(FM) there in same capacity.

Glenn Diamond, sports producer, WAGA-TV Atlanta, joins WTBS(TV) there in same capacity.

Jerry Johnson, assistant sports director, KOTV(TV) Tulsa, Okla., joins WTSP-TV Tampa-St. Petersburg, Fla., as sports anchor-reporter.

Stu Klitenic, sports anchor-reporter, WBNS-TV Columbus, Ohio, joins WJBK-TV Detroit as weekend sports anchor.

Matt Bennett, sports reporter, CNN, Los Angeles, joins WRAU-TV Peoria, Ill., as sports

anchor-reporter.

News and Public Affairs

Peter Donnelly, day editor, UPI Audio Network, New York, named director of news and operations, succeeding **Stan Sabik**, resigned. **Michael Aulabaugh**, sports director, named deputy director of news and operations.

Mary Jo McKeon, associate producer, ABC News special events unit, New York, joins Satellite News Channels, Stamford, Conn., as producer.

Stephen Walker, from noncommercial KCPQ(TV) Tacoma, Wash., joins Fischer Communications' Northwest news bureau, Seattle, as cable news producer for inserts on Channel 1 of Group W/ABC's Satellite News Channels.



Walker

James Walker, correspondent, ABC News, New York, named correspondent, *ABC News Nightline*.

Herb Kamm, editor, *Cleveland Press*, joins WJKW-TV there as editorial director, news.

Steven Richard Antoniotti, news director, KTVY(TV) Oklahoma City, joins KNBC(TV) Los Angeles in same

capacity.

Paul Brandt, news director, WCSC-TV Charleston, S.C., joins WBRC-TV Birmingham, Ala., in same capacity.

Bill Gladish, reporter-assignment editor, WFIE-TV Evansville, Ind., named news director, succeeding **Bill Hollander**, resigned.

William Feustel, from *St. Louis Globe-Democrat*, joins KSDK(TV) there as managing news editor.

Mike Doocy, morning news producer, KRNA(FM) Iowa City, Iowa, named assistant news director.

Bob Young, anchor-producer, WWAY(TV) Wilmington, N.C., joins WAPT(TV) Jackson, Miss., as news director.

Pat Dennis, news director, WBRE-TV Wilkes Barre, Pa., joins KOCO-TV Oklahoma City as assistant news director. **Rick Thompson**, producer, WFAA-TV Dallas, joins KOCO-TV as executive producer. **Christine Sleat**, producer, named executive producer, special projects. **Jack Heinbaugh**, producer, WAST(TV) Albany, N.Y., joins KOCO-TV in same capacity. **Barbara Stumacher**, producer, Cable News Network, Atlanta, joins KOCO-TV in same capacity. **Ann Dee Glazer**, from tourism department, state of Oklahoma, joins KOCO-TV as assignments manager. **Dan Hausle**, from WKBW-TV Buffalo, N.Y., **Cathy Dolf**, from KRDO-TV Colorado Springs, and **William Gallagher**, from WNEP-TV Scranton, Pa., join KOCO-TV as reporters.

Arthur Browne, news director, WTNH-TV New Haven, Conn., joins WLS-TV Chicago as assistant news director.

Lance Orozco, reporter, Redding, Calif. bureau, KHSL-TV Chico, Calif., named bureau chief. **Mary Bird**, from KBAK-TV Bakersfield, Calif., joins KHSL-TV as reporter, Redding bureau.

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New lineup. Cullie M. Tarleton, WYAM (AM) Charlotte, N.C., is new president of Clear Channel Broadcasting Service, succeeding Robert Harter, who (AM) Des Moines, Iowa. Tarleton is also member of executive committee. Other new officers who are also on executive committee are Phil Lewis, WOO (AM) Minneapolis, vice president; A.M. Herman, WBAP (AM) Fort Worth, treasurer; Daniel D. Calibraro, WGN (AM) Chicago, secretary and assistant treasurer. Three others elected to executive committee are Joseph A. Kjar, KSL (AM) Salt Lake City; Ron Pancratz, WJR (AM) Detroit; Thomas J. Griscorn, WSM (AM) Nashville. CCBS also elected Robert G. Englehardt, who, chairman, engineering committee; Gordon Mikkelsen, WCCO, chairman, educational committee; Fred Wick, WHAS (AM) Louisville, Ky., chairman, farm services committee; R. Russell Eagan and David Hilliard, of Kirkland & Ellis, Washington, legal counsel; Harold L. Kassens, of A.D. Ring & Associates, Washington, engineering counsel; and John H. DeWitt Jr., George F. Leydorf and Johnie S. Campbell, engineering consultants.

Appointments, news department, WAAY-TV Huntsville, Ala.: **Steve Newvine**, producer, named executive producer; **Dave Brazleton**, photographer, named producer; **Jim Keller**, reporter, named weekend anchor; **Kathy Jernigan**, reporter, *Florence (Ala.) Times*, joins WAAY-TV in same capacity; **Stan Scott**, reporter, WLTZ (TV) Columbus, Ga., joins WAAY-TV in same capacity.

Kevin Ragan, reporter, WBNS-TV Columbus, Ohio, named producer. **Jerry Revish**, reporter, named weekend anchor. **Faith Daniels**, from WBMD-TV Peoria, Ill., joins WBNS-TV as noon anchor. **Denise Wasim**, from WTVN-TV Columbus, joins WBNS-TV as reporter.

Thursa Thomas, producer, WJLA-TV Washington, named director of public affairs.

Diana Stauffer, news director, noncommercial KUNM (FM) Albuquerque, N.M., joins KOB (AM) there as anchor reporter. **Steve Hunter**, from WGN (AM) Chicago, joins KOB as anchor-reporter.

Bill Kenner, from WWCA (AM) Gary, Ind., joins WLS-AM-FM Chicago as news writer.

Robert Berkowitz, White House correspondent, Cable News Network, Washington, joins ABC News, New York, as reporter.

Carlos Aguilar, reporter, KENS-TV San Antonio, Tex., joins CBS News, Los Angeles, as reporter. **Frank Currier**, from CBS-owned WBBM-TV Chicago, joins CBS News there as reporter.

Leslie Sewell, bureau chief, National Public Radio, Washington, joins *NBC Nightly News* there as news writer.

Will Annen, chief meteorologist, WLUK-TV Green Bay, Wis., joins The Weather Channel, Atlanta, as meteorologist.

Johanna Shaw, assistant professor, University of Vermont School of Medicine, joins WBTV (TV) Charlotte, N.C., as medical correspondent.

Faith Daniels, from WBMD-TV Peoria, Ill., joins WBNS-TV Columbus, Ohio, as co-anchor.

Chuck Moshontz, news and public affairs director, WCOZ (FM) Boston, joins KJZZ (AM)-KZAM-FM Bellevue, Wash., as news anchor.

Bob Palmer, senior editor-anchor, KMGH-TV Denver, joins KOA-TV there as anchor-reporter.

Ron Anderson, freelance producer-reporter, noncommercial WMVS (TV) and WMVT (TV) both Milwaukee, joins stations as public affairs producer-reporter.

Technology

Howard Miller, from Enterprise Radio, New York, joins RKO Radio Networks, New York,

as technical operations manager.

James Fitzpatrick, staff counsel, Blonder-Tongue, Old Bridge, N.J., assumes additional responsibilities as VP, Blonder-Tongue Laboratories there.

Kenneth Preston, chief engineer, WNEW-TV Bay City, Mich., joins Group W Satellite Communications, Stamford, Conn., as manager of technical maintenance.

Anthony Gargano, product analyst, RCA, Camden, N.J., named manager control equipment product management, RCA commercial communications systems division. **Bill Culbertson**, sales representative, RCA, Dallas, named manager, Southern broadcast sales, RCA commercial communications systems division, Camden, N.J.

Richard Postal, independent cable consultant, joins Tribune Cable, Mahwah, N.J., in newly created position of director of new systems engineering.

Philip DeSantis, senior operations executive, Vimar, Inc., joins Lexicon, broadcast products division, Waltham, Mass., as field sales manager.

Mark Gray, Western regional sales manager, Tektronix communications division, joins Harris Video Systems, Sunnyvale, Calif., as director of marketing.

George Parnicza, chief engineer, noncommercial WPHY-TV Huntington, W. Va., joins WVAH-TV Charleston, W. Va., in same capacity.

Promotion and PR



Greenberg

Marsha Greenberg, writer-producer and supervisor of on-air promotion, Showtime, New York, joins Warner Brothers Television, East Coast, as manager, advertising-publicity-promotion.

H. William Falk, director of press information, CBS Radio division, New York, joins

M. Silver Associates, New York-based marketing communications and public relations agency, as VP.

Cathy Lehrfeld, administrator, advertising and promotion, NBC Radio's The Source, joins ABC Radio, New York, as manager, publicity and promotion.

Don Wade, from marketing department, Storer Cable, Houston, joins Erickson & Co.

advertising agency there as public relations executive.

Donna Friedman, intern, WDCA-TV Washington, named promotion assistant.

Jimmy Jones, from Sconnix Group Broadcasting, Charleston, S.C., joins Mutual Broadcasting System, Washington, as press representative.

Allied Fields

Sol Talshoff, editor and chairman, BROADCASTING magazine, Washington, has been awarded honorary Doctor of Communication degree by Ohio University, Athens, Ohio.

Lawrence Ross, attorney, federal regulatory group, AT&T, joins law firm of Bressler, Lipsitz & Rothenberg, as resident partner, Morristown, N.J., office.

Derrick Humphries, special counsel, cable television, to Small Business Committee, U.S. House of Representatives, Washington, joins law firm of Brown & Finn there as member.

Elected officers, Kansas Associated Press Broadcasters: **Bob Totten**, KTSB (TV) Topeka, president; **Alan Vandever**, KRSL (AM) Russell, president-elect; **Russ Groves**, KNEX-AM-FM McPherson, secretary.

Elected officers, Southern Educational Communications Association: **A. Fred Frey**, Louisiana Educational Television Authority, chairman; **F. Lee Morris**, Mississippi Authority for Educational Television, vice chairman; **Jerry Weaver**, noncommercial WKPC-TV Louisville, Ky., secretary; **Robert Frierson**, noncommercial WNSC-TV Rock Hill, S.C., treasurer.

Deaths

Theodore Wertine, 62, retired foreign service officer, cultural officer and energy program officer with then U.S. Information Agency, Washington, and one-time assistant program manager, WGMS-AM-FM Washington, died of cancer April 8 in hospital in Chambersburg, Pa. He is survived by his wife, Bernice, and four sons.

John Mahoney, 55, executive VP and general manager, KGGM-TV Albuquerque, N.M., died Monday, April 19, of apparent heart attack at Presbyterian hospital, Albuquerque. He is survived by his wife, Mary, and five children.

Gene Ragle, 58, general manager, KPIC (AM) KPOP (FM) Roseville, Calif., died of heart attack April 17 at Roseville community hospital. He is survived by his wife, Elizabeth, and three children.

Wes Moore, 34, reporter and evening anchor, WMAL (AM) Washington, died of acute respiratory inflammation April 16 at Washington Adventist hospital there. He is survived by his wife, Joy son, and two daughters.

Crash. Helicopter carrying members of EMI Television Programs film crew crashed April 17 near filming site at Page, Ariz., killing pilot Glenn Miller, EMI costumer Frank Novak, and nurse employed at site by EMI. According to EMI spokesman, day's shooting on movie, *American Eagle*, being produced for CBS Television, had been completed, and helicopter was on way to local airport.

Muriel Kennedy: leading AWRT's pursuit of excellence

The time will be 1982. The place will be a jammed Golden Gate Room of San Francisco's Hyatt Regency Embarcadero. Muriel Kennedy will be rechecking her notes on "In Pursuit of Excellence," the opening address for the 31st annual convention of the American Women in Radio and Television next week.

It just may be that the outgoing president of AWRT will momentarily reflect on the beginnings of her own pursuit of excellence.

That time was 1938. That place was the living room of her parents' home in Corning, in upstate New York. She remembers well the sputtering economy and archaic attitudes in the work force. It wasn't the greatest time for a young woman to realize an ambition in journalism.

But she also recalls, with an appreciative smile, that she had other things working for her. One was a compelling desire to perform a mission of public service in nursing. Her other asset: a canny Scotsman for a father and career counselor.

The one-time purchasing agent for the Corning Glass Works simply reminded his daughter: "Follow nursing ... and you'll always have a job."

She took that advice—"a hard decision since I have always loved creative writing and the things associated with it." As it eventually turned out, that choice enabled her ultimately to fulfill both ambitions of those earlier years. "Not may people have that chance," she says.

Kennedy's nursing career began to wend back to a juncture with the media in the 1950's. She was teaching parenthood classes for the Visiting Nurses Association in Watertown, N.Y. There was a problem teaching women in outlying rural areas. So when WWNY-TV there went on the air, the new outlet was approached about programming for those women. "As president of the association, I volunteered to write, produce and provide talent for a series," she says. It marked the beginning of a live show three afternoons a week in a six-week period, twice a year and for three years.

The engaging Kennedy manner—she mixes precise tones and infectious laughter—prompted WWNY-TV to call on her for occasional stints on women's and interview programs. All this while, she taught full time at a local nursing school, participated in community public service projects and, with husband, John, provided a home for their five youngsters.

The broadcast connection strengthened when WWNY(AM) Watertown prevailed on her to conduct its *Community Club*



Muriel Matson Kennedy—national president of American Women in Radio and Television and president/owner, MMK Associates, Watertown, N.Y.; b. March 12, 1921, Corning, N.Y.; liberal arts, pre-nursing major, Allegheny College, 1940; BS in nursing, Columbia University, 1943; registered nurse and teacher, 1943-67, during which time she conducted on-air public service health series, beginning in 1954, on WWNY-TV Watertown, and subsequently had part-time on-air duties with station; women's program director, WWNY(AM) Watertown, 1967-75; public relations director, Thousand Islands Bridge Authority, 1975-1977; established MMK Associates, 1977; m. John Kennedy, Aug. 24, 1944; children—John Jr., 36; Thomas, 35; Mary and James (twins) 28, and Timothy, 21.

Awards, the syndicated program format out of Westport, Conn., that united national manufacturers and local organizations in public-service projects. Kennedy found out later that CCA was a starting point for many other AWRT members.

A year later, she gave up nursing to become women's program director of WWNY with a 20-minute morning show. She recalls that within six months it was expanded to one hour, "was fully sponsored and stayed that way for seven years during which I enjoyed every minute of it."

Those on-air skills, plus a growing involvement in state and local affairs, brought her to the Thousand Islands Bridge Authority as public relations director.

The pace caught up with Kennedy in 1977. She is fully recovered now, she explains, but at that time "I went into heart failure from the great pressures of that job. While I was recuperating, I decided to do something that I could control all the time: have my own company to produce, write and provide talent for commercials in the north country."

In renewing her commitment to excellence, in San Francisco, it would be a misnomer to call it a "farewell" address. She has already been asked by President-

elect Charlotte Tharp to chair a strategic planning committee for AWRT.

She points out that for 31 years emphasis has been on women in broadcasting giving their expertise to AWRT to assist other women coming into the field.

The AWRT president assures that will continue, but says there are other areas for improvement. For example, she stresses, "We've lost sight a little of local chapter activity. It's at the chapter level where it all happens. There is where the person joins, and if the chapter is weak, that new person is neither going to stay as a member nor—in keeping with AWRT objectives—exert any influence in the community."

Kennedy feels that AWRT's membership base—though broad it includes large numbers not in broadcasting per se—could be expanded further and at the discretion of the local chapter. She elaborates:

"I think the professional persons in New York, Omaha and elsewhere have different connotations. If we try to make a decision on the national level as to whether or not a person is a professional, it could make trouble. Let the local chapter decide what its membership should be ... what the word professional means in its market and what people should belong to the chapter and benefit from AWRT."

The broadened base won't mean that "our objectives have changed; we're still in business to improve the status of women," she says and iterates that women want no special privileges, just the opportunity to compete on a fair basis.

To that end, Kennedy is concerned but not pessimistic about some actions of the present administration. She has written to each member of the FCC, urging them not to go along with the OMB directive that reduces EEO. "The great strides women and minorities have made ... could be undermined slightly," she admits, but emphasizes: "I don't think what the administration is doing will have a serious effect. If we are unfortunate enough to have requirements reduced, we are not going to lose, because we have shown the industry we are important enough to stay."

Kennedy is equally positive that she personally plans to "stay" for some time. She and her husband, an ophthalmologist, regard retirement as nothing more than a "fringe benefit" to be enjoyed with other common goals.

She sums up the years: "I've had a beautiful life." Should anyone in San Francisco doubt that, just ask to see two snapshots she carries with her. One is of the entire clan, down to the grandchildren. The other is of an amazingly young-looking couple, her 91-year-old father and 82-year-old mother.

Both pictures reflect some of the success in Muriel Kennedy's pursuit of excellence.

In Brief

CBS Inc. last week announced letter of intent for **\$58-million cash purchase of Ideal Toy Corp.** Analysts generally favored news—seconding CBS's logic that Ideal provides complementary fit with both CBS's existing Gabriel toys lines, and new home video games pact (story page 80). Advantages accruing from Ideal's European marketing operation and U.S. plant capacity are also cited. Still, some view with caution Ideal's swings in profitability, laid to "hits" focus of some of its toy lines, featuring "fad" items like Rubik's Cube. Meanwhile, at **CBS's annual meeting** last week, President Thomas Wyman defended 1981 development expenditures of \$47 million, saying "we have decided not to mortgage the company's future to insure better short term results." Effort at meeting by Reed Irvine of Accuracy in Media to block re-election of Walter Cronkite to CBS board failed—Irvine had charged Cronkite displayed "naive trust" in Soviet Union. Annual meeting developed media hitch for communications giant—presentation on media future had to be abandoned due to equipment malfunction.

Order to begin curtailing NAB Code Authority staff is likely to come **this week** from NAB executive committee. Closing of Hollywood office, which has three staff members, will be first step, according to NAB joint board chairman, Edward O. Fritts, Fritts Broadcasting. Accompanying that will be gradual reassignment of 11 Washington code staffers to positions elsewhere within NAB. Attrition has already begun at 19-member New York office, where one staffer has departed and two more have announced intentions to leave. NAB "is not discouraging code staffers from seeking new jobs," said Fritts, even though NAB still hopes to reinstate part of radio and television codes following resolution of appellate court appeal of antitrust suit pending against code restrictions on commercials. Fate of senior code officials is not to be decided, said Fritts, until after resolution of case.

KSBW-TV Salinas, Calif.; KSBY-TV San Luis Obispo, Calif., and WECT-TV Wilmington, N.C., today (April 26) are expected to become **first broadcast television stations to begin airing portions of CNN2** cable news service. WMAR-TV Baltimore and KMID-TV Odessa-Midland, Tex., plan to start next week. Launching it later are KGUN-TV Tucson, Ariz., May 31 (see page 83) and WBNS-TV Columbus, Ohio, June 1. Co-owned KSBW-TV and KSBY-TV are dropping NBC-TV's *David Letterman Show* (12:30-1:30 a.m. PT) and *The Doctors* (11-11:30 a.m.) as part of CNN2 scheduling.

Advertising Council held its **38th annual Washington conference** last week (April 22-23) at L'Enfant Plaza hotel. Roughly 250 members and guests (including representatives from broadcasting industry) turned out for conference, with theme of "productivity." Highlights of White House briefing and luncheon keynote address by First Lady Nancy Reagan. White House briefing with cabinet members included: Donald Regan, treasury secretary; Drew Lewis, transportation secretary; Richard Schweiker, secretary of health and human services, and Caspar Weinberger, secretary of defense. Council also presented award to Senator Charles Percy (R-Ill.) for his contribution as chairman of Alliance to Save Energy, and for efforts in recognizing Ad Council's 40th anniversary last December.

In filings at FCC, **Western Union and RCA Americom** have listed all companies with which they have **sales agreements for transponders**. RCA has entered into agreements to sell five transponders on Satcom IV: two to ABC, two to CBS and one to RCTV, joint venture of Rockefeller Center Cable Inc. and RCA Cable Inc. Western Union has entered into agreements to sell two transponders to Equatorial Communications Co. on Westar IV and nine on Westar V: two to Citicorp; two to Dow Jones; one to Westinghouse Broadcasting Co.; one to Digital Communications Corp.; one to Telecommunications Inc. Satellite

Services, and two to TSI Ltd. Authority for sales is subject of pending FCC rulemaking.

ABC-TV last week said that **KMID-TV Odessa-Midland, Tex., will become affiliate** "in the near future." Station currently is affiliated with NBC-TV and KTPX(TV) there with ABC. In another market, KOUS-TV Hardin-Billings, Mont., joins NBC. NBC has had no primary affiliate in market. KOUS-TV now carries limited amount of NBC programming but for most part is independent.



Goodbye Teleprompter, hello **Group W Cable**. Name change ir works for some time now ("Closed Circuit," March 15) be comes official today (April 26). In preparation for relegation of Teleprompter name to pages of cable history, company was busily making switch on all its trucks, stationery, etc. Group W gets new name in process as well—Westinghouse Broadcasting Co. henceforth will be known as Westinghouse Broadcasting and Cable Co.

Eugene Bohi, president, WGHP-TV High Point, N.C., said last Tuesday he'd **decided not to pursue chairmanship of NAB TV board**. Bohi, who'd thought of running ("Closed Circuit," April 19), said construction of new station facility this year would not allow time for NAB executive committee responsibilities. With annual election of NAB leaders set for June, the leaves single candidate for TV board chairman: Gert H.W. Schmidt, VP, Harte-Hanks Communications Television Group, Jacksonville, Fla., now TV board vice chairman.

U.S. Court of Appeals for District of Columbia has **affirmed FCC actions dismissing renewal application of Faith Center Inc. for KHOF-TV San Bernardino, Calif.**, and denying its request for distress sale of that station and KVOF-TV San Francisco. Court said it agreed with reasons given in commission's 198 order affirming administrative law judge's initial decision (BROADCASTING, Nov. 17, 1980). Court agreed that Faith Center's refusal to respond fully to orders to comply with discovery requests over allegedly fraudulent on-air fund-raising practices was abuse warranting dismissal. FCC also said Faith Center had unreasonably delayed distress sale election with delaying tactics during discovery, contending it wouldn't shield licensees from consequences of misconduct with grant of distress-sale relief. In other action, FCC has designated for hearing Faith Center's renewal application for KHOF(FM) Los Angeles with competing applications from Inspiration Media Co. Southern California Inc. and Coronado Broadcasting Co. Southern California Inc., both of Los Angeles.

Cox Communications Inc. announced last week that it would start offering **subscription television service over KDLN-TV St. Louis** this summer. New STV service, "Preview," will feature more than 50 different movies, concerts, sports and entertainment specials each month from 7 p.m. until early morning.

tours. "Preview" is being offered by Miami Valley Broadcasting Corp., wholly owned Cox subsidiary. Cox purchased KDNL-TV in January.

□
Christopher S. Weaver, former official of National Cable Television Association, is suing **NCTA President Thomas Wheeler** for slander. In suit, filed in District of Columbia court, Weaver alleges that on two occasions in March Wheeler charged him with "stealing computer time from NCTA." Complaint says statements were made with kind of malice allegedly demonstrated earlier, when Wheeler was said to have "summarily" rescinded formal invitation from NCTA to Weaver to address engineering panel at NCTA convention, to be held next week. Weaver was NCTA vice president of Science and Technology from November 1979 until January 1981. Suit seeks damages in amount to be proved at trial plus punitive damages of \$500,000. "The complaint is without merit," Wheeler told BROADCASTING. "If Mr. Weaver insists on pursuing it, I shall reply to him in court."

□
late Department was reported Friday to have reached final decision on naming **Mickey Gardner**, Washington attorney, as chairman of delegation to International Telecommunication Union's plenipotentiary conference, in Nairobi, next September. Department's formal announcement is expected early this week.

□
line new financial commitments, totalling \$2,950,000, to assist minorities in acquiring and operating broadcast stations, were approved last week by directors of Broadcast Capital Fund Inc. (BROADCASTAP), nonprofit minority-enterprise, small-business investment corporation founded by National Association of Broadcasters. Commitments include \$2 million in equity loans and \$950,000 in loan guarantees. Recipients include Silver Star Inc., Madison, Wis., for AM-FM combination in Birmingham, Ala.; Seaway Communications Inc., Chicago, for VHF station in Bangor, Me.; KLM Communications, Cincinnati, for AM station there; GNP Communications, Spokane, Wash., for FM station there; Latino Broadcasting Corp., Denver, for AM station there, and Gilliam Communications Inc., Memphis, for AM station in New Orleans. Three other undisclosed commitments were made in cooperation with Syncom Inc., and Allied Capital, two small-business investment companies located in Washington. At BROADCASTAP board meeting in Washington last week, directors decided to expand management training programs to include minorities in all telecommunications industries, but to confine funding ventures to broadcasting.

□
Lord Lew Grade has left board of **Associated Communications Corp.**, London-based entertainment company, in wake of takeover by Australian businessman Robert Holmes a Court (see page 90).



Cox



Fuchs



Biondi

named executive vice presidents at Home Box Office: **Tony Cox**, senior vice president, sales and marketing; **Michael Fuchs**, senior vice president, programming; and **Frank Biondi**, vice president, programming operations.



Journalists' journalist. John Chancellor, who relinquished his *NBC Nightly News* anchor assignment last month, became lecturer for a night at the Smithsonian Institution, Washington. The event, on April 21, was the third in a series of four lectures on "The Presidency." Chancellor's topic was "The Presidency and the Media," wherein he recounted relationships of Presidents with the press, beginning with George Washington. The series is under auspices of Doubleday Co. as part of the 1982 Frank Nelson Doubleday lectures.

□
George Gray, 65, special representative in government relations department of National Association of Broadcasters, Washington, died Friday (April 23) in suburban Virginia hospital. He had been suffering from cancer; death was attributed to aneurysm. Gray joined NAB in 1976 after service as Washington vice president for Avco Broadcasting. He had served in number of radio and TV executive posts in Ohio and West Virginia over 35-year period. Survivors include his wife, Marian, and three sons.

□
Federal Trade Commission's decision to close four regional offices has become center of debate. Decision, which was based on budgetary and management considerations, is under attack by Representative Benjamin Rosenthal (D-N.Y.). Rosenthal is chairman of House Commerce, Consumer and Monetary Affairs Subcommittee and called hearing last week (April 22) on matter. Rosenthal is challenging FTC Chairman James Miller's contention that consolidation of 10 regional offices to six is more efficient. Instead, Rosenthal says decision is "retrenchment of federal government's commitment to protect consumers and prevent anticompetitive practices." Miller says consolidation represents \$5-million saving to agency which is facing \$7.9-million cut in its fiscal 1983 appropriation. Rosenthal says he will fight to keep appropriation intact and propose mandate to keep all offices open. Commission voted unanimously previous week (April 16) to close Boston, Denver, Los Angeles and Seattle offices. Remaining offices will pick up new territories. They are: New York, Dallas, Cleveland, Atlanta, San Francisco and Chicago.

□
In open meeting last week, FCC voted 6-1 (with Chairman Mark Fowler dissenting) to grant **noncommercial WETA-TV Washington waiver to conduct three-hour, on-air telethon** to raise money for Wolf Trap Foundation, whose outdoor theater for performing arts outside Washington was razed by fire this month. FCC staff, noting rules explicitly prohibited public stations from holding fund raisers for organizations other than themselves, recommended that waiver be denied. Fowler said that although he sympathizes with motivation for project, he said granting waiver would open door for similar requests and put FCC in position of "judging programming" on case-by-case basis (in that it would have to determine which causes were worthy of waiver).

Enough

RKO General has been rebuffed in its final attempt to salvage the license of its WNAC-TV Boston, and the four FCC members, two now gone, who voted for the penalty may at last savor their pound of flesh. Some flesh. The latest television station sale in Boston fetched \$220 million.

Now the incumbent FCC turns to the remaining RKO licenses—with, it must be hoped, a more mature view of the real world than was evident in the FCC of 1980 that voted to take RKO's television licenses in New York and Los Angeles as well. That FCC was looking for a major victim to make an FCC reputation for busting up the bigs. RKO happened to be it.

The Supreme Court's refusal last week to hear RKO's appeal leaves standing an appellate court decision that gives the FCC the opportunity to repair its record.

The appellate court confirmed the FCC's decision in Boston on the narrowest of grounds and sent the New York and Los Angeles cases back for reconsideration.

The FCC had ruled in all three cases that reciprocal dealings by RKO in the early 1960's were disqualifying actions by themselves. The appellate court disagreed, noting that such dealings had been judged neither illegal nor undesirable at the time RKO's took place.

The FCC had ruled that misrepresentation in some RKO financial reports "warrants disqualification." The court disagreed, noting that the FCC had never given RKO notice or a hearing on that subject.

The FCC had ruled that RKO had shown a disqualifying lack of candor in failing to reveal full details of a Securities and Exchange Commission investigation of the parent General Tire and overseas bribery and political slush funds, although the FCC acknowledged that the nonbroadcast misconduct by the parent was "not disqualifying" by itself. The court agreed that lack of candor was enough to take the license from the Boston station but not from New York or Los Angeles unless confirmed by further proceedings.

The licenses of all of RKO's remaining 15 stations, including WOR-TV New York and KHJ-TV Los Angeles, are on the line. Surely this FCC will realize that RKO has paid enough—indeed too much—for whatever lack of candor may be charged to it. □

Rational revisions

The amendments to the Federal Trade Commission Act submitted last week by principal advertising associations are being attacked, as was to be expected, as works of perfidy. All of the familiar horror stories are revived: predators loosed upon a gullible and helpless public.

If Congress will read what the American Advertising Federation, American Association of Advertising Agencies and Association of National Advertisers wrote, it will ignore the horror stories. The law needs changing in the ways proposed.

As now written, the law leaves wide discretion to the FTC to define deceptive advertising. Naturally, definitions change with changes in the ideological composition of the FTC. The law empowers the FTC to take action against "unfair acts or practices." "Unfairness" can be invoked against any kind of advertising that happens to fall out of favor with a majority of FTC commissioners.

The proposals of the AAF, AAAA and ANA would have the law define deceptive acts and practices to be unlawful if they "(1)

consist of material representations known to be false or made in reckless disregard of their truth or falsity, or (2) consist of misrepresentations that directly cause or may foreseeably result in substantial economic injury to consumers acting reasonably in the circumstances." Unfairness would be removed as a cause of FTC action.

As the associations said in their joint brief, the changes would neither destroy nor weaken the FTC. They would, however, deter the FTC from such unbridled ventures as its attempts of several years ago to eliminate children's television advertising. The amendments deserve support. □

Slow fix

The FCC has been asked to tidy up a 1975 ruling that itself tidied up—but not enough—a 1962 misinterpretation of what the Congress meant in 1959 when it amended Section 315, the political broadcasting law. In 1962, in one of the FCC's wildest flights from reason, the agency decided that a debate between political candidates at a convention of UPI editors was not the kind of "bona fide news event" that the 1959 amendment exempted from the equal-time law. In 1975 it said, on second but still muddled thought, that such a debate would qualify for exemption, but not if a broadcaster had anything to do with the arrangements.

To leave still other matters for a future FCC to fix, the 1975 commission added that no rebroadcast of a debate could be made longer than 24 hours after the event without exposure to the equal-time requirement. It also threw in a gratuitous reference to the news-documentary exemption in the law, all but eliminating the possibility of appearances by political candidates in such programs. (It may be noted that all of these restrictions apply to cable operators too since they were saddled with Section 315 by a 1974 act of Congress.)

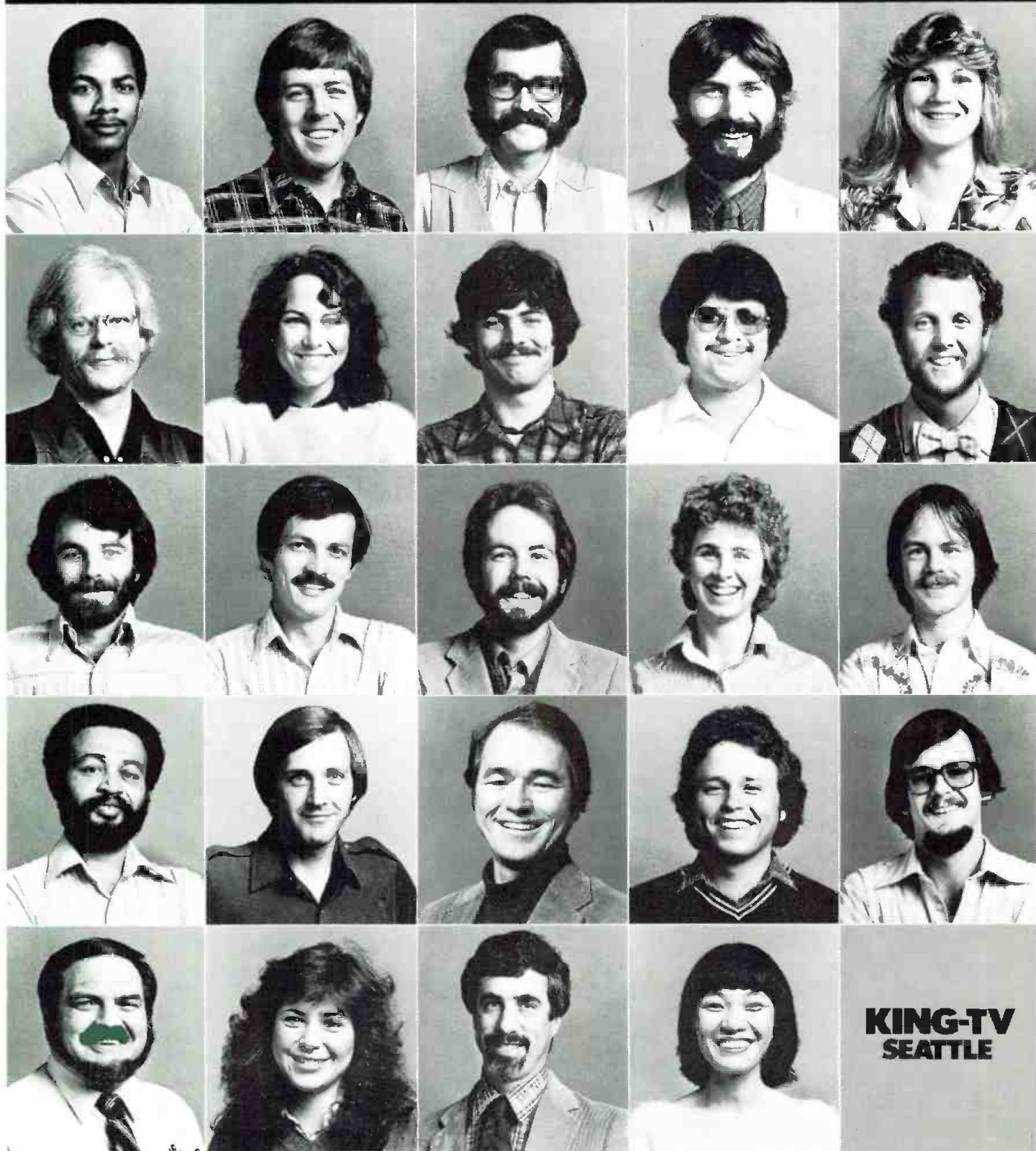
The present FCC is asked to admit that any debate featuring newsworthy candidates is indeed news, that federal time limits on rebroadcasts are a gross intrusion in the private editorial process and that documentaries that make "incidental but significant" use of candidate appearances are exempted from equal-time restraints. The petitioners are Henry Geller, who used to be the FCC's general counsel and was head of Jimmy Carter's National Telecommunications and Information Administration, and, jointly, the National Association of Broadcasters and Radio-Television News Directors Association. With those three petitioners on the same side, the FCC has to listen. □



Drawn for BROADCASTING by Jack Schmidt

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