

Broadcasting May 17

There's an air about being first in Houston.

No matter what area of Houston news you want to talk about, it seems like we've been there first. We had the first television newscast. First news director. Radar weather. Portable cameras. And first mobile news unit racing all over the city. We had the first color news. First state bureau. Mini-cams. News helicopter. And first satellite reception beaming here from outer space. Good reasons viewers turn to Channel 2 in the first place.

KPRC TV HOUSTON.



Petry Television, Inc., National Representatives, NBC Affiliate.

36112116RAB5184 SCB REC/R4
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US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

51st Year 1982

ABC, affiliates in harmony
over new media NBC
meeting this week

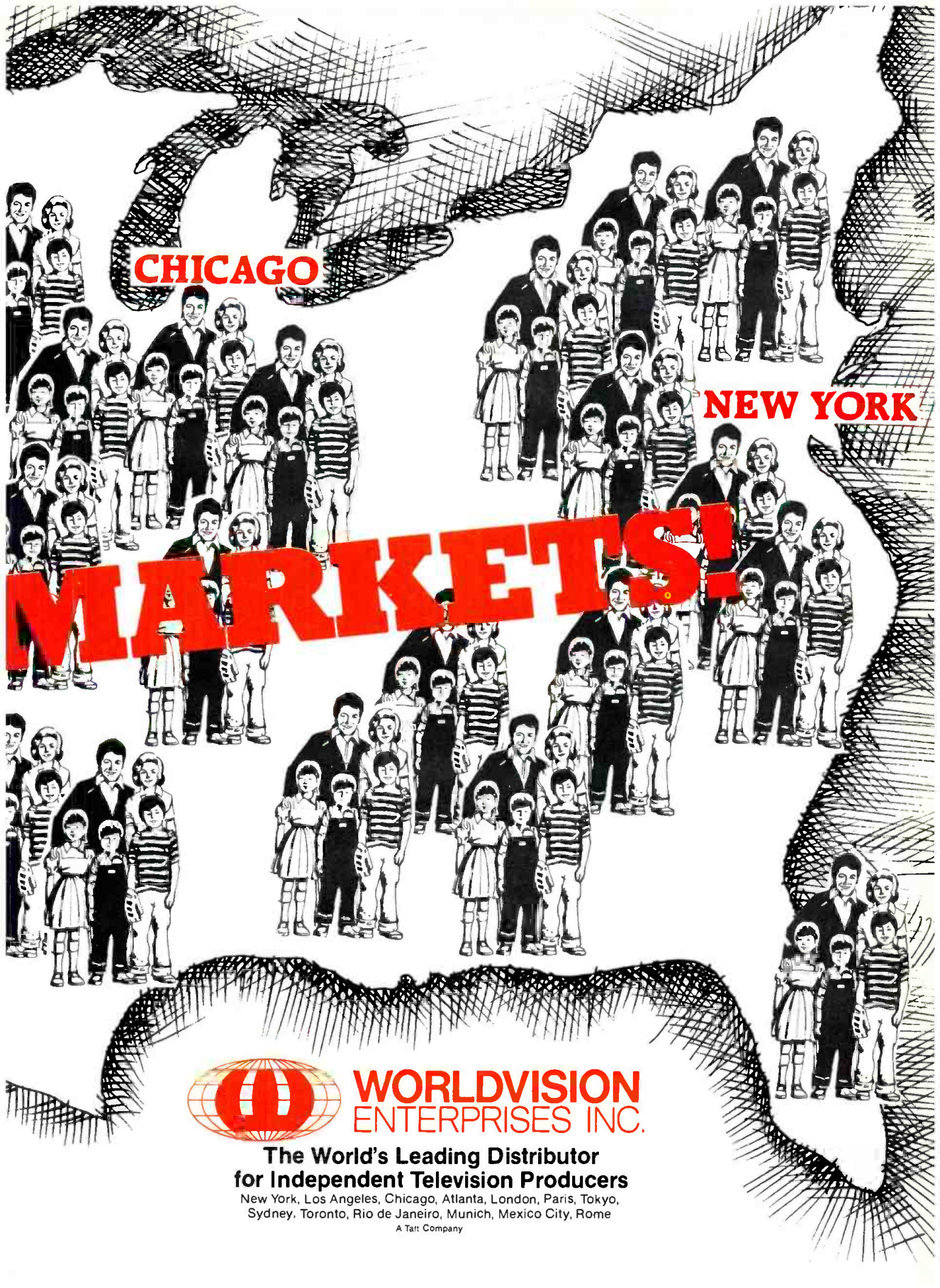


**LOS
ANGELES**

SOLD IN 106

Little House is the big ONE with families coast to coast.

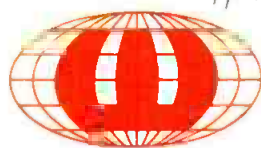
Our prairie family is tops in New York, Los Angeles, Chicago—#1 in rating and share. And, in fact, Little House is averaging a 9 rating/24% share in markets across the country. Discover what these families already know: Little House on the Prairie is the big ONE.



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MARKETS!



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A Tait Company

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New benefits for everyone.**

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America's freight railroads are being freed from overregulation and the real winner is the public—the consumers of rail-delivered goods.

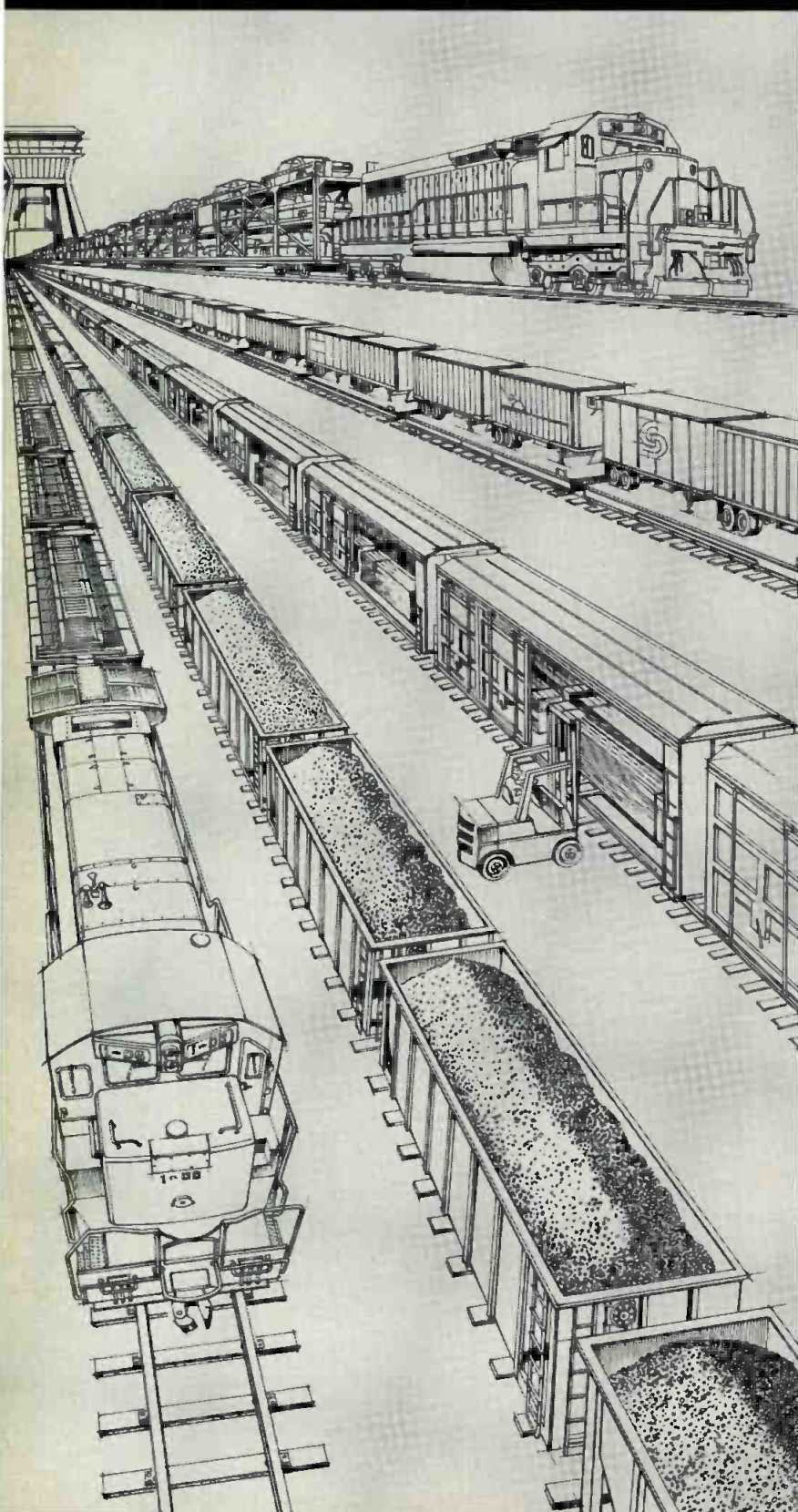
With less government interference since the passage of the 1980 Staggers Rail Act, railroads are better able to compete in the marketplace. Using options long available to other businesses, railroads are developing innovative marketing programs that are making rail shipment much more efficient and cost-effective.

For example, now that they can sign long-term contracts, railroads are offering price and service incentives in return for guaranteed volume. And, with the deregulation of piggyback (the movement of truck trailers and containers on rail flatcars), railroads now are free to change rates when necessary to meet competition, putting more traffic on the rails—and less on the highways.

Reduced regulation has given railroaders the opportunities and the freedom to manage more efficiently. Railroads and those who ship freight by railroad benefit. And so do the final customers for goods shipped by rail—the public.

For more information, write: "It's Working," Dept.60, Association of American Railroads, 1920 L St., N.W., Washington, D.C. 20036.

**Freight Trains.
America's most vital
moving force.**



Broadcasting May 17

ABC, affiliates and the new media: peaceful and profitable coexistence □ 4A's hears an upbeat report on the ad industry □ The new pioneers of LPTV

ABC'S FAMILY AFFAIR □ At Los Angeles meeting, affiliates are reassured that network's new ventures will not be at expense of present relationship with stations. Affiliates show interest in HVN proposal, but many express objections to expansion of prime-time inventory. Programing and ratings continue as central topics. And President Reagan drops in via satellite. **PAGES 27-30.**

AAAA PEEKS INTO MIRROR □ At White Sulphur Springs convention, it sees agencies in good financial shape but suffering from image problems. **PAGE 32.**

AT NAB: 'WHAT' WILL BE ON FIRST □ Task force begins formal research for Wasilewski successor this week with first consideration to be kind of president needed. **PAGE 33.**

SHORT-SPACED VHF'S □ FCC stands by its 1980 decision to permit drop-ins in four markets. It's prelude to "generic" rulemaking looking toward amendment of TV allotment policies. **PAGE 34.**

PRIME PRODUCERS FOR PRIME TIME □ Paramount continues to top list with eight network series for fall. **PAGE 38.**

TOO MUCH ROUGHAGE □ Another violence study comes out with loudest boos for HBO and ABC. **PAGE 40.**

THUMBS IN PTAR-RELATED DIKE □ Committee for Prudent Deregulation makes rounds in Washington to assure that network syndication and financial-interest regulations are not repealed. **PAGE 41.**

FTC WING-CLIPPING □ Bill to curtail commission's use of "unfair standard" for advertising is passed by Packwood committee over chairman's objections. **PAGE 48.**

LET THERE BE PEACE □ FCBA panelists believe AT&T settlement should be left virtually untouched. **PAGE 48.**

MARTI MISGIVINGS □ House subcommittee takes first look at administration's plan for station to reach Cubans; concerns are voiced about apparent failure to consider alternative frequencies and about proposed costs. **PAGE 52.**

IMPORTANCE OF U TUNERS □ FCC study claims little link between types of selector and viewing, allegation that is disputed by NAB, AMST and CUB and supported by set makers. **PAGE 53.**

DENUNCIATIONS □ At Washington conference for journalists, Wirth criticizes AT&T tactics in defending itself. Landau assails White House attempts to restrict freedom of information. **PAGE 58.**

BUCKING MARKET TIDE □ Broadcaster stocks in first quarter come on strong, some reflecting recovery from earlier dips. **PAGE 62.**

CABLE BORROWING □ Annual study shows industry has become more dependent on short-term floating-rate bank debt. **PAGE 62.**

LPTV PIONEERS □ Here's how homesteaders on TV's new frontiers are doing it. **PAGE 65.**

HDTV APATHY CLAIMED □ Hubbard, who sees high-definition TV as millstone around neck of DBS development, says Magid survey finds few in U.S. want HDTV if it makes present receivers obsolete. **PAGE 72.**

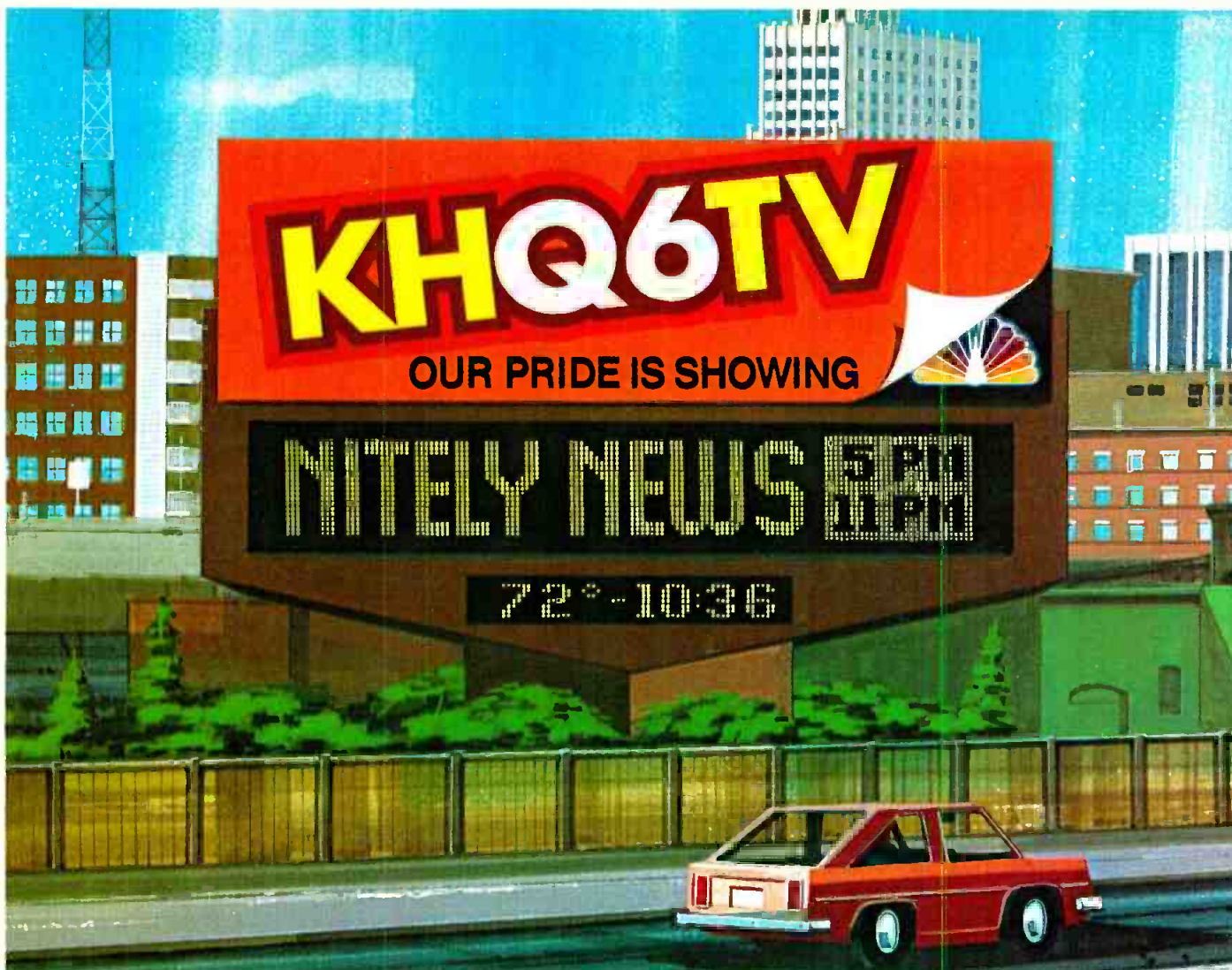
ANCHORS AWEIGH AT NBC □ Six weeks ago, Tom Brokaw and Roger Mudd became the *NBC Nightly News* team. It's a combination that network believes will recapture 1960's dominance of its Huntley-Brinkley co-anchors. **PAGE 94.**

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There's a way to reach beyond your current audience and attract thousands of additional listeners/viewers to your station.

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All but done

Announcement of President Reagan's choice of Stephen Sharp, FCC general counsel, to succeed Abbott Washburn on FCC, is said to be imminent. White House sources said formalities of selection process were almost wrapped up. FBI check has been completed. Sharp's financial disclosures are under review at White House Office of Personnel Management.

When Sharp's name goes to Senate for confirmation, will Commerce Committee Chairman Bob Packwood (R-Ore.) stick by threat to refuse confirmation hearing? Packwood says it's up to Senator Ted Stevens (R-Alaska), who opposed Sharp in favor of his own candidate. Stevens has agreed to meet with FCC Chairman Mark Fowler to talk about Sharp confirmation. Aides say Stevens will complain that Fowler has overstepped authority in lobbying for Sharp.

On world scene

Also expected to pop at White House soon are announcements of appointments that would affect international communications negotiations. Abbott Washburn, leaving FCC, is to be given ambassadorial status in connection with U.S. dealings with International Telecommunications Union. William Schneider Jr., assistant director, national security and international affairs, Office of Management and Budget, is in line to be under secretary of state, succeeding James L. Buckley, in charge of security assistance, science and technology. He'll direct international conference policy.

Import duties

How much cable operators have to pay for distant signals they added in wake of FCC's deletion of its distant-signal and syndicated exclusivity rules will be determined by Copyright Royalty Tribunal, but only after series of hearings beginning June 15. If rights-holders—program producers and syndicators, broadcasters and sports interests—have their way, new signals won't be cheap. They plan to press for rate structure that will make newly added signals "significantly" more dear than signals added under old rules.

What's more, motion picture producers believe they can win across-board rate increase for all distant signals on premise that because cable operators no longer are obliged to black out portions of signals they are more valuable. Hearings are expected to take several weeks with 16 or

17 witnesses appearing for rights-holders and six or seven arguing for cable industry. Witness lists and economic-impact studies are due from parties May 28.

Marriage made in heaven

Western Union and Netcom International, San Francisco, will form joint venture to enter videoconferencing business. As major satellite carrier, Western Union has satellite time. As leading packager of videoconferences, Netcom has know-how. Papers should be signed within three weeks.

Full plate

June should be big month for broadcast actions at FCC. Commission is expected to address, among other things, rulemaking proposing deregulation of subscription television (BROADCASTING, Jan. 26), rulemaking to eliminate some cable crossownership prohibitions, and reappraisal of rules that prohibit television networks from obtaining subsidiary financial interests in programs they acquire and bar them from domestic syndication. Another possibility is proposal to deregulate television along lines FCC has already deregulated radio.

Room at top

Katz Program Development, division of Katz Communications, is expected to make decision this week on abandoning or going through with plans to syndicate one-hour entertainment-informational strip, *Weekday*, that was unveiled at NATPE this year. Series is partnership of Katz, some of its represented TV stations and Metromedia Producers Corp., which is handling distribution. Metromedia has lined up more than 20 stations, but only three in top 10 markets. Experience shows that this type of program should be in seven of top 10 to be profitable.

At the bottom

National Association of Broadcasters' August 1980 petition for FCC rulemaking to repeal or modify personal attack and political editorializing rules apparently isn't headed for fast action. FCC sources said proposal, for which no notice of proposed rulemaking has been issued, is low priority, contending that repeal of rules could weaken case for congressional repeal of fairness doctrine, on which rules are based. Sources also said FCC action on petition could create perception that FCC intended to "chip away" at fairness

doctrine enforcement, encroaching upon congressional prerogative, perception FCC isn't eager to create.

Schmitt's cause

Senate should refuse to ratify 1979 World Administrative Radio treaty or delay doing so until U.S. has more clearly defined its international communications policies, according to Senator Harrison H. Schmitt (R-N.M.), who will submit statement to that effect during Foreign Relations Committee hearing on treaty this week. Schmitt who has often criticized lack of U.S. preparations for international conferences, is planning to stand in way of treaty ratification as means of emphasizing to State Department, FCC and other agencies that time has come to improve preparations for future conferences.

Helping hands

National Association of Broadcasters' Task Force on Public Broadcasting Funding has finished final report on funding alternatives. Report will be hand delivered Thursday (May 20) by task force chairman, Tom Bolger, NAB immediate past joint board chairman and president, Forward Communication, Madison, Wis., to FCC Commissioner James Quello. Quello is chairman of Temporary Commission on Alternative Funding for Public Telecommunications which will send NAB report along with its own to Congress in July.

Among funding alternatives (BROADCASTING, March 29) is proposal for national fund-raising telethon. NAB has asked networks to participate (still no answer). If networks say no, however, other options are being explored. They include possibility of telethon coordinated through independent network (similar to Jerry Lewis telethon), regional telethon or even national radio telethon.

Electronic press

High-powered, well-connected Washington political consulting firm of Nofziger & Bragg, formed earlier this year by former White House aide Lyn Nofziger and media entrepreneur Mark Bragg, may enter "electronic newsletter" business soon. Company is exploring possibility of starting up insiders' tip sheet running down developments in nation's capital. Service would be delivered to home TV screens via dial-up telephone lines, connected to computer system coded to screen out nonsubscribers. Hard copy could be generated through word processor or computer-based printer.

Business Briefly

TV ONLY

Hyatt Legal Services □ Begins June 28 for 26 weeks in 15 markets. Day, fringe and news times. Agency: Barickman Advertising, division of Doyle, Dane, Bernbach, Kansas City, Mo. Target: adults 18 and over.

National Home Furnishings □ Furniture. Begins June 28 for 13 weeks in Baltimore and Washington. All dayparts. Agency: Chase/Ehrenberg & Rosene Inc., Chicago. Target: women, 25-49.

Luzianne Blue-Plate Foods □ Tea and mayonnaise. Begins June 28 for 12 weeks in over 25 markets. Day, early fringe, late fringe, fringe and weekends. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 25-49.

Merrill-Lynch □ Real estate services. Begins in May for second quarter in Tulsa, Okla., and Las Vegas. Agency: Young & Rubicam, New York. Target: men, 25-54.

Jamaica Tourist Board □ Summer

tourism. Begins in June for third quarter in Memphis and New Orleans. Agency: Young & Rubicam, New York. Target: adults, 18-54.

Switzer Candy Co. □ Licorice. Begins June 14 for seven weeks in 11 markets. Children's programming. Agency: Stoltz Advertising Co., St. Louis. Target: total children.

Quebec Ministry of Tourism □ Begins this week for six weeks in four New England markets. News and prime times. Agency: SSC&B, New York. Target: adults, 25-49.

Martha White Foods □ Corn meal/grits. Begins July 12 for six weeks in 51 markets. Day and fringe times. Agency: Eric Ericson Associates, Nashville. Target: women, 25-54.

CSX Corp. □ Railroads. Begins May 24 for four weeks in 10 to 15 markets. News times. Agency: Tucker Wayne & Co., Atlanta. Target: men, 25-54.

Comprehensive Care □ Care units

Spot profile. Torbet Radio reports that one-week flight continues as mainstay of spot radio, accounting for 24% of all campaigns in first quarter of 1982, up from 22% in 1981, followed by four weeks (16%) and two weeks (14%). Most sought demographic, according to Torbet, is 24-54 group, representing 31.8% of requests, leading 25-49, 11.2%; 18-49, 14.6%, and 18-34, 8.6%. Metro area widens its lead as survey area most requested, increasing to 80.5% in first quarter of 1982 from 77.7% in 1981 and 68.8% in 1980.

(rehabilitation centers). Begins May 31 for four weeks in over 10 markets. Day, fringe, news and weekends. Agency: Doyle, Dane, Bernbach/West, Los Angeles. Target: women, 25-54.

Revlon □ Mitchum antiperspirant. Begins this week for four weeks in over 10 markets. News times. Agency: Grey Advertising, New York. Target: women, 18-49.

Carl's Jr. □ Breakfast promotion (fast food restaurants). Begins May 24 for four weeks in seven California markets. Agency: Western International Media Corp., Los Angeles. Target: adults, 18-49.

Georgia Pacific Corp. □ Lighter fluid. Begins May 24 for two weeks in under 10 West Coast markets. Day, prime access and early fringe times. Agency: McCann-Erickson/Atlanta. Target: women, 25-49.

BALTIMORE IS GONE.

Baltimore's gone Superadio. WKTK has just signed with us.

So if you were thinking about being the Superadio station in Baltimore, don't give it any further thought.

But there are other major markets still available, so call David Pollei at (212) 887-5051. Before it's too late.

SUPERADIO RADIO ENTERPRISES abc

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Rep Report

WFFT-TV Fort Wayne, Ind.: To Seltel from Adam Young.

□

WVAH-TV Charleston, W. Va.: To Seltel (no previous rep).

□

WMAS-AM-FM Springfield, Mass.: To McGavren Guild from Torbet Radio.

□

WAVG(AM)-WLRS(FM) Louisville, Ky.: To Eastman Radio from Katz Radio.

□

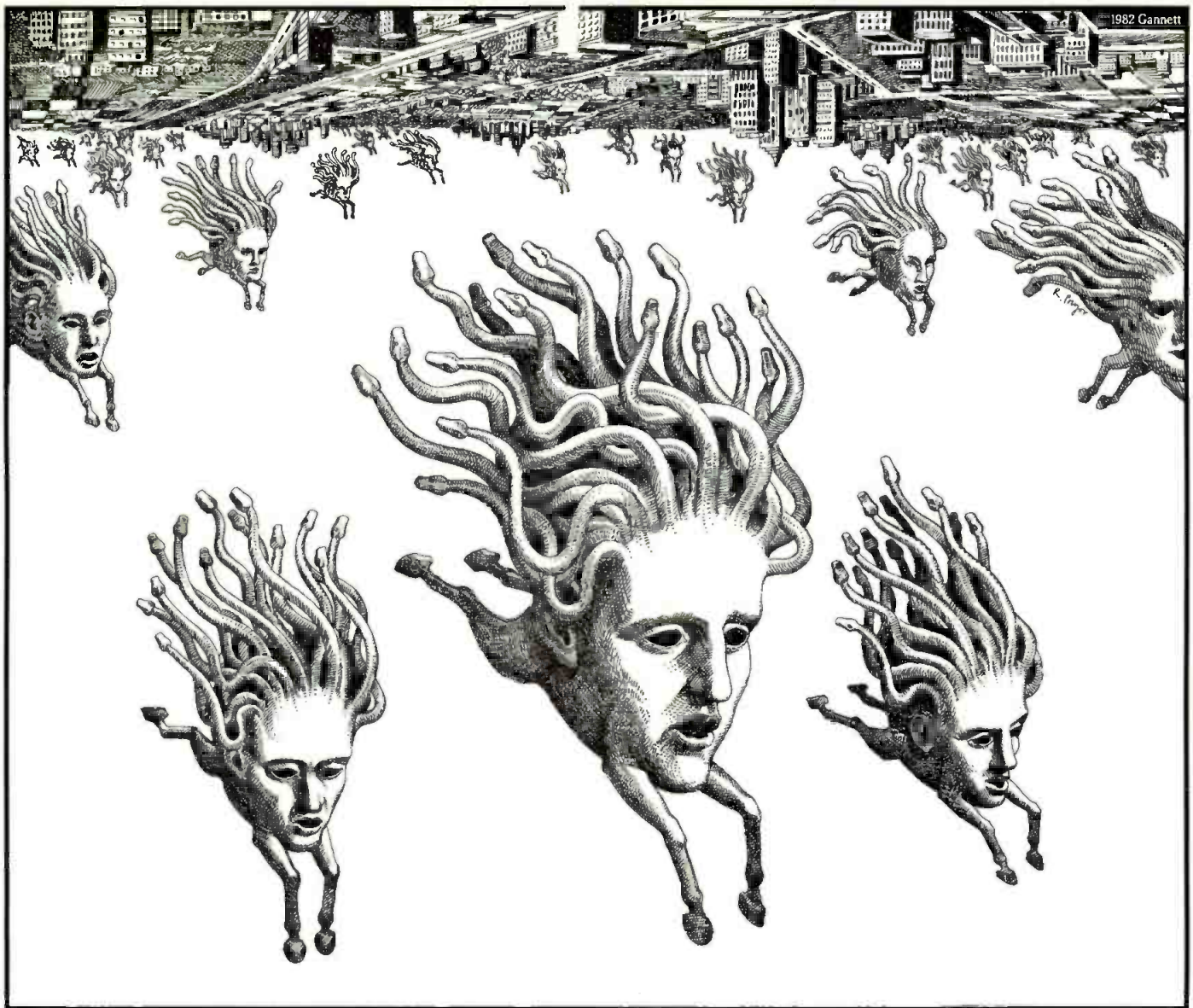
WSTC(AM)-WYRS(FM) Stamford, Conn.: To Roslin Radio Sales from Jack Masla.

□

WCII(AM)-WKJJ(FM) Louisville, Ky., and WIZE(AM) Springfield Ohio: To Major Market Radio from Torbet Radio.

□

Colony Communications (cable TV): To Eastman CableRep (no previous rep).



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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WPTA-TV
Fort Wayne

WLKY-TV
Louisville

KBTB
Denver

WXIA-TV
Atlanta

KOCO-TV
Oklahoma City

AdVantage

Spanish flavor. "Pepsi tiene el sabor de la vida," or "Pepsi's got your taste for life," is new banner for broadcast campaign launched this month for Hispanic market by Pepsi-Cola Co. Through Conill Advertising Associates, New York, Pepsi introduces Spanish version of familiar spots on SIN Television Network and in TV and radio spot markets that include New York, Los Angeles, Miami, Chicago and San Antonio, Tex. Story line in commercials continues in similar vein of Pepsi-Cola's "slice of life" spots with "Festival Folkorico" (folk festival) and "Quinceanera" (fifteen).



Pepsi



Ben-Gay

Emphasis on prevention. McCaffrey & McCall has created new advertising campaign for client Leeming-Pacquin's Ben-Gay that highlights product's use as "pre-exercise rub," demonstrated by athlete and spokesman for Ben-Gay, tennis player Ivan Lendl. In spot that breaks today on all three TV networks, "clinical proof" of product's effectiveness as aid to exercise is presented. New tag line is: "Ben-Gay after and Ben-Gay before."

In Español. GalaVision has initiated new year-long, \$5-million TV ad campaign over SIN television network, which reaches 21 million homes in 177 cities. Spot is designed to create awareness of cable and pay services in Hispanic households. Sixty-second spot will air 20 times per week for full year. GalaVision is programing subsidiary of SIN network.

Bullock's Stores □ Aramis fragrance promotion. Begins June 9 for two weeks in about four Western markets. Agency: Janik & Associates, Los Angeles. Target: women, 25-54.

General Consumer Electronics □ Videogame watches. Begins May 24 for one week in Miami-Fort Lauderdale. Early fringe and fringe times. Agency: Ketchum Communications, San Francisco. Target: total teen-agers.

American Dairy Association of Wisconsin □ Cheese festival promotion. Begins May 30 through fourth quarter for two-week flights in Rochester and Buffalo, both New York; Cleveland; Omaha; Kansas City, Mo., and all Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: total adults.

McCrae's Department Stores □ Men's sale. Begins June 2 for one week in eight Southern markets. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: total adults.

Venture Stores (division of May Department Stores) □ Various products. Begins July 15 for two weeks in about seven markets. All dayparts. Agency: Grey-North, Chicago. Target: women, 18-34.

ABOVE THE ORDINARY

RKO IBM SCM PPG ABC
NCR RCA MCA GTE BBC
GMC ATT ITT BMW JWT
AMC CBS **ROM** MGM NBC

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RADIO ONLY

American Petrofina □ Gasoline. Begins June 28 for six to eight weeks in about 25 markets. Agency: Geer, DuBois, New York. Target: adults, 18-49.

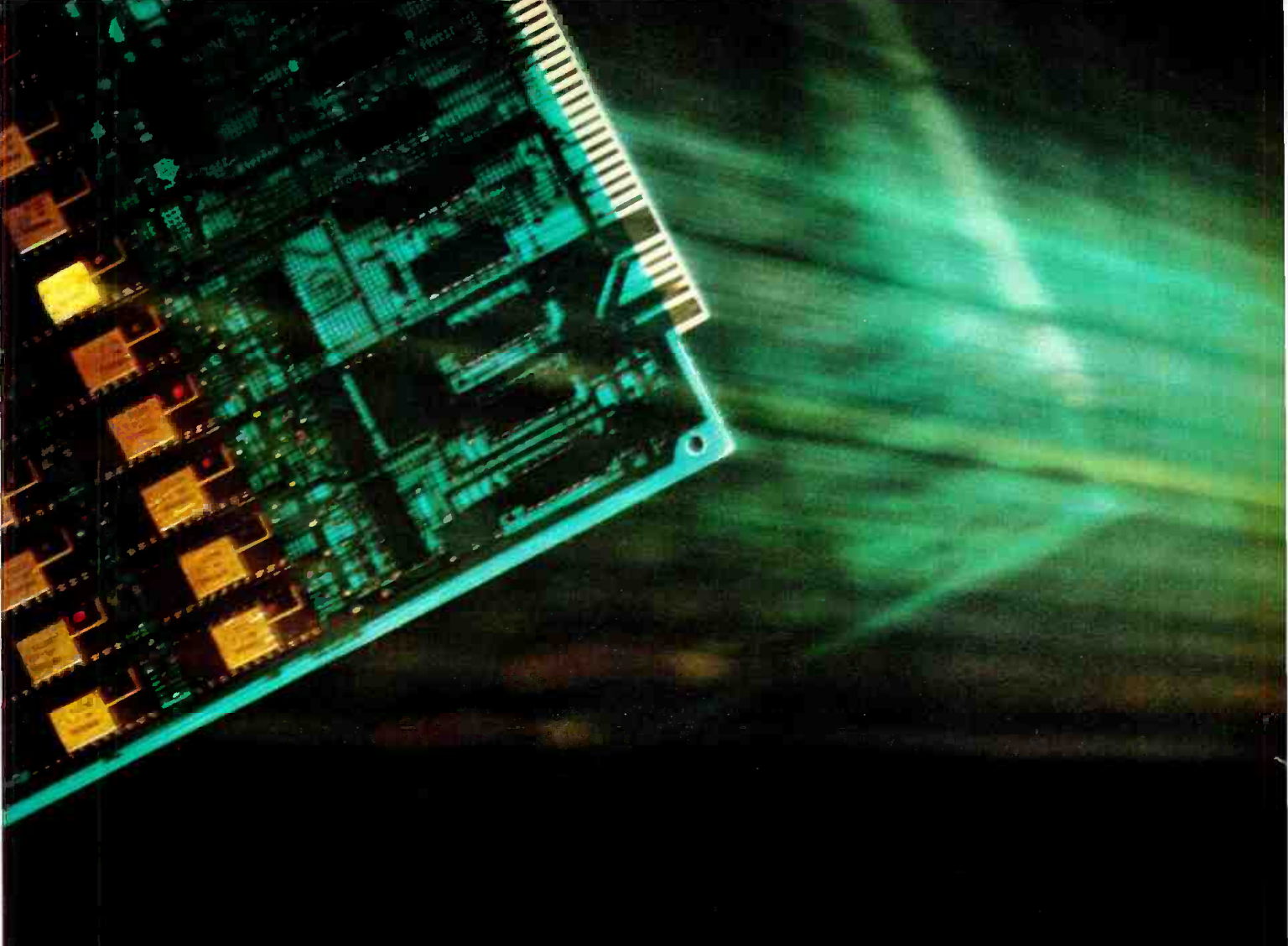
State of Alabama □ Tourism. Begins this week for four weeks in three Southern markets. Agency: Steiner/Bressler Advertising, Birmingham, Ala. Target: total adults.

White Westinghouse □ Begins this week for three weeks in over 25 markets. Agency: Kelly, Scott & Madison, Chicago. Target: women, 25-54.

Omni Magazine □ Begins May 24 for two weeks in over 20 markets. Agency: Mort Keshin, Roslyn, N.Y. Target: adults, 25-49.

Miller Brewing Co. □ Special Reserve beer. Begins late May for varying flights in five markets. Agency: Young & Rubicam, New York. Target: men, 18-49.

Business People □ Conference. Begins in June for one week in Philadelphia and San Jose, Calif. Agency: Fischbein Advertising, Minneapolis. Target: men, 25-49.



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You can expect the greatest when it's Marketron. Our new Act IV Traffic & Accounting system for TV introduces the newest computer technology, the latest in features. It's simply the *most advanced* system ever offered.

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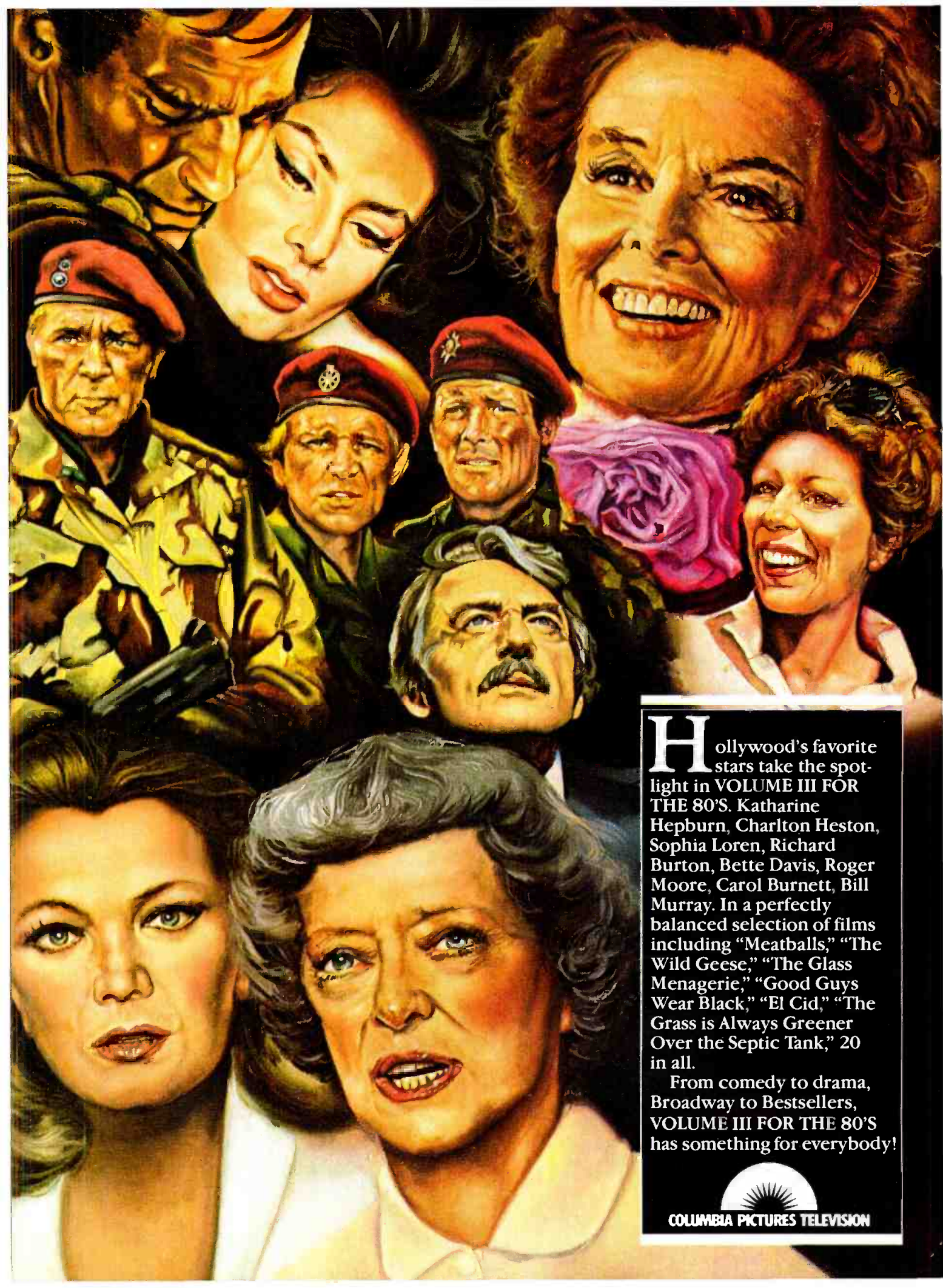
Over 600 stations depending on Marketron computer systems confirm it: if it's Marketron, it's worth looking into.



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From comedy to drama, Broadway to Bestsellers, **VOLUME III FOR THE 80'S** has something for everybody!



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"It's true. When we took the station over in 1978 spots were selling for only \$1.25. But, we felt there was excellent market potential if we provided an outstanding radio product.

"I'm not a programming person, I'm a bottom line businessman, so I consulted a top programmer—Jay Mitchell. One of the first decisions Jay made was to bring in AP Radio Network. At first I balked—we could hardly afford the basic radio wire. Jay argued that the AP news and features would upgrade our sound and our rates.

"Back in 1978 the street rate was \$1.25. Now a spot on the news or an AP Feature is \$28."

"I was skeptical, but now I'm a believer. We don't use everything that comes down the network, but we sure use a lot of it. AP Radio Network is absolutely top quality with all the prestige of the AP behind it. We strip and package it just the way AP suggests. Our news and features sell well at premium prices.

"We've cut commercial time per hour from 18 minutes down to 12. Our goal is no more than 10 minutes. Better programming and less clutter more than justify the much higher rates. The result—more bottom line profit per hour and a better product to sell.

"The AP network has been one of the key factors in our growth. I don't think there's a station in the country that's too small to take on the AP Radio Network and upgrade their air product the way we did.

"For me AP means Added Profit."

To find out more about the Added Profit AP news can bring your station, contact AP Broadcast Services today at 50 Rockefeller Plaza, New York, NY 10020 (212) 621-1511 —or call your nearest Associated Press Broadcast Executive.



means

Added Profit

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President and General Manager,
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Broadcast Services Innovation for better news programming

Datebook

This week

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**—*Washington chapter Women in Cable* monthly meeting. Speaker: Larry Harris, FCC Broadcast Bureau chief. National Press Club, Washington.

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 19**—*Hollywood Radio and Television Society's* newsmaker luncheon. Panelists include Lee Rich, president, Lorimar Productions, and Aaron Spelling, president, Aaron Spelling Productions. Beverly Wilshire hotel, Beverly Hills, Calif.

May 20—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Inn, Nashville.

May 20—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Airport, Birmingham, Ala.

May 20—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Inn Lansing, Lansing, Mich.

May 20—*Philadelphia Cable Club* luncheon meeting. Topic of discussion: Philadelphia cable franchise. GSB Building, Philadelphia.

■ **May 20**—*New York chapter of National Academy of Television Arts and Sciences* forum on "Beyond the Blue Horizon"—a discussion of adult programming on cable television. Moderator: Jessica Savitch, correspondent, NBC News. New York Hilton.

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 Vermeer, 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 systems. 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—*New York Law School International Law Society* symposium on New World Information Order: "The UNESCO Proposals, Transborder Data Flows, Spectrum Negotiations." New York Law School, New York.

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

May 21-23—*National Federation of Local Cable Programmers'* Northeast regional workshop. Riverside Church, New York.

Also in May

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

■ **May 24**—Northeast regional meeting, *National Broadcast Association of Community Affairs*. WHDH(AM) Boston. Information: Charlayne Murrell, (617) 267-1313.

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 24-26—Annual *Central Educational Network* Instructional Television Utilization Workshop. Hollenden House hotel, Cleveland.

May 24-June 11—*University of New Haven, Department of Communications*, fifth annual Communication Arts Institute. "Cable Television—Today and Tomorrow." University of New Haven, West Haven, Conn.

May 25—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Airport Inn, Albany, N.Y.

May 25—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

May 25—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

May 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Garin, president and chief operating officer, Telepictures Corp. Copacabana, New York.

May 26-27—*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—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Airport Inn, Philadelphia.

May 27—*Radio Advertising Bureau's* Idearama for radio salespeople. American Inn-Airport, Cincinnati.

May 27—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Buffalo East, Buffalo, N.Y.

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

June

June 1—Deadline for entries in Armstrong Awards for

Major Meetings

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

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

June 8-9—*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. 7-10—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback

Inn, Scottsdale, Ariz.

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.

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 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 18-21, 1983—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-15, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

■ **June 12-15, 1983**—*National Cable Television Association* annual convention. Houston. Future conventions: 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.

Let's Come Down to Earth about Satellite Radio Programming

Straight facts from the people who offer you programming and profits instead of just promises.

There's a lot of static in the air today concerning satellite radio programming. Some people are promoting themselves as our competitors. But just how competitive are they?

The fact is, there is one live, multi-format 24-hour satellite radio network on the air today. And only one.

The same network that pioneered space station programming in August of last year and today has over 125 affiliates.

The one and only network that combines top-notch on-air talent and programming with flexible formats that allow ample local I.D. The network whose technology is in place *today*, and whose proven financial benefits for subscribers are as solid as the future of satellite broadcasting itself.

That lone satellite radio pioneer is us — Satellite Music Network. And we have five questions you should ask our "competition" before deciding whether they really are.

1. Are they on the air *now*?

2. Are they really a 24-hour, *live* satellite network?

3. How many formats do they have now?

4. Do they provide the flexibility to maintain your local identity?

5. How much do they cost?

If you can't get down to earth answers from them, call us toll-free at 1-800-527-4892. (In Texas, call 214-343-9205.)

Instead of pie-in-the-sky promises, you'll get satellite-in-the-sky results. Ask any of our affiliates.

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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*. Dunfey'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 sponsored by *New York State Commission on Cable Television*. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

June 4-6—*NBC* consumer press tour. Century Plaza hotel, Los Angeles.

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

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

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—Third annual seminar of *Pacific Telecommunications Council*, headquartered in Honolulu and dedicated to development of telecommunications in Pacific. Manila.

June 7-8—*Southern California Cable Club* and *Advertising Club of Los Angeles* seminar, "Advertising and Cable: The Affair Heats Up."

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

June 7-11—*CBS* consumer press tour. Arizona Biltmore, Phoenix.

June 9—*International Radio and Television Society* annual meeting honoring John Chancellor, NBC News, as Broadcaster of the Year. Waldorf-Astoria, New York.

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.

Errata

Centel was omitted from BROADCASTING's May 3 chart of the top 50 MSO's. Centel, as of March 31, had **129,200 basic subscribers**, 195,965 homes passed for a 66% basic penetration, 61,200 pay subs, and an additional 80,033 unpassed homes in franchise areas. Although Centel currently would be ranked **33d**, its **projected sub count of 209,233** would place it **26th** on chart.

□

May 10 "In Brief" on **vote** of board of National Cable Television Association on **network-cable crossownership** was incorrect. Board voted not to oppose elimination of FCC's prohibition against such crossownership as long as the networks are not allowed to own cable systems in markets where they own broadcast stations.

□

John Blair and Co.'s 104% earnings gain to \$3.4 million yielded **earnings per share of 90 cents**, not 59 cents as listed in May 3 "In Brief."

June 10-13—Mississippi Broadcasters Association annual convention. Royal d'Iberville, Biloxi, Miss.

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.

June 11-13—Chesapeake AP Broadcasters Association annual meeting and awards banquet. Henlopen hotel, Rehoboth Beach, Del.

June 11-18—Radio-Television News Directors Association of Canada annual meeting. Sheraton Center, 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**—"Cable Day" sponsored by *Women In Cable*. Sheraton Universal hotel, Las Vegas.

June 12-14—Presentation of fifth annual Rocky Mountain Emmy Awards, sponsored by *Arizona chapter of National Academy of Television Arts and Sciences*. Arizona Biltmore, Phoenix.

June 12-14—South Dakota Broadcasters Association 34th annual convention. Ramada Inn, Sioux Falls, S.D.

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

June 13—TV Critics Association Day (part of consumer press tour). Century Plaza hotel, Los Angeles.

June 13-14—Radio-Television News Directors Association board meeting. Sheraton Center, Montreal.

June 13-15—MDS Association annual convention. Washington Hilton. Washington. Information: Chris Selin. MDS Association, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

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

June 14—PBS consumer press tour. Century Plaza hotel, Los Angeles.

June 14-17—ABC consumer press tour. Century Plaza hotel, Los Angeles.

June 15—Southern California Cable Club annual dinner. Century Plaza hotel, Los Angeles.

June 15-17—Armed Forces Communications and Electronics Association 36th international convention and exposition. Sheraton Washington hotel, Washington.

June 16-18—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Biltmore hotel, Los Angeles.

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

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**—Women In Cable, New England chapter's "The Great Debate" on sex on cable. Moderator: Charline Allen, industry columnist, Paul Kagan Associates. Faneuil Hall marketplace, Boston.

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 25-27**—American Meteorological Society's 12 annual conference on weathercasting. Park Hilton, Seattle.

■ **June 25-27**—Association of Independent Television Stations (INTV) clinic for new, independent stations. KWGN(TV), Denver. Information: Sandra Cunningham, (202) 887-1970.

■ **June 25-27**—Tennessee Associated Press Broadcasters Association 11th annual convention. The Read House, Chattanooga.

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 Waslewski, National Association of Broadcasters; Thomas Wheeler, National Cable Television Association. Maison des Congres, Montreux, Switzerland.

July 8-10—National Federation of Local Cable Programmers 15th annual convention. Radisson hotel, St. Paul.

July 9—Society of Cable Television Engineers "Introduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

July 9-13—Television Programming Conference, "New Rules and Regulations for Programming." 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 13—Southern California Cable Club luncheon meeting. Century Plaza hotel.

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

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

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

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

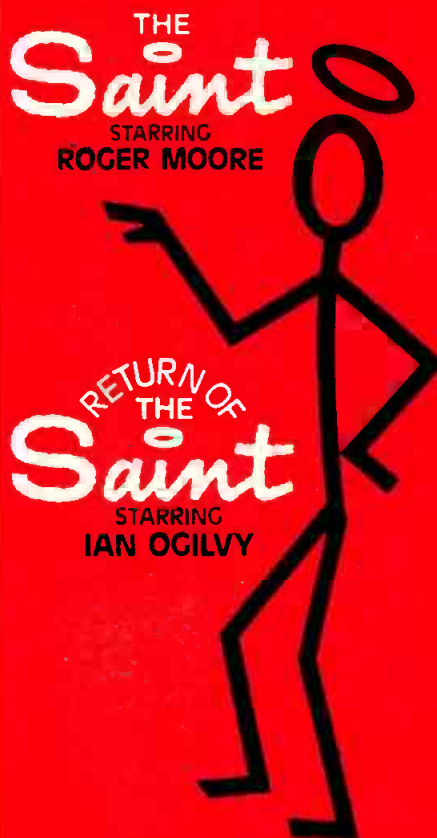
August

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

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

Aug. 20—Kansas Association of Broadcasters seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

TV'S ALL-TIME FAVORITE ADVENTURE SERIES

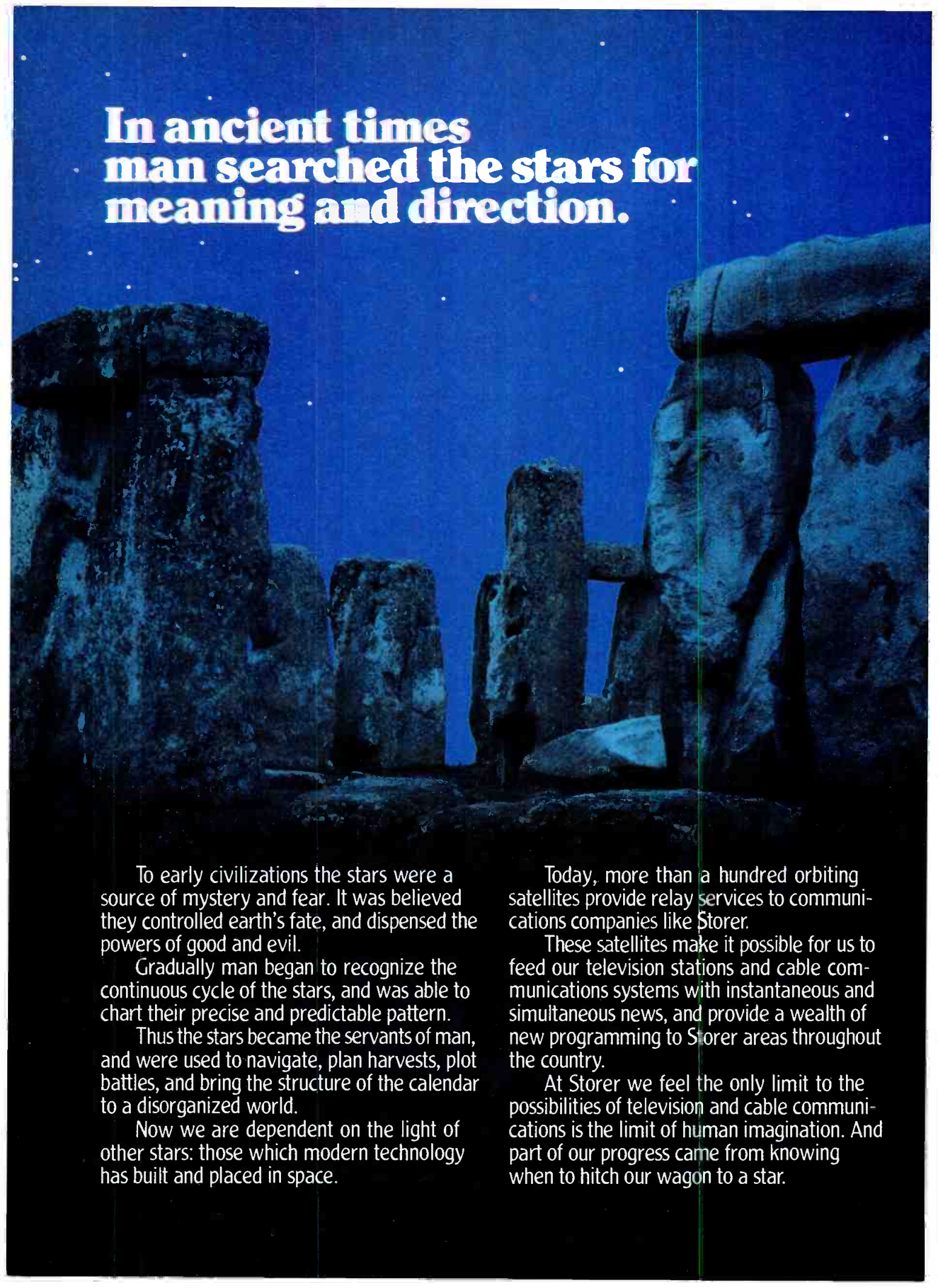


136 HOURS

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A photograph of Stonehenge at night. The ancient stone structures are silhouetted against a deep blue night sky filled with numerous stars. The lighting is dramatic, highlighting the textures of the stones and the vastness of the celestial space.

**In ancient times
man searched the stars for
meaning and direction.**

To early civilizations the stars were a source of mystery and fear. It was believed they controlled earth's fate, and dispensed the powers of good and evil.

Gradually man began to recognize the continuous cycle of the stars, and was able to chart their precise and predictable pattern.

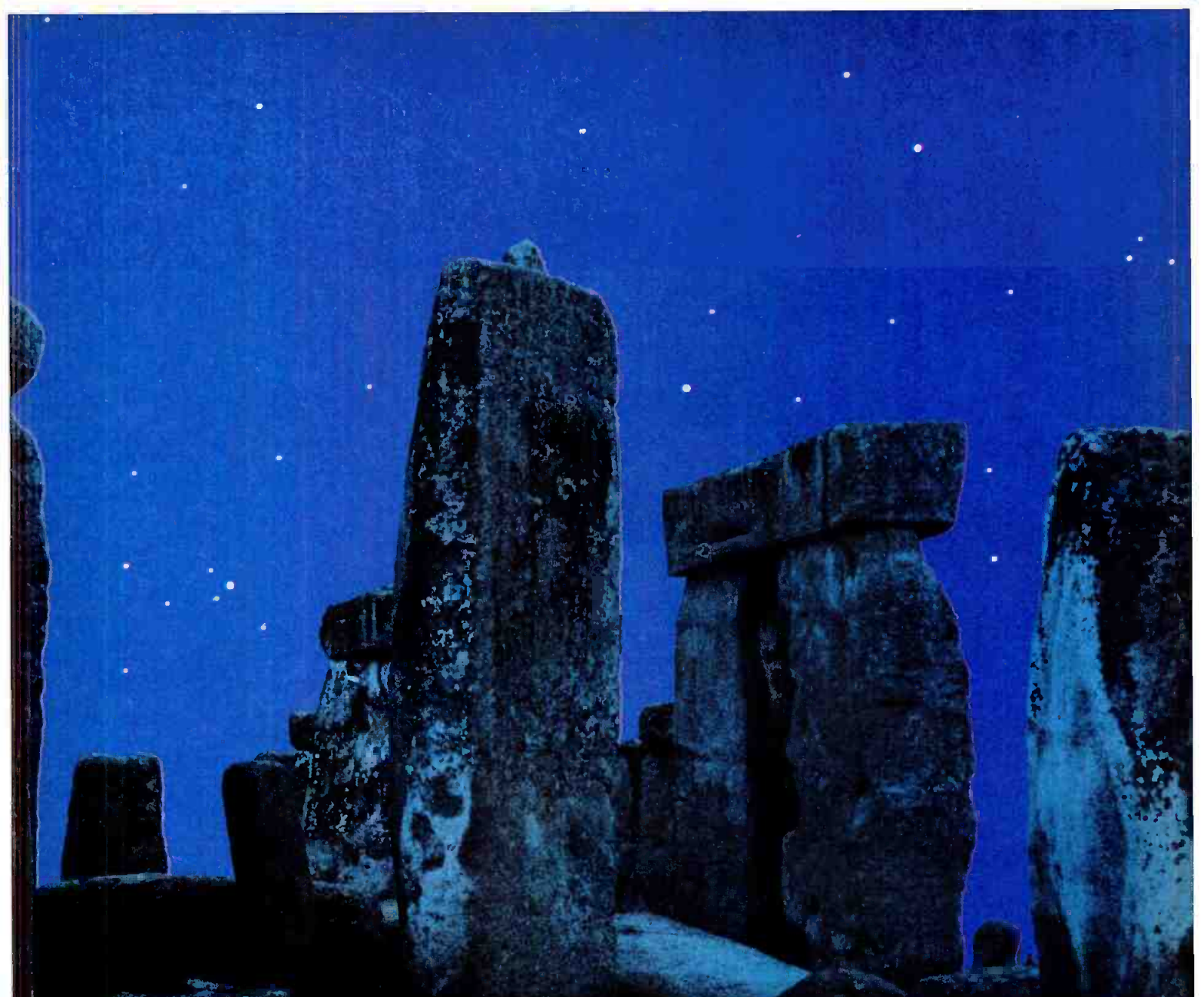
Thus the stars became the servants of man, and were used to navigate, plan harvests, plot battles, and bring the structure of the calendar to a disorganized world.

Now we are dependent on the light of other stars: those which modern technology has built and placed in space.

Today, more than a hundred orbiting satellites provide relay services to communications companies like Storer.

These satellites make it possible for us to feed our television stations and cable communications systems with instantaneous and simultaneous news, and provide a wealth of new programming to Storer areas throughout the country.

At Storer we feel the only limit to the possibilities of television and cable communications is the limit of human imagination. And part of our progress came from knowing when to hitch our wagon to a star.

A large, dark, grainy photograph of the Stonehenge monument under a deep blue night sky filled with stars. The stones are silhouetted against the starry background.

**Today, the world communicates
with stars man put in space.**



STORER
BROADCASTING COMPANY

**Moving with the technology
of the times.**

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

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3566.

■ **Sept. 1**—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *Avon Products Inc.* in cooperation with *National Commission on Working Women*. Information: Sally Steenland, National Commission on Working Women, 2000 P Street, N.W., Washington, 20036.

Sept. 9-11—Southern Cable Television Association's Eastern cable trade show and convention. Georgia World Congress Center, Atlanta.

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

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

Sept. 15—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

Sept. 15-17—Advertising Research Foundation eighth annual midyear conference and research fair. Chicago Hyatt Regency, Chicago.

Sept. 16-17—Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers 32d annual broadcast symposium. Hotel Washington, Washington.

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

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

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

Sept. 20-22—National Association of Telecommunications Officers and Advisers second annual conference and convention. "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

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

Sept. 24—Society of Broadcast Engineers' regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y.

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

Sept. 29-Oct. 3—Women in Communications national conference. Brown Palace, Denver.

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

Sept. 30-Oct. 2—Radio-Television News Directors Association international conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta, Caesars Palace, Las Vegas.

October

Oct. 1-2—Society of Broadcast Engineers, chapter 40, convention. Hyatt Ricketts hotel, Palo Alto, Calif.

Oct. 1-3—LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington.

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

■ **Oct. 3-7**—National Broadcast Association for Community Affairs national convention. Warwick hotel, New York. Information: (212) 764-6755.

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

Oct. 7-9—Information Film Producers of America national conference. Marriott O'Hare hotel, Chicago.

Oct. 7-10—Missouri Broadcasters Association fall meeting. Holiday Inn, Cape Girardeau, Mo.

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

Oct. 10-12—Society of Cable Television Engineers fall engineering conference. Don Caesar Beach Resort, St. Petersburg, Fla.

Oct. 10-12—Pennsylvania Association of Broadcasters annual fall convention. Host Farm & Corral, Lancaster, Pa.

Oct. 11-13—Electronic Industries Association 58th annual conference. Century Plaza hotel, Los Angeles.

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

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

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

Oct. 19-21—Mid-America Cable TV Association 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

Oct. 20—Connecticut Broadcasters Association annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

■ **Oct. 22**—11th annual Colorado State University "CSU Broadcast Day." Speaker: John Summers, executive vice president and general manager, National Association of Broadcasters. Information: Dr. Robert K. MacLauchlin, Colorado State University, Fort Collins, Colorado, 80523.

Oct. 22-23—Friends of Old Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

Oct. 22-24—National Association of MDS Service Companies second annual convention. Sheraton Washington, Washington. Information: Diane Hinte, (213) 532-5300, or Mark Edelman, (509) 328-0833.

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

Oct. 31-Nov. 4—National Translator Association's low-power television convention. Aladdin hotel, Las Vegas.

November

Nov. 1-3—Satellite Communications Symposium, sponsored by *Scientific-Atlanta*. Marriott hotel, Atlanta.

Nov. 1-15—China Comm '82, U.S. telecommunications exhibition and seminars program, jointly sponsored by *Electronic Industries Association* and *National Council for U.S.-China Trade*. Beijing (Peking) Exhibition Center, Beijing, People Republic of China.

Nov. 5—17th annual Gabriel Awards banquet, presented by *Unda-USA*. Palmer House, Chicago.

Nov. 6-8—National Broadcasting Society, Alpha Epsilon Rho, Southern Illinois University chapter, Mid-East regional convention. SIU Student Center, Carbondale, Ill.

Nov. 7-10—Association of National Advertisers annual meeting. The Breakers, Palm Beach, Fla.

Nov. 7-12—Society of Motion Picture and Television Engineers 24th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 8-10—Subscription Television Association's over-the-air pay television conference and exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

Nov. 13-15—National Cable Television Association's national cable programming conference, featuring Awards for Cablecasting Excellence presentation. Biltmore hotel, Los Angeles.

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.

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A co-op advertising commentary from Philip Roberts, president, The Co-op People, New York

Mining the rich vein of co-op ad dollars

Despite their continuing struggle to generate incremental spot sales, many radio and television stations continue to overlook one enormous potential—co-op advertising. Last year, McCann-Erickson took an extensive survey of available co-op funds for 1981. The study revealed that of the \$7.6 billion accrued nationally to co-op funds, \$3 million would never reach the media or, for that matter, be spent at all, anywhere.

Few media outlets provide a better vehicle for co-op funds than local radio and television stations. In fact, the more progressive stations—recognizing co-op's potential—are setting up special departments. A leading national radio rep recently established a special unit to generate more co-op advertising revenue for its member stations. Within a year, this network signed several national manufacturers to a series of co-op programs. Rep officials pointed out that 90% of this multi-million-dollar revenue bonanza represented new money to participating stations.

Before soliciting co-op advertising, a station must select a sales rep who understands the concept and is prepared for a lengthy sales effort. Briefly, co-op funds are given to individual local retailers to help them sell a given branded item. Co-op dollars are often available to a retailer, but only as long as he *spends* them. If this money is not spent within a stipulated time, the money reverts to the manufacturer.

It's relatively easy for a manufacturer to discourage retail use of co-op funds. A manufacturer need only complicate or quibble over documentation, delay reimbursement, or keep the exact program details a secret from retailers. Nevertheless, a manufacturer's attitude should never serve as a deterrent in soliciting co-op participation. As long as a retailer has accrued funds, he can use them by following the manufacturer's plan.

Since selling advertising is always a personal business, the success or failure of any station's ability to attract co-op funds depends largely on the co-op sales specialist. The person should have some notion of retail marketing and retailer mentalities and should understand the broadcast medium from the point of view of the retailer. In addition, as always, a dynamic salesperson who will sell your product well is best.

The desire to be successful is probably the most important single attribute a



Philip H. Roberts has been president of The Co-Op People, a New York-based advertising agency, since its founding last October. The firm launches local market broadcast co-op programs for major national advertisers and serves as a consultant to radio and television stations, helping them establish and manage co-op advertising departments. Earlier he served as director of new business development for Torbet Radio, New York, and for 15 years as director of national sales for Greater Media Inc., East Brunswick, N.J.

specialist can have. He or she also has to be able to get along without instant gratification. Ordinary local salespeople can go out on the street, make a presentation and generally close an order within three or four days. That's instant gratification. In a co-op sales situation, from the time the co-op sales specialist starts on a given account, it could be easily six months and sometimes a year before that account is closed.

The co-op specialist must receive support, counsel and advice. His progress may be checked by simply asking the following questions: "Are contacts being made? Is the follow-up occurring? Are there dealer meetings? Is he getting response from the manufacturers? Are co-op schedules being proposed and pitched? Is he beginning to get favorable feedback from the street?"

When this "action" begins happening with a new co-op advertising department, it may be confidently predicted that billings will evolve down the road. By the end

of a year, these billings could represent a large segment of a station's local advertising revenue.

Since the co-op funds of a single manufacturer can rarely purchase more than a handful of spots on radio or television, the co-op specialist must organize a program enabling all dealers in a given market to participate. In essence, he is forming a manufacturer's local co-operative advertising dealer association in his marketplace.

Co-op pooling usually entails a great deal of legwork for the co-op specialist. In most cases, he must first contact each retailer individually. Furthermore, he must prepare a contract for each retailer participating in a promotion.

During visits with retailers, the co-op sales specialist is also responsible for finding new advertising revenue for each merchant. In many instances, the co-op specialist can usually double a store's advertising budget by reviewing a merchant's product line and investigating each manufacturer's co-op requirements. By offering to find new advertising revenue for the merchant, the co-op specialist also obviously increases his own sales.

But the co-op specialist must present the merchant with a coordinated, well-thought-out plan. This proposal should demonstrate how the retailer can get more results by investing his funds in the salesman's station. During this phase, the sales specialist should employ all his creative and strategic sales ability. Co-op funded accounts must receive the same attention as others.

There seems to be little question that co-op can offer new sources of revenue for aggressive radio or television stations—and for cable operators too. In fact, it can become a very profitable business. Today, many stations are reporting that their largest single accounts are in co-op advertising.

Yet co-op is hard, time-consuming work, and anyone who thinks otherwise is kidding himself. Anyone wishing to utilize co-op advertising dollars must organize his station for that purpose and be prepared to have a high level of patience throughout the process.

Stations must employ different kinds of people from those commonly hired in sales, and they should be prepared to lose money initially. Traditionally, it will take at least 90 days and could take as long as six months before a cent of billing is seen. Stations willing to make this investment, however, can reap profitable long-term benefits.



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AND ALL THE MEN AND WOMEN WHO
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NATIONAL BROADCASTING COMPANY, INC.



Broadcasting May 17

Vol. 102 No. 20

TOP OF THE WEEK

ABC and affiliates: coming to terms with the new technologies

Network gives assurances that broadcasters will be partners benefitting from new ventures; some affiliates express interest in new HVN plan; stations are concerned over expansion of commercials

ABC last week did its best to ease the "future shock" of those television network affiliates concerned about that corporation's aggressive entry into the new technologies. At times, during the annual affiliates meeting at the Century Plaza hotel in Los Angeles, it seemed that the network was bracing itself for an attack.

There was none.

Loud noises weren't made about ABC's joint venturing into cable. And as for the proposed Home View Network which would bring affiliates into the pay-TV field, there was considerably more curiosity than complaint.

The meeting wasn't without dissension, however. Many affiliates continued to voice their objection to the expansion of ABC-TV's prime-time commercial inventory. Of major concern as well was the 1984 Olympic Games scheduling that

would run into local late-news time.

But for the most part, affiliates attending the 25th annual meeting appeared resigned to a changing competitive and technological future for television, and ABC in particular. Affiliates, however, still have reservations about what that future could bring and plan to continue fighting to preserve and improve their own business. ABC took ample opportunity to try to allay their concerns, with constant pledges that the television network is, and will continue to be, the bedrock.

"The new technologies are not the wedge that will drive us apart," ABC Inc. President Elton Rule told affiliates, "They are the glue that will bind us together for a better future."

Rule set out to put the affiliates "concern to rest." At ABC, he said, "the television network is still the engine that pulls the train. And we have no intention of depriving the engine of the fuel it needs. This is a corporate commitment."

With ABC branching out in new areas, Rule said, affiliates "understandably ... wonder what this means for the long-standing and productive association of network and affiliate." But at the same time,

he added, "We at ABC regard our affiliate body and see numerous companies moving just as aggressively to operate cable television systems, to explore satellite delivery, to become program producers in our own right. ... This is our mutual version of future shock: We see sudden and major changes in the environment of television."

Rule said ABC is committed to a "shared future" for the network and affiliates. And regarding ABC's proposed Home View Network—a pay-TV service to be transmitted by owned stations and participating affiliates—Rule added, "If the demand exists for additional television-based service, there is no reason those demands should not be served through the medium of the ABC Television Network."

ABC Chairman Leonard Goldenson offered this history:

When radio started, he explained, people feared it would put the then \$100-million phonograph record industry out of business. Today, he said, the record business has revenues of \$3.5 billion. Similarly, he added, radio "is stronger than it ever has been" despite television competition.

When, as head of United Paramount Theaters, he bought ABC, Goldenson recalled, a colleague in the movie business called him a "traitor." But today, Goldenson said, television basically is doing more than anything else to sell movies.

Despite the new technologies, Golden-



First to last. At the opening reception of the ABC-TV affiliates meeting, ABC Inc. President Elton H. Rule (l) greeted James Leake Sr., board chairman of Leake Industries (KATV Little Rock, Ark.; KTUL-TV Tulsa). At the closing reception, announcement was made of the Leonard H. Goldenson Endowed Chair of Broadcasting at the University of Missouri School of Journalism, a project developed by the affiliates under the direction of

Martin Umansky, KAKE-TV Wichita, Kan. At the presentation (l to r): Roy Fisher, dean of the university's school of journalism; Barbara Uehling, university chancellor; ABC Inc. Board Chairman Goldenson; Mrs. Goldenson; Ward Huey of WFAA-TV Dallas, immediate past chairman of the affiliates board of governors, and Umansky. The chair will be used for midcareer education of television executives.



Severino



Arledge



Duffy



Newi

son said that ABC and its affiliates have "the creativity" to insure that commercial broadcasting remains "the dominant force." He called ABC a "young organization" and a "driving force" and in praising executives, added that Fred Pierce, ABC Inc. executive vice president, "eventually will be president."

Goldenson's and Rule's remarks preceded a closed business session for affiliates and ABC executives, including Pierce and Herb Granath, ABC Video Enterprises president, and others. The discussion of the Home View Network was simply explanatory. The stormy moments came on the issue of commercial expansion.

According to various people who attended:

Having heard so often during the affiliate meeting speeches of the "network/affiliate partnership," several station operators questioned how the network could expand its commercial time in the face of strong affiliate opposition. ABC's response was that the level of opposition was "overblown" and that more advertising revenue was needed to pay for the Olympics, NCAA, NFL and other programming.

Plans are for ABC to add a 30-second spot in prime time each night beginning in September, with more time phased in later.

Regarding Olympic Game scheduling, ABC claimed it had no choice but to run into local time if it wanted to provide live coverage of the events. The network told affiliates that it would offer a two-minute news window close to the regular late news time and that its *Nightline* would be preempted.

On HVN—only one affiliate was said to have asked how ABC could plan a new pay service that possibly could take viewers away from ABC-TV. The response was that it would be better for ABC to compete with itself than with another.

An enthusiastic response from several movie companies about HVN was reported. A figure quoted was that ABC would be willing to pay suppliers \$10 out of its \$19.95 monthly subscriber fee in order to obtain product at the same time it is released on cassette and before it reaches pay cable. Similarly the FCC was said to have greeted the HVN proposal well. ABC asked affiliates who might be interested in participating to let the network

know early in June in time for another FCC filing.

(ABC's informal count of expressions of interest in HVN during the overall affiliate gathering was understood to have come from about 30-35 executives, including some group heads.)

Affiliates were told that HVN could eventually prove only the beginning of other joint network/affiliate new-technology efforts, with perhaps pay per view down the road. ABC claimed that about 50% of the affiliates belong to companies involved in new technologies.

Other ground covered during the meeting included ABC's plans to allow issue advertising in its upcoming early-morning (6-7 a.m. NYT) and late-night (midnight-1 a.m.) news programs. A second feed of Sunday's *This Week with David Brinkley* will be added at 10:30 a.m. (there's now one at 11:30 a.m.) in hopes of beefing up clearances.

Ward Huey Jr. of Belo Broadcasting, Dallas, who completed his term as affiliate board chairman in Los Angeles, explained after the session that most affiliates—while still needing to think out HVN specifically—seem to have generally accepted that the new technologies are here and believe they should "be a part of it." He expects continued opposition to the additional phases of commercial-time expansion and said the network has indicated it will give the issue more thought.

Also coming from ABC—though at a later affiliate board private meeting—was that the network intends to pass along to affiliates 50% of the AT&T rate increases that took effect last year.

The network/affiliate "partnership" was a theme from ABC throughout the two-and-a-half day gathering.

□

James Duffy, president of the ABC Television Network, said that the network and affiliates have many reasons to celebrate—the "fundamental one" being the "continuing strength of [their] special and productive relationship."

He said that the network/affiliate relationship "has been tested by some especially difficult issues." Of early-evening news expansion, Duffy said that the network "listened to your concerns."

"This is not a closed issue," he said, "but its focus as a priority has shifted." Duffy said that he is convinced expansion

in other news areas "will work very much to our mutual advantage."

On the expansion of commercial inventory by the network, Duffy explained that "our determination was to go ahead" because of the rising costs of "the expensive franchises and services we want to bring to you."

Duffy called the past year "one of the most extraordinary ... in our history." Although facing "strikes, a sluggish economy, rising costs [and] a difficult competitive environment," he said ABC affiliates came to the meeting with the leading network sign-on to sign-off.

Duffy said that ABC's "basis for existence is broadcasting."

Duffy pledged that the network "will remain in the vanguard in every field of importance, to our continued mutual success." He called upon affiliates "to give us the highest possible level of support in clearances. To do less is only to weaken both of us..." Duffy also encouraged affiliates to "continue to develop your strong local presences."

On other fronts:

Jacqueline Smith, vice president, daytime programs, announced two upcoming new soap operas. She said that veteran soap creator Agnes Nixon and another writer, Dan Wakefield, are developing a new half-hour serial that would begin running next year at 11:30 a.m. (and replace *Love Boat* reruns). Smith also said that a spin-off of ABC's number-one daytime property, *General Hospital*, is in the works. Gloria Monty, producer of *General Hospital*, also is producing this one, tentatively titled *Young Loves of General Hospital*.

Sy Amlen, vice president, ABC Entertainment, reported that the network has been the leader with young women in daytime for 20 consecutive quarters and the ratings leader in daytime overall for 17 quarters.

Squire Rushnell, vice president, children's television and long-range planning, told affiliates that the network not only has acquired rights for a prime time Pac-Man special, (based on the video game character) but Saturday morning series rights as well.

□

John C. Severino, ABC Television president, claimed that mutual success depends on "keeping our bargain. We provide dis-



Thomopoulos



Erlicht



Stoddard



Bell

tinctive, quality programing. You provide the clearances."

Like Duffy, Severino urged a strong local presence for stations. "You make ABC the hometown station," he said, adding that the "stepped-up competition from independents" makes "hometown identity and national programing vital."

He claimed that the business picture shows that "network television is alive and well." Severino encouraged affiliates to "correct the record" whenever it is said that "declining network shares indicate declining television fortunes. The real story lies in the number of people watching television, not in share of audience."

□

While ABC-TV came out second—nine-tenths of a rating point behind CBS-TV for the 1981-82 prime-time season—affiliates were told that those numbers "do not accurately reflect" the network's strength.

A tape provided numbers more favorable to ABC. Among viewers 18-49, for example, ABC was said to have come out on top, with a 13.2 rating to CBS's 12.0 and NBC's 9.8. Other statistics showed ABC as number one from 10:30 to 11 p.m. (NYT), leading into affiliates' local news.

ABC Entertainment President Tony Thomopoulos claimed that ABC now is "coming off an excellent season" and that "we have momentum." He explained that for the 1982-83 prime-time season, the network was making "minimal changes" on Monday, Tuesday, Wednesday and Saturday, while attacking the rest of the week "aggressively." Thomopoulos shared the stage this time with Lewis Erlicht, senior vice president, prime time, before affiliates in Los Angeles. It was a repeat performance of the prime-time presentation Thomopoulos made a week earlier for advertising executives.

Among the new ABC offerings for fall, the series most enthusiastically received by affiliates seemed to be *Matt Houston*, a detective hour slotted for Sunday at 8 p.m. Other new entries are the half-hour comedies, *Star of the Family*, *For Better or Worse* and *The New Odd Couple*, and hours, *The Brass Monkey*, *The Quest* and *Ripley's Believe It or Not*.

Clearly, however, ABC expects its 16-hour *Winds of War* mini-series to be the season's crowning jewel. Brandon Stoddard, ABC Motion Pictures president,

called the production the "finest television program I have ever seen." Assembled on stage were cast members of *Winds of War* and others from ABC's other upcoming mini-series, *The Thorn Birds*.

□

"Come On Along" is ABC's new promotional theme for 1982-83, with network stars encouraging "everyday people" to do just that. The spots shown affiliates had lots of people parading down streets and ending up on the *Love Boat*.

The campaign has been directed by Rick Levine, who won the 1981 Directors Guild of America award as the country's outstanding TV commercial director.

As detailed by Roy Polevoy, ABC Entertainment's vice president, on-air promotion, the campaign begins with four weeks of "generic thematic spots"—20-, 30-, 60- and 90-second promos—followed by four weeks of promos for new series, and then three weeks highlighting specific nights. Running concurrently for nine of those weeks will be "specific thematic spots" aimed at various ethnic, racial and demographic groups. The campaign wraps up with one to two weeks of "premiere spots" giving day and time.

Sy Cowles, vice president, creative services, ABC-TV, outlined print campaigns but also presented information ABC no doubt hopes will encourage affiliates to beef up their promotion. Home Box Office, he said, has a current promotion and advertising budget of \$14 million, Showtime \$5 million and other cable services combined \$30 million.

□

As usual at annual affiliate meetings, ABC ran down its upcoming programing plans, promising winning "momentum." And again, the stars were rolled out—among them Bette Davis there to salute David Hartman and the success of *Good Morning America*.

□

Elected chairman of the affiliates board of governors was Robert Rice, president and general manager, WRAU-TV Peoria, Ill. Rice, who had been vice chairman, succeeds Ward L. Huey Jr., president and chief executive officer, Belo Broadcasting Corp.

Thomas B. Cookerly, president, broadcast division, Allbritton Communications, and president and general manager, WJLA-TV Washington, takes over as vice chair-

man. Joseph T. Jerkins, vice president and general manager, KVUE-TV Austin, Tex., and Edwin J. Lasko, executive vice president and general manager, KCRG-TV Cedar Rapids, Iowa, were elected secretary and treasurer, respectively.

Joining the board is Philip K. Beuth, vice president and general manager, WKBW-TV Buffalo, N.Y. The remaining members, including Huey as immediate past chairman, are Max Sklower, general manager, KOAT-TV Albuquerque, N.M.; Frederick R. Barber Jr., vice president and general manager, WSB-TV Atlanta; Edwin C. Metcalfe, president and general manager, WPTA-TV Fort Wayne, Ind., and Clayton Brace, vice president and general manager, KGTV-TV San Diego.

Off the board are Terry K. Shockley, president, Wisconsin TV Network; R. Kent Replogle, vice president and general manager, KMBC-TV Kansas City, Mo., and William E. Wuerch, president and general manager, WPRI-TV Providence, R.I.

□

The affiliates association honored the ABC chairman with the "Leonard H. Goldenson Endowed Chair of Broadcasting" at the University of Missouri School of Journalism, with a full-time professor to be appointed there for broadcast and communications research studies. The purpose will be to provide midcareer education for television executives, with workshops and seminars expected to run from two days to two weeks. A research service also is envisioned for stations.

According to the affiliates association, about \$500,000 of a \$1-million endowment goal already has been committed by affiliates of ABC and other networks, independent station groups and foundations. Martin Umansky, president and general manager of KAKE-TV Wichita, Kan., is chairman of the project; also said to be instrumental in its creation is Ward L. Huey, outgoing affiliate board chairman.

Huey told affiliates that the project was dedicated to Goldenson as an "entrepreneur," a "humanitarian" and a "very special and valued friend of the ABC affiliate family."

Another broadcaster honored at the affiliates meeting was Eugene Bohi, president and general manager of WGHP-TV High Point, N.C., who received an "award of excellence" from the association. Bohi (BROADCASTING's "Fifth Estater," May

10), chairman of the affiliates' government relations committee since 1976, was cited for his "extraordinary service" as "our man in Washington." □

Reagan addresses ABC affiliates via satellite

Live message is surprise from Arledge; news and sports staff runs down upcoming new programs with talks by Donahue, Brinkley

With a live feed from the White House, President Ronald Reagan made a "surprise" appearance at the ABC affiliates meeting. It was ABC News and Sports President Rooney Arledge's latest affiliate-meeting coup.

Last year he brought astronauts from the space shuttle Columbia on stage during his presentation and the year before, members of the winning U.S. hockey team in the winter Olympics.

The President took a handful of questions from affiliates during his appearance which lasted about 15 minutes. Asked by Ward Huey, the affiliates board immediate past chairman, if he was in favor of legislation to deregulate broadcasters along fairness doctrine and other lines, the President said, "I'm on the record favoring more freedom for broadcasting" and that he "would support [such] legislation."

Other questions were less parochial to the broadcasting industry, on subjects such as social security and trade with

Russia. Asked if he planned to run for reelection, Reagan said it was "a little premature" to answer. He also promoted his proposed budget.

In his brief opening remarks, the President joked that "I asked CBS for time to reply to the Bill Moyers show and this is what they offered"—a reference to CBS's *People Like Us* documentary and the White House's rejected request for rebuttal time.

Of life in Washington, the President said he sometimes feels as if he is on the TV show, *Fantasy Island*. And continuing in a comic vein, he said he enjoys doing remotes: "If I don't like the question," he explained, he can claim "technical difficulties."

While not a technical difficulty per se, ABC did have a delay with its feed. When the remote—with the guest still unknown to the audience—was about to begin, Arledge began stalling and let the meeting break up for about five minutes. After the President's remarks, Arledge told affiliates that Reagan had been tied up with Russian dissidents and that David Gergen, special assistant to the President for communications, had to pull the President away.

Questioned later off stage, Arledge explained that ABC had received the go-ahead for the President's appearance a week earlier. Asked if he thought an appearance at an ABC meeting might have been aided by CBS's refusal to give the White House airtime after the Moyers documentary, Arledge said he didn't think so. He explained that David Burke, ABC News vice president, had first approached Gergen with the idea about a month before with the opportunity for Reagan to address "opinion leaders from across the country." ABC agreed not to publicize the

President's remarks and treat it as a private business meeting and both the network and the White House refused to release a text of the President's remarks.

Although the highlight, the President's appearance was only one part of the ABC news and sports presentation from Arledge and his staffers.

Introduced as the anchor for ABC News's new early-morning news broadcast (6-7 a.m. NYT) was Steve Bell, who also will continue as news anchor for *Good Morning America*.

Richard Wald, ABC News senior vice president, explained that the hour will amount to "four 15-minute news broadcasts." Within each 15-minute segment, Wald said, the opening third will be hard news; the middle: weather, sports, business and finance, and the final third: news features from both the network and affiliates as well as "columns." ABC wants affiliates to clear at least one 15-minute segment each half-hour. Wald said ABC would include a five-minute cut-away for local stations at 7:55 a.m. The network is understood to be considering an earlier cut-away as well.

Wald described the show, which begins in September, as "tightly packed, well paced and a very strong informational lead-in to *Good Morning America*." The producer is Robert E. Frye, executive producer for news for *GMA*.

At the other end of the broadcast day is ABC's upcoming midnight-1 a.m. news hour to follow *Nightline*. Arledge said it would not be "hard news" unless news of the day warranted it and that it would not cover the same subject as *Nightline*.

Arledge explained that ABC intends to take various elements it has experimented with elsewhere and build them into the program, including studio audience participation. He added that some involvement with viewers at home such as call-in might be included.

Arledge then turned center stage over to Phil Donahue who is to be a major contributor to the new broadcast, and, according to Arledge, has committed to at least two years on the show and may be used in other ABC programs as well (also see page 61).

Donahue applauded ABC for going with the late-night hour, claiming that "it's a lot easier to follow *Nightline* with *Love Boat*." Donahue said it will be "unpredictable, fresh, topical. . . . We will not kiss babies."

Also brought on stage to talk to affiliates was David Brinkley, long-time NBC veteran who joined ABC last year and now anchors the Sunday morning *This Week with David Brinkley*. Brinkley praised his new network, claiming that "at ABC, something comes of it"—ideas aren't just discussed; they are acted upon.

Brinkley said that the management of ABC has combined the traditional "news, sports and entertainment" with the new "broadcast techniques and technology." And unabashedly competitive about ABC's new Sunday morning effort, he said, "I proposed that [NBC's] *Meet the Press* and CBS's *Face the Nation*" be put



Change in command. The board of governors of the ABC-TV affiliates association met with its new chairman during the Los Angeles convention last week. Succeeding Ward Huey of WFAA-TV Dallas is Robert E. Rice (front row, third from right), of WRAU-TV Peoria, Ill. The assembled board: (front row, l to r): Edwin J. Lasko, Cedar Rapids (Iowa) Television Co., treasurer; Joseph T. Jenkins, KVUE-TV Austin, Tex., secretary; Huey; Rice; Thomas B. Cookerly, Allbritton Communications, vice chairman; Philip R. Beuth, WKBW-TV Buffalo; (back row) Edwin C. Metcalfe, WPTA-TV Fort Wayne, Ind.; Clayton Brace, McGraw-Hill Broadcasting; Max Sklower, KOAT-TV Albuquerque, and Frederick R. Barber Jr., WSB-TV Atlanta.

on display in a museum as "relics of old radio."

The newsman claimed that "ABC management manages." At other places he has worked, Brinkley said, he often never knew where his managers were until reading in the trade press that they were out speaking on the First Amendment.

On the sports side, ABC gave affiliates word that more than 70% of its targeted \$615 million in advertising for the 1984 summer and winter Olympics already had been sold. John Martin, ABC Sports vice president, programming, said that 65 hours of coverage were planned for the winter games from Sarejevo and 207 hours from the summer games in Los Angeles. As the international producer, he said, ABC will be supplying as many as 130 countries and 500 million homes with more than 1,000 hours of programming.

Jim Spence, senior vice president, ABC Sports, announced a new three-year deal extending ABC's coverage of the Professional Golfers' Association championship through 1985. He also said that the network for the second time would cover the New York City marathon, on Oct. 24.

Arlidge called the station clearance of last year's marathon "nothing short of a disgrace" and encouraged more affiliates to carry it this year "as part of the build-up to the Olympics" when marathon coverage will play an important role.

Spence also noted upcoming sporting events. Among the upcoming action is the Larry Holmes versus Gerry Cooney world heavyweight championship boxing match. Holmes was another celebrity brought up to talk to affiliates. □

Programing, ad expansion topics of NBC affiliates

Network kicks off annual meeting in Los Angeles with reports from Tinker, Mulholland, Frank, Timothy, Tartikoff

As more than 700 representatives of NBC's affiliates get down to business today at the Century Plaza hotel in Los Angeles, the quality of the network's preferred fall schedule will weigh heavily on their minds. "The main thing," said Fred Paxton, NBC affiliate board chairman last week, "is good programs ... they're the thing NBC needs more than anything else." Paxton of WPSD-TV Paducah, Ky., said he and the affiliate board were generally pleased by the preview they saw along with advertisers two weeks ago, but the fuller story will unfold tomorrow as NBC Entertainment President Brandon Tartikoff walks the full complement of affiliates through a more detailed presentation.

Fresh in affiliates minds as well will be last Wednesday's closed-circuit feed to affiliates from NBC headquarters in New



Rivera

turn our feet into clay. We must get on with it if our desire to facilitate competitive markets is to be more than empty rhetoric." And opening the door to new services is not the only need facing the commission in its goal of promoting competition, which Rivera described as a companion to the commission's goal of deregulation. He said the commission should move "to increase new opportunities for entry into existing services ... and to assure that its processes do not impede technological innovation." In another section of his speech, Rivera told the communications attorneys they would have a "vital role" to play in implementing settlement of the AT&T-Justice Department antitrust case, if the settlement is approved by the court. He noted that the commission would have considerable latitude in imposing conditions on the AT&T-Justice plan. But, he said, the agency probably will be under pressure to act quickly. Thus, he urged the lawyers "to start thinking about the issues that may affect your clients' interest," so that they can advise the commission "well in advance of our consideration of the proposed implementation plan."

Justice delayed, etc. FCC Commissioner Henry Rivera says the "real challenge" facing the commission lies in translating its pro-competition philosophy "into a well-paced, concrete plan of action. Every day that passes without FCC action" on entrepreneurs' proposals for new services—such as high-definition television and wireless cable systems (the latter referring to expansion of the MDS spectrum)—impedes economic growth and deprives the public of its statutory right to "the larger and more effective use of the radio spectrum," said Rivera, in a speech to a Federal Communications Bar Association luncheon in Washington last Thursday (May 13). Nor would Rivera accept demands on FCC resources as a reason for inaction. Those demands "are undeniably growing," he said. "But we cannot let the resource problem or ideological differences

York, updating them on the network's examination and testing of satellite distribution of the network feed. Donald Kivell, director of network interconnection, walked affiliates through two scenarios, one a C-band option, another a K-band option, that respectively would have NBC programs delivered by satellite by either 1984 or 1986. Said Kivell "we are on a pretty fast track."

NBC, Kivell notes, is currently testing program transmission between Burbank, Chicago, Houston and Coram, N.Y., using the transponder it has on AT&T's C-band bird. NBC has orders for eight more AT&T transponders that would give it the nine Kivell called the "magic number" that would be necessary before the land lines could be cut. Later, Kivell noted 12 would be the maximum needed for such events as regional football coverage.

The affiliates were also given a look at some of the comparative issues to be considered in assessing the C and K band options—C-band interference that requires out-of-town location of dishes; K-band ability to be located "downtown," although that's liable to be more costly; K-band's ability to be used for transmission to the network as well as reception from it; the rain attenuation problem in K-band (Kivell says NBC's solution for that is 11-meter dishes in the Southeast) and the longer timetable for K-band (more satellites will be needed).

NBC, Kivell said, will be looking to discuss earth station specifications with affiliate engineers at the regional affiliate meetings starting in June. Some specification ideas are moveable dishes, 7 meter or larger, with K-band upgradability, the retrofit of existing equipment at stations with dishes, and the implementation of

remote switching requirements.

Meanwhile, in Hollywood this week, the 1982 national affiliates meeting was scheduled to have kicked off last night (May 16) with a special reception hosted by NBC Chairman Grant Tinker. This morning, NBC Inc. President Robert Mulholland is slated to welcome the affiliates and introduce them to Thornton Bradshaw, chairman of the network's parent corporation, RCA. Later in the morning, NBC Television President Ray Timothy will present his "NBC Television Network Report," to be followed by separate reports by NBC News President Reuven Frank, Tartikoff, (who'll at that point talk about the late-night, children's and daytime schedules) and NBC Sports President Arthur Wason.

Monday afternoon the affiliate representatives will hold their own closed meeting. One possible topic of discussion aside from programming—affiliate opposition, which Paxton says they've made clear to the network, to any expansion of commercial inventory in prime time, as ABC and CBS intend. Following that meeting there is a round of receptions planned for the evening.

Tuesday morning starts off with Tartikoff's presentation of the 1982-83 prime-time schedule. Ray Timothy will follow Tartikoff and detail the network's advertising and promotion plans for the upcoming fall season.

NBC Chairman Tinker is to address the affiliates during Tuesday's lunch, and later in the day, a closed meeting is planned between the assembled NBC executive corps and the affiliate representatives.

The close of this year's meeting will be an "entertainment gala" Tuesday evening. □

Dollarwise, ad industry in good shape, AAAA hears

Imagewise, things could be a lot better, says JWT's Johnston; 'When substantial numbers of people are willing to pay not to see commercials it's time for us to pay attention,' he tells colleagues

Leaders of the nation's top advertising agencies heard good news and bad news at the American Association of Advertising Agencies 64th annual convention last week.

In the good news column for the 750-plus AAAA members and guests at the Greenbrier hotel, White Sulphur Springs, W. Va., were reports that most of them enjoyed "surprisingly good" gains in billings and dollar profits in 1981, and that the outlook for 1982, at least among the biggest agencies, is for more of the same—more or less.

The bad news included research that again showed advertising in general—and advertising credibility in particular—to be suffering from a severe image problem among consumers. Even the good news about billings and profits was tempered by word that agency profit margins had dropped very close to an all-time low.

The three-day convention also heard James C. Miller III, chairman of the Federal Trade Commission, offer reassurances that the FTC, under President Reagan, is trying to achieve "cost-effective common sense regulation," to do away with "national nannyism," to take a

"less adversarial role" and to seek "better legislative guidance" from the House and Senate.

In the same session, however, the agency leaders were told by Bryce L. Harlow, the FTC director of legislative relations, that although they may seem now to be winning their Capitol Hill fight to limit the FTC's sway over advertising, they may indeed lose in the long run.

The review of agency finances was presented by Leonard S. Matthews, AAAA president, who called 1981 "surprisingly good when viewed against some of the problems our clients were having." Three out of four AAAA members (76%) reported billings up, with the range extending from 70% of those billing between \$40 million and \$90 million, to 97% of those billing over \$90 million. And 60% reported gains in dollar profits, with the range going from 59% of those in the \$5 million to \$10 million and \$10 million to \$40 million brackets to 74% of those billing from \$5 million to \$10 million.

In terms of both billings and profits, 1981 was better than 1980, when 72% reported billings increases and 53% showed higher profits. But between inflation and rising costs, Matthews said, AAAA's "preliminary estimate" is that 1981 average net profit, after taxes, dropped to 3.5% of gross income, down from 4.74% in 1978, 4.59% in 1979 and 3.95% in 1980. The 1981 figure, Matthews said, barely beat the 3.43% set in 1974, the lowest in the last 10 years.

The canvass of AAAA's 30 largest members in January, Matthews reported, found 87% anticipating 1982 gains in billing, 70% looking for 1982 gains in profits and 47% expecting gains in 1982 profit margins. On the downside, 3% expected declines in billings, 10% declines in profits and 30% declines in profit margin.

These agencies, Matthews noted, were in the group that had high ratios and both billings and profit gains in 1981. But, he said, "as an incurable optimist I think they're pretty good numbers... I hope the picture for medium and smaller size agencies is in this ballpark. But I suspect that it's mighty tough sledding for many smaller agencies this year."

Matthews also noted that gross income for agencies is still rising. For the average AAAA agency, he said, commissions and fees came to 23.5% of billings. The figure varies by agency size, ranging from about 30% for those in the smallest group to 16% for the largest.

Along with the financial review, Matthews presented results from a survey showing that AAAA members still feel that federal government relations should be the association's number-one priority. Tied for second place were a newcomer (professional development for agency people) and a long-time concern (improvement of the public's attitude toward advertising). Matthews outlined a series of steps under way, or being planned, to meet those priorities.

Retiring AAAA Chairman Don



Who's who. Board members of American Association of Advertising Agencies held their first meeting after elections last Wednesday at AAAA's 64th annual meeting. On hand were (seated l-r): Robert G. Beauregard, J. Walter Thompson USA, Detroit; Phillip Joanou, Dailey & Associates, Los Angeles; Carl Ally, Ally & Gargano, New York; Montgomery N. McKinney, Chiat/Day, Los Angeles; Leonard S. Matthews, AAAA president; John S. Bowen, Benton & Bowles, New York, newly elected AAAA chairman; Paul C. Harper Jr., Needham, Harper & Steers, New York, new AAAA vice chairman. Standing (l-r): Alex Kroll, Young &

Rubican USA, New York; William E. Phillips, Ogilvy & Mather, New York; Phillis B. Brotman, Image Dynamics Inc., Baltimore; James B. Orthwein, D'Arcy-MacManus & Masius Worldwide, St. Louis; Peter F. McSpadden, Dancer Fitzgerald Sample Holdings, New York; Harold C. Donofrio, Richardson, Myers & Donofrio, Baltimore, AAAA's new secretary-treasurer; H. Smoot Fahlgren, Fahlgren & Ferriss, Parkersburg, W. Va.; William V. Weithas Jr., SSC&B, New York, and Robert H. Bloom, Bloom Companies, Dallas. The meeting's good news was the generally upbeat business climate; the bad—advertising's image problem.

New names for 4A's. Jack Bowen, president and chief executive of Benton & Bowles, New York, was elected chairman of the American Association of Advertising Agencies last Wednesday as the AAAA opened its annual meeting at the Greenbrier, White Sulphur Springs, W.Va. He succeeds Don Johnston of J. Walter Thompson Co., New York.

Paul C. Harper Jr. of Needham, Harper & Steers, New York, was elected vice chairman, and Harold C. Donofrio of Richardson, Myers & Donofrio, Baltimore, was named secretary-treasurer. Leonard S. Matthews continues as president.

Carl Ally of Ally & Gargano, New York; H. Smoot Fahlgren of Fahlgren & Ferriss, Parkersburg, W. Va., and William B. Weithas Jr., SSC&B, New York, were elected to three-year terms as directors-at-large.

The following were named regional directors for one-year terms:

Eastern region: Peter F. McSpadden, Dancer Fitzgerald Sample Holdings, New York; Phyllis B. Brotman, Image Dynamics, Baltimore, and Peter Geer, Geer, DuBois, New York.

Central region: Robert P. Zabel, N W Ayer Inc., Chicago; Robert S. Allison, Doe-Anderson Advertising, Louisville, Ky., and Robert C. Beauregard, J. Walter Thompson Co., Detroit.

Western region: Phillip Joanou, Dailey & Associates, Los Angeles, and Montgomery N. McKinney, Chiat/Day, Los Angeles.

Southern region: William Shotwell, Shotwell & Partners, Charlotte, N.C., and Liener Temerlin, Bozell & Jacobs, Dallas.

Johnston of J. Walter Thompson Co. emphasized that research continues to find advertising in poor repute with consumers. Ironically, he said, "As advertising gets better, its reputation gets worse. As advertising gets more scrupulous in its presentation of the facts, consumers become more skeptical." If anyone doubts there's a problem, he advised, look at pay cable: "When substantial numbers of people are willing to pay *not* to see commercials it's

time for us to pay attention."

The answer, Johnston said, lies in every agency doing its best: "Ultimately it is our own product that will sink us or save us . . . the hard fact is that we will never be widely liked as individuals or as an industry until our product is widely respected and widely liked. How are we ever going to do it? The answer is: by each one of us really wanting to."

In other sessions, the agency people got

a look at some of the new technologies in "the living room of the future," received advice on subjects ranging from management to creativity, heard reports on national and world affairs from a panel of Time Inc. editors and heard Walter Cronkite, CBS News special correspondent, urge that America lead the way toward world peace through negotiated arms reductions.

James K. DeVoe, consumer communications vice president of RCA Consumer Electronics, told a Friday breakfast meeting that the living room of the future will be filled with electronic entertainment and information marvels—but not as quickly as many might think. Most of the hardware is ready now, he said, but it is the software that will drive this revolution and the software is not yet up to speed. In any case, most people won't rush to buy but will "wait and see and rationalize."

"Even though my industry will double by 1985 and sales of new in-home services have the potential to virtually explode," he said, "there is an inherent danger of introducing hi-tech products or services faster than the marketplace can understand or absorb."

In other words, he said it will be a while before home computers, for example, "replace refrigerator doors as a family message center." □

Search for next NAB president begins in earnest

Committee meets in Washington this week; Summers, Thurston, Sawyer announced candidates; Wiley's availability unknown

The search for a successor to outgoing National Association of Broadcasters President Vincent T. Wasilewski will begin formally this Thursday (May 20) when a special committee charged with the task will meet for the first time in Washington. Although the group's primary mission this week will be to try to agree on the kind of leader NAB should look for, there undoubtedly will be some discussion of candidates. At this point, four appear to be major contenders, three of them declared and campaigning to varying degrees and a fourth, former FCC Chairman Richard E. Wiley, whose availability remains unknown.

The first step for the 11-member search committee will be hearing from the NAB futures committee, a group of six directors who have been interviewing staff members for confidential advice on how operations can be improved and how the future of NAB should be charted. NAB staffers are said to be heavily in favor of promoting John B. Summers, executive vice president and general manager, to the presidency.

Summers, who has made it known that he is a candidate, does not appear to be actively campaigning for the job. Although this has surprised some NAB leaders,

most say it is in keeping with his style, and that Summers's "record of service" to the organization is all the campaign he needs. Also contributing to his low-profile approach: his desire to remain in the No. 2 spot should another be chosen No. 1.

A second announced candidate is former NAB Joint Board Chairman Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., who quietly threw his hat into the ring a little over a week ago. Thurston, who conducted one of the most active chairmanships in NAB history, is thought to be a favorite among that segment of the association that wants a broadcaster as the next NAB president.

The third announced candidate, and the one for whom perhaps the most active campaign to date is being conducted, is Thomas Sawyer, 36, executive vice presi-

dent of Ohio Association of Broadcasters. Sawyer, who turned down an offer for the top lobbying post at NAB late last year, has strong support from Ohio station owners, who are waging mail and telephone campaigns in his behalf. Although he is widely known for running one of the most effective state broadcaster associations in the country, Sawyer is not personally as well known among search committee members as are the other candidates.

Search committee members appear to be looking to this week's meeting to set the parameters of their task. Although some campaigning is already under way, NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss., cautioned last week that the search will be extremely broad and thorough. "We won't have a decision by the June meeting," he said, referring to the joint



Wiley



Summers



Thurston



Sawyer

board's annual meeting in Washington when a new executive committee will be elected.

"We plan to be very methodical," Fritts said. "We have a responsibility to this industry to leave no stone unturned."

Nonetheless, Fritts appeared to be determined to get the committee's work under way quickly. In a memo sent last week, Fritts asked members to come to the meeting prepared with ideas and recommendations on what kind of role the next NAB president should play, both within the association itself, and in the industry. □

FCC stands by drop-in decision; AM's permitted to use carrier frequencies for load management

Petitions for reconsideration denied, action some believe tips FCC's hand on upcoming 'generic' rulemaking; use of subcarriers by utilities will produce more radio revenue; worry over ch. 6 interference

In a move that some observers interpreted as a strong signal that the FCC will eventually change its rules to ease the creation of short-spaced, VHF drop-ins, the commission last week denied nine petitions to reconsider its decision approving four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8).

In a 5-2 vote (with Commissioners James Quello and Abbott Washburn dissenting, and Commissioner Mimi Weyforth Dawson concurring), the commission upheld its order approving the drop-ins, contending that the benefit those communities would experience outweighed any service loss the drop-ins might cause.

Among other things, the petitioners—which included South Central Broadcasting Corp., Ziff-Davis Broadcasting Co. and Forward Communications Corp.—had charged that approval of the drop-ins had effectively prejudged the commission's pending rulemaking looking toward easing the authorization of short-spaced drop-ins, and would cause UHF stations economic harm, or would cause interference to existing stations.

The commission approved those drop-ins in 1980 by waiving its mileage separation requirements (BROADCASTING, Sept. 15, 1980). A week later (BROADCASTING, Sept. 22, 1980), the commission also launched a "generic" rulemaking looking toward amending its TV channel allotment policies to ease the creation of more drop-ins.

Under the rulemaking—which Larry Harris, chief of the Broadcast Bureau, said will be presented to the commission as an agenda item by "midsummer"—stations operating on drop-in allotments would have to provide "equivalent protection"—that is, to create no more interference than that caused by stations operating at maximum facilities and the minimum FCC mileage separation requirements—to existing stations. Also under that proposal, it would be incumbent upon opponents of the drop-in allotment to prove that the addition of the short-spaced stations would be harmful to the extent that a "net loss of service to the public" would result.

Commissioner Joseph Fogarty said the commission should reject the petitions and approve the generic proceeding "if our deregulatory program is to have any credibility whatsoever."

Fogarty also said the commission's rejection of the petitions set "tremendous precedential value" for action on the generic proceeding.

Quello said he was dissenting for the same reasons he dissented in 1980: that approval of the drop-ins "undermined" the FCC's table of assignments, that the drop-ins would cause more interference and "will delay the development of UHF."

Washburn said he was dissenting on the grounds that the concept of "equivalent protection," upon which he said the commission had based its approval of the drop-ins, was "flawed."

Chairman Mark Fowler said he didn't think the commission's rejection of the petitions would prejudice its action on the generic proceeding. Fowler, however, also made it clear once again that he is all for authorizing new services that don't create technical interference to existing ones, urging his fellow commissioners to decide whether to approve the generic drop-in rulemaking "true and straight on technical" grounds.

In another action, the FCC voted unanimously (with Washburn concurring) to amend its rules to permit both commercial and noncommercial AM broadcasters to use their AM carrier frequencies for utility load management purposes, as long as that doesn't degrade their main channel

broadcasts.

With the change in the rules, utilities will be able to lease the use of AM carriers to transmit subaudio signals to control their energy loads. With the use of special receivers in customer homes and factories, utilities can control appliances, turning them off and on to adjust during peak load periods.

Washburn had urged that the service be restricted to between 35 and 45 hz to assure that no interference would be caused to the "pilot tones" of the proposed AM stereo system.

In still other action, the commission in a 6-1 vote (with Dawson dissenting), adopted a second further rulemaking notice to solicit comment on more proposals for dealing with the interference some noncommercial, educational FM stations cause to TV stations on ch. 6.

In the proposed rulemaking, the commission requested comment on one proposal to limit the amount of interference allowed to that which would make reception of ch. 6 impossible over a 0.3 square-mile area around the FM station's transmitter site. It also requested comment on whether it should retain the current "demand" system for assigning noncommercial, educational FM stations, and not adopt an assignment table for those stations at this time.

In a long-standing debate, noncommercial FM broadcasters have argued that the interference is caused by poor TV receiver selectivity and have maintained that manufacturers should be required to improve their product. Licensees of ch. 6 television stations, however, have maintained that the problem is caused primarily by the FCC's allocation policy of assigning those noncommercial stations to frequencies between 82-88 mhz reserved for TV ch. 6.

Dawson dissented from the further notice, however, contending that the FCC's treatment of the noncommercial broadcasters was an "inconsistency" of its spectrum management function. According to Dawson, the FCC traditionally has held that it should be up to the newcomer in the spectrum to provide interference protection to services already in place. □

Going after a big one. Aluminum Co. of America and NEC America (subsidiary of Japan's Nippon Electric Co.) joined forces last week in a new joint venture, Alcoa-NEC Communications Corp. (ANCOM) ("Closed Circuit," Jan. 25). The corporate intent: to manufacture and market receiving equipment for the prospective 12 ghz satellite field, both for fixed and direct-to-home applications.

The company will be headed by two executive vice presidents, both of whom retain their positions with the parent companies. They are Alcoa's Paul Abernathy Jr., who is general manager of Alcoa's industrial group, and Dennis Fraser, vice president and general manager of NEC America. ANCOM's headquarters will be in Elk Grove Village, Ill. The partners also will contribute executives to the next management tier: from Alcoa, Robert G. Morrell as ANCOM's vice president for marketing and administration, and from NEC, Motoyuki Tajima as vice president for engineering.

The 12 ghz satellite market is expected to require at least 29 million units (assuming only penetration of rural areas where conventional and cable TV are at their weakest) and perhaps as many as 50 million to 60 million units, assuming successful penetration of the nation at large. At perhaps \$400 for each receiving rig (antenna, receiver and demodulator), the dollar potential of the field is in the \$10-billion to \$25-billion range.

Number 9 in a Series:

Bonneville Works!

The Winter '82 Arbitron sweep results are in,
and here's how we stack up against Schulke:

MARKET	AFFILIATE	BONNEVILLE	SCHULKE	THE BONNEVILLE ADVANTAGE
New York	WRFM	4.5	3.9	+15%
Los Angeles	KBIG	4.6	3.5	+31%
San Francisco	KOIT	2.5	2.9	Opportunity
Philadelphia	WEAZ	5.7	3.9	+46%
Houston	KODA	5.5	3.5	+57%
Dallas	KMEZ	6.3	3.4	+85%
Pittsburgh	WPNT	5.6	5.0	+12%
Baltimore	WRLX	2.8	6.8	Opportunity
Denver	KOSI	7.1	4.2	+69%
Tampa	WJYW	6.6	4.7	+40%
Kansas City	KMBR	6.6	5.4	+22%

Will Bonneville work for you? Count on it.
For details, call Marge, toll-free, at (800) 631-1600.
Why settle for second best?



BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670

Source: Arbitron, Winter 1982. 12+ Metro Share, Mon.-Sun. 6am-12mid.

Prime Time

For information on the products or services mentioned here, contact your RCA Representative. Or write RCA, Prime Time, Bldg. 2-2A, Camden, NJ 08102.

Battery Of TR-800 VTRs In Use at Dallas NAB



Seven TR-800 1" Type C Helical VTRs were in action at NAB, including three consoles that were demonstrated with the CMX-340A computerized editing system. Two other consoles were equipped with the AE-800 editing system.

"I Love The TR-800"

A host of users were presented in an audio-visual show in which they commented on their experiences and expectations with the TR-800. These included statements like "the machine is very flexible"; "I like the back-up service I can expect from RCA"; "It's far gentler on tape than any other machine we've experienced"; "It's an operator's machine"; "I love the TR-800".

Customers from London to Egypt to South America to the U.S. are using TR-800s in post-production, video playback, sports programming and specialized applications. You should get all the facts on this advanced 1" VTR. Ask your RCA representative.

NAB REPORT

RCA UNVEILS NEW EQUIPMENT AND SYSTEMS



NAB '82 in Dallas was an exciting event with over 480 exhibitors vying for attention. RCA used the forum for the introduction of new equipment (a VHF transmitter, TK-47B and TK-710 live cameras, a new TK-290 automatic telecine camera, VHF and UHF antennas); and to announce new improvements in existing products

(Hawkeye recording camera system, TR-800 VTRs).

In this issue of Prime Time, there are brief reviews of all of these equipment and system availabilities. Space prevents more than these capsule reports, but for more information on any of these products, contact your RCA representative or write to RCA.

New 35kW Transmitter; New VHF and UHF Antennas Introduced

The TTG-35H is RCA's newest G-line member. It's a single-ended 35kW VHF solid state transmitter with only two tubes. All circuitry is solid state up to the 1600 watt visual and 100 watt aural driver output levels.

Two New Antennas

The THP VHF Antenna is a horizontally polarized unit covering channels 7-13. It's suitable for multiplexing several channels within the 174 to 216 MHz band.

Also unveiled at NAB was the TFU-33JN, a new standardized omni-directional UHF pylon antenna designed for intermediate power ratings up to 60 kW. It retains the features of all RCA pylon antennas (over 500 built and delivered)—slotted steel pole construction, low windloading, immunity to lightning and icing.

For transmitter and antenna data, contact your RCA representative or write RCA.

Telecine Camera Goes "Automatic"

RCA introduced the TK-290 Automatic Telecine Camera at NAB. It is a microprocessor controlled system that utilizes the same set-up terminal as the TK-47 studio camera. The two systems—studio and telecine—are completely compatible and cost effective. A single set-up terminal can be used for up to twelve TK-290 and TK-47 cameras.

The set-up system utilizes both the "Autocam" option and the "Check" function. "Autocam" provides total automatic set-up and "Check" initiates a daily cycle of pre-operational functions.

Send for complete details on this new automatic telecine system. Or check with your RCA representative.



HAWKEYE Recording Camera System In Smash "Take Me Home" Demo

"I see, it's a kind of build as you go system," said Jumpcut. "Exactly," responded RCA's narrator, "and, best of all, it's ready for delivery now."



RCA narrator and Jumpcut Jennings discuss Hawkeye.

An entertaining presentation of the HAWKEYE Recording Camera System drew crowds at NAB. A live demonstration of the HCR-1 recording camera highlighted the presentation as an RCA spokesperson described new accessory options and HAWKEYE's "build as you go" advantage.

HAWKEYE options include playback through the camera's viewfinder, triaxial cable operation, and multi-core cable remote control capabilities.

The system's high performance HC-1 camera, HE-1 editor, compact HR-1 portable and HR-2 studio ChromaTrak format recorders were integral to the presentation in explaining how these components could be added to existing operations one by one to build a HAWKEYE system in easy stages.

Delivery Now!

RCA emphasized its "ready for delivery now" message with a wall of 10 recording cameras, 21 studio recorders and 7 editing consoles with a sign which read, "Take Home a HAWKEYE."

Displayed in other areas of the exhibit were HAWKEYE HR-2 recorders linked to a CMX time code editing system, a triax-equipped HC-1 camera with optional 4.5" viewfinder, and a fully equipped HAWKEYE pro-



Hawkeye recording camera in live NAB demonstration.

duction van. The van will be touring the country in the next few months. Contact your RCA representative for a tour schedule and HAWKEYE system details.

New Hawkeye 1/2 Inch Format Submitted To SMPTE

A proposed standard for broadcast quality half-inch video tape recording has been submitted by RCA to the Society of Motion Picture and Television Engineers.

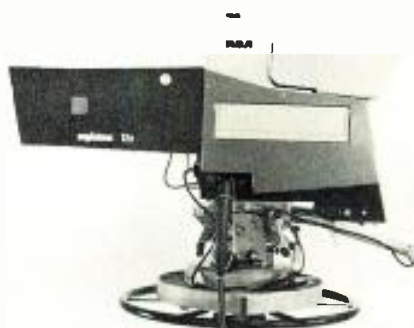
The format, called ChromaTrak, is a baseband recording technique using half-inch video tape in standard 250 meter VHS cassettes. The format is used in the Hawkeye system which includes the HCR-1 recording camera; the HR-1 portable recorder; and the HR-2 studio recorder.

Three other camera manufacturers made submissions to SMPTE on this same basic format.

ChromaTrak provides performance better than 3/4 inch recordings and approaches 1 inch quality.

For a copy of the "Interchangeability Specifications" and a paper on "An Introduction to ChromaTrak Recording," contact your RCA representative.

New TK-47B, TK-710 Cameras Debut In Studio Demos



TK-47B Camera

The TK-47B Automatic Color Camera presentation featured a demonstration of its optional microprocessor-based "Smart" RCU. It retains all camera control functions plus a memory capability for file and recall of selected "paint" control settings for up to 32 different scenes.

TK-710 Camera

With three Saticon tubes and high index Canon prism optics, RCA's new low cost TK-710 Portable Color Camera delivered broadcast quality pictures consistently



in demos. This new lightweight consumes a mere 20 W power and is equipped with a Fujinon 14x10 servo zoom lens.

TK-761 Camera

Also shown was the TK-761, a proven performer. It's a multi-purpose camera, widely used for quality programming in the field and in the studio.

RCA

Universal, Spelling, Goldberg, Columbia, make strides in fall lineup

Paramount remains as overall leader with eight series

Universal Television has strengthened its position as the leading single supplier of prime time network programming, expanding from five hours last September to six hours scheduled this fall. At the same time, independent producer Aaron Spelling also will have six hours on the 1982-83 slate, when his productions in association with fellow independent Leonard Goldberg and Columbia Pictures Television are included.

Another big winner in the competition is Columbia Pictures TV, which is claiming five-and-one-half hours this year, matching the amount of programs it produced in 1975-76, and a far cry from a few years ago when the company failed to have any pilots picked up. That figure includes co-production deals with Spelling-Goldberg, which some argue represents only a financial/distribution link.

In actual numbers, Paramount Television has the most series, eight, yielding four-and-one-half hours of weekly programming.

Leonard Goldberg Productions, MGM Television and Embassy Television each have four hours on the fall schedule. MTM Enterprises has three and one half hours; 20th Century-Fox Television and Lorimar Productions both have three hours, and Warner Brothers Television has two-and-one-half hours a week.

Universal, which also tied with Spelling for the top spot in production last year, will have three new one-hour series this fall: *Knight Rider* and *Voyager* on NBC, and *Brass Monkey* on ABC. Its renewals are *Magnum, P.I.* and *Simon & Simon* for CBS, and *Quincy* for NBC. It lost *Shannon*, *House Calls* and *Harper Valley*.

ABC dropped Spelling's *Strike Force*, but picked up his new one-hour program, *Matt Houston*. ABC also renewed Spelling's *The Love Boat*, and four one-hour series produced with Leonard Goldberg: *Hart to Hart*, *Dynasty*, *T.J. Hooker* and *Fantasy Island*. That partnership was acquired last week by Columbia Pictures Television (see story page 42).

Columbia, in turn, lost *Code Red*, (ABC), *Mr. Merlin* (CBS), *Baker's Dozen* (CBS) and *One of the Boys* (NBC). It has sold two one-hour shows, *Ripley's Believe It or Not* (ABC) and *Frank Buck's Bring 'Em Back Alive* (CBS), in addition to a half-hour comedy, *Mama Malone* (CBS). It is also tied to *T.J. Hooker*, *Fantasy Island* and *Hart to Hart*.

Paramount's new shows are *Cheers* and *Family Ties* (both NBC), *The New Odd Couple* and *Star of the Family* (both ABC). Its renewals are *The Powers of*

Matthew Star (NBC) and *Happy Days*, *Laverne and Shirley* and *Joanie Loves Chachi* (all on ABC). The studio lost *Mork & Mindy*, *Taxi*, *Best of the West*, *Bosom Buddies* (all ABC) and *Making the Grade* (CBS).

Besides the productions associated with Spelling and Columbia, Goldberg also sold a new series, *Gavilan*, to NBC, to be made in association with MGM. MGM also is producing *Seven Brides for Seven Brothers*, a new half-hour for CBS. Renewals for the studio are *CHiPs* and *Fame* for NBC. Losses, also for NBC, are *Chicago Story* and *McClain's Law*.

MTM Enterprises lost *Lou Grant* and *WKRP in Cincinnati*, both on CBS, but sold the same network *The Bob Newhart Show* and NBC bought *Saint Elsewhere* and *Remington Steele*. NBC also renewed the one-hour *Hill Street Blues*.

CBS renewed Lorimar's *Dallas*, *Falcon Crest* and *Knots Landing*. The production company lost *Flamingo Road* (NBC) and *Kings Crossing* (ABC).

Tandem/T.A.T., one of the most successful independent comedy producers, has been restructured during the past six months, following its acquisition of Avco-Embassy Pictures. The newly-formed Embassy Television sold three new pilots, *Silver Spoons* (NBC), *Gloria* and *Square Pegs* (both CBS). Embassy's renewals are *The Jeffersons* and *One Day At a Time* (both CBS), the latter in association with Allwhit Productions. NBC has renewed *Diff'rent Strokes*, from Tandem Productions, and CBS is bringing back *Archie Bunker's Place*, from Tandem/UGO.

Warner Brothers Television lost *Maverick* (NBC) but has sold the same network a back-up series, *Casablanca*. The studio is returning with *Love, Sidney* (NBC), *Private Benjamin*, *The Dukes of Hazzard* and *Alice* (all CBS).

Twentieth Century-Fox did not sell a new series this year, but had renewals on *The Fall Guy* and *9 to 5* (both ABC), along with *Trapper John* and *M*A*S*H* (both CBS).

Walt Disney Productions was renewed by CBS for its one-hour *Walt Disney Presents* series, but the same network did not pick up *Herbie*, *The Love Bug*, Disney's mid-season entry.

NBC is producing two one-hour programs, *Little House on the Prairie: A New Beginning* and *Father Murphy*, and co-producing a third (with George Schlatter), *Real People*. ABC's Sports and News divisions are producing *NFL Monday Night Football* and *20/20*, respectively, while CBS News continues with *60 Minutes*.

Independent producer Alan Landsburg was renewed for *That's Incredible* (ABC) and *Gimme a Break* (NBC). Another independent, Stephen J. Cannell, was renewed by ABC for *The Greatest American Hero* and sold the same network a new one-hour series, *The Quest*. *Benson*, from Witt-Thomas-Harris, was renewed on ABC, which also picked up its new program, *For Better or Worse*. Also returning on ABC are Don-EI Productions' *Too Close For Comfort* and NRW/T.T.C.'s *Three's Company*. CBS renewed *Cagney & Lacey* from Filmways and NBC will bring back *The Devlin Connection*, from John Wilder/Viacom.

Two new independent producers are breaking into the prime time schedule this year: Len Hill and Phil Mandelker are producing *The Good Witch of Laurel Canyon* for ABC, and Joe Hamilton is offering *Mama's Family* to NBC.

The ratio of programs produced by major studios and independent companies remains about the same as last year, with the gains made by some of the bigger firms, such as Columbia and MGM, matched by the performance of independents, including Embassy and Spelling. The number of new shows picked up is also about the same as last fall, roughly six-and-one-half hours per network.

Besides the four-and-one-half hours of weekly prime time programming it has been contracted to produce for the commercial networks, Paramount Television will continue to produce *Entertainment Tonight*,

STV in St. Louis. Cox Broadcasting's Preview STV service will commence operations June 1 on Cox-owned KDLN-TV St. Louis. The service will cost subscribers \$24.90 monthly with a \$49.95 installation fee and a \$35 deposit required on the decoder, a Zenith SSAVI-1, one-way addressable model. Company officials estimate that the St. Louis market has perhaps 10% cable penetration rate while the city continues work on developing a request for proposal. Pay-TV competition also includes one MDS enterprise providing Showtime cable program service. Preview will commence each night at 7 p.m. and sign off anywhere between 12 a.m. and 4 a.m., though progressively later throughout the course of the week. The service will feature movies for the most part with a smattering of concerts and sports. The company is currently discussing rights packages with four area professional sports teams. A spokesman said all programming would be provided in a basic package with none of the music or sports events being spun off to a pay-per-view tier. The company plans to line up between 2,000 and 3,000 subscribers by launch date.

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A Guide for Financial Reporters

The Source

Money Market Funds

1

Q: What is the money market?
A: When businesses, banks and government agencies need short-term cash, they borrow money from institutions and individuals willing to lend large amounts of money for a short time. These borrowers and lenders are the money market.

Q: Where is the money market located?
A: There is no single location. People and institutions doing business in the money market are linked by telephone and computer.

Q: Can individuals invest in the money market?
A: Until money market funds were developed, the money market was essentially closed to individual investors unless they had large sums of spare cash to invest. Most money market securities require minimum investments as high as \$100,000. Most money market funds, however, require minimum investments of \$500 to \$2,500, and some funds have no minimum.

Q: Are money market funds new?
A: Relatively. A number of money funds were organized in the early 1970s although these funds were used primarily by large institutions looking for a place to "park" idle cash. Money market funds gained widespread popularity with the public in the late 1970s when interest rates began to rise rapidly. The Investment Company Institute, a mutual fund trade association, reports that money market funds grew from \$1.7 billion in early 1982

Q: How does a money market fund function?
A: Money market funds are simply mutual funds that invest in the money market. A mutual fund is an investment company whose principal business is to pool the investments of many people and then reinvest their money in securities chosen by the fund's professional managers. Investors purchase shares of the fund when they invest money.

Q: What kinds of securities do money funds invest in?
A: Money market funds invest in short-term securities such as U.S. Treasury bills, certificates of deposit from large banks, and promissory notes called "commercial paper" issued by major corporations. The interest earned by these investments is passed on to shareholders of the fund as dividends.



Q: What are the benefits of a money market fund?
A: Investors with small amounts of money can get the money market's high yields and still have easy access to their money.

Q: Do investors pay any commission or fees for money market funds?
A: Money market funds are sold "no-load" or without a sales charge, but the funds do pay an advisor to help manage the securities, and they also pay for administrative costs such as postage and accounting. Generally this fee is less than one-half of one percent of a fund's total net assets.

Q: How does a money market fund differ from a bank?
A: Unlike a fixed-return investment offered by a bank, an investor's return from a money market fund will vary with the market. In a rising market, this will benefit an investor since yields from a money fund will go up, while a fixed-return investment will be locked in at the old, lower rate. In a falling interest rate market, yields from a money fund will also go down, while a fixed-return investment can lock-in at the higher rate.

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B-17

Solid Gold and the new *Mama's Place* for first-run syndication. Paramount is also producing several shows for Operation Prime Time, a consortium of independent television stations.

The studio confirmed last week that it is discussing the possibility of producing first-run episodes of *Police Squad* and/or *Taxi* for Home Box Office. Both shows were cancelled this spring by ABC-TV (BROADCASTING, May 10). □

HBO, ABC top NCTV television violence study

Pay network called prime offender; PBS is 'only nonviolent network,' according to Radecki; Red Cross gives viewing tips

According to a report released by the National Coalition on Television Violence last week (May 11), ABC-TV was "clearly the most violent commercial network, averaging 10 violent acts per hour." That was only one finding of the NCTV study which was conducted from Jan. 4 to March 27. The study is one of several recent reports on television violence. The National Institute for Mental Health (BROADCASTING, May 10) released a report two weeks ago claiming that "televised violence and aggression are positively correlated in children."

NCTV's membership primarily comprises physicians and research psychologists and has been monitoring TV violence since July, 1980. Although ABC was cited as the most violent network, Home Box Office was named the "most violent overall at 20 violent acts per hour."

ABC was cited as broadcasting six of the seven most violent programs: *Police Squad*, *Fall Guy*, *Greatest American Hero*, *Strike Force*, *ABC Sunday Movie* and *T.J. Hooker*. CBS's *Dukes of Hazzard* was the other program on the list. In addition NCTV says 46% of all prime-time viewing hours were high in violence.

Among the commercial sponsors targeted by NCTV, Wrigley Gum was reported as the "highest sponsor of prime-time violence" followed by Abbott Labs, Greyhound (Dial), Maybelline/Duration, Gallo Wines, Warner Lambert (Listerine/Roloids) and Unilever (toothpaste, Lipton products, Wisk).

The coalition also reported that CBS-TV's Saturday morning cartoons were "by far the most violent, averaging 39 acts of violence per hour with the other networks at 24." The most violent cartoons selected by the group were: *Space Stars* (NBC), *Thundarr the Barbarian* (ABC), *Daffy Speedy* (NBC), *Bugs Bunny/Roadrunner* (CBS), *Tom & Jerry* (CBS) and *Blackstar* (CBS). Five companies were cited as sponsoring 61% of all Saturday morning violence: Ralston-Purina, Kellogg, Hershey, McDonald's and General Mills.

While releasing the results of the study, NCTV Chairman Dr. Thomas Radecki,

psychiatrist with Southern Illinois University School of Medicine, said: "I expect this violence to continue to grow as HBO, Hollywood movies and network TV continue their emphasis on violent entertainment." Radecki also accused Congress of inaction on the issue. "Indeed, the Reagan administration, with the support of Congress, is responsible for the massive budget cuts of PBS, America's only non-violent network, in spite of a 50% growth in PBS's popularity."

The American Red Cross has also joined in the crusade against TV violence. It issued a statement May 11 (in response to the National Institute of Mental Health's report) suggesting that parents become more involved in what their children watch and gradually reduce the amount of time they spend watching TV.

Other suggestions include:

Carefully select the programs children watch and talk to them about the ideas presented.

Encourage questions and answers and try to spend time viewing the programs children watch in order to appropriately respond to questions. □

The burgeoning business of multipay

Multipay television succeeds "not because we want additional revenue, but because it offers a benefit to the consumer—additional choice and added convenience." So said Robert Pittman, senior vice president, programming, Warner Amex Satellite Entertainment Co., at a National Academy of Television Arts and Sciences luncheon in New York last week.

And future pay-TV prospects are looking more profitable than ever, Pittman suggested, noting that the consumer price ceiling for such services still has not materialized and probably won't for "a long time." By 1985, said Pittman, "the revenue realized from pay TV could very well equal or surpass the revenues from theatrical film rentals." But he insisted that "both mediums will augment one another. A film that does well at the box office does and will continue to command a premium price on pay TV and even a movie that performs poorly at the box office will still generate significant income from pay."

Why is pay television profitable? Pittman said it is because the industry provides a product that helps the consumer "maximize his use of leisure time," which for the first time since World War II is at least perceived as being on the decline. And in terms of television viewing, he said the "bottom line" for the consumer is being able "to see what he wants, when he wants it."

On the economic side of the picture, Pittman reported that by year's end there will be about 20 million pay television subscriptions, with many worth close to \$10. He said that WASEC projects that in 1985 there will be 45 million pay subscriptions, almost double the projections made prior to multipay's introduction in 1979.

A major blockbuster film released to pay TV this year, he said, will "probably bring in over \$10 million from pay, and a picture like 'Star Wars' will probably double that." And in 1985 a blockbuster film released to pay will yield about 25 million pay dollars, he said.

"We think that pay TV as an industry will generate some \$1.3 billion for the movie industry in 1985," he said, "and even in 1982 the film industry will take about \$500 million out of pay." □

Playboy's latest new media venture

Magazine, already on cable, signs deal with Oak to provide STV service; also in works are videocassettes and disks

Playboy, which entered the cable programming market earlier this year with the launching of the Playboy Channel, a joint venture with Rainbow Programming Services and shown on Escapade, is now getting into the STV and videocassette/disk businesses as well. The STV markets will be used to showcase Playboy video programming in those top urban markets that have not yet been wired with cable.

Earlier this month the Playboy Channel entered into a one-year licensing agreement with Oak Media Development Corp., to provide Oak's ON TV systems with 12 monthly segments of magazine-formatted programming similar to that now seen on Escapade. That one deal will give Playboy Channel programming exposure to more than 600,000 ON TV viewers nationally, more than twice the 250,000 cable subscribers which currently view the Playboy Channel on Escapade. But that ratio is "completely backward from what we expect" in the future, said a Playboy company spokesman, as the larger urban markets become cabled. And that is why Playboy is negotiating one-year-only packages with STV operators—so that it can make the move to cable in those markets as systems are constructed.

The licensing agreement with Oak gives STV operators exclusive rights to the Playboy programming in all ON TV markets. Those markets are: Los Angeles, Chicago, Dallas-Fort Worth, Miami-Fort Lauderdale, Portland, Ore., and Phoenix. Systems in the Baltimore/Washington and Houston markets will be launched shortly.

Playboy is currently negotiating with other STV operators in the hopes of closing more deals similar to that made with Oak.

As to the videocassette and disk markets, the spokesman said that several "major distributors" have approached Playboy with offers and that discussions are ongoing. He said that Playboy hopes to negotiate a deal so that the first cassette and/or disk can be on the market by late summer or early fall. Cassette/disk programming might consist of the current magazine-type material as well as special events such as the Playboy Jazz Festival. □

Producers, stations band together to protect PTAR-related rules

Committee for Prudent Deregulation is lobbying FCC to avoid repeal of network syndication and financial interest regulations

First, it was the network affiliates and NATPE International mounting an effort to protect the FCC's prime time access rule. Now, it's the television producers, distributors, television stations and sales organizations that have launched a major campaign to preserve the collateral rules the commission adopted along with PTAR in 1970, when network dominance was the concern. The rules barring networks from engaging in domestic syndication and from obtaining financial interest in the programs they acquire for airing, the FCC is being told, are as necessary today as they were in 1970, if not more so.

The group, calling itself the Committee for Prudent Deregulation, was organized in the wake of reports that the networks, having been headed off in their effort to persuade the commission to repeal PTAR, were focusing their attention on the collateral rules—and that the commission was expected next month to consider a rulemaking to repeal them.

Members of the committee have called on commissioners or their staffs, as well as Broadcast Bureau officials, with a 45-minute flip-chart presentation containing arguments for retaining the rules. The committee contends that the rules have done what they were designed to do—generate competition and diversity in the program marketplace and that their repeal would undo those gains.

While the networks say that they no longer can be said to occupy the dominant position ascribed to them in the 1960's, the committee says they do. Indeed, the presentation notes that where the networks occupied 55% of the broadcast day in 1960, they now occupy 69% of it. And while the networks say their position is being eroded by competition from the new technologies, the presentation says such competition—from cable television, pay TV, home video and the rest—has yet to materialize in a meaningful way. Besides, the presentation says, ABC, CBS and NBC are "intensely involved in these new media."

Nor can the networks cry poverty, in the committee's view. It points out that network profits increased from \$50 million in 1970 to \$325 million—a 550% increase—10 years later. And where network profits accounted for 11% of all television profits for the industry in 1970, they accounted for 20% of the total profits returned 10 years later.

As for the rules' impact, the committee's presentation shows a "reduced conflict of interest" on the part of the networks and the programs they air. In 1964, the networks had a financial interest in

93% of the programs they presented, whereas in 1982 they had such an interest in only 13%.

What has this meant in terms of increased competition in the program marketplace? The presentation shows that the number of producers supplying the networks with prime time programming increased from 23 in 1970-71 to 29, in 1981-82. The number of distributors increased at an even faster rate, from 122 to 184. And where 10 producers were providing first-run programming for the half-hour period made available for nonnetwork programming by PTAR, in 1971, the number had increased to 42 last year. The committee also credits the rules at least in part with the increase in the number of independent television stations, from 73 to 149, over the past decade.

Those statistics—and others scattered through the presentation—were cited as evidence of the success of the rules, which were adopted with a view to protecting producers from the leverage the commission felt the networks could exercise in negotiating with them for product. And producers are now free to retain all subsidiary financial interests in their pro-

grams, along with syndication rights to those programs.

Repeal, the committee says, would permit the networks to exercise even greater leverage than before. For, according to the presentation, "the networks have become more dominant as a delivery mechanism for programming with every year that passes." And, the presentation says, "independent producers still remain at the mercy of the networks. They have the power to say yes or no to a program."

The rules themselves are not the only barriers the networks would have to clear to regain the right to negotiate for syndication and other interests in the programs they broadcast. Provisions similar to the rules are contained in the consent decrees the networks signed with the Justice Department as a means of ending the anti-trust suits the department had brought against them. The networks feel the job of winning modifications of the decrees would be eased if they could persuade the commission to repeal the rules.

The committee appears prepared to wage a major battle to frustrate the networks' plans. The committee's counsel, Michael Gardner (who also represents NATPE in its opposition to repeal of PTAR), made it clear the commission would be seeing more of the committee. Its members, he said, "will be calling on commissioners time and again."

The committee was represented, on May 6 and 7, by Richard Frank, president

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of Paramount Television Distribution and Video; Alan Horn, chairman of Embassy Communications, and Renee Valente, president of the Producers Guild of America.

And Gardner indicated the committee would, if necessary, mount an attack on the commission's Network Inquiry Report, which has characterized the rules as "misguided at best." Among the exhibits the committee left with the commissioners is a copy of a letter from a consulting firm, ICF Inc., which says the report does not support that conclusion. It also says that, "without further analysis," it cannot say what the market efforts of the repeal of the rules might be.

The committee is aware of the built-in problem it faces in attempting to persuade a commission dedicated to "unregulation" to retain rules that are under attack as no longer necessary. One of the charts in the flip-chart left with the commission says, "Regulation in the public interest is better than deregulation not in the public interest."

The committee now contains 26 members, but additional companies are expected to sign on. The present members are:

Charles Fries Productions, Columbia, Goodson-Todman, Association of Independent Television Stations, Katz Television, Lorimar Productions, MCA, Metromedia Producers, MGM/UA Entertainment, MMT Sales, MTM, Multimedia Program Productions, NATPE International, Paramount Pictures, Station Representatives Association, D.L. Taffner, Telepictures, TeleRep, Twentieth Century-Fox TV, Viacom International, Victory Television, Walt Disney Productions, Warner Bros., Worldvision Enterprises. □

ACT presents achievement awards

Action for Children's Television presented its 1981-82 Achievement in Children's Television Awards last week (May 12). Awards were presented to 11 winners for their "significant contribution toward improving children's television." Both cable and broadcast TV series were among the winners named.

Winners of the 1981-82 awards are:

KRON-TV San Francisco □ *Buster and Me.*

WRAL-TV Raleigh, N.C. □ *Frog Hollow.*

WSB-TV Atlanta □ *Time Out.*

Major League Baseball Productions □ *Baseball Bunch.*

Southwest Center for Educational Television, Austin □ *Checking It Out.*

KCET(TV) Los Angeles and Twelfth Night Repertory Company Productions □ *TNRC Presents.*

TV Ontario, Toronto □ *Read All About It.*

USA Cable Network, Scholastic Productions and CCR Productions □ *Scholastic Sports Academy.*

Syracuse Cablesystems □ *Kid Stuff.*

UA-Columbia Cablevision and Midland Park, N.J., Board of Education □ *Cable Television Workshop.*

Special Awards

WNYE-TV Brooklyn, N.Y. □ *You and Your World.*

Ratings Roundup

Although the season is officially over, ABC-TV is showing renewed strength, winning prime-time honors for the second straight week with the periods ended May 9.

In network evening-news CBS, which had relinquished the top spot to ABC for the week ended May 2, inched back into the number-one position with a 15.1 rating, against 15.0 for ABC and 13.1 for NBC.

National Nielsens for prime time for the week ended May 9 showed ABC with a 15.7 rating and 28 share, CBS with 14.7/26 and NBC, 13.2/24. ABC snared six of the top 10 programs, leading CBS and NBC with two each.

ABC won Tuesday, Wednesday, Friday and Saturday; CBS, Thursday and Sunday, and NBC, Monday.

CBS-TV's weakening was indicated by performances of such top-rated shows as *60 Minutes*, which tumbled from first place the previous week to 11th; *M*A*S*H*, which dropped from fourth to eighth and *Magnum, P.I.*, which fell from eighth to 19th.

The First 20

1.	"Caddyshack"	CBS	23.2/38
2.	<i>Dynasty</i>	ABC	22.7/38
3.	<i>TV's Censored Bloopers</i>	NBC	21.6/37
4.	<i>Too Close For Comfort</i>	ABC	20.5/32
5.	<i>Three's Company</i>	ABC	19.5/31
6.	<i>Facts of Life</i>	NBC	19.3/31
7.	<i>Hart to Hart</i>	ABC	18.9/32
8.	<i>M*A*S*H</i>	CBS	18.8/30
9.	<i>Inside The Third Reich, part one</i>	ABC	18.8/32
10.	<i>Battle Of The Network Stars</i>	ABC	18.3/33
11.	<i>60 Minutes</i>	CBS	18.0/41
12.	<i>Fall Guy</i>	ABC	18.0/29
13.	<i>Dukes of Hazzard</i>	CBS	17.4/34
14.	<i>Love Boat</i>	ABC	17.4/34
15.	<i>Real People</i>	NBC	17.4/31
16.	<i>Teachers Only</i>	NBC	17.4/27
17.	<i>Diff'rent Strokes</i>	NBC	17.3/29
18.	<i>Gimme A Break</i>	NBC	17.2/28
19.	<i>Magnum, P.I.</i>	CBS	16.7/31
20.	<i>Hill Street Blues</i>	NBC	16.5/29

The Final Five

63.	<i>Goldie & Kids Special</i>	ABC	8.7/19
64.	<i>Chicago Story</i>	NBC	8.7/16
65.	<i>Father Murphy</i>	NBC	7.6/17
66.	<i>Crime in America</i>	ABC	7.3/17
77.	<i>Jokebook</i>	NBC	6.7/13

Columbia buys Spelling-Goldberg

Columbia Pictures Television, which is itself being merged into Coca-Cola Co., has acquired one of Hollywood's most successful independent production companies, Spelling-Goldberg Productions. The acquisition, announced May 7, includes all the company's current and past television series.

No purchase price was announced, but CPT president Herman Rush said that total production value of Spelling-Goldberg's current programs—*Hart to Hart*, *Fantasy Island* and *T.J. Hooker*—“amounts to more than \$40 million.”

In addition to the three one-hour programs the firm is now producing (all for ABC-TV), Columbia has acquired Spelling-Goldberg's share of *Charlie's Angels*, *Starsky & Hutch*, and *Family*, among others that are now in syndication.

“This is a prime acquisition for our company,” Rush said. “It insures our position as a major supplier in television programming and expands our relationship with two of the finest and most creative producers in our industry.”

Aaron Spelling and Leonard Goldberg, who both have separate production units of their own, will continue to serve as executive producers on the three current series, which will now be based at Burbank Studios, Columbia's production headquarters. □

SAG/SEG merger rejected

The proposed merger of the Screen Actors Guild with the Screen Extras Guild was narrowly defeated in mail balloting that ended Friday, May 7. The measure, which required a 60% approval by SAG members for passage, was approved by 56.7% of those voting and turned down by 43.3%. Just over 20,000 votes were cast in the balloting, which followed approval by the extras guild membership last March.

“The only winner in this situation is management,” declared SAG President Ed Asner, a supporter of the merger. “If the extra jurisdiction erodes further and goes nonunion, as we suspect [they will], then our members will be doing extra work for shrinking wages and subject to increasingly poor working conditions.”

Asner said he will continue discussions within the membership with the hope of reconsideration of the proposal at a later date. SEG President Roy Wallack said he would also continue pro-merger activities.

There are about 50,000 members of SAG and 10,000 members of SEG. SAG has already approved a three-step plan to merge with the American Federation of Television and Radio Artists (AFTRA). □

P&G's \$14 million 'Marco Polo' epic

Procter & Gamble Co., Cincinnati, television's largest advertiser with huge expenditures in daytime serials, has spent \$14 million to produce and sponsor NBC's 10-hour epic, *Marco Polo*, which began last night (May 16) in the 8-11 p.m. period. It continues tonight and tomorrow from 9-11 p.m. and concludes on Wednesday from 8-11 p.m.

According to Jack Wishard, P&G's division manager, general advertising, who is responsible for media and program operations, the company invested \$10 million in *Marco Polo* production and another \$4 million as the sole sponsor in the U.S. The special, produced at a cost of about \$25 million, is a co-production of RAI Radiotelevisione Italiana and P&G.

Wishard said in an interview in New

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The facts are startling. Experts estimate that almost half of all automobile occupant fatalities and many serious injuries might have been avoided if the people had been wearing seat belts. That's because most injuries occur when the car stops abruptly and the occupants are thrown against the car's interior or out of the car. Belts reduce this risk.

Many people say they know the facts, but they still don't wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and, therefore, seat belts don't matter.

If you're one of those people who don't use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are

afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases, seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you'll be saved by being thrown clear of the car. Here again, accident data have proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it's not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing serious injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver's home.

When you're the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone's life.

Another common myth: holding a small child in your arms will provide the child with sufficient protection during a crash. The safety experts disagree. They point

out that even during a 30 mph collision, a 10-pound child can exert a 300-pound force against the parent's grip. So please make sure Child Restraint Systems are used for children who aren't old enough to use regular seat belts.

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We heartily support the program initiated by the National Highway Traffic Safety Administration to encourage the use of seat belts. So please fasten your own belt, and urge your family and friends to follow your example. Even the best driver in the world can't predict what another driver will do.

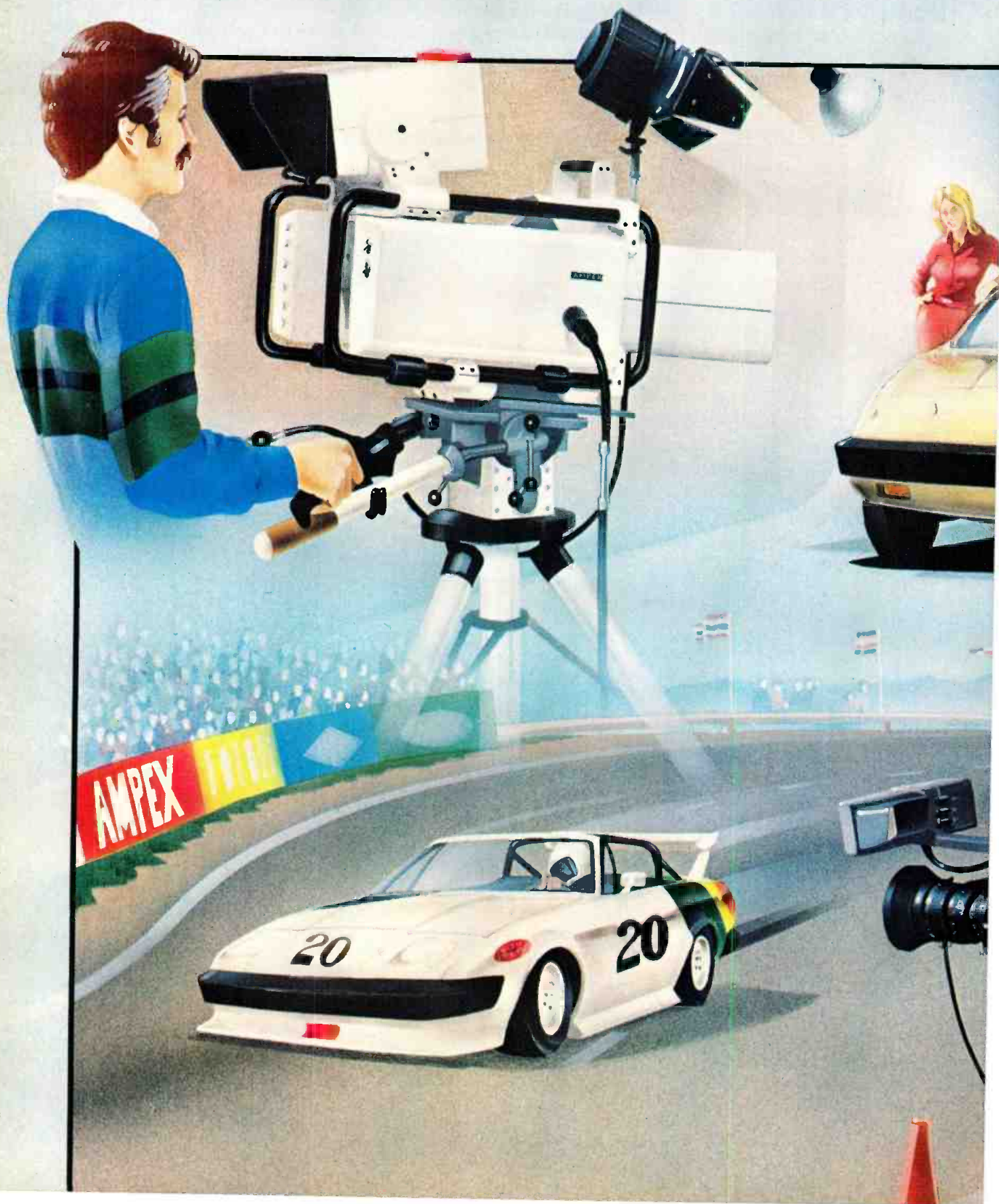
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York last week that P&G, which spent about \$520 million in TV last year, has been associated with a number of topflight programs in recent years, including *Jesus of Nazareth* and *Peter and Paul* mini-series and two hour made-for-TV movies, including "Wilma," "Patricia Neal Story," "Private Battle" and "The Corn is Green." It plans to continue the policy, according to Wishard, by backing made-for-TV movies, "Living Proof," with Richard Thomas, and "Born Beautiful," the story of a model who has turned 30.

"We also are exploring several projects with RAI," Wishard said.

For *Marco Polo*, P&G has 70 commercial minutes, consisting of 103 commercials, mainly 45-seconds long. Leo Burnett Co., Chicago, is the coordinating agency for the purchase which covers 30 P&G brands. □

Burnett sees erosion in network shares

Leo Burnett U.S.A., Chicago, projects that total television network shares in prime time will decline from 83% in the fourth quarter of 1981 to 78% in 1985 and 70% in 1990.

Burnett said it bases its prediction on the expected increases in cable penetration, coupled with the development of more cable programming and more cable systems with at least 36 channels. The agency tempers its forecast with this observation:

"Our appraisals have been based on the assumption that future network programming structures will follow the general patterns that have always existed. But one is compelled to ask: Supposing this changes? Supposing the networks begin counterprogramming more exciting, more appealing programs than what the competition has to offer?

"If this begins to happen, the recoupment of lost audiences could automatically commence. The determining factor will always be the viewer, who will seek out what he or she likes best."

In a report that deals largely with pilot programs for the 1982-83 season, Burnett also evaluates prospects for the new



New voice. At 12 p.m. last Monday WABC(AM) New York, Musicradio 77, bid a fond farewell to its long time top-40 format and rang in the new as WABC Talkradio 77. Disk jockies Dan Ingram and Ron Lundy, both veterans of the former music station, announced their last shows together in a three-hour special that morning. Both Ingram and Lundy will remain with ABC Radio as announcers on the satellite network Superadio, which premieres July 1. Art Athens (l-r), news director at WABC, conducted the station's first show as a talk radio station. With Athens are hosts of other WABC programs Art Rust Jr., Dr. Judith Kuriansky and Dr. Brent Schillinger.

media. It prophesies that basic cable will climb to 49% of U.S. TV households by 1990 and that pay cable will grow to 60% of the basic total by that year. The agency projects that subscription television will grow from its current 1.7% penetration to 4% in 1985 and 7.3% in 1990. □

TV now in 97.1% of U.S. homes

The Committee on National Television Audience Measurement (CONTAM) reported that TV set households during February-March 1982 accounted for 97.1% of all U.S. homes, up from 96.5% in the comparable period of 1981.

The figure was based on a study conducted for CONTAM by Statistical Research Inc., Westfield, N.J., of more than 3,000 households. SRI said that 90% of the telephone interviews were completed.

The study examined cable penetration and found that 33% of the homes subscribed to cable for one or more sets. SRI said that 18% of the homes took one or more pay cable services. An additional 11% of the households said they had subscribed to cable at one time but do not have the facility now.

The study also revealed that 59% of the

households had two or more sets available for use and 55% had two or more sets that are used actively. Almost 87% of homes had one or more color TV sets, according to the study, and 16% had video games and 7% had a receiver that could operate on batteries.

CONTAM consists of members from the three television networks and the National Association of Broadcasters. It was formed in 1963 to conduct research on the national television audience. □

AWRT awards local honors

American Women in Radio and Television presented its 1982 "Certificates of Commendation" for local programming during its annual conference two weeks ago in San Francisco (BROADCASTING, May 10). The awards were given to programs that "portray women in a positive light, enhance their image and professionalism and contribute to the improvement of society's image of women."

Recipients were:

TV

- WLS-TV Chicago □ *Babies Under Construction.*
- KTCA-TV St. Paul □ *Lady of the Gunflint Trail.*
- WCCO-TV Minneapolis □ *You've Come a Long Way, Maybe?*
- KGO-TV San Francisco □ *Lesbians: The Invisible Minority.*
- KOOL-TV Phoenix □ *Justice at Last.*
- WLKY-TV Louisville, Ky. □ *Women at Work.*
- KLVX(TV) Las Vegas □ *Yes Ma'am: Women in the Air Force.*
- WCKT(TV) Miami □ *Breast Cancer.*
- WJXT(TV) Jacksonville, Fla. □ *Navy Wives: The Women Who Wait.*
- KRTV(TV) Great Falls, Mont. □ *Big Women.*
- WITF-TV Hershey, Pa. □ *Abortion.*

Radio

- KQED-FM San Francisco □ *Mozart's Sisters.*
- WCCO-FM Minneapolis □ *Working Women.*

Special Awards

- AWRT Achievement Award □ *Edythe Meserand, first national AWRT President.*
- Sid Guver Award □ *Aviva Katzman, San Francisco Conservatory of Music.*

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Golden ratings. Ratings for two, two-hour presentations of Operation Prime Time's *A Woman Called Golda* (story of late Israeli prime minister Golda Meir) invariably won its time periods, based on Nielsen overnights and Arbitron coinidentals. Programs were carried on 120 stations during late April and early May. In New York on WPXI-TV, *Golda* captured 23.6 Nielsen rating for part I and 15.5 for part II; on KCOP-TV Los Angeles, part I, scored 17.9 and part II, 16.9; on WGN-TV Chicago, part I, 18.8 and part II, 16.4; In San Francisco on KTVU-TV, part I, 17.3 and part II, 14.2. All were number one in their time periods. Arbitron coinidentals taken in Boston, Washington, Philadelphia, Albany, N.Y., and Hartford, Conn., also showed *Golda* in first place in their time slots.

Not for now. Katz Communications, New York, has shelved plans to provide its 158 represented TV stations with feature films they could schedule for all-night programing. Katz had broached idea to stations during NATPE conference as means for them to become more potent forces in their markets. After investigation, Katz said, it has decided concept is not workable at this time but may resurrect it in future.

Twosome. Metromedia and Comp-U-Card of America Inc. announced agreement to produce satellite-delivered video shopping service for cable. Daily two-hour service will be launched next fall as part of CBN Satellite Network and offered free of charge to cable affiliates. Viewers will be invited to become Comp-U-Card members, allowing them to order by telephone discounted merchandise from Comp-U-Card. Service, with segments on new products, information on coupons, discounts and rebates and game shows, will be supported by membership dues and advertising.

Series host. Former Texas Representative Barbara Jordan will host new documentary series for public broadcasting set to premiere this summer. Series, called *Crisis to Crisis*, will feature 11 documentaries examining host of social issues. Jordan, who is currently Lyndon B. Johnson Public Service Professor at University of Texas, Austin, will introduce and close each program.

Health first. Cable Health Network says Reader's Digest Association will co-produce *Reader's Digest Life Time* for cable in joint venture with Telecom Entertainment. Total of 130 half-hours will be cablecast over 26 weeks, "examining health related subjects in the broadest sense," in words of executive producer, Michael Lepiner, Telecom president. Series will draw on "the vast editorial and creative resources of *Reader's Digest*," said Lepiner.

New from HBO. James O. Heyworth, president of HBO, outlined "four new directions" of industry's most successful pay-TV service before Women In Communications luncheon in New York last week. Heyworth, who described HBO as having "broad appeal" rather than "narrow" scope, said network plans to produce dozen made-for-TV movies over next two years. Live theatrical productions, which HBO has found success with in past, according to Heyworth, are another area for expansion. In September, for example, HBO will present *Camelot*, starring Richard Harris, who was featured in original Broadway production. Returning are original informational programs that include *Time Was* and *Remember When*, hosted by Dick Cavett; *Consumers Reports*, produced in conjunction with that magazine, and *Money Matters*, produced by HBO with *Money* magazine. Heyworth said new weekly series, *Fraggle Rock*, produced by Muppets' creator Jim Henson, is "the largest single investment we have ever made for a series;" *Fraggle Rock* is set to debut next spring.

PlayBack

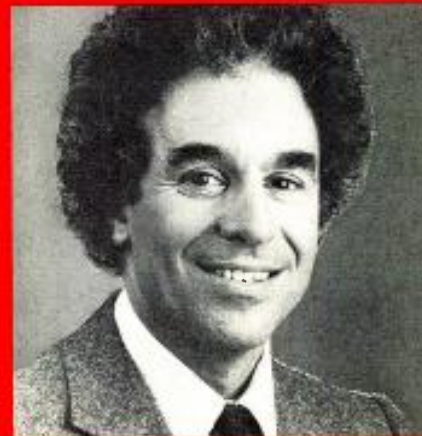
Progress report. ABC Radio's Direction network, which premiered on Jan. 4 with 46 affiliates, now has 103 stations receiving service targeted to adults, 25-54. Direction now claims affiliates in 16 of top 20 markets and 37 of top 50. Among newcomers are: WCXT(AM) Detroit; WJAI(FM) Dayton, Ohio; WMRB(AM) Greenville, S.C.; KENO(AM) Las Vegas, and KLAC(AM) Los Angeles.

Probing problems. Public Affairs Affiliates, Highland Park, Ill., is bartering customized public affairs programs for stations, covering topics that include Reaganomics, solar energy, alcoholism and drug abuse and morality. To date, 30 stations pick up weekly program distributed by tape.

Narrowing scope. Group W Radio presents new series on nuclear attack, *A Place To Hide*, beginning this week for broadcast on its seven AM and five FM stations. Series will be programed individually by each station.

In the marketplace. *TM Easy*, new beautiful music format, has been introduced by EZ Communications Group and TM Companies aimed at radio audiences 25-54 years of age.

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bbi

Bill to clip FTC wings moves along

Measure curtailing FTC authority is passed over objections by Packwood; 'unfairness' standard would no longer be used as test

The Senate Commerce Committee despite strong objections from its chairman, Bob Packwood (R-Ore.), overwhelmingly passed a bill that would curtail the Federal Trade Commission's current authority to regulate unfair advertising. The bill (S. 2499) was adopted 11 to 3. According to the bill, Section 5(b) of the FTC Act would be amended to prohibit the use of the agency's "unfairness standard" in rulemakings and other cases concerned with advertising. The bill also defines the unfairness standard, as applied to nonadvertising acts and practices, which has been criticized for being too broad (BROADCASTING, March 22, April 12).

The bill, which reauthorizes the FTC for the next three years, was introduced two weeks ago by Consumer Subcommittee Chairman Bob Kasten (R-Wis.) and presented during a markup session last week (May 11). Kasten was joined by a majority of committee members who argued in favor of exempting advertising from the unfairness standard. Packwood, on the other hand, was basically supported by Senator Slade Gorton (R-Wash.). Packwood characterized the session later by saying that "the bulk of the committee, it appears, does not want any government interference in a whole variety of business and professional activities."

Although Packwood did not oppose Kasten's definition of the unfairness standard, he argued against an exemption for advertising, questioning the rationale behind the decision. "Why should advertising be exempted either in rulemaking or a case-by-case basis while no other professions are?"

Packwood offered an amendment that would take Senator Kasten's definition of unfairness and apply it to all businesses. "There will be no exemption for advertising," he said. But Packwood's amendment was rejected 13 to 2.

Senators Wendell Ford (D-Ky.) and John Danforth (R-Mo.) maintained that the exemption for advertising as commercial speech was a fundamental right of the First Amendment. Advertising associations had made the same argument during reauthorization hearings earlier. Packwood disagreed, saying that "commercial speech is not given the same protection." The Oregon senator maintained that if the bill is enacted, many cases will be taken to court.

A compromise was proposed by Gorton. He introduced an amendment that would

have extended an existing moratorium (for the length of authorization) on the use of the unfairness standard in rulemakings concerned with advertising. Gorton suggested that the amendment would give the committee time to evaluate the issue further. It was defeated, however, 12 to 4.

Another argument made by committee members was that the FTC's "deception standard" was adequate to regulate advertising alone. Kasten noted that his bill did not address the deception standard. (Requests were made by FTC Chairman James Miller and other groups to clarify that standard.) Kasten said he intends to hold hearings later this year on the subject.

Kasten was joined by Senator Ted Stevens (R-Alaska) who argued that under deception rules and through the agency's ad substantiation program, advertising is "covered." Stevens maintained that there has never been a case before the FTC based on violation of the unfairness standard alone.

One facet of the bill that caused a rift between committee members was an

amendment to clarify the FTC's role over state-regulated professions. The amendment was introduced last fall by Senators James McClure (D-Idaho) and John Melcher (D-Mont.) It basically would exempt state-regulated professional groups from FTC enforcement of antitrust and consumer protection laws. It was adopted 10 to 5 over the protests of Packwood. He said that professions are not reviewed by legislatures and that there would be nothing the FTC could do about violations of antitrust laws.

According to the bill, the agency's unfairness standard would be amended to define "unlawful 'unfair acts and practices' as acts or practices that have caused or are likely to cause substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or competition. This definition would circumscribe the commission's consumer unfairness authority for both rulemakings and case-by-case adjudications."

The bill reauthorizes the commission at the funding levels recommended by the Office of Management and Budget: \$60.8 million in FY 1983; \$55.1 million in FY 1984, and \$54.6 million in 1985. □

Wirth's changes to consent decree slammed by FCBA panelists

Cox, Geller, Gioia and Ashley believe settlement should be left alone; final policy decision probably will come from courts

The score was consent decree—4, Congressman Timothy Wirth—0, as four members of the Federal Communications Bar Association met last Tuesday before a luncheon meeting organized by the FCBA's New York Coordinating Committee to discuss the implications of the Justice Department's antitrust settlement with AT&T.

On hand were Kenneth Cox, general counsel of MCI Communications Corp.; Henry Geller, director of the Washington Center for Public Policy Research; Paul Gioia, chairman of the New York State Public Service Commission, and George E. Ashley, associate general counsel of AT&T. James Goodale, of Debevoise & Plimpton, moderated the discussion.

The four voiced comments that were generally supportive of the consent decree now before Judge Harold Greene in Washington. It was Congress that came in for a drubbing, at least from Cox, Geller and Ashley.

"Basically sound" was the description Cox had for the consent decree—although

he called for "clarification" of a variety of points, including what he sees as the need for third parties to be able to comment on the settlement before its acceptance, that the settlement not be considered binding on third parties, and a needed clarification of the structure of access charges to local telephone connections. Cox also noted that he opposes what he sees as reworking of the settlement to permit Bell operating companies (BOC's) access to intercity service, something the MCI general counsel said would "undercut the basis for the divestiture."

Geller as well called it a "good settlement"—but with a flaw in the treatment of the BOC's. Geller maintained they should be free to compete in such areas of new technology as information services. Recognizing their present "monopoly" of local transmission, he said the establishment of separate subsidiaries at the local level could provide the needed protection to their competition by preventing cross-subsidization. "Why can GTE [which aside from its manufacturing operations provides local telephone service in California] go into this [information services] in San Francisco and Pacific Telephone [a BOC] cannot?" Geller asked.

Gioia, from his position as a guardian of

the public weal, said he's "not opposed to the consent decree concept" but that "national telecommunications policy should not be made" in the form of a consent decree. "No one is watching the concerns of the local rate payers," Gioia said of the consent decree process, calling for "active involvement" of the FCC and state public service commissions in the divestiture process called for by the decree. On Gioia's mind are such issues as what effects on local rates will accrue from the ability of Bell's Western Electric manufacturing arm to charge "market rate" to BOC's after divestiture, and from the loss of Yellow Pages revenue to the BOC's. By way of example, Gioia said that if WE was to charge New York Telephone market prices for equipment, instead of the below market prices currently in effect, that particular BOC would have to raise another \$100 million a year from its rate-payers to cover the cost increase.

AT&T's Ashley, noting that "breaking up Bell wasn't our idea," acknowledged that "ongoing developments . . . cried out for new guidelines." While the consent decree doesn't "satisfy all our needs or those of others" it does, Ashley argued, settle concerns over the size of AT&T, monopoly and cross-subsidization, the "bottleneck issue" and information flow between the monopoly and its competitors. "It is," he said, "the most practical way to move forward." Ashley also charged "this is no time for competing, complicating and inconsistent legislation such as the Wirth bill."

Cox then said that while "Congress is supposed to make policy, I shudder at what they almost do." The Wirth bill, he said, came out of committee "worse than when it went in."

Geller went on to call it "fact" that in this instance the courts will end up setting telecommunications policy. The action in Congress to date has simply produced a "mess" regarding telecommunications policy, Geller argued, part of the problem being, he said, that "no one has a . . . majority on this. Newspapers, cable, AT&T can all shoot things down" through their respective lobbying efforts, he said.

On the subject of congressional action, Gioia suggested that whether or not Congress legislates in this area will depend on the final form of the consent decree—"if the judge leaves to the FCC and public service commissions divestiture questions, pressure for legislation will drop."

Asked about the electronic publishing issue, AT&T's Ashley called any barring of AT&T from electronic publishing "one of these artificial restrictions for which there is no justification. There's no reason for the kind of restrictions" publishers are calling for, he said, adding: "It's a clear case of special interest lobbying."

NAB asks for rehearing of '78 copyright decision

It says three-judge panel erred in placing value on copyrights and in excluding exclusive licensees from pool

The National Association of Broadcasters has petitioned the U.S. Court of Appeals in Washington for rehearing of the copyright royalty distribution case in which broadcasters were awarded the smallest share of the first allocation of those payments, in 1978.

The NAB says the three-judge panel that heard the appeal of the Copyright Royalty Tribunal's decision erred in holding that the value of the copyrights the broadcasters held was de minimis. It also said the court erred in excluding exclusive licenses from the Copyright Royalty Tribunal pool. The NAB did not seek rehearing in connection with the CRT's failure to award any share to radio broadcasters.

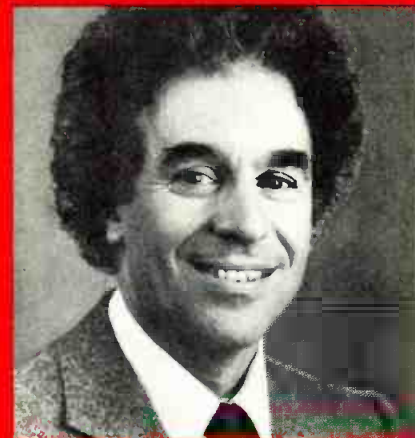
The panel upheld the CRT's award of 3 1/4% of the \$15 million in royalty payments to television broadcasters and none to radio broadcasters. The largest share of the fees—75%—was awarded to movie and TV producers, and 12% to sports leagues (BROADCASTING, April 12, April 19).

The panel had accepted NAB's arguments that a broadcasters' efforts in televising a sports event made it copyrightable by the broadcaster. It also agreed that, in compiling a broadcast day, the broadcaster created a work that fell within the Copyright Act's definition of what was copyrightable. But, the panel said, "the theories advanced by NAB concern interests that are quantitatively *de minimis*."

But that conclusion, NAB said in its petition for rehearing, "is incompatible with the law of copyright and . . . inconsistent with this court's opinion affirming the tribunal's royalty awards."

The court had excluded from the copyright royalty pool exclusive licenses for syndicated programming on the ground that "alternative relief" was available to the broadcaster under FCC rules. The court was referring to the syndicated exclusivity rule, which has since been repealed. But NAB said the rule, as written, did not offer relief to "a substantial number of exclusive licensees." It also said the existence of such relief "for a few of the licensees" should not bar them from their compensation as copyright owners.

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NTIA funding proposed. House Energy and Commerce Committee unanimously passed bill (H.R. 6162) last Tuesday (May 11) to fund National Telecommunications and Information Administration at up to \$12.4 million in fiscal year 1983 and \$12.3 million in FY 1984. Senate version (S. 2181) would authorize funds only for 1983, at up to \$12.4 million. House version's two-year funding is move for efficiency and does not appear to be opposed by Senate Commerce Committee. Differences are to be resolved in conference, as yet unscheduled.

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Marti roadblocks: frequency problems and start-up costs

House Telcomsubcom takes first look at proposed government radio station to broadcast to Cuba

A proposal to create a U.S.-owned AM station that would broadcast news and entertainment to Cuba may have encountered its first major stumbling block last Monday (May 10) as the House Telecommunications Subcommittee began reviewing how the station, to be named Radio Marti, might affect the growing problem of Cuban interference to U.S. stations. Subcommittee members, who heard from government as well as industry spokesmen, appeared most concerned about the administration's apparent failure to consider alternatives to the frequency it chose for the service and about its proposed cost.

"We are not questioning the potential benefit of being able to counter the misinformation and propaganda which flows in and out of Cuba," said Representative Al Swift (D-Wash.) who chaired the hearing. "Our primary concern is the impact Radio Marti could have on American broadcasting practices and institutions."

Representative Thomas Tauke (R-Iowa), called the proposal for Radio Marti "strange" in that its planned 14 hours of daily programming would include drama, play-by-play baseball, and the top 50 hits of American pop music charts as well as news. Florida broadcasters already provide that kind of entertainment, said Tauke, and the Voice of America's station at Marathon, Fla., reaches most of Cuba every day with news and information.

Assistant Secretary of State Thomas O. Enders said the U.S. wants "programming rich and interesting enough to attract listeners to Radio Marti." It also wants to broadcast information about Cuba itself and its problems, he said, and this would

violate the VOA's charter to provide general news that doesn't concentrate on a single country. "We want to keep VOA a news service," he said. As for Florida AM stations, "they cannot be heard in all of Cuba," said Enders, and they "cannot be expected to speak for the U.S."

Tauke noted that the U.S. attempted to carry out the same purpose it now has for Radio Marti on VOA's Marathon station from 1962 to 1974, but had stopped that service for lack of available news and information about Cuban affairs. Enders said the previous service was stopped because it was "inconsistent with VOA's mandate," and that he "could not substantiate" reports that not enough news was available. "There are plenty of sources of plenty of information and lots we'd like to say," he said.

Radio Marti is not likely to aggravate the problem of Cuban interference to U.S. AM stations, Enders contended. The interference, which has been "steadily increasing" since the mid 1960's, "is the result of a Cuban program to alter its broadcasting system so it will reach the U.S. and other neighboring countries," he said. "Cuba's lawlessness pre-dates Radio Marti and will continue to exist in the future, with or without this new station."

In apparent disagreement with Enders, however, was John Summers, executive vice president, general manager, National Association of Broadcasters, who said Radio Marti is "but another variable in the difficult situation that AM broadcasters face as a result of our relationship with the Cuban government." There are technical alternatives to broadcasting on 1040 khz, the frequency recommended by the FCC for Radio Marti, said Summers, including using empty frequencies at either end of the AM band, which can be

received by AM radios in Cuba, or leasing time from U.S. commercial broadcasters.

Neither of these alternatives, according to Summers, carries the likelihood of interference to American commercial broadcasters, as would the present proposal, which would leave WHO(AM) Des Moines, Iowa, open to serious interference if Cuba chooses to retaliate against Radio Marti by jamming or counterbroadcasting. The "slop-over" areas at either end of the AM band are now used only by the U.S. Park Service to broadcast information to park users, said Summers, and the leasing of time on multiple frequencies would frustrate Cuban attempts at jamming or counterbroadcasting. Congress "must be aware of the possible relationship between Radio Marti and Cuban interference," said Summers, and it must realize that the solution to the ongoing problem of Cuban interference "must be arrived at diplomatically," not technically.

Robert G. Engelhardt, vice president of Palmer Communications Inc., the licensee of WHO, agreed with Summers, and argued further that a proposal in the Radio Marti legislation to compensate broadcasters who have to increase power to compete with Cuban interference is "at best a stop-gap measure which would obligate the government to spend tens of millions of dollars to offset a constantly changing Cuban interference pattern."

Engelhardt proposed that the U.S. lease time on a variety of frequencies, short-wave, AM, FM and TV and including the VOA's Marathon station, to send its message to Cuba. Multiple signals, he said, will frustrate Cuban attempts to jam.

Harriet (Sis) Kaplan, president, National Radio Broadcasters Association, proposed that the VOA's Marathon station be given a new split license, to be shared by VOA and Radio Marti. Shared licenses are not unusual in American broadcasting, said Kaplan, and use of the VOA channel would cost the public far less than would building a new facility, which the administration argues will cost \$10 million during its first year and \$7 million its second.

The only private group that appeared to support wholeheartedly the administration's plans for Radio Marti was the Florida Association of Broadcasters, whose special counsel, Matthew Leibowitz, said: "Radio Marti will not cause interference. We already have it." Leibowitz endorsed the proposal to compensate American broadcasters for expenses incurred in competing with Cuban interference and refuted arguments heard in other subcommittees that such compensation will amount to millions of dollars in taxpayer revenues. Few U.S. stations can increase power without interfering with the signals of other American or Canadian or Mexican stations, said Leibowitz, so few would be eligible.

Leibowitz also urged Congress on behalf of the FAB to construct and operate jamming facilities that would "cause inter-



Engelhardt



Summers



Kaplan



Leibowitz



Enders



Tauke



Schaefer



White

ference to Cuban radio operations and/or "jam" Cuban radio operations, until such time that the illegal interference from Cuba ceases." He also supported a proposal in H.R. 5427 to create a presidential task force to study solutions for resolving the problem of Cuban interference.

Enders denied that the State Department chose 1040 khz because Cuba had previously announced plans to build a 500 kw station that would operate on that frequency. The FCC recommended putting Radio Marti on 1040 khz because "all other frequencies turned up serious interference problems either domestically or in Cuba," said Enders. The State Department asked for an AM frequency, he said, because an FM station would not reach all of Cuba. Although Russell Eagan, a spokesman for the Clear Channel Broadcasters Association, said it was his understanding that many Cubans own short-wave radios, Enders said the State Department rejected the idea of broadcasting by short wave, because "few Cubans have short-wave receivers."

Bernard Wunder, chief of the National Telecommunications and Information Administration, the agency that authorizes all frequencies assigned to the U.S. government, said he authorized the use of 1040 khz for Radio Marti without considering the "need or justification" for such a station. "That decision had already been made and it had been ratified by the appropriate foreign policy authorities within the administration," he said. "NTIA, in this case, thus did not undertake the kind of detailed 'public interest' evaluation of the request that would be true, for example, in the case of the FCC."

In this instance, however, the FCC apparently did not conduct such a "public interest evaluation." Kalmann Schaefer, who is FCC Chairman Mark S. Fowler's assistant for international communications, said the FCC moved "in accordance with established practices of frequency coordination between the executive branch and our agency," and, "utilizing the minimal information that we were provided," performed a frequency search with the "objective of minimizing potential interference to U.S. broadcasters as well as providing the best usable signal over Cuba." The decision to put 1040 into use and "all other decisions relating to the Radio Marti project," lie with the executive branch, he said.

The FCC could not have come up with the underutilized frequencies at either end of the AM band, said Schaefer, because those frequencies are not included in its computerized system.

To Swift's criticism that \$17 million far exceeds the amount the State Department will need to build and begin operating Radio Marti, Enders replied that the station would require expensive equipment to reach all of Cuba and at the same time avoid interfering with who's signal. The station's staff will be paid at "government rather than commercial rates," he said, and its programing "must be absolutely trustworthy." That programing will come primarily from the station's headquarters

in Washington, he said, but will also come from a five-person bureau in New York, which is the "center of all communications," and from an office in Miami.

Summers and Michael Rau, an NAB engineer, testified that the administration's request for \$2.9 million in initial start-up costs is overblown.

Clifton White, chairman of the presidential Commission on Broadcasting to Cuba, said, however, it is "unfair to equate Radio Marti with a regular radio station." The government station, he said, "will need an unusually competent staff that will send out accurate information."

The presidential commission is "studying all of the alternatives" being suggested by private groups to the use of 1040 khz, said White, but it will decide to use one of them only if Radio Marti is unable to reach the Cuban people because of jamming or counterbroadcasting by Cuba.

The Telecommunications Subcommittee has 60 days in which to act on the Radio Marti bill, after which it will revert automatically to the Foreign Affairs Committee for action on the floor. A subcommittee spokesman said after last week's hearing that the panel will most likely either substantially amend the bill or recommend to Congress that it be rejected altogether.

Comparable legislation is pending in the Senate, but neither the Foreign Relations nor the Commerce Committee has taken any action on it. □

Tuner study gets mixed reception

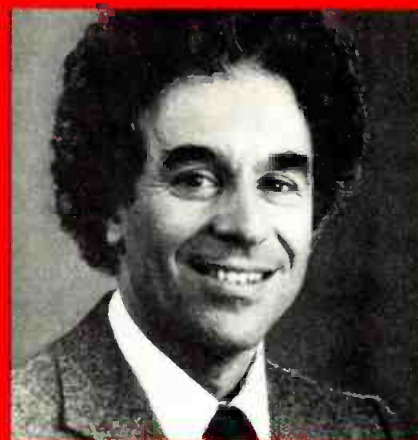
Office of Plans and Policy finds no relationship between UHF viewing and dial type; conclusion is disputed by CUB, NAB, AMST, supported by set manufacturers

Although a report released by the FCC's Office of Plans and Policy has concluded that there is no systematic relationship between UHF viewing and channel selector type—and that without empirical evidence of such a relationship a "rational" case for additional channel selector regulation can't be made—those findings have not warmed the hearts of UHF proponents, according to comments filed at the FCC last week.

Perhaps equally unsurprising, however, was the warm support expressed for the same report, "UHF Viewing and Television Channel Selector Type" (BROADCASTING, March 15), by representatives of television manufacturers.

In its comments, the Council for UHF Broadcasting said it took "great exception to the conclusions found in the report." Joined in its filing by the National Association of Broadcasters, the Association of Independent Television Stations, Field Communications Corp., the Association of Maximum Service Telecasters, the Corporation for Public Broadcasting and the National Association of Public Television Stations, CUB criticized the report for

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Washington Watch

Antipiracy. Bill to increase penalties for sale of counterfeit records, tapes and other audiovisual works passed House last Monday (May 10). Bill (H.R. 3530) provides for first offense penalties of up to five years imprisonment and/or \$250,000 for violations involving at least 1,000 sound recording copies or at least 65 copies of motion pictures or other audiovisual works reproduced or distributed within 180-day period. For offenses involving between 100 and 1,000 record or tape copies or between seven and 65 film copies, penalty could be two years imprisonment and/or \$250,000 fine. For offenses occurring over more than 180-day period and involving 100 or fewer record or tape copies or seven or fewer movies, penalty would be up to one year imprisonment and/or \$25,000 fine. Subsequent offenses would incur penalties of up to five years imprisonment and \$250,000 fine. Bill next goes to House-Senate conference.

Objections. National Citizens Committee for Broadcasting has joined National Black Media Coalition in opposing FCC's approval of Westinghouse Broadcasting Co.'s merger with Teleprompter Corp. NCCB petitioned U.S. Court of Appeals in Washington to intervene on side of NBMC in its appeal of commission action. NCCB is being represented by Michael Lemov, of Leighton, Conklin, Lemov, Jacobs & Buckley, antitrust firm, on pro bono basis. NBMC also has petitioned FCC to deny renewals of WGNO-TV and WYES-TV, both New Orleans, and 21 Louisiana, Arkansas and Mississippi radio stations for deficient equal employment opportunity practices. "All of the stations are large, successful operations with 11-57 employees," NBMC said. "Each has the ability to go well beyond the commission's bare minimum 'boilerplate' EEO requirements. None, we assert, even match these requirements. We have carefully examined the performance over the past four years of every station in these three states. These are the absolute worst."

Telecommunications plank. If former Vice President Walter Mondale runs for Democratic presidential nomination two years hence, as expected, big plank in his platform may be telecommunications as presenting opportunity for progress. He telegraphed his view in interview on CBS-TV *Morning News* when he criticized Reagan administration for cutting back on education benefits when future lies "in technology" and "in telecommunications."

New border fighting. New front has opened in U.S.-Canadian border broadcasting war. Canadian Radio-Television and Telecommunications Commission issued order temporarily barring cable systems from increasing number of U.S. FM signals they carry. Action was taken in response to complaints from Canadian broadcasting industry representatives—including Canadian Association of Broadcasters—that cable carriage of foreign FM signals fragments local markets and gives U.S. broadcasters unfair advantage over domestic AM and FM stations. One example cited was North Vancouver, where listeners can tune in 16 U.S. and nine domestic stations. Commission, which has received "divergent opinions" from artists' rights organizations, cable companies and other interested parties, said it needs additional time to review conflicting views. "In the interim" commission said, it "is not disposed to grant further authorizations for the addition of distant U.S. signals on cable systems." CRTC action is another indication of Canadian concern about competition from U.S. broadcasters—as evident in law denying tax break to Canadians who advertise on U.S. broadcasting stations. National Association of Broadcasters had no comment on CRTC action.

3-D OK. In response to many inquiries, FCC has announced that broadcasters may transmit three-dimensional program material that complies with its standards and system requirements without specific commission authorization. Nonetheless, commission said, licensees should make "sufficient announcements," both during and before their 3-D broadcasts, to advise viewers that any degradation of picture quality may be result of 3-D process, not their receivers.

Power shift. FCC has delegated authority to Office of General Counsel to act on proposed settlement agreements in comparative hearing cases pending before commission. As result, general counsel will be able to act on settlement agreements as long as there are outstanding issues concerning basic qualifications of applicant receiving construction permit or license upon approval of agreement.

Minority findings. Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications has completed its work and plans to present its recommendations to FCC at en banc meeting on May 27, Henry Rivera, FCC commissioner and committee chairman, said at meeting of Hispanics in Communications in New York. At meeting in March, committee, among other things, agreed to recommend that FCC revise its tax-certificate and distress-sale policies to make it easier for minority-controlled limited partnerships to take advantage of them; it also recommended that tax-certificate policy be applied to common carrier and land mobile services (BROADCASTING, March 22).

being "replete with serious statistical and methodological flaws" and for ignoring the "overall" problem of achieving UHF-VHF comparability.

"By not addressing UHF selector influences in this overall context, the report reaches an improper conclusion—that because regulation of UHF selector type may not significantly augment UHF viewing (a conclusion which is not substantiated by the report's underlying analysis) such regulation should not be considered," CUB said. "However, the report ignores the critical issue: the cumulative effect that individual UHF improvements will have on ameliorating the total UHF handicap," CUB said.

CUB also suggested that the commission reject "the passive regulatory stance" suggested by the report. "Instead, it is our repeated request that the agency promptly initiate a rulemaking proceeding aimed at significant UHF improvement through inter alia, random access digital channel selectors on television receivers," CUB said.

In a separate filing, Field Communications Corp., licensee of five independent UHF stations, said the FCC should remember that it was under congressional mandate from the All-Channel Receiver Act "to attempt to remedy every element of the UHF problem." As a result, Field said, the commission was required to adopt regulations to improve the ease "of UHF channel selection since differences between UHF and VHF channel selector types are one of the contributory causes of the UHF handicap."

"The fact that regulation of UHF selector types may not, by itself, significantly increase UHF viewing, is not controlling given this statutory mandate," Field said. "The UHF broadcasting service cannot be fully competitive and prosperous until the UHF technical hardship is eliminated entirely and UHF stations are able to compete equally for audience and programming with VHF stations. In order to achieve parity, the commission must adopt measures designed to treat all aspects of the UHF handicap including improved, UHF channel selector types," Field said.

Sarkes Tarzian Licensing Laboratory, a manufacturer of "channel selector devices designed to enhance UHF/VHF comparability," said other "attitudinal" studies revealed that consumers frequently cite tuning difficulties as one of the various factors deterring them from viewing more UHF. "In light of such evidence, the commission, instead of putting proponents of tuner comparability to an insurmountable statistical and evidentiary task, should formulate policies responsive to those attitudes," the laboratory said.

Nonetheless, the Consumer Electronics Group of the Electronic Industries Association welcomed the "study conclusion that an exhaustive examination failed to uncover any systematic relationship between UHF viewing and channel-selector type."

According to EIA, the report findings contradicted the basic premise—"an alleged UHF tuning handicap"—upon

which current FCC equality of tuning requirements are based. EIA also said it confirmed that "the marketplace, not regulation, is the preferred forum to determine product features such as tuning system attributes." □

FCC's Fogarty: All players on the same field

**Commissioner tells OTA that
telco-cable crossownership
rules should be dropped**

While the general "pro-competitive, deregulatory thrust of today's emerging telecommunications policy" is fine and dandy, the "all-too prevalent tendency to balk at fair and consistent application of that policy to all competitors" is troubling, FCC Commissioner Joseph Fogarty said last week.

"Unfortunately, all too often the FCC and other telecommunications policy makers appear to be operating according to an Orwellian notion that while all competitors are equal, some competitors are more equal than others and deserve favored and protective treatment," Fogarty said in a speech to the Ohio Telephone Association's 87th annual convention in Kings Island, Ohio.

The FCC's current prohibition on telephone company crossownership of cable television is a "classic case in point," Fogarty said. "I believe that nothing short of complete repeal of the telco-cable crossownership [prohibition] will truly serve the public interest," Fogarty said.

Fogarty noted that the commission last year released for public comment a staff report that recommended repeal of all cable crossownership restrictions, except for the one against telco-cable crossownership (BROADCASTING, Oct. 26, 1981), citing the benefits of vertical integration that could be achieved. Nonetheless, Fogarty said, the staff report argued for retention of the telco-cable crossownership ban on the assumption that independent cable operations might become a direct competitor of the telephone company's local loop and local exchange services.

"In my view, this line of argument borders on hallucination. It is simply inane and wishful thinking to suggest that in the foreseeable future independent cable system operators will install the switching equipment and capacity necessary to duplicate and compete with the local telephone exchange," Fogarty said.

On the other hand, Fogarty said, if the commission adopted the staff recommendation, the introduction and deployment of broadband, fiber-optic technology by local telephone exchanges would be "seriously" retarded, if not completely foreclosed. "It will be the American consumer who will suffer the loss of telecommunications benefits which would be directly attributable to this myopic, anti-

competitive restriction masquerading as pro-competitive policy," he said.

Nonetheless, Fogarty said, the FCC wasn't the only government policy maker that has been pursuing "a strangely aberrant 'pro-competitive' policy that is blind to lost consumer benefits." The Department of Justice, he said, had proposed "severe" restrictions on the operations of the Bell operating companies (BOCs) after their divestiture under the terms of the modified consent decree with AT&T.

Under the modified consent decree, Fogarty said, the divested companies would be limited essentially to providing local exchange and interexchange access services and would be barred from providing interexchange and information services. While Fogarty said the "bottleneck" argument upon which those restrictions had been based appeared "pristine as a matter of antitrust theory," he said he "seriously" questioned the "wisdom and appropriateness" of the constraints from "several larger public interest perspectives."

Those restrictions, he said, would only "make it more difficult to maintain reasonably affordable basic telephone service"; would deny consumers the benefits of securing high-quality, low-cost enhanced services "integrated in the local-loop technology of the telephone exchange," and would raise serious and fundamental questions concerning the adequacy of BOC research and "development and the prospect for continued progress in local exchange technology and services." □

Fogarty also said that the value of universal telephone service had "for too long" been ignored in the formulation and implementation of telecommunications policy favoring increased competition. While some, Fogarty said, including FCC Chairman Mark Fowler, have suggested that local rate increases of 200% to 300% wouldn't be an unreasonable result of those policies, "I am not quite so sanguine," Fogarty said. "I believe that a consensus is developing around the view that some mechanism may be needed to continue the support provided by the existing cost allocation and separations and settlement procedures or, at least, to cushion the transition to a more purely "cost-causative" world of telecommunications service pricing. The mechanism most under discussion is the concept of access charges for interconnection into the local exchange, and some modification thereof to maintain any needed support," he said.

Fogarty also said the telephone industry should be interested in videotext. "The potential videotext market is boundless and includes virtually every American home and business," Fogarty said. "Many in your industry have already recognized that participation in videotext through joint venture or otherwise offers a key point of entry into the almost infinite information transfer field. Full industry participation is in my judgment essential to insure that all our citizens have access to the benefits of videotext technology and services." □

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Ad agencies see tighter fall race

After examining network lineups, verdict is CBS and ABC will slug it out for number one while NBC will show a lot of improvement

Preliminary analyses by advertising agency program executives of the new network prime time schedules indicates that CBS and ABC are expected to battle toe-to-toe for first place in 1982-83, with NBC having the potential to wind up a strong third.

NBC-TV's prospects hinge on the outcome of its strategy to place a strong accent for next season on situation comedies, agency officials say. They credit NBC with attempts at innovation in comedy particularly, but point out that sitcoms hold the potential of developing into blockbusters or flops. The critical point is: How well will these new comedy programs be executed?

What concerns many agency specialists is the probability of continuing erosion in prime time network audiences. Despite these declines, they say, they expect the networks to seek rate increases of about 15% during initial negotiating skirmishes, and they maintain that such hikes will be resisted.

Paul Schulman, president of Paul Schulman Co., a unit of Gardner Advertising which buys network programs, believes the new schedule is "less predictable than for former years." He is convinced that "many of the time periods are up for grabs." He envisions a "dog fight" between ABC and CBS for the number-one spot, with NBC in contention as "a strong third."

Schulman says the new schedule is more innovative than previous schedules. He speculates that this represents an attempt to recoup some of the vanishing share points in prime time. He adds this is

a gamble as these programs may ring up solid numbers or "be disasters." He numbers among the more experimental series ABC-TV's *Brass Monkey*, CBS-TV's *Bring 'Em Back Alive* and *Mama Malone*, and NBC-TV's *St. Elsewhere* and *Cheers*.

Robert Buchanan, executive vice president and U.S. media director of J. Walter Thompson, said his preliminary reading of the new fall schedules indicates that CBS is "playing it rather conservatively" and aiming for a more youthful audience. ABC is taking a similar stance, he said, and is trying to build in certain time periods. He characterized NBC as "the boldest" and "the most inventive," but elaborated: "They can afford to make more changes and take more chances."

Buchanan said that at this stage it is difficult to make predictions. He added that JWT places strong reliance on the track records of production companies in initially sizing up the potential of new fall shows. With the new media encroaching on prime time shares, he added, a 28 share is "respectable" in the current environment. He said he expects the trend of network declines to continue next year.

Robert Daubenspeck, senior vice president and national broadcast director of broadcast, Foote, Cone & Belding, notes that NBC has been underrepresented in comedy in recent years and its emphasis on sitcoms is an apparent attempt to raise ratings and attract younger audiences. How well these shows are received, he continued, will be a strong factor in the ratings race.

Daubenspeck echoed other programming officials in tabbing ABC and CBS as close competitors for number one in the 1982-83 season but said NBC has expectations of narrowing the gap with the other

networks. He added that the network erosion in prime time shares has been attributed by some industry officials to then poor performance of NBC.

"If NBC does make inroads on the other networks' shares, will the decline in average prime time ratings continue?" Daubenspeck asked. "This is something we're going to watch. Another thing: Even though some of the pay TV services are offering features that are not highly attractive, network shares keep falling. What does it all mean?"

Daubenspeck said that with network ratings decreasing and the general economy still sluggish, advertisers are more reluctant than ever to pay substantial rate increases. He envisions that networks will be seeking comfortable hikes in rates but believes advertisers and agencies will maintain a strong resistance.

The strongest impression Jack Otter, senior vice president and director of network programming for SSC&B Inc., brings away from attending the presentations is that the competitive race will be closer than ever next season.

He said NBC will benefit from improved program development and careful scheduling. With the addition of a number of new comedy series, he said, NBC has created a number of "building blocks," in which new series are slotted between strong returning shows.

"It's going to be more of a horse-race than last year," predicts Rick Busciglio, senior vice president and director of broadcast programming at McCann-Erickson. Busciglio sees CBS as having "probably the most balanced schedule," while "NBC has done the best job improving" its fare and "ABC may have weakened" its second place position.

More specifically, Busciglio expressed optimism toward new shows *Family Ties* and *St. Elsewhere* (both on NBC), which he felt demonstrated "promise."

Compton Advertising's vice president, programming, Bruce Cox, envisions a much tighter race between ABC and NBC while the lead will be maintained by CBS.

"CBS has had an excellent year for program development," Cox said, but inferred that the network will demonstrate its strength through proper placement of current hit shows.

Some CBS shortcomings, Cox predicts, will be *Seven Brides for Seven Brothers*, which he feels is "a mixed bag of drama and comedy that can't work," and *The Good Witch of Lauren Canyon*, deemed "a good show in a bad time period."

ABC may make a good showing with *Matt Houston* and *T.J. Hooker*, Cox said indicating that the latter program, in terms of placement, may prove successful against the youth-oriented fare presented on Saturdays by the opposing two networks. □

Cable scorecard. Broadcast Advertisers Reports last week broke out listings of top advertisers and categories that contributed to the spending of an estimated \$31.3 million on cable television advertising during the first quarter of 1982 (BROADCASTING, May 10).

BAR said that 364 companies were included in its compilation, headed by General Foods, which spent \$2.3 million.

The new BAR service reports on monitoring of CNN, ESPN, USA Network and WTBS(TV) Atlanta.

Estimated expenditures of the top 10 companies

1. General Foods	\$2,311,598
2. Anheuser-Busch	\$1,575,698
3. Time Inc.	\$1,420,628
4. Procter & Gamble	\$1,381,133
5. American Home Products	\$1,201,638
6. Kellogg	\$1,012,673
7. Bristol-Myers	\$ 902,033
8. Ford	\$ 780,543
9. General Mills	\$ 769,080
10. Philip Morris	\$ 728,275

Estimated expenditures of the top 10 brands

1. Kellogg cereals	\$1,012,673
2. Budweiser	\$ 548,609
3. Toyota	\$ 545,037
4. Maxwell House	\$ 543,001
5. Time magazine	\$ 505,157
6. Tylenol	\$ 443,165
7. Chevrolet	\$ 436,110
8. Post cereals	\$ 430,598
9. Wrigley gum	\$ 423,025
10. Ford	\$ 377,656

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Times that try journalists' souls

Washington conference on public and the media focuses on problems of AT&T regulation, government tightening of information and role of papers in new communications mix

A score of journalists from around the country who assembled in Washington last week for a conference on the public and the media could be excused for thinking, on their departure, that Washington is a depressing place. Congress seems unable to legislate on a telecommunications issue of fundamental importance. And the White House appears determined to frustrate journalists in their effort to report on governmental affairs. If there was any bright spot, it came not in discussions of government but of the survivability of newspapers in an age of new telecommunications technology.

For four days, the journalists attending the conference, sponsored by the Washington Journalism Center, heard from a variety of speakers on developments in communications and legislation, and from those whose job it is to take the pulse of the public or to anticipate tomorrow's trends.

But the issue that seemed to dominate the conference—as it has much of official Washington's time and energy—is the effort to restructure the telecommunications industry. Or specifically, how best to get a rope on AT&T.

The conference heard from Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee and author of the telecommunications bill (H.R. 5158) that was passed unanimously by the subcommittee, as well as from Ward White, senior counsel to the Senate Commerce Committee, which produced a bill (S. 898) that passed the Senate last fall. And neither spoke with any confidence of ultimate Senate-House agreement and passage of a bill in the current Congress.

A noncombatant observer, Henry Geller, former assistant secretary of commerce for communications and information in the Carter administration, was blunt in his assessment. He said AT&T's opposition to the Wirth bill—and AT&T is said to be spending \$2 million in an effort to defeat the measure it says will subject it to onerous regulation—will prevent legislation, at least in the current Congress. "Any side can veto H.R. 5158," he said. As a result, he said, "We'll muddle along without Congress setting policy." The policy, he noted, will be set in the court of

Judge Harold Greene, who presided at the Justice Department's antitrust suit against AT&T and who is now considering the consent decree the two sides signed in an effort to end the litigation.

Wirth himself appeared to concede AT&T's ability to stymie efforts to pass his bill. He expects the bill to be reported out by the parent Commerce Committee and to reach the House floor next month. But asked about the likelihood of passage, he cited as one of the conditions to be met an AT&T decision "to be responsible and not continue in this particular vein." No one expects AT&T to back off from its present campaign.

He described the campaign as one of "fear and misrepresentation" and is "unworthy" of a great corporation. And while he said AT&T is the only opponent of the bill—"everyone else supports it"—he indicated he has been made aware of its effectiveness. He talked of members of Congress who ask him, "Why put me in this position? Stockholders and employees are against the bill, and will work against me."

"Why should they walk the plank?" Wirth said—unless word gets out regarding "what an irresponsible thing AT&T is doing." Wirth and his colleagues on the subcommittee are attempting to mount a

counterattack by AT&T's competitors and by consumers.

Wirth used the AT&T lobbying effort as a takeoff point for a brief discussion of what he described to the out-of-towners as another failing of Congress—"its vulnerability to outside lobbying activity." Indeed, he said he expects the increased activity by political action committees—which he said mobilize supporters for the sake of raising money "to purchase results"—to lead to "a major scandal." However, he said he was not referring to AT&T in that connection.

The denunciation of the White House was voiced by Jack Landau, executive director of the Reporters Committee for Freedom of the Press. In terms of the First Amendment and the principles underlying it, he said, by way of introduction, "we're probably heading into the darkest period you and I can remember."

In part, the problem he saw lies with the courts. But court decisions going against the press—in libel cases (which have resulted in a number of "megaverdicts of over \$1 million"), in orders to close courtrooms, and in decisions that impose prior restraint—are old news, he said.

What is new, he added, is the Reagan administration's "very comprehensive program to restrict government information and impose censorship." He cited administration support of various pieces of legislation—the Agent Identification Bill and proposals to amend the Freedom of Information Act—as well as administrative rulings by the Central Intelligence Agency as proof of efforts to restrict reporting on foreign affairs and defense policy. He said administration announcements that it will seek court injunctions to bar the publication of books by former agents, even if they do not contain classified information, constitutes prior restraint. And he noted the administration is supporting a bill that would, "for the first time in the 200 years" of the U.S., charge royalties for the use of government information.

Landau's recitation was not without its upbeat side, however. He said that, in response to the administration-backed FOI Act amendment introduced by Senator Orrin Hatch (R-Utah), he wrote to every newspaper and broadcast station in Utah to warn that Hatch was "destroying" the act. The response, he said, was gratifying—an outpouring of letters that led Hatch to retreat from what Landau regarded as the most advanced position.

The question of the impact of teletext and videotext on newspapers was discussed by several speakers. And generally, the view was that it would not be unbearable. Kathleen Criner, director of telecommunications affairs for the American Newspaper Publishers Association, said the new technologies would "probably



Caution from Koppel. "Modern American journalism is tailor-made for the quick thrill and the easy kill," admitted Ted Koppel, ABC News *Nightline* anchorman, addressing Syracuse University commencement ceremonies May 8. Saying journalism lacks a sense of context, he told the 4,500 graduates, families and friends: "All too rarely do we as journalists, or you as an electorate, ask ourselves why something is important. We have become so obsessed with facts that we have lost all touch with the truth." Koppel, a 1960 graduate of Syracuse, was awarded an honorary doctor of laws degree.

not" be competitive with newspapers in terms of the news service they provide. But, she said, newspapers' classified ad sections would be "vulnerable" to loss, and "marginal readers" might switch to the text services. On the other hand, she noted, newspapers are joining the technological revolution, not simply fighting it. She said 50 newspapers have signed agreements with cable television systems to deliver the newspapers' textual material.

And John Morton, a securities analyst specializing in the newspaper industry, said the emergence of electronic publishing "may be more of a help than a hindrance" to newspapers. For newspapers can be a source of the information transmitted.

In fact, Morton suggested that the new day of electronic services may see the re-emergence of newspapers as the pre-eminent mass medium for advertisers. "What will happen to television advertising when one half of the population is watching pay television or video games?" he asked. "If national advertisers want the lowest cost per thousand, they won't be impressed with a fragmented market. They may be forced to return to newspapers for a mass audience." □

SNC to start with a few holes in its regional line-up

Satellite News Channels is still a few broadcast stations shy of reaching all parts of country with regional news network system; homes at launch will be 2 million

When Satellite News Channels, the ABC-Group W joint venture, throws the switch June 21 and begins beaming its 24-hour-a-day news service to cable systems, it will not have a full complement of regional news affiliates.

SNC's plans call for broadcast stations to provide SNC with coverage of 23 of the 24 discrete regions into which it had divided the country and to produce a five-minute newscast every hour for SNC cable affiliates in their regions. (The 24th region, Washington, is to be handled by SNC's Washington bureau.) SNC President S. William Scott conceded after a speech at a Media Institute luncheon last week, however, that broadcasters have not been found for all the regions and that only 21 or 22 of them will be covered for the inauguration. The Media Institute, in Washington, is a nonprofit organization that aims to foster business media relations.

As of last week, according to SNC spokesman Roger Kranz, affiliates for 19 regions had signed on and most belonged to major group owners, including, not surprisingly, ABC and Group W. The line-up: Group W's KYW-TV Philadelphia, KDKA-TV Pittsburgh, WBZ-TV Boston and KPXN-TV San Francisco; ABC's WXYZ-TV Detroit and WLS-TV Chicago; Metromedia's WNEW-TV New York, and KTTV-TV Los Angeles; Taft Broadcasting's

WBRC-TV Birmingham, Ala., and WDAF-TV Kansas City, Mo.; Scripps-Howard Broadcasting's WMCT-TV Memphis, Tenn.; WEWS-TV Cleveland and WCPO-TV Cincinnati (the two Ohio stations will share responsibility for the Ohio region); Cox Broadcasting's WSB-TV Atlanta; Midwest Radio-TV's WCCO-TV Minneapolis; George Hatch's KUTV-TV Salt Lake City and General Electric's KOA-TV Denver, which will share responsibilities for the sprawling intermountain region; Fisher Broadcasting's KOMO-TV Seattle and KATU-TV Portland, Ore., which will together cover the Northwest region, and Sunbeam TV Corp.'s WCKT-TV Miami.

SNC is currently having problems finding affiliates for the Southwest (New Mexico and Arizona), north Texas, south Texas and upper New York regions. Kranz is confident, however, that with the possible exception of the Southwest, SNC will be able to match broadcasters with all the regions by June 21.

There are plenty of reasons for broadcasters to take part in the SNC venture, according to Kranz, and one powerful reason not to—the cost. The participating station, Kranz promised, will enjoy "an enhanced



Scott

sales and news presence in the market." The SNC affiliation will permit the station to reach beyond its broadcast coverage area to distant cable systems, opening up a new advertising market—90 seconds of each five-minute newscast is allocated for advertising—and providing an opportunity for promoting the station's regular newscasts among cable viewers. In addition, Kranz said, each station will be able to enhance its broadcast news with an unlimited number of excerpts from the national SNC news.

On the other hand, Kranz said, it will cost each of the affiliates up to \$1 million to join in. Each must purchase and install an uplink (if it doesn't already have one) and build a new set and hire the additional management and news personnel needed to produce the regional newscast.

Not all the affiliates will be performing all their duties at start-up, Kranz also admitted. Although all will be ready to contribute regional news feeds to SNC national news, some will not be ready to produce and distribute the regional newscasts. WCKT, for instance, will not launch its ser-

vice for the Florida region until next fall, Kranz said.

And cable subscribers shouldn't expect much local news. SNC is making time available for cable affiliates to produce local news, but Scott said thus far few cable systems are prepared to spend the money it takes. To encourage local news, Scott said, SNC is advising cable affiliates to work out deals with local radio and television stations, which have the facilities and the know-how.

Despite the problems, SNC seems to be having an easier time finding news affiliates than it has had signing up cable affiliates to carry the service. Scott reiterated SNC's promise to have two million cable homes on board for the launch—not a large number considering that Group W Cable now boasts 1.7 million subscribers itself—and added that by the end of the year it hopes to have three million homes. By contrast, Ted Turner's Cable News Network, SNC's 24-hour-a-day competitor, reports it reaches more than 11.8 million. Turner's CNN2, which was conceived to compete head-to-head with SNC as a cyclical short-form headline service, has 1.1 million subscribers.

As other Group W and ABC executives have done, Scott downplayed the competition between SNC and Turner's ventures. It is not SNC's intent to push anybody out of the business, Scott said, adding that he hoped SNC, CNN and additional news services being contemplated by others all thrive. Competition is important, he said. "SNC will make CNN better, and, as it improves, it will make us better."

Scott was more than willing to talk up SNC and talk down the competition, however. "Ours is the only all-news, cable-only service," he claimed. Because CNN2 is being sold to radio and television stations, it is not exclusively cable, he explained, and because CNN is full of features and talk shows, it is not exclusively news. "The Satellite News Channels assures the viewer, the subscriber," Scott said in his speech, "that at any time of the day or night subscribers will receive an up-to-the-minute report on the top news stories of that moment plus other important information in a relatively short period of time: in 18 minutes."

Claiming to have watched about 100 hours of CNN2, Scott criticized the service's format and its editorial judgment. The half-hour CNN2 news cycles are produced live, he said, and then taped and rebroadcast with live updates of several minutes inserted at the top. Not only can such a format prove "embarrassing," Scott said, but it is simply "not the way to run a news operation."

Scott also questioned CNN2's news judgment in leading with a story on the kidnapping of General Dozier and following it with a soft feature on a "Japanese tea ceremony." "That may be okay mechanically," he said, "but it's not okay from a news point of view." CNN2 and too many other news programs are like a "Chinese dinner," Scott said. "That is, when it's all over, you're still hungry. Nothing sticks to you." □

Delaware courtrooms open to radio, TV

As the doors to Delaware courtrooms opened to the electronic media last week, a few unexpected technical problems accompanied the event. It was during a Delaware Supreme Court hearing in Dover, that both local radio and TV stations experienced lighting and sound difficulties, among other things.

Cameraman John Cannon of WMDT(TV) Salisbury, Md., explained that guidelines issued by the court ban the use of special lights and consequently the tape was dark. "The tape was airable; the picture just wasn't crisp," he said.

Other technical problems also cropped up. Cannon said he was restricted from moving around and had to keep his camera on the tripod. However, he said, "It wasn't a bad position. I had the freedom to pan the courtroom, but it would have been a better story if I could have gotten the shots I wanted," he added.

One difficulty Cannon hadn't anticipated, he said, was not being able to leave the room after the hearing. According to the guidelines he couldn't break down his equipment and leave until the court was adjourned. He was forced to sit through part of a second hearing. The judge, however, made an exception and let him leave in the middle of the hearing. Cannon explained that the reporter with him wanted

to interview the attorneys as they left but couldn't. "This was something we didn't plan for, but maybe the courts will reconsider and let us leave when we're finished," he said.

According to News Director Bill Satterfield of WKEN(AM) Dover, its recording of the proceeding was not broadcast. "It was terrible, the room was not set up for tape recording," he explained. Satterfield noted that the court allows one station to plug into its recording system and the rest must plug into the station's output. The sound problem, he said, was basically caused by the six microphones being used. There was one mike for the attorneys and five for the justices, he said. Satterfield noted that whenever there are that many open microphones you pick up noise. "The rustling of paper, people coughing; it just doesn't work well," he added.

Satterfield said he didn't know what to expect, but that a group of radio stations are going to get together and explore a possible solution. "We are going to sit down and come up with some suggestions and send a letter to the court with some recommendations," he said. □

U.S. reporter abducted in Argentina

Christopher Jones, international editor of Metromedia's WNEW-TV New York, reported last week that he was beaten, threatened and dumped naked from a car on Tuesday (May 11) after being kidnapped on a Buenos Aires street by three men he said were members of the Argentine secret police.

Jones said later in a live broadcast to WNEW-TV that during the three hours he was held captive, he was dragged into a car and kept under a blanket while his abductors beat him, kicked him, threatened to kill him and stole his notebook, wallet, money, jewelry and clothing. He was finally pushed out of the car on a road about 20 miles outside of Buenos Aires.

He said his abductors identified themselves as policemen. He reported he was reluctant to go to the local police at first, but residents assured him that the abductors were members of the secret, not the local, police.

Jones said he was "perplexed" as to why the men had abducted him. He had been in Argentina for a week and had been filing reports about the Falkland Islands crisis and other developments within the country.

Jones broadcast audio reports from the police station Tuesday night for inclusion on the station's 10 p.m. newscast and was interviewed shortly thereafter by NBC News, which supplied the station with footage for use on the same telecast. The station extended the news program, enabling Jones to file a picture report that evening.

A station spokesman said Wednesday (May 12) that Jones wanted to remain in Argentina but WNEW-TV officials planned to send him to Montivideo, at least for the time being. □

'Daily News' editor charges distortion by television journalism

Michael O'Neill says TV news and 'national press' are abusing their significant powers

"Is our duty to inform so stern that we must exile ourselves from our own humanity? ... Have we become so arrogant with our power, so competitive that we cannot decide that the public crime is often not worth the private punishment? That the First Amendment is often abused rather than served by those who would defend it?"

Those were among the questions asked at the Chicago meeting of the American Society of Newspaper Editors by *New York Daily News* Editor Michael J. O'Neill. Saying that "there has been an astonishing growth in the power of the media over the last decade," O'Neill maintained: "I am by no means sure we are using it wisely."

The chief culprit, in O'Neill's view, is television. "In fact," he told the newspaper editors, "the very processes we use to inform the public have been badly distorted by television, and, to a lesser degree, by a whole range of other phenomena from investigative excesses to our enthrallment with adversary journalism."

"The extraordinary powers of the media, most convincingly displayed by network television and the national press, have been mobilized to influence major public issues and national elections, to help diffuse the authority of Congress and disassemble the political parties—even to make presidents or break them," O'Neill said.

"No longer do we merely cover the news. Thanks mainly to television, we are often partners now in the creation of news—unwilling and unwitting partners perhaps ...," O'Neill claimed.

"Healthy skepticism" of government has shifted to "a hard, intense, adversarial attitude," he said, while "the rigors of old-fashioned impartiality" are being surrendered "to the impulse of advocacy."

"These trends, however, are more symptoms than cause. Much deeper processes are at work. The mass media, especially television, are not only changing the way government is covered but the way it functions," charged the *News* chief.

"Television has also indelibly changed the democratic process by establishing a direct communication link between political leaders and their constituents. Now, as never before, these politicians are able to bypass the print media and the troublesome business of depending on reporters to represent them to the public," he maintained.

O'Neill told his print colleagues "unfortunately, television is an impressionistic media that marshals images and emotions rather than words and reason. Its lenses

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are distorting. They focus on the dramatic and the visible, on action and conflict ... Newsmakers modify their behavior to fit, creating controversy on demand." Valid and important issues "are ignored because they cannot be seen by television's beady red eye."

Calling on journalists to adopt an editorial philosophy "that is more positive, more tolerant," O'Neill said, "we should make peace with government ... we should cure ourselves of the adversarial mindset ... editors also need to be ruthless in ferreting out the subtle biases—cultural, visceral and ideological—that still slip into copy."

More than just the midnight shift

Phil Donahue says new venture with ABC may include other news segments in addition to late night program

Syndicated television talk show host Phil Donahue, whose contract with NBC-TV as a *Today* show contributor expires today (May 17), said he does not rule out the possibility of producing news segments and prime time specials for ABC-TV, in addition to his duties as "a major contributor" to ABC's new late-night news program beginning in October.

Donahue told BROADCASTING in an interview: "I'm vain enough to hope that I'll be on ABC News," adding, "I'd like to do

a segment for *20/20* and explore the possibility of prime time specials."

Donahue emphasized that his current responsibilities with ABC only extend to the as-yet-unnamed magazine show, to air from midnight to 1 a.m. NYT, but that he would not say no to an invitation to expand into other areas, "if the time was available, if I had the help and if the producers had the time to do it right."

The exact format and content of Donahue's late-night segments have not been determined, he said, although they will be "topical, serious and news-oriented." Donahue said each segment would last about 15 minutes and include a studio audience. He indicated the pro-

ducers might make use of satellite technology in order to include guests located in different parts of the world.

Donahue said he was "disappointed" to leave NBC, adding, "my understanding is it was a question of budget as much as anything else. Those segments [featuring Donahue] didn't come cheap." Asked about the influence ABC News President Roone Arledge had on his decision to join the network, Donahue replied, "he had quite a bit to do with it."

The producer and syndicator of *Donahue*, Multimedia Inc., recently renewed its contract with the interviewer for the one-hour daily strip, produced in Chicago. □

NewsBeat

ABC cleared. ABC, reporter Geraldo Rivera and *20/20* producer Charles Thompson have been cleared in \$40-million libel case growing out of April 17, 1980 report "Injustice for All." Segment concerned charges of misconduct against Summit county (Ohio) Probate Judge James Barbuto, since convicted of sexual assault on female court clerk. One of primary allegations reported in "Injustice for All" was that Barbuto traded reduced sentences for sex with defendants. Suit, which was decided in ABC's favor last week, had been brought by Sandra Bodie of Akron, Ohio. Bodie had been filmed surreptitiously for *20/20* report, and claimed broadcast implied she was prostitute and may have tried to use sex to gain favorable treatment from Barbuto in theft case. □

Record carriers and information flow. FCC said no to request by World Press Freedom Committee for inquiry into whether rates charged by international record carriers to press organizations inhibit flow of news, and if they do, whether special rates to press should be charged. FCC said it was not shown that services provided to press were sufficiently different from those provided other customers to jeopardize public interests if services are provided at equivalent rates.

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Broadcasters buck tide in first quarter

Some of that is recovery from poor showings year before, however, plus host of other factors

As a group, the major publicly held broadcasters (a word that's becoming progressively less apt in describing them) had a fantastic first quarter compared to the rest of corporate America. In the middle of a recession, with corporate profit in sum plunging some 17%, eight of the nine largest group owners that have reported their results (Taft is still tallying its fiscal year numbers) earned a total of \$92.6 million in the first three months of 1982, compared with \$75.2 million the year earlier. That's an uptick of 23.1%.

But, as is often the case, there's a laundry list of qualifiers to append to that figure. The year-to-year comparison for ABC, which shows a gain of 89% or close to \$12 million, approaches the total dollar gain for the broadcast group. That company benefited from a most favorable comparison with its poor results the year earlier—in fact, the 1982 earnings figure doesn't even equal the first-quarter results reported in 1980 (BROADCASTING, May 3).

Metromedia, with its 60% bottom line improvement, to \$14.9 million, a hefty contributor to the overall percentage gain of the broadcasters, owed a substantial portion of that improvement to the \$4.6-million gain on the sale of KSNB-FM San Francisco.

That's not to say that broadcast results for the two companies weren't good—ABC said its television network logged sharply increased profits while Metromedia's broadcast operating income advanced 18%.

Those firms' plusses, meanwhile, more than compensated for the downturns experienced by several members of the group. Storer, for one, saw its net income plummet 76% in the quarter, from \$2.1 million to \$492,000. Cable expansion and cable associated interest costs took the rap for that precipitous decline. Scripps-Howard suffered a 5% downtick, to \$4,436,000. Meanwhile, CBS's results were off 16%—to \$14.2 million.

That latter result illustrates some of the problems of interpreting the significance of the numbers to broadcasters and to the cable industry—CBS/Broadcast Group revenues were up 21%, the company said, and profits there rose "sharply"—the hit to earnings came from the consumer businesses of the parent corporation, notably recorded music and musical instruments. Storer's broadcast division even reported a 14% profit improvement.

That's more on the order of the gain reported by LIN Broadcasting, up 9% to \$3.1 million, and Capital Cities Communications, up 10% to \$18 million. Cox Communications, meanwhile, experienced a 29% surge at its bottom line, to \$13.3 million, with its broadcast operating profits up 16% and cable operating line up 37%.

Beyond those companies, RCA, which is neither fish nor fowl as far as the broadcast analysts are concerned, managed to

log higher first-quarter earnings thanks to its divestiture of "peripheral" businesses; NBC's profits were "marginal" in the three months.

Elsewhere, Heritage Communications reported that its 67% revenue gain to \$21.9 million worked down to a 3% net earnings decline to \$714,954, 5 cents per share as corporate expenses almost doubled. The company said it expects earnings from operations to show a full year to year gain. □

Becker study shows banks leading cable lenders

Industry debt for 1982 is projected at \$4.9 billion

The cable television industry "has become increasingly dependent on short-term floating-rate bank debt as its primary source of funds." That's one of the conclusions of Warburg Paribas Becker—A. G. Becker's eighth annual "Survey of Historical and Projected Availability of Debt Funds for the Cable Television Industry" ("In Brief," May 10).

Becker ties that development to "continued high interest rates, the overall shortage of long-term fixed-rate debt in the private markets, and the deterioration of

the public equity markets." According to the survey, out of \$3.7 billion in outstanding cable debt at the end of 1981, \$2.6 billion was bank money, \$940.4 million came from insurance companies and \$131.6 million from intermediate term lenders. The financial services firm's projections for year end 1982 put the industry's total debt at \$4.9 billion, with the bank, insurance and intermediate lender contributions as follows: \$3.7 billion, \$1.1 billion and \$139 million.

Those last figures, Becker cautions, "will obviously be affected by interest rates, franchising activity, construction schedules, the availability of equity financ-

Bottom Line

Pledge. Storer Broadcasting has pledged as much as \$1 million for loans and investments to businesses in Miami's Liberty City, area torn by riots in May 1980. Money will be available by June 1. It will be in four forms: loans, investments, underwriting of loans by banks and other lending institutions and participation in high-risk "seeding capital" fund being set up by Greater Miami Chamber of Commerce. Outgoing Storer Chairman Bill Michaels noted that company has no holdings in Miami proper and that it seeks no long-term ownership in Liberty City businesses; loans will be at prime rate and "possibly considerably lower" and firms will be given "every reasonable option and opportunity to buy out Storer's interest when possible." □

From heights to depths. Consolidated net income of Tribune Co., Chicago, dropped to \$468,000,000 in first quarter, compared to \$14.6 million in comparable period of 1981. Revenues for first three months of 1982 were \$332 million, 2% more than in first quarter of 1981. Stanton R. Cook, president and chief executive officer, said: "Although the steep earnings decline in the first quarter should moderate during the balance of 1982, full-year earnings are expected to be well below 1981's record \$98.1 million net income. This projected decline is due to a combination of factors including difficult economic conditions, the interest charged to earnings in 1982 that have been capitalized during plant construction, decrease in investment tax credits and continued *New York Daily News* losses." Tribune Co. is privately-owned communications company with newspaper, radio and TV stations, cable TV and entertainment operations in U.S. and newsprint/forest product operations in Canada. □

Deal done. Boston-based Affiliated Publications, publisher of *Boston Globe* and broadcast group owner, and McCaw Communications, operator of cable system in Medford, Ore., and 45% owned by Affiliated, have closed their joint venture deal to buy cable systems from California-Oregon Broadcasting Inc. for \$49.2 million (BROADCASTING, Oct. 12, 1981). Deal also includes purchase of Pacific Telecommunications Inc., microwave common carrier serving northern California and Oregon for \$1.9 million.

ing, the industry's ability to generate cash flow and its ability to maintain current operating margins."

Analyzing the 1981 developments, Becker noted that the \$3.7-billion total of outstanding debt was 52.9% ahead of the 1980 figure. The total of debt plus unfunded commitments to the industry stood at \$6.5 billion at yearend 1981, itself up 58.5%; the bulk of the unfunded commitments, \$2.7 billion, was accounted for by the bank lenders. The survey also pointed out that high interest rates and an overall shortage of funds curtailed insurance company lending to the cable industry in 1981, while the "consolidation and maturation of the industry has created a more competitive environment among bank lenders, causing a general decline in the risk and yield characteristics normally required by intermediate term lenders."

Becker also accounted for nondebt funding sources for capital—estimating that the industry raised \$415 million last year through common stock and convertible debenture offerings. Limited partnerships also proved important, said Becker, although adding that the total funds raised in the private partnership market are impossible to determine. Public limited partnerships (BROADCASTING, May 3) "became a significant factor during 1981," Becker stated, putting the total equity raised through that mechanism at \$23 million last year, with partnerships hoping to secure another \$165 million.

Becker tallied the industry's internally generated cash flow at just over \$1 billion last year, up from \$918 million, and gave a further nod to such infusions of equity into the industry as the contributions by the partners in the Warner Amex Cable joint venture, Warner Communications and American Express, and capital expenditure programs announced by major operators like Time Inc. and Group W. □

First-quarter dip reported by JWT

JWT Group Inc., New York, reported a net loss of \$47,000 in the first quarter of 1982 but said the result was not connected with the financial problems of its television program syndication operations (BROADCASTING, Feb. 8, et seq.).

JWT said the Mexican peso devaluation and construction delays in preparing new office space created the loss in the first quarter. In 1982 the first-quarter net loss amounted to one cent per share, as against net income of \$326,000, equal to six cents per share, in the corresponding period of 1981. Revenues in the 1982 period totaled \$92.4 million, up from \$83.3 million last year.

Earlier this year JWT revealed its syndication unit had made fictitious accounting entries of \$30 million over the four years from 1978 through 1981. Pre-tax adjustments have been made to cover those years, and a JWT spokesman said the 1982 results are not affected by the accounting irregularities. □

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2 Another Iris was awarded to KOMO TV in Seattle for their nightly magazine series, "PM Northwest."

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Stock Index

Exchange and Company	Closing Wed. May 12	Closing Wed. May 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	39	37 3/4	+1 1/4	+ 3.31	8	1,122
N Capital Cities	79 3/4	77 5/8	+2 1/8	+ 2.73	13	1,038
N CBS	44	43	+1	+ 2.32	8	1,229
N Cox	32 3/8	31 3/8	+1	+ 3.18	16	916
A Gross Telecasting	25 3/8	25	+ 3/8	+ 1.50	6	20
O LIN	25 1/2	24 1/2	+1	+ 4.08	16	261
N Metromedia	210 3/4	204	+6 3/4	+ 3.30	15	836
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	31 1/2	30 1/8	+1 3/8	+ 4.56	15	500
N Taft	32 1/2	32	+ 1/2	+ 1.56	9	311
O United Television	8 1/8	8 1/8			14	97

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	22 5/8	23 5/8	-1	- 4.23	17	89
A Affiliated Pubs.	24 3/4	24 3/8	+ 3/8	+ 1.53	9	128
O A.H. Belo	19 5/8	18 1/4	+1 3/8	+ 7.53	8	180
N American Family	9 3/4	9 1/2	+ 1/4	+ 2.63	9	131
N John Blair	36	34 5/8	+1 3/8	+ 3.97	10	134
N Charter Co.	9 5/8	8 3/4	+ 7/8	+10.00	7	207
N Chris-Craft	43	39 3/8	+3 5/8	+ 9.20	11	96
N Cowles	36	36 1/4	- 1/4	- .68	23	142
N Dun & Bradstreet	68 5/8	71	-2 3/8	- 3.34	16	1,921
N Fairchild Ind.	13 7/8	14 5/8	- 3/4	- 5.12	6	180
N Gannett Co.	35 1/8	35 3/4	- 5/8	- 1.74	11	1,863
N General Tire	17 7/8	18 3/8	- 1/2	- 2.72	7	421
O Gray Commun.	34	34			7	16
N Gulf United	19	18 1/4	+ 3/4	+ 4.10	6	509
N Harte-Hanks	25 3/8	26 1/2	-1 1/8	- 4.24	10	247
N Insilco	16	15 7/8	+ 1/8	+ .78	7	240
N Jefferson-Pilot	28	28			6	604
O Josephson Intl.	8	7 7/8	+ 1/8	+ 1.58	7	31
N Knight-Ridder	33 1/2	31 5/8	+1 7/8	+ 5.92	11	1,078
N Lee Enterprises	25 3/4	25 7/8	- 1/8	- .48	9	178
N Liberty	13 5/8	13 1/2	+ 1/8	+ .92	7	173
N McGraw-Hill	54 1/2	52 5/8	+1 7/8	+ 3.56	14	1,355
A Media General	38 1/4	38 3/8	- 1/8	- .32	9	267
N Meredith	60 1/2	60 1/2			7	192
O Multimedia	32	32			13	324
A New York Times Co.	41 1/4	40 5/8	+ 5/8	+ 1.53	10	509
N Outlet Co.	32 3/4	33	- 1/4	- .75	60	87
A Post Corp.	28 1/4	27 3/8	+ 7/8	+ 3.19	15	51
N Rollins	15 3/4	15 1/8	+ 5/8	+ 4.13	9	432
N San Juan Racing	22 1/8	22 1/8			35	95
N Schering-Plough	29 7/8	29 3/4	+ 1/8	+ .42	9	1,588
N Signal Cos.	19 3/8	18 3/4	+ 5/8	+ 3.33	7	1,399
O Stauffer Commun.	44	44			11	44
A Tech Operations	20 1/8	17 3/4	+2 3/8	+13.88	9	19
N Times Mirror Co.	43 1/2	45	-1 1/2	- 3.33	10	1,485
O Turner Bcstg.	12 1/2	12	+ 1/2	+ 4.16	15	255
A Washington Post	34 3/8	33 7/8	+ 1/2	+ 1.47	14	483
N Wometco	24 3/8	24 5/8	- 1/4	- 1.01	13	331

CABLE

A Acton Corp.	7	7 1/8	- 1/8	- 1.75	233	33
N American Express	49 1/2	49 3/8	+ 1/8	+ .25	9	4,593
O Burnup & Sims	12 5/8	11 3/4	+ 7/8	+ 7.44	13	109
O Comcast	20	20			19	89
N General Instrument	38 1/8	39 3/4	-1 5/8	- 4.08	13	1,175
N Group W Cable	37 1/2	37 1/2			30	638
O Heritage Commun.	11	11			31	79
O Rogers Cablesystems	6 1/2	6 1/4	+ 1/4	+ 4.00	130	142
O Tele-Communications	21 5/8	20 3/4	+ 7/8	+ 4.21	53	604
N Time Inc.	34 7/8	33 5/8	+1 1/4	+ 3.71	12	1,735
O Tocom	9 3/4	9 1/2	+ 1/4	+ 2.63	12	48
N United Cable TV	25 3/8	24 3/8	+1	+ 4.10	23	276
N Viacom	23 1/8	23 7/8	- 3/4	- 3.14	16	261

Exchange and Company	Closing Wed. May 12	Closing Wed. May 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	2	2			15	11
N Columbia Pictures	71	70 7/8	+ 1/8	+ .17	15	594
N Disney	56	57	-1	- 1.75	16	1,866
N Dow Jones & Co.	47 5/8	47	+ 5/8	+ 1.32	18	1,495
N Filmways	6	5 3/4	+ 1/4	+ 4.34	1	34
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	54	52 1/8	+1 7/8	+ 3.59	5	4,436
N Gulf + Western	15 1/8	15 1/8			4	1,116
N MCA	56	51 1/4	+4 3/4	+ 9.26	15	1,332
N MGM/UA	7 1/8	5 7/8	+1 1/4	+21.27	10	354
O Reeves Commun.	33	34 1/4	-1 1/4	- 3.64	13	268
O Telepictures	8 5/8	8 3/4	- 1/8	- 1.42	16	42
O Video Corp. of Amer.	9 1/2	9 7/8	- 3/8	- 3.79	37	15
N Warner	54 3/8	57 1/4	-2 7/8	- 5.02	15	3,334
A Wrather	25	25			20	58

SERVICE

O BBDO Inc.	44 3/4	44 3/4			9	119
O Compact Video	4 7/8	5 1/4	- 3/8	- 7.14	5	15
N Comsat	63 5/8	63 3/8	+ 1/4	+ .39	18	509
O Doyle Dane Bernbach	16 1/4	15	+1 1/4	+ 8.33	8	89
N Foote Cone & Belding	33 1/2	33 1/4	+ 1/4	+ .75	8	90
O Grey Advertising	66	66			6	37
N Interpublic Group	29 3/8	28 7/8	+ 1/2	+ 1.73	9	135
N JWT Group	21 5/8	21 1/4	+ 3/8	+ 1.76	16	113
N MCI Communications	37 7/8	38 5/8	- 3/4	- 1.94	32	1,839
A Movielab	3 1/4	3 1/4			33	5
O A.C. Nielsen	49 3/4	50 1/4	- 1/2	- .99	14	558
O Ogilvy & Mather	33 1/4	32 1/4	+1	+ 3.10	9	142
O Telemation	2 3/4	2 5/8	+ 1/8	+ 4.76	16	2
O TPC Communications	1 1/2	1 3/8	+ 1/8	+ 9.09	2	1
O Unitel Video	7 3/4	7 1/2	+ 1/4	+ 3.33	13	9
N Western Union	33 1/2	33 3/4	- 1/4	- .74	11	570

ELECTRONICS/MANUFACTURING

O AEL	13	12	+1	+ 8.33	5	25
N Arvin Industries	13	13 1/2	- 1/2	- 3.70	8	88
O C-Cor Electronics	22 3/4	24	-1 1/4	- 5.20	29	68
O Cable TV Industries	7 1/4	7	+ 1/4	+ 3.57	9	21
A Cetec	4	4			8	8
O Chyron	19 3/4	19 1/2	+ 1/4	+ 1.28	16	53
A Cohu	4 5/8	4 1/2	+ 1/8	+ 2.77	7	8
N Conrac	25 1/8	24 3/4	+ 3/8	+ 1.51	19	54
N Eastman Kodak	73 7/8	72 1/2	+1 3/8	+ 1.89	10	11,923
O Elec Missile & Comm.	15 1/4	15	+ 1/4	+ 1.66	56	42
N General Electric	63 3/8	65 3/4	-2 3/8	- 3.61	9	14,440
N Harris Corp.	30	30 1/8	- 1/8	- .41	10	938
O Microdyne	13 3/4	13 1/2	+ 1/4	+ 1.85	17	62
N M/A Com. Inc.	23	22 3/8	+ 5/8	+ 2.79	21	894
N 3M	55 7/8	55 5/8	+ 1/4	+ .44	10	6,563
N Motorola	61	64 5/8	-3 5/8	- 5.60	11	2,186
O Nippon Electric	83 3/4	81 1/2	+2 1/4	+ 2.76	30	3,245
N N. American Philips	38 3/4	38	+ 3/4	+ 1.97	5	529
N Oak Industries	22 3/4	20 1/2	+2 1/4	+10.97	10	322
A Orrox Corp.	8 3/4	9	- 1/4	- 2.77	51	19
N RCA	20 3/8	20 3/4	- 3/8	- 1.80	11	1,539
N Rockwell Intl.	33	32	+1	+ 3.12	8	2,515
A RSC Industries	5 7/8	5 3/8	+ 1/2	+ 9.30	49	18
N Scientific-Atlanta	17 1/2	16 1/2	+1	+ 6.06	17	406
N Sony Corp.	15 1/2	14 1/2	+1	+ 6.89	13	3,574
N Tektronix	54	55 1/4	-1 1/4	- 2.26	13	1,010
O Telemet (Geotel Inc.)	1 7/8	1 7/8			5	5
A Tescan	15	14 3/4	+ 1/4	+ 1.69	19	68
N Varian Associates	35 1/4	37	-1 3/4	- 4.72	24	283
N Westinghouse	26	26 1/8	- 1/8	- .47	5	2,217
N Zenith	13 3/4	14 1/4	- 1/2	- 3.50	17	260

Standard & Poor's 400 Industrial Average 132.25 130.61 + 1.64

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.

LPTV pioneers: homesteading television's newest frontier

BROADCASTING survey finds mix of local news, sports and nightly STV operation will be staples of latest broadcasters on block

While many industry analysts don't harbor great expectations for the newly authorized low-power television service (BROADCASTING, March 8), that's not an attitude widely shared among the 32 LPTV applicants whose applications the FCC has already granted. Most, in fact, say they've already committed money for equipment; most think they'll make money off their stations, and most expect to be on the air soon.

Most, however, also seem to realize they're facing largely uncharted territory, and several have expressed doubts about how well the FCC rules will serve them. For example, several grantees criticized the rules for not requiring cable operators to carry LPTV signals. Without mandatory carriage, they said, LPTV's chances for survival, especially in smaller communities served only by cable, seem slim. Also, some said, the FCC rule giving a preference to those without other media interests could work against those LPTVers who had hoped to be able to subsidize operations in smaller communities, and seek economies of scale, with and through hoped-for operations in larger cities. But overall, most still agree they're "very enthusiastic" about their LPTV stations' future.

Among those expressing enthusiasm for the new service is John Boler, a veteran broadcaster, who received the first LPTV grant in the continental United States. Boler has been broadcasting over a 1 kw UHF (ch. 26) in Bemidji, Minn., since last Dec. 12, and he told BROADCASTING his station is booming.

Boler said he's put more than \$600,000 into equipment and facilities—\$150,000 of that for a mobile unit useful for covering high school and college sports—and hasn't run into problems selling advertising to help support his daytime mix of local news and other local programming. Independent Network News and syndicated shows off satellites. He has 17 full-time, and eight part-time employees. And his subscription TV operation, which runs a scrambled operation from 7 p.m. until the early hours of the morning, has attracted about 500 subscribers since he started offering it in late January, he said.

Lee Smathers, president of Sky Window Television Inc., which has been granted an LPTV for ch. 6 in Douglas, Wyo., also is "very enthusiastic" about LPTV.



LPTVers. William Morgan, vice president (l), and Davy Doss, president of Bruce Independent TV Inc., stand before earth station they'll use to pick up satellite programming for their low-power television station on ch. 7 in Bruce, Miss. They plan to locate their studios in the building in bottom picture.

Smathers said that he and his father will try to run the station on their own, hoping to go on air by mid-July. They'll be offering a mix of local news, high school sports and programming picked off satellites during the day; they're even discussing the possibility of a network affiliation. They are buying a transmitter and antenna but plan to lease the other equipment they need. Like Boler, they plan to offer an STV service during the night and early-morning hours.

Telecrafter Corp., a cable service com-

pany and MDS operator, has received six grants: ch. 18, Libby, Mont.; ch. 19, Glasgow, Mont.; ch. 17, Lewiston, Mont.; ch. 18, Havre, Mont.; ch. 15, Cody, Wyo., and ch. 16, Gillette, Wyo.

A. Clinton Ober, Telecrafter chief executive officer, said the company, which plans to invest from \$150,000 to \$200,000 in each station, hoped to offer locally originated programming in the future. But for the time being, he said, the company, which has already ordered earth stations and transmission equipment for each, would

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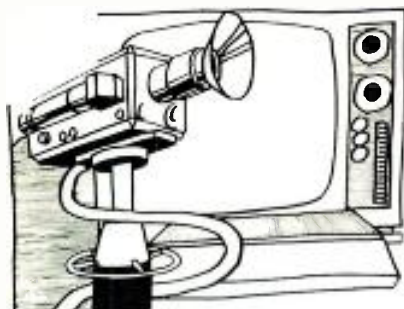
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offer programing from satellite feeds—it has already arranged to carry CNN2—filling in the gaps with the Associated Press news wire, which it will make available through the use of a character generator. Ober said the company, which hopes to have all of its stations on the air by September, was also planning to offer STV at night, perhaps exploring "pay-for-view" concepts.

Sara Diaz Warren received a grant for ch. 63 in Alamogordo, N.M. She said she has already bought the station equipment and plans to be on the air by the end of May. While she plans locally originated programing, she will also "pick and choose" among nonviolent, family programing offered over satellites, hoping to support that with local ad revenues.

Sowers Newspapers Inc., a Missouri newspaper publishing company, has received two LPTV's: ch. 5, Kirksville, Mo., and ch. 10, Maryville, Mo. Tom Sowers, associate publisher of the family-owned company, said it intends to con-



Hubbell



Rees



Passink



Oakley

centrate on "local news, sports and local happenings." The company, which is also an applicant for an LPTV in Rolla, Mo., would strive to hire "professionals," stressing the local angle and trying to support itself exclusively with advertising. Sowers said the company would invest \$400,000 in each station for equipment and remote facilities. "We're really thinking we can make money," he said. "But if that's going to be your game plan, you'd better be prepared to do it right."

Inter-County Broadcasting Corp., licensee of WATN(AM) Watertown, N.Y., has received a grant for ch. 25, also in Watertown. Grover Hubbell, Inter-County president, said he would put from \$300,000 to \$350,000 into his station, hoping to have it on the air by the fall. The station, he said, would have about 16 employees, would stress local news and be

"entirely ad-supported," he said.

Frontier Community Communications Inc. received an LPTV for ch. 23 in Woodward, Okla. Frank Rees, Frontier president, said the company was currently ordering its equipment and hoped to be on the air in July. Rees said the company was talking to two of the commercial networks, hoping to become an affiliate. "We want to become the local TV station in Woodward," Rees said.

Rees said the company plans to invest \$300,000 in the station to get it started. "We want to be there in 10 years," he said. "We think we can make a profit if we keep our costs at a minimum."

Bruce Independent TV Inc., which received a grant for ch. 7 in Bruce, Miss., should be on the air by the end of July, Davy Doss, company president, said. Doss said the company planned to mix local programing with programing from satellite during the day while offering STV during the night.

Another grant went to Paul Passink for

ch. 33 in Concord, Va. Passink said he, too, had his equipment lined up and hoped to go on the air in June. Passink said it would cost him about \$100,000 to get started. He said he already had lined up a staff of five and plans to run a mix of local, religious and satellite programing during the day, offering STV at night.

Millard Oakley, owner of WCSV(AM) Crossville; WLIV(AM) Livingston and WREA(AM) Dayton, all Tennessee, was granted an LPTV for ch. 7 in Cookeville, Tenn. Oakley, who said he hoped to get that station on the air within "two or three weeks," said he still wasn't sure exactly what programing he would offer. Nonetheless, he said he was negotiating with the Cookeville newspaper and a Cookeville radio station, hoping to share use of one of their staffs for his news operation, and estimated that it would cost him about

CBS tower. A new "high-rise" office tower is planned by CBS Inc. to be the neighbor to the company's existing Black Rock headquarters building on 52d Street in New York. The company has signed a letter of intent with the Houston construction firm of Gerald D. Hines Interests, but says that the design, size and cost are yet to be worked out. The project has already required CBS purchase of brownstone buildings and property down the block from Black Rock. The street is no stranger to construction—across 52d Street the Museum of Modern Art, on whose board CBS Chairman William S. Paley sits, is finishing its own new tower, which is to include income-producing luxury apartments. It's understood that CBS plans to lease some space in its new tower to third parties—that was the plan for Black Rock back in the 1960's when Paley and Frank Stanton, then CBS president, commissioned architect Eero Saarinen to design it (the architect of the new tower, Kevin Roche, was Saarinen's partner). The company has since outgrown Black Rock and leases space at various mid-town locations. The tower plans are to have no effect on separate expansion of the CBS Broadcast Center on the west side of Manhattan.

\$50,000 to get the station on the air.

KUTZ Inc., owned by George C. and Wilda Gene Hatch Stations, licensee of KUTV(TV) Salt Lake City; KARD-TV Wichita, Kan., and KTVJ(TV) Joplin, Mo., received seven LPTV's: ch. 64, Delta, Utah; ch. 43, Myton, Utah; ch. 45, Grand Valley, Colo.; ch. 57, Rifle, Colo.; ch. 65, Glenwood Springs, Colo.; ch. 36, New Castle, Colo., and ch. 46, Meeker, Colo.

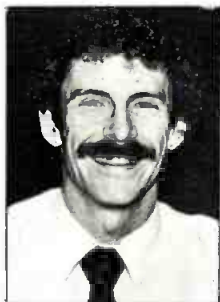
Bill Watson, a KUTV attorney, said that although the company had selected the equipment it planned to use, it still wasn't sure what it was going to do with all the stations.

Nonetheless, he said, the company planned to link the stations with microwave. And depending upon local reaction to the stations, the company would either program the stations as a network or individually, he said.

International Broadcasting Network, which was granted an LPTV for ch. 66 in Livingston, Tex., has a bit of a different idea. According to Paul Broyles, company



Flanagan



Miner

president, International, which hopes to be on the air in July, would be "totally noncommercial," depending upon "voluntary contributions" for support. Broyles said the station would "pick and choose" from satellite programers and film suppliers, devoting itself to "educational and inspirational" programming. While much of its programming would come from suppliers like the Christian Broadcasting Network, Broyles said the company also hoped to increase gradually the amount of locally originated programming it offered, making its facility available to "churches and other community organizations."

Bell Press Inc., a Wisconsin newspaper publishing company, received a grant for ch. 6 in Ladysmith, Wis. Thomas Bell, publisher, said he hoped to get the station on the air by fall, even though, he said, citing a crunch in his newspaper business, he might have to borrow funds from outside.

And the town of Rock River, which was granted ch. 11 for Rock River, Wyo., said the economic problems it is now facing might prevent it from putting its LPTV on the air altogether. Alice Eppse, president of the town council, said that the town had originally applied for the LPTV in September 1979 with the understanding that 98% of the town citizens would support the station with financial contributions. Over the past year, however, since several area coal mines have all but closed down, the town population had dropped 25% to 300, she said, and she wasn't sure there would be a

Intermedia

Wiring coast. Colony-Harbor Cablevision, 80%-owned by Providence Journal Newspaper Co. of Rhode Island, has won 27,000-home franchise for Harbor-Wilmington area of Los Angeles. Los Angeles City Council put strict terms on building franchise: If not completed within 22 months, company must pay \$500-per-day penalty and prorated share of its 3% annual revenue fee.

Library plans. Architect's plan for new Broadcast Pioneers Library will be presented at next meeting (Sept. 23) of Broadcast Pioneers Educational Fund board. Though library is now in National Association of Broadcasters building in Washington, BPEF President Ward L. Quaal said city and precise location for new library are still to be determined. Quaal, long-time broadcaster and, since 1974, management consultant in Chicago and Los Angeles, has been spearheading fund raising drive as voluntary assignment ("Closed Circuit," Nov. 30, 1981). He reported BPEF directors came away from April 23 meeting with "upbeat feeling," confident of reaching \$3-million fund goal and "looking forward to the day when we will have our own library, laboratory and technical setup."

Expanding universe. Cable Coupon Network's Cable Cash service has struck agreement for introduction to Continental Cablevision's systems in Concord, N.H., Holland, Mich. and several Chicago suburbs. CCN started distribution of its cents-off coupon booklets to 1 million cable subscribers in March, projecting 16-million circulation by January 1983. Company says systems with 10 million subscribers are already under contract for September billing insertion of CableCash booklets.

Savannah shift. ABC-TV will have new affiliate in Savannah, Ga., "in the near future" when WSAV-TV (ch. 3) joins fold from NBC-TV. ABC has been affiliated with WJCL(TV) there (ch. 22).



Building debut. More than 800 were on hand May 8 for the grand opening of the new multimillion facility of WTHR(TV) Indianapolis. Guests for the black-tie affair included a who's who of local and state dignitaries along with network officials and more than a dozen NBC-TV stars. The new studios and offices, constructed of Indiana limestone, are at the intersection of 11th and Meridian streets in the city's near northside. In addition to greatly expanded newsroom and production facilities, there is a lighted helipad for the channel 13 outlet's helicopter. At the ribbon-cutting (l-r): Eugene D'Angelo, president of VideoIndiana, WTHR licensee; Robert Mulholland, NBC president; Indiana Lieutenant Governor John Mutz; William M. Dunaway, vice president and general manager, WTHR; Indianapolis Mayor William H. Hudnut III; Indiana Governor Robert D. Orr, and Senator Richard G. Lugar (R-Ind.).

large enough base to support a low-power station.

Also receiving a grant for ch. 16, Little Falls, Minn., was Gannett Co.'s Community Television Inc. Alvin Flanagan, president of Gannett Broadcasting Group, the newspaper chain's broadcasting arm, said the company has applied for about 60 LPTV's in areas served by Gannett newspapers. According to Flanagan, the company hopes to use its newspaper resources to offer local news programming on the stations, but hasn't settled on a precise idea of what it would do otherwise. Flanagan added that the company wasn't in a hurry to go on the air: it wants to get as many grants as possible so it can buy as much equipment as possible at one time.

William John Miner, owner of KFMJ(FM) Grants Pass, Ore., received grants for two LPTV's: ch. 45, Mesquite, Nev., and ch. 55, St. George, Utah. Miner, for one, said he was in no hurry to get on the air, preferring to "sit back" for a few months to see what would develop. If an LPTV network emerged, he said, he wanted to get affiliated with that; if one didn't, he said he would probably offer STV operations.

Summit Communications Inc., a cable company, was granted an LPTV for ch. 27 in St. George, Utah. Jim Hirshfield, company president, said he had his doubts about whether he could make money off that station and wanted to wait to see how others did before he committed himself. "We want to watch the first five successes and the first 20 failures ... see who did it

right and copy them," he said.

Also having received LPTV grants are American Rural Television Inc. for ch. 59, Ukiah, Calif., and Television Improvement Association for ch. 47, Ukiah, Calif. Principals of the two could not be reached by telephone. □

CPB board adopts pared-down budget for fiscal '83

Public TV and radio get less than requested with allocation of \$142.7 million; NAPTS fears program services may suffer

Corporation for Public Broadcasting board members handily adopted a \$142.7 million budget for fiscal 1983. Few objections were raised (board member Diana Lady Dougan was the only opposing vote) despite the fact that the budget shows a 20.3% decrease from FY 1982, and that neither public radio nor TV received the amount it asked for ("In Brief," May 10). Last year the board came under fire from public radio and TV representatives for its FY 1982 budget (although it was the highest appropriation ever).

Dougan primarily objected to dividing the funds on what she called a formula basis. The board, she maintained, in light of dwindling federal funds, should set

"tough" funding priorities, instead of "trying to make everyone happy." This is the first CPB budget to reflect the continual decline in federal support.

Although the budget was not vocally opposed during the meeting, later National Association of Public Television Stations' president, Bruce Christensen, expressed concern. He said NAPTS fears that the amount CPB allocated for satellite interconnection (\$5 million) is not enough and would drastically decrease the level of program services. NAPTS wants to insure that the interconnection will be preserved and at the \$5 million mark, that's uncertain, he said. NAPTS recommended \$6.2 million for interconnection and says the least it needs is \$5.4 million.

During earlier budget negotiations NAPTS asked CPB to consider using part of its interest income to supplement the interconnection. CPB estimates interest income for FY 1983 at \$5.5 million while NAPTS places it at about \$7 million. Also the TV association requested that CPB's debt financing be budgeted at \$1 million instead of the proposed \$2.5 million.

In other action, board members set priorities for the corporation's program fund for the coming fiscal year. They are: children's/family programming, public affairs and drama. All priorities must have an emphasis on women and minorities. The board also placed CPB President Edward Pfister in charge of the search for a replacement for program fund director, Lewis Freedman, who announced his resignation last month (BROADCASTING, April 15). Pfister will present a list of four candidates for board approval some time in July. In addition, Pfister said CPB's proposed \$5 million challenge grant may likely have a one-to-three match. That would mean one CPB dollar for every three station dollars. □

Arts warned not to depend on cable for salvation

The performing arts are likely to receive little help from cable television and other new video technologies, according to a study by National Economic Research Associates Inc. NERA is an independent association of consulting economists with offices in New York and five other cities.

"New video markets offer a source of new income to performing arts companies," the report concluded, "but earnings from such activities are not likely to amount to more than a small portion of total revenue in the next few years and may be less than income derived from federal grants in the past."

The study warned that "there is a danger of overestimating financial benefits from these [new] markets," which could detract from the continuing need for public and private support of the arts.

It estimated that potential earnings from cable's cultural networks "may range from

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\$9 million in 1981 to \$16.8 million in 1990." The study noted the amounts are "a fraction" of the amount spent by the federal government in annual support of the arts. The report contends that "cultural programs are not likely to account for more than a small share of the made-for-cable program market," adding that U.S. firms will be competing with

European companies for a share of the cultural programming market.

Performing arts companies may also find it hard to acquire a share of the video-cassette or videodisk market, the study alleges, suggesting that major cable companies may insist on retention of exclusivity and after-market sales rights as a condition of sale to cable. □

Changing Hands

PROPOSED

KOH(AM)-KNEV(FM) Reno and KBEE-AM-FM Modesto, Calif. □ Sold by McClatchy Broadcasting Co. to Price Broadcasting Co. for \$4.5 million. **Seller** is subsidiary of Sacramento-based McClatchy Newspapers, publisher of *Fresno Bee*, *Modesto Bee* and *Sacramento Bee*, all California, and owner of KFBK(AM)-KAER(FM) Sacramento and KMJ-AM-FM Fresno and 90% of WCPT-TV Crossville, Tenn. McClatchy also holds cable franchises in Fresno, Tulare and Visalia, all California, and Reno. C. K. McClatchy is president. **Buyer** is owned by John Price and family, who own KKRD-FM Wichita, Kan., which was bought for \$1.25 million (BROADCASTING, Aug. 4, 1980) and KROW(AM) Reno, which was bought last year for \$2 million (BROADCASTING, Sept. 21, 1981). KBEE is on 970 khz with 1 kw full time. KBEE-FM is on 103.3 mhz with 10.5 kw and antenna 150 feet above average terrain. KOH is on 630 khz with 5 kw day and 1 kw night. KNEV is on 95.5 mhz with 50 kw and antenna 530 feet above average terrain. **Broker: Blackburn & Co.**

WAPI-AM-FM Birmingham, Ala. □ Sold by Newhouse Broadcasting Corp. to WAPI Inc. for \$4 million. **Seller** is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family, who also sold, subject to FCC approval, WSYR-AM-FM Syracuse, N.Y., for \$5.1 million (BROADCASTING, April 5) and WTPA(FM) Harrisburg, Pa. (see below). Deals conclude Newhouse's proposed exit from broadcasting business (BROADCASTING, April 5). **Buyer** is owned by Harold W. Ripps and Herbert A. Meisler (41.67% each) and Bernard S. Dittman (16.66%). Ripps and Meisler are Birmingham-based real estate developers. Dittman owns WABB-AM-FM Mobile, Ala. WAPI is 1070 khz with 50 kw day and 5 kw night. WAPI-FM is on 94.5 mhz with 100 kw and antenna 1,214 feet above average terrain.

KLKK-TV Albuquerque, N.M. □ Sold by New Mexico Visions Inc. to Carson Communications Corp. for \$2,875,000 plus \$830,161.32 for assumption of broadcast rights ("In Brief," May 10). **Seller** is owned by Eddie Pena, who assumed majority control of station four years ago (BROADCASTING, June 12, 1978) and has since bought remainder of stock. Earlier deal to sell station to Malcolm I. Glazer for \$4.1 million collapsed after parties could

not reach definitive purchase agreement. **Buyer** is group of 18 stockholders headed by entertainer Johnny Carson, chairman (38.3%), and playwright Neil Simon, president (23.94%), and including Paul Anka (9.7%), David Letterman and Joan Rivers (each less than 5%). Carson also owns 27% of KVUU-TV Las Vegas. KLKK is independent on channel 23 with 933 kw visual, 93.3 kw aural and antenna 4,130 feet above average terrain. **Broker: Chapman Associates.**

KRKK(AM)-KQSW(FM) Rock Springs, Wyo. □ Sold by Media West Inc. to Media Development Inc. for \$1.8 million. **Seller** is owned by Arnold H. Morck, who bought KRKK eight years ago for \$185,000 (BROADCASTING, Aug. 19, 1974) and put KQSW on air in 1977. **Buyer** is owned by Brian E. Cobb and Tom Geimer. Cobb is former general manager of KOA-AM-FM-TV Denver. Geimer is Denver stockbroker. Neither has other broadcast interests. KRKK is on 1360 khz with 1 kw day and 250 w night. KQSW is on 96.5 mhz with 100 kw and antenna 1,630 feet above average terrain. **Broker: Chapman Associates.**

WTPA(FM) Harrisburg, Pa. □ Sold by Newhouse Broadcasting Corp. to Foster Media Corp. for \$1.25 million. **Seller** also sold, subject to FCC approval, WAPI-AM-FM Birmingham, Ala., for \$4 million (see above). **Buyer** is subsidiary of Foster Media Associates, which is controlled by John H. Foster, who heads Stamford, Conn.-based investment company and holds interests in three AM's and one FM. WTPA is on 104.1 mhz with 24 kw and antenna 670 feet above average terrain. **Broker: R.C. Crisler & Co.**

KAHL(AM)-KELN(FM) North Platte, Neb. □ Sold by Dahl Broadcasting Inc. and Dahl FM Broadcasting Inc. to Valley Communications Inc. for \$810,000. **Seller** is principally owned by A. E. Dahl and son, Nelson E. Dahl, who have no other broadcast interests. **Buyer** is owned by Ross Beach and Robert E. Schmidt, who are Hays, Kan.-based group owners of four AM's and three TV's. KAHL is on 1410 khz with 5 kw day and 500 w night. KELN is on 97.1 mhz with 100 kw and antenna 458 feet above average terrain. **Broker: Ralph E. Meador.**

KMMZ(AM) Greybull, Wyo. □ Sold by

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KMMZ Broadcasters Inc. to Dennis Reno and Bob Baird for \$425,000. **Seller** is principally owned by Robert D. Zellmer and wife, Marjorie M. Zellmer, who also are principal owners of KRZJ(AM) Wray, Colo., and KRZJ-AM-FM Beloit, Kan. **Buyer** Reno is general manager of KMMZ. Baird is Lovel, Wyo., oil refining company executive. Neither has other broadcast interests. KMMZ is 10 kw daytimer on 1140 khz. **Broker: Chapman Associates.**

KFAH(FM) Alliance, Neb. □ Sold by Fortner-Hill Broadcasting to Someland Inc. for \$325,000. **Seller** is owned by Quiven Q. Fortner and Robert V. Hill (50% each), who have no other broadcast interests. **Buyer** is owned equally by Judy A. Wilson, Melvin Sauer, Virl W. Davis, Judith K. Drown and Clara P. Petersen. Wilson is account executive, Sauer is operations manager, and Davis is assistant manager, all at KOLT(AM) Scottsbluff, Neb. Petersen owns permittee, KIQZ(FM) [formerly KIAJ] Rawlins, Wyo. Judith Drown is wife of Gary L. Drown, sales manager at KOLT. KFAH is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KBZY(AM) Salem, Ore. □ Sold by Friendship Communications Co. to Capital Broadcasting Inc. for \$365,000 plus \$23,750 for noncompete agreement. **Seller** is owned by Burns Q. Nugent and Donald D. Rosenberg (50% each) who

bought KBZY two years ago for \$400,000 (BROADCASTING, Sept. 8, 1980) and must sell station because of financial difficulties. Nugent owns KACI(AM) The Dalles, Ore., and is applicant for new FM at The Dalles. **Buyer** is owned by James J. Opsitnik (65%) and Michael D. Kern (35%). Opsitnik is former vice president and general manager of KWJJ(AM)-KJIB(FM) Portland, Ore., and Kern is former salesman at KWJJ. Neither has other broadcast interests. KBZY is on 1490 khz with 1 kw day and 250 w night.

WPHB(AM) Philipsburg, Pa. □ Sold by Moshannon Valley Broadcasting Co. Inc. to Moshannon Valley Broadcasting Inc. for \$274,000. **Seller** is principally owned by William D. Harvey, who has no other broadcast interests. **Buyer** is owned equally by C. Dean Sharpless and brother, Sheldon Sharpless. Dean is general manager and Sheldon is sales manager, both at WPHB, and neither has other broadcast interests. WPHB is 5 kw daytimer on 1260 khz.

KOAK-AM-FM Red Oak, Iowa □ Sold by Red Oak Radio Inc. to Steven Looney for \$205,000. **Seller** is owned by Gary McConnell and Dale Munson who bought KOAK(AM) five years ago for \$210,000 and put KOAK-FM on air in 1979. **Buyer** is Lincoln, Neb., consulting engineer and has no other broadcast interests. KOAK is 250 w daytimer on 1080 khz. KAOK-FM is on 95.3 mhz with 3 kw and antenna 125 feet

above average terrain. **Broker: Wilkens & Associates**

KTRX(FM) Tarkio, Mo. □ Sold by Ashdown Broadcasters Inc. to William B. Cole for \$200,000. **Seller** is owned by Jimmy McCollum (30%), Norman Peacock (25%), C.N. McCollum (20%), Charles Teegarden and Dale DeLozier (10% each) and Steve Pearce (5%), who also own in same proportions KMLA(FM) Ashdown, Ark. **Buyer** owns Broken Bow, Neb., Pizza Hut and has no other broadcast interests. KTRX is on 93.5 mhz with 3 kw and antenna 235 feet above average terrain. **Broker: Wilkins & Associates.**

□ Other proposed stations sales include: WBSA(AM) Boaz, Ala.; KGJM(AM) Globe, Ariz.; KBIB(AM) Monette, Ark.; KBZT(FM) San Diego (BROADCASTING, May 10); KRKY(FM) Castle Rock, Colo.; KFMU(FM) Oak Creek, Colo. (BROADCASTING, May 10); WDCF(AM) Dade City, Fla.; WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, May 3); WCLB(AM) Camilla, Ga.; WKXK(FM) Pana, Ill.; KILR-AM-FM Estherville, Iowa (BROADCASTING, May 10); WBNP(AM) Newburyport, Mass. (BROADCASTING, April 19); WTRU(AM) Muskegon, Mich. (BROADCASTING, May 10); KLWT-AM-FM Lebanon, Mo. (BROADCASTING, May 10); KNIM-AM-FM Maryville, Mo.; WIBG(AM)-WSLT(FM) Ocean City, N.J.; WAMC(FM) Albany, N.Y.; WEIV(FM) Ithaca, N.Y. (BROADCASTING, May 10); WIOI(AM) New Boston, Ohio; WAZL(AM)-WVCD(FM) Hazleton, Pa. (BROADCASTING, May 10); KDSJ(AM) Deadwood, S.D. (BROADCASTING, May 10); WTRO(AM)-WASL(FM) Dyersburg, Tenn. (BROADCASTING, May 10); WCLC(AM) Jamestown, Tenn.; KERC(AM) Eastland, Tex. (BROADCASTING, May 10); KLP(AM) El Paso, Tex. (BROADCASTING, April 26); KINT-FM El Paso, Tex. (BROADCASTING, April 5); WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont (BROADCASTING, May 10) (see "For the Record," page 73).

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AM/FM - Southeast	Daytimer and Class A combo in isolated sunbelt market. Attractive potential; Terms.	\$ 600,000
AM - Southwest	Underdeveloped daytimer, ideal for aggressive owner/manager. Super terms.	\$ 220,000

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5/17/82

APPROVED
WDBO-AM-FM Orlando, Fla. □ Sold by The Outlet Co. to Katz Broadcasting of Florida Inc. for \$9.5 million. **Seller** is Providence, R.I.-based group owner of one AM, four FM's and five TV's. **Buyer** is subsidiary of New York-based Katz Communications Inc., which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for \$16 million (BROADCASTING, Nov. 9, 1981) and KWEN(FM) Tulsa, Okla., for \$3,050,000 (BROADCASTING, July 13, 1981). Katz also bought, subject to FCC approval, WSYR-AM-FM Syracuse, N.Y., for \$5.1 million from Newhouse Broadcasting (BROADCASTING, April 5). WDBO is on 580 khz with 5 kw full time. WDBO-FM is on 92.3 mhz with 80 kw and antenna 1,320 feet above average terrain.

KFBB-TV Great Falls, Mont. □ Sold by Advance Corp. to Wooster Republican Printing Co. for \$2,075,000 for assets plus \$3,175,000 for station equipment owned

by estate and leased to licensee. **Seller** is principally owned by estate of Donald P. Nathanson, Advance Corp. who also owns less than 5% of New Mexico Broadcasting Co., licensee of KGGM-TV Albuquerque, N.M. **Buyer** is Wooster, Ohio-based newspaper publisher and group owner of four AM's and four FM's owned by Albert Dix and family. KFBB-TV is ABC affiliate on channel 5, with 100 kw visual, 20 kw aural, and antenna 590 feet above average terrain.

WACO(AM)-KHOO(FM) Waco, Tex. □ Sold by WACO Broadcasting Inc. to WACO Radio Inc. for \$2,668,000. **Seller** is group of 11 stockholders, none of whom have other broadcast interests. Robert E. Weathers, president and 25% owner, will keep 10% interest in buyer. **Buyer** is owned by Harris Enterprises Inc. (90%) and Weathers. Harris Enterprises is Garden City, Kan.-based newspaper publisher and group owner of six AM's and four FM's principally owned by John P. Harris family; broadcast division is headed by former FCC Commissioner Robert Wells. WACO is on 1460 khz with 1 kw full time. KHOO is on 99.9 mhz with 100 kw and antenna 452 feet above average terrain.

WNOX(AM) Knoxville, Tenn. □ Sold by Scripps-Howard Broadcasting to Mack Sanders for \$1.2 million. **Seller** is publicly traded, Cleveland-based group owner of four AM's, four FM's and six TV's and part owned by Scripps-Howard newspaper group, publisher of 16 dailies, and 22 weeklies. **Buyer** owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn. WNOX is on 990 khz with 10 kw full time.

WRIP(AM)-WOWE(FM) Rossville, Ga. □ Sold by WRIP Inc. to WOWE Inc. for \$1,060,000. **Seller** is owned by Jay Sadow, who also owns WRIP-TV Chattanooga which returned to air March 4 after destruction by fire last year (BROADCASTING, Nov. 9, 1981). **Buyer** is principally owned by David King, president and 50% owner of WFXI(AM) Haines City, Fla. WRIP is 500 w daytimer on 980 khz. WOWE is on 105.5 mhz with 3 kw and antenna 270 feet above average terrain.

KREI(AM)-KTJJ(FM) Farmington, Mo. □ Sold by Earldun Broadcasting Inc. to KREI Inc. for \$850,000. **Seller** is principally owned by Charles C. Earls, M. F. Dunne Jr. and wife, Eleanor I. Dunne, who are also principal owners of KBOA(AM)-KTMO(FM) Kennett, Mo., and KTIS(AM)-KSCC(FM) Berryville, Ark. Earls will keep 20% interest in buying group. **Buyer** is owned by Shepherd Enterprises Inc. (80%) and Earls (20%). Shepherd Enterprises is principally owned by Jerrell Shepherd, who is sole owner of KAAZ(AM) Bethany, and 78.29% owner of KWIX(AM)-KRES(FM) Moberly, both Missouri. KREI is 1 kw daytimer on 800 khz. KTJJ is on 98.5 mhz with 100 kw and antenna 870 feet above average terrain.

WIZO(FM) Franklin, Tenn. □ Sold by Har-

peth Valley Broadcasting Inc. to Mack Sanders for \$800,000. **Seller** is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rogers. Hobbs also owns 66.77% of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. **Buyer** is president and owner of WJRB(AM) Madison, Tenn., and WVOK(AM) Birmingham, Ala. He also bought WNOX(AM) Knoxville, Tenn., for \$1.2 million (BROADCASTING, March 22). WIZO is on 100.1 mhz with 2.5 kw and antenna 320 feet above average terrain.

WQTI(FM) Dunn, N.C. □ Sold by Cumberland A&A Corp. to W. B. Belche for

\$565,000. **Seller** is owned by Gardner Altman Sr. and son, Gardner Altman Jr., who have no other broadcast interests. **Buyer** is president and owner of WIDU(AM) Fayetteville, N.C. WQTI is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WKRP(AM) Dallas, Ga.; WRNZ(FM) Wrens, Ga.; WLMT(FM) Wilmington, Ill.; WFXV(AM) Middlesboro, Ky.; WVOB(AM) Bel Air, Md.; WWKQ(AM) Battle Creek, Mich.; WTGE(AM) [CP] Kalkaska, Mich.; KENN(AM) Farmington, N.M.; WDOE(AM) Dunkirk, N.Y. (see "For the Record," page 75).

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Survey politics of HDTV via DBS

Magid study, commissioned by Hubbard Broadcasting, finds only 10% want HDTV on DBS; findings conflict with earlier CBS study on matter

Stanley S. Hubbard now has some statistical evidence to back his claim that Americans have little interest in high-definition television.

A study, commissioned by Hubbard and conducted by Frank N. Magid Associates, found that only 10% of the 600 people surveyed thought the United States would switch to a system promising improved picture quality, if such a changeover would make existing television receivers obsolete.

As president of United States Satellite Broadcasting, one of eight direct broadcast satellite applicants, Hubbard has railed against the CBS proposal to dedicate the DBS service to HDTV, a new, yet-undefined, television standard that would be characterized by greater picture clarity and detail, better color fidelity and wider as-

pect ratio than conventional television and stereophonic sound.

USSB has proposed to beam three channels of advertiser-supported programming using the conventional television standard to homes equipped with small, low-cost earth stations and to independent broadcast stations that would rebroadcast one of the channels.

"It makes no sense to delay the implementation of DBS in America ... until after HDTV is developed," said Hubbard, who is also president of Hubbard Broadcasting, a station group owner, in a prepared statement. "Americans just won't buy HDTV. On the other hand, DBS could quickly allow some five million people in remote and limited service areas to receive the same quality programs ... enjoyed by the rest of the nation. Additionally, it will provide untold millions from coast to coast the opportunity to receive a great diversity" of programs.

Hubbard's conclusion, drawn from the Magid data, that there is minimal interest in HDTV conflicts with research commissioned by CBS. The network surveyed 600 people after they viewed HDTV at the Washington and New York demon-

strations of the prototypical NHK system and found that 80% would be willing to pay a 50% premium on the price of the television set to receive HDTV (BROADCASTING, March 15).

The Magid study also found that the public was generally satisfied with the off-the-air television reception and picture quality. "Only one in 20 complained about fuzziness, blurriness or lack of clarity," USSB said. "The quality of existing ... reception was rated good or excellent by 91% of the respondents."

And while the study uncovered some interest in "improved picture clarity," USSB said, the interest drops off sharply when those surveyed are advised that new sets needed to receive and display the improved pictures might be twice the price of conventional sets.

The study complements one Magid did for USSB last October that suggested there is broad interest in DBS service. Slightly more than half (54%) of the 1,200 persons interviewed for that survey said they would be interested in having a satellite earth station to receive a 30-channel DBS service. And 26% said they would be "very likely" to spend \$300 to buy one and another 20% said they would be "somewhat likely" to buy one at that price. □



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Associated plans cellular radio push

Associated Communications Corp., the Pittsburgh-based owner and operator of 11 radio stations, has announced that it will file applications at the FCC to offer cellular radio service in about 10 major markets and about 20 secondary markets.

According to Associated, the Michigan National Bank has agreed to act as the lead bank to arrange a \$100-million line of credit for the corporation to expand its radio common carrier communications operations and to develop its cellular radio telephone division.

Besides its broadcast properties, Associated owns two radio common carrier operations in the New York City area. It also holds about 6.5% of Tele-Communications Inc., the largest cable MSO in the U.S., and owns Associated American Artists, an original print gallery with offices in New York and Philadelphia.

David Miller, Associated's corporate controller, declined to identify the cities where the company will seek cellular licenses.

The FCC has announced it will accept cellular applications for the top 30 markets for one day only, June 7; it will start accepting applications for all other markets for a period of 90 days after Sept. 7. □

For the Record

As compiled by BROADCASTING, May 3 through May 7, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Kodiak, Alaska—Peninsula Communications Inc. seeks 101.1 mhz, 25 kw, HAAT: 918 ft. Address: P.O. Box 103, Diamond Ridge Road, Homer, Alaska. Principals: David F. Becker (26%), Eileen L. Becker, Mark J. Goodwin (25% each) and Joyce M. Goodwin (24%), who also own KCNC(AM)-KGTL(FM) Homer, Alaska. Filed April 27.

■ Emporia, Kan.—Virgil C. Armer III seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 8637, Shawnee Mission, Kan. 66208. Principal: Virgil C. Armer III (100%), who has no other broadcast interests. Filed April 23.

■ Hays, Kan.—Central Radio of Hays Inc. seeks 99.5 mhz, 100 kw, HAAT: 501 ft. Address: 111 West 13th Street, Hays 67601. Principals: Gene A. Koehn (51%) and Jeannette F. Koehn (49%). Koehn is currently president and minority owner of KNEN(AM) Norfolk, Neb., of which he is seeking full ownership. (BROADCASTING, April 26). Filed April 22.

■ Rayville, La.—Richland Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 400 ft. Address: P.O. Box 990, Rayville, La. 71269. Principals: James A. Strong, John W. Davis, Bobby R. Kidd, Lester W. Johnson and Thomas E. Cooper Jr. (20% each). They own KXLA(AM) Rayville, La. Filed April 28.

■ Middletown, Md.—Dragon Communications Inc. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 7315 Wisconsin Avenue, Bethesda, Md. 20814. Estimated construction cost: \$89,500. Principals: Thomas Buffington (51%), Gary S. Hess (25%), George E. Christopher Jr. and Christine E. DeWitt (12% each). Buffington owns Washington marketing executive firm. Christopher is Bethesda, Md., accountant. DeWitt is on staff of Washington law firm. Hess is director of engineering at WJMD(FM) Washington. None have other broadcast interests. Filed April 21.

■ Tillatoba, Miss.—L&L Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 880 Windsor Road, Grenada, Miss. 38901. Principal: Arnold L. Tucker (100%), who owns WRIL(FM) Grenada, Miss. Filed April 26.

■ Vandalia, Mo.—VanCom Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 115 Vlasie Drive, Ballwin, Mo. 63011. Principal: William E. Ott (100%), who is engineer at KMOX(AM) St. Louis, and has no other broadcast interests. Filed April 26.

■ Sparks, Nev.—Red Rock Broadcasting Corp. seeks 92.1 mhz, 1.2 kw, HAAT: 442 ft. Address: 1440 Zephyr Way, Sparks 89431. Principals: Lucinda G. Martin (40%), Miguel Sepulveda (20%), Noah Freedman, Kay Freeman and Norma Feder (13.3% each). Noah Freedman also owns one-third of WXXR(FM) Columbia, S.C., but others have no other broadcast interests. Filed April 23.

■ Smithfield, Utah—M&M Broadcasting Inc. seeks

103.9 mhz, 3 kw, HAAT: minus 116 ft. Address: 605 West Haven Drive, Logan, Utah 84321. Estimated construction costs: \$56,000; first-quarter operating cost: \$12,000; first-year revenue: \$100,000. Principals: Applicant is principally owned by G. Gregory Merrill and David J. Miller. Merrill is Logan, Utah, media broker with Chapman Associates. Miller is news director and salesman at KBLQ-AM-FM Logan. Filed April 22.

TV application

■ Key West, Fla.—Rappaport Communications Inc. seeks ch. 22, 500 kw vis., 50 kw aur., HAAT: 163.4 ft. Address: 126 East Toledo Avenue, Wildwood Crest, N.J. 08260. Principals: Applicant is principally owned by Richard W. Rappaport and family. He is Washington attorney and has no other broadcast interests. Filed April 21.

AM action

■ Moca, P.R.—Moca Broadcasting Associates Inc. granted 1040 khz, 250 w-D. Address: 182-A Baldorioty St., Moca 00716. Estimated construction costs: \$57,000; first-quarter operating cost: \$8,473; revenue: \$50,600. Format: Contemporary. Principals: Antonio R. Loperana (65%), son, Luis (25%) and Jose E. Caban Reguero (10%). Loperana is 50% owner of Aguadilla, P.R., concrete block factory. Luis is C.E.T.A. program director at Aguadilla. Reguero is human resources technician at Aguadilla. They have no other broadcast interests. (BP-800721AB). Action April 30.

FM actions

■ *Bemidji, Minn.—Minnesota Public Radio Inc. granted 88.5 mhz, 95 kw, HAAT: 994 ft. Address: 45 East Eighth Street, St. Paul, Minn. 55101. Estimated construction costs: \$154,200; first-year operating cost: \$30,000. Format: Educational. Principal: Nonprofit, nonstock corp.; Thomas J. Kigin is vice president. It is licensee of nine stations throughout state. (BPED-810727AC). Action April 28.

■ Biloxi, Miss.—Mississippi Authority for Educational Television granted 90.3 mhz, 100 kw, HAAT: 1,409 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, Miss. 39205. Estimated construction costs: \$226,800; first-year operating cost: \$50,800. Principals: Mississippi Authority for Educational Television is licensee of eight TV's. E.L. Morris is executive director. (BPED-801106AH). Action April 20.

TV actions

■ Huntsville, Ala.—C. Michael Norton dismissed application for ch. 54; ERP: 186 kw vis., 18.6 kw aur., HAAT: 217 ft.; ant. height above ground: 290 ft. Address: 1027 Boxwood Drive, Franklin, Tenn. 37064. (BPCT-810908KF). Action April 27.

■ *Beattyville, Ky.—Hour of Harvest Inc. granted ch. 65; ERP 18.65 kw vis., 1.86 kw aur., HAAT 422 ft.; ant. height above ground 322 ft. Address: No. Rte. 11,

Beattyville 41311. Estimated construction cost: \$129,215; first-year operating cost: \$1,180; revenue: \$80,000. Legal counsel: Midlen & Reddy, Wash., D.C.; Consulting engineer: E. Harold Munn, Wash., D.C. Principals: Applicant is nonprofit religious organization. Forest Drake is president. Drake owns WLJC(FM) Beattyville (BPCT-791127LG). Action April 22.

■ Thief River Falls, Minn.—Olmstead Enterprises Inc. granted ch. 10, ERP: 241 kw vis., 2.41 kw aur., HAAT: 447 ft.; ant. height above ground: 496 ft. Address: P.O. Box 218, Thief River Falls 56701. Estimated construction cost: \$190,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Legal counsel: Eugene T. Smith. Consulting engineer: Edward M. Johnson. Principal: Dale R. Olmstead (100%), who owns and operates KKAQ(AM) Thief River Falls. (BPCT-810824KG). Action April 21.

■ Florence, S.C.—Southern Metro Telesystems Inc. granted ch. 21; ERP: 3622 kw vis., 362.2 kw aur., HAAT: 1,849 ft.; ant. height above ground: 1,997 ft. Address: 303 South Adair Street, Clinton, S.C. 29325. Estimated construction cost: \$663,000; first-quarter operating cost: \$128,000; first-quarter revenue: \$265,000. Legal counsel: Barroff, Koerner & Olender, Washington. Consulting engineer: Edward Graham Jr., Bishop, Ga. Principal: Richard C. Hilton Jr. (100%), who is Tampa, Fla., real estate investor and permittee of WSWS-TV Opelika, Ala. (BPCT-811224KF). Action April 29.

Ownership changes

Applications

■ WBSA(AM) Boaz, Ala. (1300 khz, 1 kw-D)—Seeks assignment of license from Radio Sand Mountain Inc. to Sand Mountain Advertising Inc. for \$140,000. Seller is principally owned by Glenn M. Cornelius, who has no other broadcast interests. Buyer: Lawrence E. Kennamer (66.1%), Bill W. Huber (33.3%) and Kennamer's wife, Zora B. Kennamer (.6%), who also own WVSM(AM) Rainesville, Ala. Filed April 21.

■ KGJM(AM) Globe, Ariz. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from James Mac to Heslep Broadcasting Inc. for \$65,000. Seller has no other broadcast interests. Buyer: Charles D. Heslep and wife, Alma J. Heslep (50% each), who have no other broadcast interests. Filed April 23.

■ KBIB(AM) Monette, Ark. (1560 khz, 250 w-D)—Seeks assignment of license from KBIB Radio Inc. to Frederick D. Reagan for \$80,000. Seller: Mack Toombs (100%), who has no other broadcast interests. Buyer is former engineer with Little Rock, Ark., cable company

Why a broker?

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and has no other broadcast interests. Filed April 23.

■ **KBZT(FM)** San Diego (94.9 mhz, 1.9 kw, HAAT: 1,850 ft.)—Seeks assignment of license from Force Communications Corp. to Alta Broadcasting Co. for \$6.3 million (BROADCASTING, May 10). Seller: Norman Feuer and Harold W. Gore (48.34% each) and Carman Bolton (3.32%). Gore also owns WCBF(AM) Tampa, Fla. Buyer: James E. Levitt and brother, John F. Levitt (50% each) who own KEZR(FM) San Jose, Calif. Filed April 27.

■ **KRKY(FM)** Castle Rock, Colo. (92.1 mhz, 3 kw, ant. 299 ft.)—Seeks transfer of control of Douglas County Broadcasting Services Inc. from Richard E. Wood to Richard L. VandenBergh. Consideration: \$36,392.25. Principals: Seller is bowing out due to financial difficulties. Buyer is Denver physician and also stockholder in Frontier Broadcasting Corp., parent of Douglas County Broadcasting Services Inc., and by purchase of Wood's stock will assume positive control of KRKY. Filed April 21.

■ **KFMU(FM)** Oak Creek, Colo. (103.9 mhz, 265 w, HAAT: 1,527 ft.)—Seeks assignment of license from Chermi Communications Limited Partnership to KFMU Limited Partnership for \$729,000 (BROADCASTING, May 10). Seller: D. Michael Barry (51%) and wife, Cheryl L. Barry (49%), who have no other broadcast interests. Buyer: RET Butler Communications Corp. (81% general partner) and Chermi Communications L.P. (19% limited partner). General partner is owned by Ronald E. Tarrson, who is vice president of Chicago dental hygiene manufacturer. Chermi Communications is owned by sellers. Filed April 26.

■ **WDCF(AM)** Dade City, Fla. (1350 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Dade City Radio Inc. to Brewer Broadcasting Corp. for \$205,000. Seller: R. Duane Anderson (51%) and Patricia Webb (49%) who have no other broadcast interests. Buyer: James R. Brewer and family, who own WTCJ(AM) Tallahassee and WHON(AM)-WOLK(AM) Centerville-Richmond, all Indiana, and WTOT(AM)-WJQA(AM) Marianna, Fla. Filed April 23.

■ **WTNT(AM)-WLVW(FM)** Tallahassee, Fla. (AM: 1270 khz, 5 kw-U; FM: 94.9 mhz, 51 kw, HAAT: 210 ft.)—Seeks assignment of license from Robert E. Ingstad to Palmer Communications Inc. for \$2.6 million (BROADCASTING, May 3). Seller is Valley City, N.D.-based group of three AM's and two FM's owned by Robert E. Ingstad, who bought WTNT and WLVW three years ago for \$1.1 million (BROADCASTING, Feb. 5, 1979). Buyer is Davenport, Iowa-based group of three AM's, three FM's and three TV's principally owned by Daniel D. Palmer trust. Robert H. Harter is president. Filed April 21.

■ **WCLB(AM)** Camilla, Ga. (1220 khz, 1 kw-D)—Seeks assignment of license from Edward F. McMinn Jr. to Donald E. White & Sons Inc. for \$150,000. Seller has no other broadcast interests. Buyer: Donald E. White (48%) and sons, Donald F. White and Jerry E. White (26% each). Donald White is sales manager with Kansas City industrial packaging company. Donald F. White is disk jockey at WPAX(AM) Thomasville, Ga., and Jerry White is general manager at WCLB. They have no other broadcast interests. Filed April 27.

■ **WKXK(FM)** Pana, Ill. (100.9 mhz, 3 kw, ant. 290 ft.)—Seeks transfer of control of Pana Broadcasting Corp. from Bob J. Grotis (50% before; none after) to Larry W. Craig (50% before; 100% after). Consideration: \$45,000. Principals: Seller is transferring his 50% interest in station to remaining stockholder. Filed April 21.

■ **KILR-AM-FM** Estherville, Iowa (AM: 1070 khz, 250 kw-D; FM: 95.9 mhz, 2.8 kw, HAAT: 300 ft.)—Seeks assignment of license from Emmet Radio Corp. to Jacobson Broadcasting Inc. for \$610,000 (BROADCASTING, May 10). Seller is principally owned by Robert D. Ray, who has no other broadcast interests. Buyer is principally owned by Roger J. Jacobson, who is former sales manager at KGRN(AM) Grinnell, Iowa, and has no other broadcast interests. Filed April 27.

■ **WNB(AM)** Newburyport, Mass. (1470 khz, 500 w-D)—Seeks assignment of license from New England Broadcasting Corp. to WNB Broadcasting Ltd. for \$295,000 (BROADCASTING, April 19). Seller is principally owned by Alvin Yudkoff, Joseph C. Smith, son, J. Charles Smith, George C. Bingham, Robert Dudley and Mary J. Mitchell, who are also principal owners of WSME-AM-FM Sanford, Me. Buyer is owned by Arnie Rubin (40%), Jerome Kaplan, Nancy Anderson

and Gilbert Weinberger (20% each). Rubin is Washington publishing executive. Kaplan is Philadelphia attorney. Anderson is with Merrill Lynch Pierce Fenner & Smith, Boston. Weinberger is Clarks Summit, Pa., businessman. They have no other broadcast interests. Filed April 26.

■ **WTRU(AM)** Muskegon, Mich. (1600 khz, 5 kw-U)—Seeks assignment of license from Regional Broadcasters of Michigan Inc. to WTRU Broadcasting Ltd. for \$401,000 (BROADCASTING, May 10). Seller is part of Regional Broadcasters Group, Kingston, N.Y.-based group of five AM's and six FM's. Buyer: Frederick P. Tascone, William Schroeder and Ronald L. Piasecki (one-third each), who own WQWQ(FM) Muskegon. Filed April 20.

■ **KLWT-AM-FM** Lebanon, Mo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 25 ft.)—Seeks assignment of license from Lebanon Broadcasting Co. to Morningstar Communications Inc. for \$450,000 (BROADCASTING, May 10). Seller: Zoe A. Coughenour (100%), who has no other broadcast interests. Buyer: Joel G. Nagy (100%), who is executive with Cleveland manufacturing company and has no other broadcast interests. Filed April 28.

■ **KNIM-AM-FM** Maryville, Mo. (AM: 1580 khz, 250 w-D; FM: 99.3 mhz, 3 kw, ant. 235 ft.)—Seeks transfer of control of Nodaway Broadcasting Corp. from George Powers (60% before; none after) to Steven C. & Teckla S. Mickelson (40% before; 100% after). Principals: Seller is relinquishing his 60% interest in licensee and has no other broadcast interests. Buyer: Steven Mickelson is currently general manager and 40% owner of KNIM-AM-FM. Buyers have no other broadcast interests. Purchase is part of 15 year contract sale for stations. Filed April 29.

■ **WIBG(AM)-WSLT(FM)** Ocean City, N.J. (AM: 1520 khz, 1 kw-D; FM: 106.3 mhz, 1 kw, ant. 310 ft.)—Seeks transfer of control of Shore Broadcasting Co. from T. Richard Butera (51% before; none after) to Robert A. Fox (49% before; 100% after) Consideration: \$118,355. Principals: Seller is bowing out to minority stockholder and seeking waiver of three-year rule due to financial hardship. Buyer is president and chairman of publicly traded, diversified Warner Co., and is minority owner of WSLT/WIBG. Filed April 21.

■ **WBIO(AM)** Parsippany-Troy Hills, N.J. (1310 khz, 1 kw-D)—Seeks assignment of license from Radio 13 Inc. to Parsippany Broadcast Associates for \$534,000. Seller: Roy Schwartz (29.2%), Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziedzic (3.5%), who have no other broadcast interests. Buyer: Louis Steele and Erik Paige (50% each). Steele is formerly with Metromedia, New York. Paige is Riverdale, N.J., real estate investor. Neither has other broadcast interests. Filed April 23.

■ **WAMC(FM)** Albany, N.Y. (90.3 mhz, 10 kw, ant. 1,970 ft.)—Seeks assignment of license from Albany Medical College of Union University to WAMC. Seller is noncommercial, educational institution which has no other broadcast interests. David A. Galletly is station manager. Buyer is noncommercial corporation operated by University of State of New York Board of Regents. Prof. Alan S. Chartock is chairman of WAMC-FM Board of Trustees. Filed April 20.

■ **WEIV(FM)** Ithaca, N.Y. (103.7 mhz, 12 kw, HAAT: 890 ft.)—Seeks assignment of license from The Christian Broadcasting Network Inc. to Kimmanger Communications Inc. for \$600,000 (BROADCASTING, May 10). Seller is Virginia Beach, Va.-based group owner of 2 FM's and four TV's plus permittee for new TV at Richmond, Va., last which it sold subject to FCC approval for \$34,500 (BROADCASTING, May 3). Buyer: Alan Gerry (36%), George Kimble (29%), and brother, Russell Kimble (20%) and David Mance (15%). Kimbles and Mance are principal owners of WCGR(AM)-WFLC(FM) Canandaigua, and excluding Mance, WDNV(AM) Dansville, N.Y. Gerry owns 47% and Kimble brothers each own 15% of WAQX(FM) Manlius, N.Y. Kimbles and Gerry also are applicants for new AM's at Cohoes and Canton, both New York. Kimbles and Gerry also are principals in permittee for new TV at Scranton, Pa., and George Kimble and Gerry are principals in applicant for new TV at Hazleton, Pa. Filed April 28.

■ **WIOI(AM)** New Boston, Ohio (1210 khz, 1 kw-D)—Seeks assignment of license from New Boston Broadcasting Corp. to Shawnee Broadcasting Co. for \$350,000. Seller: Charles R. Maillet (100%), who has no other broadcast interests but will keep 20% interest in buying group. Buyer: Jesse C. Veach Jr., Charles R. Maillet, C. Frank Mynes, Charles R. Smith and

Donald D. Mauk (20% each). Veach owns 20% of KSFE(AM) Needles, Calif., and is also applicant for new FM at Needles. Maillet owns WIOI. Mynes is Portsmouth physician. Smith is Portsmouth attorney. Mauk is Portsmouth insurance executive. Filed April 26.

■ **WAZL(AM)-WVCD(FM)** Hazleton, Pa. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.9 mhz, 24 kw, HAAT: 660 ft.)—Seeks assignment of license from Hazleton Broadcasting Inc. to The Luzerne Co. for \$1 million plus \$134,000 for consultation and noncompete agreements. (BROADCASTING, May 10). Seller: Group of eight stockholders principally owned by estate of Victor C. Diehm Sr. Victor C. Diehm Jr. is president and 4.5% owner. Buyer: Frank J. Mangano (100%), who is president of East Liverpool, Ohio, real estate and investment company and owner of WOHI(AM)-WELA(FM) East Liverpool, and WRRO(AM) Warren, all Ohio. Filed April 27.

■ **KDSJ(AM)** Deadwood, S.D. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from The Heart of the Black Hills Station to Goldrush Broadcasting Inc. for \$312,000 (BROADCASTING, May 10). Seller: Eli Daniels and Harry Daniels (50% each), who have no other broadcast interests. Buyer: Alvin E. Decker (60%) and Rick Keefer (40%). Decker is station manager at KIJV(AM) Huron, S.D., where Keefer is former program director and engineer. Neither has other broadcast interests. Filed April 23.

■ **WTRO(AM)-WASL(FM)** Dyersburg, Tenn. (AM: 1330 khz, 500 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 319 ft.)—Seeks assignment of license from McQueen and Company Inc. to M.D.R. and Company for \$518,890 (BROADCASTING, May 10). Seller: Alvin D. Wood (75%), Howard L. Schuster and H. Parks Tigrett (12.5% each), who have no other broadcast interests. Buyer: Donald R. Meikle and Dr. Pepper/Pepsi-Cola Bottling Company of Dyersburg Inc. (50% each). Meikle is general manager of WTSO/WASL. W.E. Burks is president of Dr. Pepper/Pepsi-Cola Bottling Co. Neither has other broadcast interests. Filed April 27.

■ **WCLC(AM)** Jamestown, Tenn. (AM: 1260 khz, 1 kw-D)—Seeks transfer of control of Jamestown Broadcasting Inc. from Stanley Cravens (100% before; none after) to Howard R. Cravens & Joella Allred (none before; 100% after). Consideration: \$41,326. Principals: Seller is transferring his interest in station to son and daughter. Howard Cravens is station manager at WCLC. Neither have other broadcast interests. Filed April 20.

■ **KERC(AM)** Eastland, Tex. (1500 khz, 500 w-D)—Seeks assignment of license from Carnette Broadcasting Inc. to Maverick Broadcasting Inc. for \$225,000 (BROADCASTING, May 10). Seller: Group of six stockholders headed by Joe E. Willis, president and 20% owner, none of whom have other broadcast interests. Buyer: Robert D. Hanna (100%), who is Dallas-based media broker and owns 33% of KROX(AM) Crookston, Minn., 13.1% of KERV(AM)-KPFM(FM) Kerrville, Tex., and 66% of KCLW(AM) Hamilton, Tex. Filed April 28.

■ **KELP(AM)** El Paso, Tex. (AM: 920 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Clear Channel Communications Inc. to Great American Broadcasting Corp. for \$650,000 (BROADCASTING, April 26). 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 and below). Filed April 28.

■ **KINT-FM** El Paso, Tex. (96.5 mhz, 60 kw, HAAT: 1,080 ft.)—Seeks assignment of license from The Taber Broadcasting Co. to Great American Broadcasting Corp. for \$1.5 million (BROADCASTING, April 5). Seller is owned by James M. Taber and parents, F. Wallace Taber and Mable Taber (30% each), and Charles C. Ashworth (10%). Tabers bought KINT-FM along with co-located KKOL(AM) eight years ago for \$500,000 (BROADCASTING, Nov. 4, 1974). They sold KKOL(AM) last year to Gary Ackers for \$101,000 (BROADCASTING, Oct. 12, 1981). Buyer is owned by B. Thomas Hoyt, who is former president of Hefel Broadcasting and who also bought KELP(AM) El Paso, Tex. (see above). Filed April 26.

■ **WWSR(AM)-WLFE(FM)** St. Albans and

WSNO(AM)-WORK(FM) Barre, both Vermont (WWSR: 1420 khz, 1 kw-D; WLFE: 102.3 mhz, 3 kw, 11AAT: 215 ft.; WSNO: 1450 khz, 1 kw-D, 250 w-N; WORK: 107.1 mhz, 1.5 kw, 11AAT: 410 ft.)—Seeks transfer of control of Radio Barre Inc. and Radio St. Albans Inc. from Robert I. Kimel to sons, John O. Kimel and David R. Kimel for \$570,350. Seller is retiring and relinquishing interest in stations. Balance is owned by Alan H. Noyes, general manager of Barre stations, who will keep his interests. Buyers are treasurers and directors of St. Albans and Barre facilities. Filed April 26.

Actions

■ WDBO-AM-FM Orlando, Fla. (AM: 580 khz, 5 kw-U; FM: 92.3 mhz, 80 kw, ant. 1,320 ft.)—Granted assignment of license from The Outlet Co. to Katz Broadcasting of Florida Inc. for \$9.5 million. Seller is Providence, R.I.-based group owner of one AM, four FM's and five TV's. Buyer is subsidiary of New York-based Katz Communications Inc., which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for \$16 million (BROADCASTING, Nov. 9, 1981), and KVEN(FM) Tulsa, Okla., for \$3,050,000 (BROADCASTING, July 13, 1981). (BAL-820319GZ). Action April 28.

■ WKRP(AM) Dallas, Ga. (1500 khz, 5 kw-D, 1 kw-CI)—Granted assignment of license from Paulding Productions Inc. to W.K.R.P. Inc. for assumption of debt of \$92,705. Seller: R. Griffin White and wife, Maxine H., William C. Hathcock and Howard A. Gordon (one-quarter is each), who have no other broadcast interests. Buyer: Principally owned by James W. Rucker, who owns WYYZ(AM) Jasper, Ga., which he purchased last year for \$92,000 (BROADCASTING, Oct. 12, 1981). (BALH-820211J). Action March 15.

■ WRIP(AM)-WOWE(FM) Rossville, Ga. (AM: 980 khz, 500 w-D; FM: 105.5 mhz, 3 kw, ant. 270 ft.)—Granted assignment of license from WRIP Inc. to WOWI Inc. for \$1,060,000. Seller is owned by Jay Sadow who also owns WRIP-TV Chattahoochee. Buyer is principally owned by David King, president and 50% owner of WFXI(AM) Haines City, Fla. (BAL-82030HA,HB). Action April 29.

■ WRNZ(FM) Wrens, Ga. (96.7 mhz, 1.05 kw, ant. 500 ft.)—Granted assignment of license from executors of estate of William R. Hutchinson to Frank L. Ayers for assumption of \$195,552 debt. Seller has no other broadcast interests. Station was purchased two years ago for \$192,347.96 (BROADCASTING, June 30, 1980). Buyer is general manager of WRNZ and has no other broadcast interests. (BALH-82022ET). Action April 26.

■ WLMT(FM) Wilmington, Ill. (105.5 mhz, 3 kw, ant. 275 ft.)—Granted assignment of license from Viking Broadcasting Corp. to DBC Broadcasting Inc. for \$160,000. Seller: E.L. Christensen and wife, Virginia; Bosco Proitch and wife, Stella (25% each) who have no other broadcast interests. Buyer: Donald Burgeson and David Cox (50% each). Burgeson is general manager and sales person of WLNK(AM) Lansing, Ill. Cox is Lansing, Ill., chiropractor. (BAL-820107GF). Action April 29.

■ WFXV(AM) Middlesboro, Ky. (1560 khz, 1 kw-

D)—Granted transfer of control of Country Wide Broadcasters Inc. from W.R. Carrigan and Gerald Owen to Hubert Ford and others. Consideration: \$30,000. Sellers are transferring 36% of stock in licensee. Buyers are Hubert Ford (30%), wife Mary Ford (25%), Bill Waddell (25%) and Sherry Kennedy (5%). Hubert Ford is instructor at La Follette, Tenn., vocational school. Waddell is general manager at WLAJ(AM) La Follette. (BTC-820304HIG). Action April 26.

■ WVOB(AM) Bel Air, Md. (1520 khz, 250 w-D)—Granted transfer of control of Bel Air Broadcasting Inc. from Richard W. Worthington and family (100% before; none after) to James C. Swartz (none before; 100% after). Consideration: \$100,000. Principals: Transfers own 82% of stock. Transferee is Towson, Md., real estate investor and has no other broadcast interests. Balance of stock is owned by Samuel Miller. (BTC-811028GP). Action April 30.

■ WWKQ(AM) Battle Creek, Mich. (1500 khz, 1 kw-D)—Granted assignment of license from Television Thirty-Six Inc. to WVOB Inc. for forgiveness of debt of \$37,568.49. Seller: Bob Sherman, Delton K. Winkel, E. Daniel Stomp, Gary B. Mallernee (25% each) who have no other broadcast interests. Buyer is Don F. Price and family who own WDFF(FM) Battle Creek, Mich. (BAL-820203HV). Action April 26.

■ WTGE(AM)[CP] Kalkaska, Mich. (1420 khz, 500 w-D)—Granted assignment of construction permit from Kaltrim Broadcasting Co. to Northern Radio of Michigan Inc. for \$35,000. Seller: George E. and Robert P. Benko, brothers, who also own WMIC(AM)-WTGV(FM) Sandusky, Mich., and WLAJ-TV Lansing, Mich. George Benko in addition owns WJEB(AM)-WGMM(FM) Gladwin, Mich. Buyer is licensee of WKLT(FM) Kalkaska, Mich. Frank C. Gokey is president. (BAP-820309EI). Action April 26.

■ WFBB-TV Great Falls, Mont. (ABC, ch. 5, 100 kw vis., 20 kw aur., ant. 590 ft.)—Granted assignment of license from Advance Corp. to The Wooster Republican Printing Co. for \$2,075,000 for assets plus \$3,175,000 for station equipment owned by estate and leased to licensee. Seller is principally owned by estate of Donald P. Nathanson. Advance Corp. also has interest in New Mexico Broadcasting Co., licensee of KGGM-TV Albuquerque, N.M. Buyer is closely held, Wooster, Ohio-based newspaper publisher and group owner of four AM's and four FM's owned by Albert Dix and family. (BALCT-820224EZ). Action April 26.

■ KREI(AM)-KTJJ(FM) Farmington, Mo. (AM: 800 khz, 1 kw-D; FM: 98.5 mhz, 100 kw, ant. 870 ft.)—Granted assignment of license from Earldun Broadcasting Inc. to KREI Inc. for \$850,000. Seller is principally owned by Charles C. Earls, M.F. Dunne Jr., and wife, Eleanor I. Dunne, who are also principal owners of KBOA(AM)-KTMO(FM) Kennett, Mo., and KTHS(AM)-KSCC(FM) Berryville, Ark. Buyer is owned by Shepherd Enterprises Inc. (80%), and Charles C. Earls (20%). Shepherd Enterprises is principally owned by Jerrell Shepherd, who is sole owner of KANN(FM) Bethany, Mo. He also owns 78.29% of KWIX(AM)-KRES(FM) Moberly, Mo. Earls is part owner of selling group. (BAL-820303GV,GW). Action April 23.

■ KENN(AM) Farmington, N.M. (1390 khz, 5 kw-

D, 1 kw-N)—Granted transfer of control of KENN-Land Broadcasting Inc. from Cloyd Kendrick to Kenneth B. Kendrick. Consideration: \$1.00. Principals: Cloyd Kendrick seeks to transfer control of his 42.5% interest in KENN(AM) to his son, Kenneth Kendrick, who is currently general manager of KENN. Elder Kendrick also owns 36% of KRWN(FM) Farmington. (BTC-820218GO). Action April 27.

■ WDOE(AM) Dunkirk, N.Y. (1410 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Lake Shore Broadcasting Inc. to Lake Erie Communications Inc. for \$400,000. Seller: R. Michael Goldman (50.2%, sister, Gail M. Goldman (39.8%), R. David Ridgeway and wife, Myrna K. (10% jointly) who have no other broadcast interests. Buyer: Robert S. Finley (85.8%), Betty L. Bradigan and Judith C. Anderson (7.1% each). Finley is Jamestown, N.Y., businessman and real estate investor. Bradigan is traffic manager at WDOE. Anderson is homemaker. None have other broadcast interests. (BAL-820222EP). Action April 29.

■ WQTI(FM) Dunn, N.C. (103.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Cumberland A&A Corp. to W.B. Belche for \$565,000. Seller is owned by Gardner Altman Sr. and son, Gardner Altman Jr., who have no other broadcast interests. Buyer is president and owner of WIDU(AM) Fayetteville, N.C. (BALH-820224FE). Action April 14.

■ KDAK(AM) Carrington, N.D. (1600 khz, 500 w-D)—Granted assignment of license from Central Broadcasting Co. to Carrington Broadcasters Inc. for \$170,000. Seller is principally owned by F.W. Carr, who also owns KOSG(FM) Osage, Iowa. Buyer: Dennis J. Stramer, Perry W. Kugler (30% each), Larry J. Carr, Gerald W. Barber (15% each) and Otto A. Korp (10%). Stramer, Kugler and Barber own KDJS(AM) Willmar, Minn. Carr is manager of KDAK and 5% owner in selling group. Korp is retired broadcaster. (BAL-820305HO). Action April 20.

■ WIZO(AM) Franklin, Tenn. (1380 khz, 5 kw-D)—Granted assignment of license from Harpeth Valley Broadcasting Inc. to James R. Romine for \$600,000. Seller is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rodgers. They sold co-located WIZO-FM to separate buyers for \$800,000 (BROADCASTING, March 1). Hobbs also owns 66.77% of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. Buyer is former announcer at WVOK(AM) Birmingham, Ala., and has no other broadcast interests. (BAL-820222EL). Action April 27.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz, 1 kw-U; FM: 99.9 mhz, 100 kw, ant. 452 ft.)—Granted assignment of license from WACO Broadcasting Inc. to WACO Radio Inc. for \$2,668,000. Seller: Closely held group of 11 stockholders. Robert E. Weathers is president and 25% owner and will keep 10% interest in buyer. Buyer is owned by Harris Enterprises Inc. (90%) and Weathers (10%). Harris Enterprises is Garden City, Kan.-based newspaper publisher and group owner of six AM's and four FM's principally owned by John P. Harris family and headed by former FCC Commissioner Robert Wells. (BAL-820205EA). Action April 29.

■ WWO(AM) Berryville, Va. (105.5 mhz, 3 kw, ant. 440 ft.)—Dismissed assignment of license from Berryville Media Group Inc. to Apple Valley Broadcasters Inc. for \$311,512. (BALH-810901GA). Action April 30.

Summary of broadcasting

FCC tabulations as of March 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,644	0	1	4,645	127	4,772
Commercial FM	3,356	1	1	3,358	219	3,577
Educational FM	1,122	0	0	1,122	82	1,204
Total Radio	9,122	1	2	9,125	428	9,553
Commercial TV						
VHF	523	1	0	524	9	533
UHF	262	0	0	262	122	384
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,048	4	7	1,059	157	1,216
FM Translators	461	0	0	461	209	670
TV Translators						
UHF	2,721	0	0	2,721	208	2,929
VHF	1,608	0	0	1,608	378	1,986

*Special temporary authorization

**Includes off-air licenses

In contest

FCC actions

■ FCC found that Comark Television Inc., applicant for new UHF at San Juan, P.R., is not in violation of rules prohibiting inconsistent or conflicting applications, even though Comark has indirect interests in 10 pending UHF applications and three existing UHF stations. Action April 29.

■ ALJ Edward J. Kuhlmann granted Buffalo Communication Corp. CP for new FM at Buffalo, Wyo., and denied application of competitor, KBBS Inc., for same frequency. Although KBBS Inc. proposed slightly better coverage, it fell short due to duplicate programming and weak integration proposal. Buffalo Communications is owned equally by Lee Keith, Marje Millhouse and Greg L. Goddard, local residents who have no other broadcast interests. Decision becomes

effective within 50 days of release of text unless appeal is filed within 30 days or FCC reviews case on own motion. Issued April 27, released May 3.

■ **ALJ Thomas B. Fitzpatrick** granted Columbia County Broadcasters CP for new FM at Martinez, Ga. Although Columbia principals violated ex parte rules, ALJ found it was not one willfully or knowingly since principals were not familiar with rules at time. ALJ also determined applicants financially qualified. Columbia is partnership owned by Patrick G. Blanchard and Randolph E. Watkins. Blanchard is Martinez banker. Watkins is contractor and neither has other broadcast interests. Action becomes effective within 50 days after release of decision unless appeal is filed or FCC reviews case on own motion. Issued April 29, released May 6.

Allocations

Petitions

- **Mountain Home, Ark.**—In response to petition by Baxter Broadcasting Inc.: Proposed assigning ch. 43 to Mountain Home as its first TV; comments due June 14, replies June 29 (BC Doc. 82-235). Action April 23.
- **Kaneohe, Hawaii**—In response to petition by Kaneohe Broadcasting Co.: Proposed assigning 103.3 mhz to Kaneohe as its first FM; comments due June 14, replies June 29 (BC Doc. 82-236). Action April 23.
- **Lahaina, Hawaii**—In response to petition by Maui Broadcast Co.: Proposed assigning 101.1 mhz to Lahaina as its first FM; comments due June 14, replies June 29 (BC Doc. 82-234). Action April 21.
- **McPherson and Lindsborg, both Kansas**—In response to petitions by Dean Curfman and McPherson Broadcasting Inc.: Proposed assigning 95.9 mhz to McPherson as its second FM or to Lindsborg as its first FM; comments due June 14, replies June 29 (BC Doc. 81-273). Action April 23.
- **Breckenridge, Minn.**—In response to petition by Ingstad Broadcasting Inc.: Proposed substituting 105.1 mhz for 104.9 mhz at Breckenridge and modification of license for KKWB to specify operation on 104.9 mhz;

comments due June 21, replies July 6 (BC Doc. 82-241). Action April 29.

■ **Magee, Miss.**—In response to petition by Magee Broadcasting Co.: Proposed assigning ch. 34 to Magee as its first TV; comments due June 21, replies July 6 (BC Doc. 82-247). Action April 29.

■ **Chadron, Neb.**—In response to petition by Nebraska Broadcasting Group Inc.: Proposed assigning 94.7 mhz to Chadron as its second FM; comments due June 14, replies June 29 (BC Doc. 82-233). Action April 21.

■ **Clarion, Pa.**—In response to petition by Clarion County Broadcasting Corp.: Proposed assigning 96.7 mhz to Clarion as its first FM; comments due June 21, replies July 6 (BC Doc. 82-249). Action April 29.

■ **Bastrop, Tex.**—In response to petition by East Texas Wireless Radio: Proposed assigning 107.1 mhz to Bastrop as its first FM; comments due June 21, replies July 6 (BC Doc. 82-248). Action April 29.

Assignments

- **Eager, Ariz.**—Assigned 92.5 mhz to Eager as its first FM; effective July 6 (BC Doc. 81-769). Action April 29.
- **Williams, Ariz.**—Dismissed petition by Soho Broadcasting proposing assignment of 96.7 mhz, to Williams (BC Doc. 81-714). Action April 29.
- **Pagosa Springs, Colo.**—Assigned 106.3 mhz to Pagosa Springs as its first FM; effective July 6 (BC Doc. 81-872). Action April 29.
- **Lamoni, Iowa**—Assigned 97.7 mhz to Lamoni as its first FM; effective June 29 (BC Doc. 81-812). Action April 23.
- **Great Bend, Kan.**—Assigned 107.9 mhz to Great Bend as its second commercial FM; effective July 6 (BC Doc. 81-778). Action April 29.
- **Bozeman, Mont.**—Dismissed petition by Garzyowen Corp. requesting assignment of ch. 22 to Bozeman (BC Doc. 81-701). Action April 29.
- **Cut Bank, Mont.**—Assigned 102.7 mhz to Cut Bank as its first FM; effective June 29 (BC Doc. 82-2). Action April 26.
- **Thoreau, N.M.**—Assigned 99.9 mhz to Thoreau as

its first FM; effective June 29 (BC Doc. 81-615). Action April 23.

■ **Shawnee, Okla.**—Assigned ch. 30 to Shawnee as its first TV; effective July 6 (BC Doc. 81-839). Action April 29.

■ **Minor Hill, Tenn.**—Assigned 92.1 mhz to Minor Hill as its first FM; effective June 29 (BC Doc. 81-785). Action April 23.

■ **Wichita Falls, Tex.**—Assigned 106.3 mhz to Wichita Falls as its fourth FM; effective June 29 (BC Doc. 81-884). Action April 21.

Other

■ Latest compilation of financial and operating data concerning communications carriers subject to common carrier provisions of Communications Act has been released by FCC. Titled "Statistics of Communications Common Carriers," its contents were taken principally from annual and monthly reports filed by carriers and cover year ending Dec. 31, 1980. Issued annually since 1939, publication (stock number 004-000-003934) is available from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, for \$7.00. Ann. May 4.

Call letters

Applications

Call	Sought by
New FM's	
KTUF	Admiral Broadcasting Corp., Kirksville, Mo.
KLKT	North Lake Tahoe Broadcasting Co., Incline Village, Nev.
KWCS	Bridgeport Broadcasting Co., Bridgeport, Tex.
KDCI	Davis Communications Inc., Devine, Tex.
WCVR-FM	Stokes Communications Corp., Randolph, Va.
WHLX	Radio Wheeling Inc., Bethlehem, W. Va.
New TV	
WLCN	Life Anew Ministries Inc., Madisonville, Ky.
Existing AM's	
KIPO	KIVM Lihue, Hawaii
WTKN	WWSW Pittsburgh
WLRP	WFBA San Sebastian, P.R.
WLUY	WMAK Nashville, Tenn.
Existing FM's	
WIGC	WRES Troy, Ala.
KWBO	KGUS Hot Springs, Ark.
KLYV	KIWI Dubuque, Iowa
WKCG	WFAU-FM Augusta, Me.
WYHY	WUSW Lebanon, Tenn.
KERV-FM	KPFM Kerrville, Tex.

Grants

Call	Assigned to
New FM's	
KRWA-FM	Radio Waldron, Waldron, Ark.
WXCW	West Wind Broadcasting Inc., Homosassa Springs, Fla.
New TV's	
KSAF-TV	New Mexico Media Co., Santa Fe, N.M.
WTUV	Bob Raide tr/as Broadcast Facilities Co., Utica, N.Y.
Existing AM's	
WXBK	WIIA Albertville, Ala.
KBZB	KSUN Bisbee, Ariz.
WAMA	WAZE Clearwater, Fla.
WJQI	WHIT New Bern, N.C.
KMIO	KBGG Merkel, Tex.
WVAI	WHPL Winchester, Va.
Existing FM's	
KALF	KSNR Red Bluff, Calif.
KGO-FM	KSFX San Francisco
WEGS	WPOL Gaylord, Mich.
WKDS	WSDK Kalamazoo, Mich.
WAZX	WSHG Georgetown, S.C.
WUSQ	WEFG Winchester, Va.
KHWK	KXDD Richland, Wash.

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RADIO

HELP WANTED MANAGEMENT

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 the respect of his subordinates not through intimidation but by setting an example 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: A golden opportunity for a general manager in the U.S. Virgin Islands. Must be a proven leader, motivator and have excellent experience in sales and developing successful promotions. Reply in complete confidence. Send resume to Box A-94.

Sales Manager—Rocky Mountain 5 KW MOR in beautiful growth area. Must be super local sales person and motivate by example. EOE/MF Write President, Box 68, Moraga, CA 94556.

General Manager, top 25 market. Group-owned AM/FM Religious stations. Must be aggressive with strong sales background in program and spot. Good base salary plus liberal bonus based on performance. E.O.E. Send resume to Box A-71.

Group operator has management position at WTAO, Murphysboro. Station serves Carbondale and Southern Illinois University. Strong sales background and ability to train and manage sales staff essential. Familiarity with the area important. Send resume to: Personnel, 811 Broadway, Mt. Vernon, IL 62864 EOE/MF

General Manager. Major market Spanish format, knowledge of Spanish programming and marketing required, Spanish language skills preferred. Send resume and salary requirements to Box A-68. EOE.

Owner of 5000-watt station in Georgia would like to semi-retire. I would like to talk to a person experienced in management, strong on sales, good on the air, who knows radio from Jimmy Rogers to Kenny Rogers and who is not afraid of hard work and at a future time might own part of station. Send complete resume to Box A-63.

Experienced General Manager for major market FM facility required by growth-oriented group broadcaster. Send resume and salary requirements to Box A-69.

General Manager for aggressive personality MOR station in Idaho. Must have proven track record in sales with good management credentials. Need energetic, goal-oriented manager, assertive leader, community involved, and wants to grow with small dynamic group. Send resume to Box A-107

Connecticut Public Radio Director of Operations. Position for experienced radio professional with technical expertise. Excellent growth opportunity for individual with skills necessary for announcing classical music, producing programs and organizing day-to-day activities of superior public broadcasting facility. This is not an entry level job. Resumes submitted without tape will not be considered. Contact Mary Sullivan, 24 Summit Street, Hartford, CT 06106. EOE, M/F

General Manager: responsible for all aspects of station operations. Community radio experience preferred; ability to work in multi-ethnic urban setting, public speaking, community relations and basic accounting required. Resume to: Pacifica Foundation, 5316 Venice Blvd., Los Angeles, CA 90019. Deadline: 5/21/82.

Sales Manager for San Joaquin Valley AM/FM. I need a proven broadcaster with strong sales background. Salary open plus medical/dental and other benefits for the right motivator. Contact Rich Dixon, G.M., KQIQ/Q 105 FM. 209—584-4466.

Tired of working for the other guy? Your effort earns you a piece of the action with Southeastern small market AM near metro area. Let's talk. Call Ken, 601—892-3001.

Director of Radio Activities: Growing AM/FM public radio operation covering 700,000 persons. Good budget and excellent ratings. Management and radio programming experience required. Bachelor's degree in liberal arts or administration required. Salary competitive. Apply by June 1, 1982, to General Manager, KWSU/KFAE-FM, WSU. Pullman, WA 99164-2530. An EO/AA employer.

HELP WANTED SALES

Sales People Needed for the nation's 25th market in southern California. Compensation commensurate with experience. Opportunity for advancement with group-owned stations. Send resume to Bob Ridzak, KMEN Radio, P.O. Box 1290, San Bernardino, CA 92402. EOE.

Solid AM/FM operation needs experienced, aggressive self-starter, strong on retail sales. Salary/commission, excellent fringes. Send resume, references, earning history to: Gary Schmieding, WTAD/WQCY, P.O. Box 905, Quincy, IL 62306.

Radio national sales manager: Top 20 market radio station seeking National Sales Manager to aid national sales rep in the sale of advertising. Must be able to service the local offices of national accounts. Also must be conversant with all areas of station operations. National sales experience required. EOE. Write Box A-64.

Sales Manager—Rocky Mountain 5 KW MOR in beautiful growth area. Must be super local sales person and motivate by example. EOE/MF Write President, Box 68, Moraga, CA. 94556.

Salesmen are in demand. You can be selective if you're a proven successful salesperson. If you're interested in building a career with highly-rated station in fast-growing southern California market, write Box A-121.

Local sales manager to sell country religious radio in major top 20 market. Must be able to deliver sales and direct people, work with the largest religious radio chain in the country. Excellent opportunity for advancement. Station about to increase power 400 percent. Contact Dick Marsh, Vice President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107. 213—577-1224. This is an immediate golden opportunity. E.O.E.,

Regional Rep—Now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, Inc., 2714 Union Extended, Memphis, TN 38112.

Southern small market AM daytimer is expanding and needs one or two experienced sales people immediately. Good base, excellent commission and pleasant living conditions. Send information to Ray Arthur, P.O. Box 910, Coushatta, LA 71019.

KEYZ AM/FM combo, Orange County, California. Suburban station to Los Angeles, top rate \$103.00, has potential sales position available, local direct sales. College degree helpful, minimum two years local direct broadcast sales experience in small/medium market. Hard worker, self-starter, self-motivated, plus desire to earn great deal of money. Good draw plus commission, 12% agency & 17% direct. Hosp., dental, profit-sharing, car allowance/expense account & account list. Possible moving expenses. Send resume & references, or call Barbe Stucker, Exec. Secty, c/o KEYZ Radio, Inc., 1190 East Ball Rd., Anaheim, CA 92805. 714—776-1191.

General Sales Managers. Billboard's "Station of the Year" co-owned with newspaper, has a unique opportunity to manage both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered. \$40K plus potential. Also interviewing for top-earning account executive position. Send resume to Rob Kemper, WDIF Box 10,000, Marion, OH 43302. EOE.

HELP WANTED ANNOUNCERS

Beautiful Music, Love 95 in Daytona Beach, is seeking a morning drive announcer. Good production skills a must! Send tape, resume and salary needs to: Broadcast Management Corporation, Love Park, Fairfield, OH 45014, Attn: Joyce, E.O.E.

Strong personality needed for community-oriented AC station. Communicator for afternoon drive with minimum two years' commercial experience. Send tape/resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515. E.O.E.

Experienced morning personality wanted for top-rated station in Southeast market. Send resume and tape to Program Director, WRAL-FM, P.O. Box 10100, Raleigh, N.C. 27606. EOE/MF

Full time MOR/Info AM, Class C stereo country FM accepting applications for an announcer/production person. We are seeking an individual who is qualified, experienced, and ready to grow with our company. Knowledge of automation helpful. Send tape, resume, and references in first reply to Bob Belcher, Program Director, KTRR/KZNN Radio, Box 727, Rolla, MO 65401. An Equal Opportunity Employer.

We need a winner of a talk show host. Someone who cares about a community, its problems & its people. Excellent facilities, good staff and one heck of a boss. Salary varies with your ability. Send T & R to our clearinghouse—John Brooke, 57 Fashion Island, Newport Beach, CA 92660.

Wanted: morning DJ. Prefer one who likes to sell. Must be a personality and well experienced in C & W. Located in Southeast. Write to Box A-144.

Air personality wanted for AM and FM in Rio Grande Valley of Texas. Salary: \$1,400 per month. Send tape and resume to Chris Clinton, KSOX, 345 South Seventh, Raymondville, TX 78580. EOE.

Country! Responsible air personality. Good voice, knowledge music. Beginner considered. Send educational, work background. Small, Central New York. Write Box A-99.

Adult communicator, excellent production skills. Minimum 2 years' experience. 46th market. T & R to Kim Jones, PD, WSJS, Box 3018, Winston-Salem, N.C. 27102. EOE, M/F

Wanted: announcer to work 4 days per week, 40 hours. Duties include local news gathering, production and DJ work. Apply only if you are good and willing to work. We are top-rated C & W station in Southeast. Write Box A-143.

HELP WANTED ANNOUNCERS CONTINUED

Full-time evening and two part-time weekend shifts open at dominant beautiful music station. Tape and resume to Operations Manager, KSFI, 57 W. South Temple, Salt Lake City, Utah 84101.

Sunrise announcer-newsman. Good voice, speech, enunciation, personality. Hard worker. Possible production. Small, Central New York. Beginner considered. Write Box A-98.

Small market's number one morning man retiring after 36 years. If you're experienced and good, we're interested. Excellent pay and benefit package. Send tape and resume to: Adrian Frazier, WMSA, Box 210, Massena, N.Y. 13662. E.O.E.

Wanted: Full-time air personality for overnight shift. Minimum two years commercial radio experience. Tapes and resumes only to Scott Slade, WAYS Radio, 400 Radio Road, Charlotte, N.C. 28216. EOE.

Wanted: afternoon DJ. 40 hours per week. Also some sales on commission. C & W format. Apply only if you are good. Located in Georgia. Write to Box A-142.

HELP WANTED TECHNICAL

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, P.O. Box 870, Beaumont, TX 77704.

Chief Engineer for AM & FM, Casper, Wyoming, mecca for hunting, fishing, skiing. Call Orv Koch, Stuart Broadcasting, 402-475-4204. EOE.

AOR Powerhouse seeks top FM radio engineer. Must take a disciplined approach to maintenance, record keeping, and major projects. Top salary. KQDS, Box 6167, Duluth, MN 55806.

Chief Engineer for AM/FM in Midwest. Experience in maintaining AM/FM transmitters, automation, proofs and FCC paperwork. Send resumes and references to Box A-109. M/F, EOE.

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HELP WANTED NEWS

News Director for growing east Texas market. Capable covering all angles. Send tape-resume: KFRO, Box 792, Longview, TX 75606. EOE.

Upper Midwest powerhouse needs quality morning anchor. Strong delivery. Writing and reporting skills. Minimum 5 years' experience. Starting: \$25,000. Write Box A-86.

News Director for top station in growing market. Contact Bill Wiggleton, 505-325-1996, or write to Basin Broadcasting, 1515 West Main, Farmington, N.M. 87401.

Experienced sportscaster with sales ability. For northwest Alabama station. Send tape and resume to Jim Hall, Post Office Box 477, Tuscumbia, AL 35674.

Thoroughly competent professional broadcast journalist wanted immediately to lead five-person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Start as Assignment Editor/Anchor now and replace News Director who leaves for new position July 2. Send resume, letter, writing samples, salary history and references to Box A-135. Equal Opportunity Employer.

News Reporter/Anchor for suburban New York radio station. Experience preferred in preparation and presentation of news. Good typing skills and transportation required. Reply Box A-97.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

California Metropolitan Daytimer seeking highly qualified, proven program director, who can do it all. Air shift (optional), on/off air promotions, merchandising, music/audience research; audience, community involvement. Many challenges, many rewards. Resume and references to Box A-13.

Ready to program a winner? Live contemporary FM. Small picturesque community close to major mid-Atlantic markets. Morning air shift preferred. Salary range upward from \$10,000, depending on your abilities. Good benefits. Send resume and letter outlining your professional and financial goals to Box A-77.

WDBQ/KIWI Radio, Dubuque, Iowa, needs 1 person to head our continuity/production dept. Production capabilities a definite asset. Written resumes only to Chuck Bailey, Program Director, PO Box 1280, Dubuque, Iowa 52001. AA/EEO.

Country Music PD. Must be basic C/W oriented; news and promotion minded and have a college degree. No others need apply. Resume and tape to Manager, KGAK, Gallup, N.M. 87301. EOE.

Radio Promotion Manager: Top rated radio station in major market needs a dynamic, aggressive promotion manager to execute all station advertising, audience promotion, sales promotion, merchandising, publicity, public relations activities and community involvement promotions. Specialized skills and experience are needed—graphic arts, display arts, promotional logistics, multi-media research and comprehension and talent for exploitation of promotable goods. EOE. Write Box A-65.

Program Director. 3 to 5 years' experience required. Personality/information MOR station. Creative production. Send tape, resume, salary needs to Ken Madsen, Box 458, Rexburg, ID 83440.

Production Director: Experience preferred. Must be able to do weekend airshift. Send production samples, tapes and resume to Russ Cassidy, WCMS AM/FM, 900 Commonwealth Pl, Virginia Beach, VA 23464. Affirmative Action, EOE, M/F.

Beautiful Napa Valley, California seeking production director who can create original copy and supervise overall production. Good commercial voice important. Ideal climate and scenery together with two good radio operations. Call or write T. Young, KVON, Napa, CA 94558. 707-252-1440.

Central Maine's new 50,000 watt stereo country giant signing on mid-June. Personalities and newscasters send tape and resume. Management possibilities. P.O. Box 307, Augusta, ME 04330.

Top-rated Urban Contemporary station in 1/2 million plus market looking for stable and experienced on-air program director. Minimum 5 years announcing and/or programming experience. Strong on-air talent required. Send resume, tape and salary requirements to Randolph H. Millar, General Manager, WDDO, PO Box 900, Macon, GA 31202. We are an Equal Opportunity Employer.

Growth and income opportunity for mature and solid pro as Creative Services Director. Award-winning station in exceptional market outside New York. Copy, production, promotion, short airshift. Tape, resume and work samples to Neil MacMillan, PD, WGCH, PO. Box 1490, Greenwich, CT 06830. No phone calls. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

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.

Recently celebrated 10 successful years as GSM for same station. Selectively seeking first GM position. Top 10% in experience, enthusiasm, dedication, and knowledge. Outstanding references. Describe position in reply. Box A-92.

Satellite Network GSM. 6 years GM, seeking GM challenge with progressive organization. Young, ambitious high achiever. Strong people skills, sales development, goals, programming, research, references. Economics/corporate efficiency degree. 912-924-4852.

General Manager—have worked all formats including black. Strong in sales and promotions. Administrator and motivator. Looking for a home/prefer equity participation. Currently GSM, top ten market. Write: Broadcaster, 1713 Westheimer, Suite 1510, Houston, TX 77098.

Stable, employed GM, small-medium market, desires return to Eastern U.S. Outstanding qualifications, documented success. Over 10 years accomplished management. Presently AM/FM GM and group manager. Professional, familiar all phases. Sales and promotion-oriented. Community active. No rush. Box A-151.

Proven PD, promotions, PR pro available for PD/air position. Mark Hill, 916-241-9152, or (message) 707-822-6912.

Station Manager. Sales manager a consideration. Small-medium market. Presently sales manager. All locations considered. Write Box A-127.

If you are looking for an over achiever, I'm your man. 14 years' experience management, sales, programming promotion and engineering. Seeking small medium portunity in Dixie. Let's talk. I'm ready. 904-673-0322.

Major market General Manager. Excellent track and references. Strong sales and administrative background. Looking for general manager opportunity in home state of Texas. Large to medium market preferred, but will consider all Texas opportunities. Write Box A-150.

Five of my former employees are managing radio stations. I am interested in sales-oriented management position. Excellent background, good references. 703-346-2260.

Accomplished sales manager looking for General Manager's position in New York state. Experienced in all phases of small market operations. Wants the opportunity to purchase. Good profit builder, not an expense builder. Knows all operations of radio, small to medium markets. First-phone. Write Box A-128.

Top 20 market GSM seeks medium market GM or large market GM, GSM position. Solid background, references. Box 680781, Miami, FL 33168.

General Manager: 19 years successful, professional broadcaster, managing AM/FM. A strong competitor with many knowledgeable skills beyond the ordinary to produce a consistent winner. If you're a group or station owner looking for a consistent winner, write Box A-147.

This is a 30 second commercial directed to a station owner in a good sized market. I want to see if you're interested in a manager-sales manager who is adapting new marketing techniques and sales methods from many of the best known sales motivators to give you a big competitive edge. Over 25 years of experience for better programming, promotions, community involvement and a lot more dollars. Reply Box A-105.

SITUATIONS WANTED SALES

Former station owner with first class license looking for announcer and/or sales position. All size markets considered. Reply Box A-106.

SITUATIONS WANTED ANNOUNCERS

Dance Music PD/DJ. Looking for creative station, any market, in Chicago area. Experienced Midwestern graduate. Will broker time if possible. Mike, 312-773-1313.

I don't even want to talk to you unless you really need thoroughly trained announcer with tech background. For T&R, write Box A-29 212-449-1038.

I love doing my own live country show. If you're a satellite station, you're not my dish. If you are a medium market station on East Coast, I'm ready. Six-year professional. 31. B.A., 3rd endorsed. Write Box A-70.

Two years commercial experience in small market wants to move up. Adult, top 40, MOR. Want to be creative-not just push buttons. Dave, 201-777-0749, anytime.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Searching ... well, the search is over if you want experience, smoothness, knowledge in any format. Major-medium markets. Worth your immediate reply. Box A-93.

Good Background, eager to learn. Degrees. English. Broadcasting. Professional sound. Cooperative. Remuneration secondary to opportunity. John Giffert, 1715 Kings Highway, Rockford, IL 61107. 815-399-1760.

Still looking. Announcer/sportscaster. 5½ years' experience. Know A/C format; West Coast, southern Rockies preferred. Anytime, 303-651-3549.

Reliable, versatile, good voice; production. Persistent, hard worker looking to move up in your organization 3 yrs on-air CHR or AOR. Medium Western market. 303-366-2839, 723 Scranton St Aurora, CO 80010.

Wait until you hear my play-by-play. Sports director, good on board. 3 years' experience. Write Box A-113.

Talented, experienced, hard-working announcer available. Former PD. Neil Sullivan, Smith Rd., Moosup, CT. 203-564-4663.

College and broadcast school graduate looks for entry level announcer position with station in tri-county Michigan area (or Flint, Ann Arbor, Lansing). What I lack in experience, I make up in zest and enthusiasm. 313-868-3467, Rhodney.

Experienced young announcer looking for progressive FM rock or AOR station, any shift. Experienced at two major stations as Asst. Music Dir., production coordinator. For tapes and resume, call Todd Bond at 201-224-2539, after 6 p.m.

Beginner seeks first DJ position. Prefer Ohio, Northern Alaska. Evenings, overnight. Country or rock oldies format. No automation. Accept liveable salary. Doug, 419-387-7761, after 5:00.

Personality and experience are my strong points and I want to work hard for you in your disc jockey or sports play-by-play position. No job too small, no boss too grouchy. Mark Furrer, 400 Dorchester Road, San Mateo, CA 94402; 415-347-1894 after 5:00 p.m.

Pleasant Sound & personality. Any format. Single. K. David Lake, 3957 A N. 62, Milwaukee, WI 53216. 414-462-6638.

Award winning announcer of best news, best sports coverage and favorite personality cut from station budget! Seeks challenging work in pleasant conditions. Will do air-shift, news, sports, etc. M.D. experience. Call Laurel at 617-774-2702. Will relocate. Canada too!

SITUATIONS WANTED TECHNICAL

Available shortterm employment - transmitter studio installations, equipment rebuilds, proofs, fill-ins, troubleshooting, applications. Shoupe, 717-249-6584.

SITUATIONS WANTED NEWS

Ace Female anchor personality, features my specialty. 8 years solid experience. Top 20 only.

Meteorologist—Environmental Reporter. Woman looking for position in small to medium market. Experienced in medium midwestern market; forecasting, broadcasting, writing, editing and reporting for radio and television. 828 South Tennessee Place, Mason City, Iowa 50401. 515-292-2908.

Health Reporter. Research shows medical reporting is a must. I have the experience, knowledge and talent to make the best come alive for your major market station. Box A-96.

Experienced gung-ho news director/reporter/announcer ready for position in your market. Call Carl, 216-482-4519.

5 years radio, print, television reporting, plus 2 years announcing. BA, administrative experience. Strong on writing and local government. Seek news director or reporter slot. Write Box A-102.

Refreshing PBP. Experienced professional available for major college football and basketball package. Full-time or freelance considered. Box W-65.

Public Radio News Director position sought. Ten years public and commercial radio with three years news management. M.A. Journalism. I'll build you a distinctive, high profile news sound, compatible with public radio philosophy but competitive with commercial operations. I'll become totally involved in your community to maximize coverage and development dollars. My high efficiency will stretch your low budget. My creativity will motivate your staff. I love public radio. In this age of Reaganomics, it needs people like me. Major market preferred. Reply Box A-95.

Sportscaster—Whatever your sports programming needs, I'll get the job done better than you thought possible. Plenty of experience; some of the best PBP you've heard. Gary, 612-255-0386.

Outstanding award-winning interviewer available July first. Eighteen year radio/TV background of talking with everybody from presidents to paupers. Write Box A-149.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Veteran "oldies" programmer with thousands of 40's and 50's hits seeks association with solid station or chain looking to switch to nostalgia format but averse to tape service because of limited selections and lack of individuality. My extensive collection and experience can give you a prestige sound. Top 75 markets only. Reply Box A-75.

I want one million dollars yearly, but will settle for realistic salary as your small market PD. Contemporary format. Five plus years experience. Low voice. Excellent production. South or mild winter climate. Currently D.J., S.C. Glenn, 704-865-2776, after noon.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

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. EOE.

Network affiliate station in northern resort area needs general manager. Equity potential possible for right person. Sales and management background preferred, with ability to stay within budget required. E.O.E. Send resume and salary requirements to Dale Palmer, 777 South Broadway, Suite 102, Tyler, TX 75701.

General Sales Manager wanted for new UHF-TV in St. Cloud, Minnesota. Candidates must have 3 years' experience in successful broadcast sales management, and must be a proven motivator. Will be responsible for all sales. Send resume and complete history to Mr. Goins, P.O. Box 1776, St. Cloud, MN 56302. An Equal Opportunity Employer.

Local Sales Manager—KTHI, ABC affiliate in Fargo, North Dakota, is seeking a motivator with a proven record in television sales or management. Great opportunity to grow with aggressive station. Send resume and salary requirements to Greg R. Holder, GSM, KTHI-TV, P.O. Box 1878, Fargo, ND 58107.

HELP WANTED SALES

We need a heavy weight. Major Western market, CBS affiliate, solid group-owned station. Strong sales/marketing department needs a salesperson with at least 2 years television sales experience. Major list of agency, in-house and direct accounts. Great earnings potential. Super life style. We are looking for a self-starter who will be here to stay. Solid sales and station management team with in-depth experience. This is a once-in-a-lifetime opportunity. Equal Opportunity Employer. Send Complete resume to Box A-132.

Affiliate station in mid-sized central California market is seeking an ambitious account executive with management potential. Must be a self-starter with demonstrated sales ability and proven track record. Great career potential with major broadcasting group. No calls, please. Send resume to Local Sales Manager, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications Inc. is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Technical Religious Cable station seeks hands-on Chief with production and post production experience. Salary commensurate with ability and experience. Send resume to G.E.T.V., 214 Roletto Dr., San Antonio, TX 78213, or call for additional information: 512-342-8510.

Technical Chief Engineer—Mild weather with sunny sea breeze of the Texas Gulf Coast a plus. Must have experience with UHF G.E. transmitter TT-56-A or equivalent, FCC rules and regulations and all other auxiliary control room equipment. Send resume and salary requirements to: General Manager, 102 North Mesquite, Corpus Christi, TX 78401.

Maintenance Engineer for station with number one top-rated local news operation, in beautiful Southwest Florida. No snow guaranteed. New Harris transmitter, 9-meter Harris satellite receive system, and Grass Valley master control and production switching equipment installed this year. Minimum three years' experience in TV studio and/or VHF transmitter maintenance. Salary commensurate with experience and abilities. Excellent company benefits, including profit sharing plan. Contact Clarence Mosley, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. 813-334-1131. EEO.

Technician for maintenance of state-of-the-art TV broadcast equipment, at new videotape post production facility. Must have digital and analog background, familiar with quad, 1 inch, computer editing and Telecine equipment. Engineering degree or technical school grad. with 2-3 years' experience required. Positions are open at all levels. Competitive salaries and benefits. Reply to Box A-152.

Maintenance Engineer: KRBK/31, Sacramento, California. Growing independent in top-25 market needs two more aggressive and ambitious engineers with solid, current, and direct TV broadcast maintenance experience. Competitive pay and benefits in an open shop. Studio and transmitter just remodeled, always upgrading. 1-inch VTR's TCR's, 35mm transfers, diode-gun TK-781's, 1600-7K, TVRO, much more. FCC General required. EOE, M/F. Send complete resume by 5/28/82 to Bob Venditti, CE, P.O. Box B, Sacramento, CA 95813. 916-929-0300.

Production Engineer—Operational knowledge of Vital VX 114 and VX 115 switchers, Ampex VPR 28, ACR and 1200's, TK 46 cameras. Capable of supervising technical crew and some maintenance. House include nights and weekends with some overtime. Ohio market. Salary to \$15,000. Reply in confidence to Box A-133 EOE. M/F.

Transmitter Supervisor—Opportunity to get in on the ground floor of a new UHF television station going on the air in San Diego. CA. Technician must have hands-on experience with UHF Transmitters. Contact Richard Large, KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

Broadcast Engineer: The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a Broadcast Engineer for a non-commercial educational radio station and cable access television studio. Responsible for operation and maintenance of all equipment. Involves supervision of student personnel. BA degree in broadcasting and engineering experience required. Salary commensurate with education and experience. Application deadline: June 15, 1982. Duties begin August 15, 1982. Send resume to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

KBDI is nationally known for its adventuresome spirit, creative (but modestly paid) staff, and accomplishing wonders with rudimentary equipment. We seek a capable maintenance engineer, experienced with ENG and master control equipment. Reply to: Ted Krichels: KBDI-TV, Box 6060, Boulder, CO 80306. Equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Midwest network television station needs maintenance engineer with First Class license or equivalent. Must have at least 5 years' experience. State salary requirements first letter. Write Box A-108.

Broadcast engineers needed immediately for new commercial television station in Lubbock, Texas. A strong studio and transmitter maintenance background desired. If you like the Sunbelt, this is it. Call or send resume to Ray Moran, 806-795-4334, KJAA-TV, P.O. Box 3757, Lubbock, TX 79452.

Operations engineer needed. Candidate should have experience with operation of cameras, videotape, video and audio switchers. Position available June 7, 1982. Submit resume to Chief Engineer, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219.

Broadcast Engineer. Prior experience preferred in applying to FCC for C.P.s and licenses in TV, AM, FM projects. Will conduct engineering studies for channel selection, antenna location, taboo certification. Excellent opportunity in growing company. Send resume to B.B., P.O. Box 352, Westford, MA 01886.

Maintenance Engineer. 3-5 yrs' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31994, or call 404-323-3333. M/F, EEO Employer.

Cable TV—we are the cable TV specialists in placing engineers and technicians with complete and total confidence. Current searches for: B.S. & M.S. EE's with 4+ years' high tech experience. Call or write: Davis-Omega, 2 W. 45th St., Suite 1403, New York, NY 10036. 212-840-0899.

HELP WANTED NEWS

We are a small market station in the Northwest with big ideas. We're looking for a meteorologist with flair and style who would like to live and work in the Pacific Northwest and pit his or her expertise against a tough-to-forecast area. We're asking for a long-term commitment and offer a stable environment, good benefits, and compensation. Send application letter only to Box A-90, and we'll let you know if we'd like to see a tape. We are an equal opportunity employer.

We're looking for an experienced, aggressive, knowledgeable co-anchor. Contact News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An equal opportunity employer, M/F.

News Director with strong administrative skills needed in Northeast market. News department needs direction and leadership. EOE. Write Box A-78.

Weekend weathercaster-reporter: Mid-20's market needs dynamic personality to present four weekend weathercasts, plus report three days a week. Send resume to Box A-54.

Anchor. Early and late shows. The big city wooed her away. We need a quality replacement for our co-anchor format. Only aggressive reporters, strong writers, and smooth on-air performers need apply. No beginners. Rush resume and audition tape to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Producer—We need a take-charge 10 PM. producer who yearns for a state-of-the-art shop with a commitment to news. We're all ENG with extensive live capabilities including a chopper and 2 bureaus. Two years' experience necessary. We top the ratings in this competitive top 50's market. Send resume and salary requirements to Box A-129. EOE.

News Director/Assignment Editor. Pacific Northwest network affiliate looking for creative and mature individual to manage and motivate talented news staff. Organizational ability a must. All ENG with live capability. Management commitment to expanding news organization. Please send resume to Dennis Williamson, General Manager, KTVL, P.O. Box 10, Medford, OR 97501. Equal opportunity employer. No phone calls.

News Producer/Anchor for weekends at news-oriented Sunbelt station. General assignments reporting during week. No beginners. Only experienced professionals should apply. Salary commensurate with ability, excellent benefits. EOE, AA, M/F. Send resume to Box A-137.

News Director/Anchor. Newsleader seeks individual to lead news team. Seek strong anchor looking for management opportunity. New equipment, well-staffed. Call Joe George, WXVT, Greenville, MS 601-334-1500. EOE.

Co-Anchor—M-F 6&11 PM newscasts. Articulate person with outstanding delivery needed to join most popular anchor in the market. Highest-rated news. Tape and resume to Ron Miller, WWBT-TV, P.O. Box 12, Richmond, VA 23201. E.O.E.

Wanted: bright weather person to train under one of the most qualified TV meteorologists in the country. If you're looking to break into TV weather and are willing to be a second banana for a while, this could be the job for you. Write Box A-110. An EOE/MF.

Managing Editor for South Carolina's leading TV station. This person must be creative, a good communicator, a motivator, but more importantly, a good journalist. We don't believe in "flash and trash". If your goal is to wind up as a News Director with a top-notch organization that believes in news, then write Gary Anderson, Asst. General Manager/News Director, WIS-TV, Box 367, Columbia, S.C. 29202.

Planning Desk. We're number one, expanding to an hour newscast and adding a planning desk. If you know how to dig for news and features, have an ear for scanners and are well organized, send a resume to News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are a Capital Cities Communications Co. & an Equal Opportunity Employer.

Executive Producer and producer positions. WFRV-TV, Green Bay, has three producer openings. Minimum of one year experience preferably with co-anchored newscast. Excellent writing and organizational skills required. Please rush resume and tape to Ray Wilck, News Director, WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. EEO.

General assignment reporter to also host public affairs program. College degree, experienced. Tape & resume: Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE.

Assignment Editor. Number one news station in central Calif. market is looking for an aggressive, self-motivated individual to direct our expanding all ENG staff. Experience with satellite feeds and live shots very helpful. Send resume to News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are a Capital Cities Communications Co. & an Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

PM Magazine Co-Host—Ready to move up to larger market? No. 1 show in top 50 market seeking co-host to work with female. Producing a must. Send resume to Box A-25. EEO.

Experienced, creative TV promotion person, for medium Northwest market. Must be experienced in print and on-air promotion. EOE. Send resume and salary requirements to: Ronald K. Simmons, KXLY-TV, 500 West Boone Ave., Spokane, WA 99201.

Associate Director. PBS has an opening for an Associate Director. The individual will be responsible for determining and fulfilling (public television) stations' needs as they relate to development activities. Duties include: Coordinating activities related to individual giving such as membership acquisition, retention and upgrading; on-air fundraising; Coordinating activities related to planned giving and volunteers; Planning and coordinating professional development through national conferences and workshops, teleconferences, closed circuit presentations; Planning and coordinating research projects and preparing note books and manuals offering "How to" information; Extensive consultation with PTV stations. Candidate should have a college degree or equivalent with 3 to 5 years' experience (service or media related environment) preferably in advertising or fundraising. Minimum of 2 years station fundraising experience required. If you're looking for a dynamic and challenging job opportunity, mail your resume with letter of interest and salary requirements and the names of three professional references to: PBS, Attn: Carole Dickert-Scherr, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. 202-488-5088.

Producer/Director experienced in news, commercial, public affairs, and promos. Minimum 2 years' experience as P/D. Send resume, tape and salary requirements to: Henry Goldman, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal Employment Opportunity.

PM Magazine videographer. Top 50 market needs PM Magazine videographer to edit, shoot and produce for PM Magazine. Prior editing with PM Magazine is required. Send resume and demo tape to: Personnel Assistant, WDTN-TV2, 4595 South Dixie Ave., Dayton, OH 45439. An equal opportunity employer.

Group-owned, Midwest CBS affiliate, medium size station, looking for director capable of quality work. News, commercial, promotion, and public service production experience desired. Motivator with good hands-on ability. Include salary requirements in reply to Box A-103. EOE.

Producer/Director. Long Island Public Television. Produce and/or direct variety of local productions and on-air fund-raising activities. Minimum five years producer-director experience and B.A. degree. Immediate. Salary open. Resumes: M. Pollack, WLIW-TV, Channel 21, 1425 Old Country Road, Plainview, NY 11803.

Sacramento: Production Manager at KOVR-TV. No. 1 in daytime and prime time in 21st market, ABC affiliate, owned by the Outlet Company. If you're a production manager with a staff that's producing sleek newscasts and talk-shows and great commercials, then send your resume to: Henry Urlick, KOVR-TV 1216 Arden Way, Sacramento, CA 95815. EOE/MF.

Associate Producer/Television host—Produces and hosts local television programs and series for KVCN-TV. Responsible for creative program ideas, research, writing, budgeting, talent, sets and clearances for broadcast. Must be familiar with video tape editing and ENG camera operation. Requires graduation in Telecommunications or related field from an accredited community college or two years of college with a major in Telecommunications, Journalism or related field. Requires solid background of two years' experience involving the production of broadcast television programs and experience as on-air talent. Salary: \$14,556 to \$17,688, plus full benefits. Applications must be postmarked by May 28, 1982. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Avenue, San Bernardino, CA 92410. An equal opportunity, affirmative action employer.

We're looking for a person with complete operational electronic character generator knowledge and with creative flair for a station in an upper-Midwest market. The person we are looking for will be our main Vidifont V operator Monday through Friday. Directing or art background necessary. Reply in confidence to Box A-134. EOE, M/F.

Videographer for PM Magazine unit. Must be experienced photographer, capable of editing, and willing to learn story production. Send salary requirements, resume, tape to Dwight Pennebaker, WZZM-TV-13, Box Z, Grand Rapids, MI 49501. No phone calls accepted. Applications taken through May 28.

National award-winning major market Pacific Northwest public television station seeks Executive Producer for local programming with management skills interested in maintaining station's track record. Will be responsible for all day to day editorial and program operations of local production units. MQ: BA in Communications or closely related field. May substitute equivalent work/training experience. Five years' experience as producer/director in broadcast television; two years' experience in television broadcast management; verifiable national production credits in a key role (producer, executive producer) or acceptable equivalent demonstrated ability. Salary: \$22,248-\$34,776, plus liberal benefit. Deadline: June 7, 1982. Resume and cassettes to: Selection Committee 82-P-2E, c/o Fujita, KCTS/9 University of Washington, 4045 Brooklyn Ave. NE, Seattle, WA 98105. EOE/AA.

Newscast Director. Medium market West Coast Indy seeking talented, mature, responsible individual with minimum 3 years' experience. Must be familiar with all aspects of production, with heavy emphasis on news. We are looking for an aggressive, take-charge person who will be creatively involved in news production. Send resume and salary requirements to Box A-138.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

TV Production Manager. We're looking for an aggressive, experienced broadcaster to manage studio commercial/EFP/program production. Must have good creative, talents as well as technical capabilities. Opportunity to work with state of art equipment. Send resume to: Personnel Manager, P.O. Box 6, Birmingham, AL 35201. Equal Opportunity Employer.

Art Director. First class working designer, competent in administrative detail to supervise small staff for position which includes TV graphics, print, and scenic designs. Applicant should be especially strong in design, typography, and illustration. Bachelor's degree required; TV design experience preferred. Send resume, samples, and salary requirement to Wiley Hance, Drawer B, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. Equal Opportunity Employer.

Production Assistant: Looking for hard worker, well-versed in camera operation and studio procedures. Writing and creative abilities desired. Work in new facilities at market's No. 1 station. Resume and 3/4" tape to: Bob Peltz, Production Manager, WPTA-TV, 3401 Butler Rd., Ft. Wayne, IN 46808. Equal Opportunity Employer.

PM Magazine Co-Host. If you're interested in working with one of the top rated PM Magazine shows in the nation, now's your chance. Our Midwest atmosphere is the best available. Previous experience with PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories. Work with female co-host already on staff. Reply with salary requirements, resume and demo tape to: Personnel Assistant, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE.

Associate producer/writer for new public affairs series. Must have strong writing background. On-air experience preferred. Minimum one year experience required in public affairs or news operation. Salary negotiable. Send resume to Director of Production, WFYI, 1401 N. Meridian St. Indianapolis, IN 46202.

SITUATIONS WANTED TECHNICAL

Knowledgeable, capable, organized chief engineer available in June. Knows construction, as well as maintenance. Write Box A-85.

Director of Engineering available soon looking for new challenge. Write Box A-72.

Engineering Administrator. Highly organized, and fully capable of handling any size department, union or non-union. Available in June. Write Box A-84.

SITUATIONS WANTED NEWS

Have over 3 years' experience in news & sports. Looking for right opportunity at a station I can grow with. Alan, 713-484-3977.

Award-winning reporter in 40's market seeks move to West. Journalism and science degrees. Write Box A-58.

Weather Personality All markets. Call John, 617-237-2911.

Not since Kuralt! My essays evoke the visceral essence of stories that relate to our highest hopes and deepest fears. Christian journalist loves people and his profession. Heavy anchor and reportorial experience. Hurry! Box A-148.

Meteorologist—Environmental Reporter. Woman looking for position in small to medium market. Experience in medium Midwestern market; forecasting, broadcasting, writing, editing and reporting for radio and television. 282 South Tennessee Place, Mason City, Iowa 50401. 515-292-2908.

News Director—14-years TV news. Now N.D. at 50's market CBS station. Seeking bigger challenge at station with solid commitment and state of art equipment. Write Box A-139.

Sports anchor/reporter wants to make the move to medium market. My work has been seen on CNN, ESPN and ABC's daily feed. Background includes major market writing and producing experience. Call Bruce, 915-695-5513.

Assignment Editorship wanted by creative reporter. Some assignment experience. Have Master's. Small to medium market. Box A-126.

Reporter. 3 years' experience. Master's degree. Want top 100 newsroom with live E.N.G. Ron, 415-482-0971.

Hardworking gal seeking entry level position in ENG. Jan, 414-321-2283.

Three years' experience reporting strong political, governmental and investigative stories. Seeking top 60 market. Box A-115.

Newsman with brains, energy, good camera presence. Seeks first break as on-air reporter. Capitol Hill and Boston reporting experience. Education, government specialties. Lisa: 617-353-3663.

Meteorologist seeking weather-only, weekday position in Southeastern medium or major market. Experienced small, major markets. Reply Box A-114.

Black male seeks challenging reporter and/or news management position. Experienced and aggressive. 513-871-0867.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Dynamic Producer/Writer with sparkling documentary, comedy and magazine portfolio seeks move to other major market, network. Write Box A-19.

ENG editor, also camera and audio. Fast, creative, good under pressure. Looking for staff position in East. Currently freelance, NYC. Jim, 914-961-3801.

Award-winning documentary magazine producer, currently employed in major city, seeks positive career change. Box A-74.

Award-winning producer/director potential. Need a start in television production. College graduate. Limited television production experience. First Class license. Will relocate. Call Pat, 312-524-1767.

Give this woman a chance. Hardworker wants entry level production position. Jan, 414-321-2283.

PM Magazine Producers: Are you losing your host? I have field producing experience and great broadcasting bkgd. I will get you numbers. 312-920-0871, Denis.

Chief Cinematographer seeks same position, guarantees A-1 visual newscast, excellent references. Contact Brian, 301-749-3139.

ALLIED FIELDS

HELP WANTED SALES

Regional Rep—Now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, Inc., 2714 Union Extended, Memphis, TN 38112.

HELP WANTED TECHNICAL

Broadcast Computer Installations. Join the Jefferson Data Systems Installations team and travel to broadcast stations throughout the country teaching the JDS sales/traffic and general accounting computer systems. Computer background and/or extensive sales and traffic experience required as well as a problem solving attitude and ability. Good communication and instructional abilities a must. Be prepared for extensive travel installing one of the industry's leading broadcast management systems. Send resume to Anna Ruffy, Assistant Personnel Manager, Jefferson-Pilot Broadcasting Company, 1 Julian Price Place, Charlotte, N.C. 28208. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Writer/Producer. Creative individual with two years' production experience to work in a fast growing in-house ad agency in Southeast. Salary commensurate with ability. Send resume, stating salary requirements, to: Carolyn McGinnis, P.O. Box 31788, Charlotte, N.C. 28231.

HELP WANTED INSTRUCTION

Broadcast tenure track teaching position, Assistant/Associate Professor, beginning July 1, 1982. Ph.D. required with significant teaching record and appropriate production/management experience. Responsibilities will include the operations management of two cable channels. Address inquiries by June 1, 1982 to L. Lee, Mass Communication Area, University of South Dakota, Vermillion, S.D. 57069.

Assistant professorships in radio and TV news and television production to begin mid-August, teaching courses and assuming professional responsibilities in the school's own TV and radio stations. MA required, professional and teaching experience desired. Send vita, samples of work, references with phone numbers to reach Don H. Coombs, director, School of Communication, University of Idaho, Moscow, ID 83843, by June 7. AA/EO employer.

Assistant-Associate Professor. Teach and direct rapidly growing program in Mass Communications at private institution. Ph.D. preferred (ABD considered). Salary negotiable. Application deadline: May 31, 1982. Begin August 18, 1982. Send resume or contact Dr. Joe Melcher, Communication-Theatre Department, Xavier University, New Orleans, LA 70125. 504-483-7336.

Indiana State University is seeking an instructor to teach radio/audio production. This is a tenure line position. Master's degree and professional radio experience required. Will teach radio production courses, with opportunities to teach in other specialties. Apply by June 4 to Dr. Joe T. Duncan, Director of Broadcasting, Indiana State University, Terre Haute, IN 47809. Indiana State University is an EEO/AA employer.

Broadcasting teaching position, Fall, 1982. Ph.D. essential. Vita to Chairman, Communication/Journalism, St. John Fisher College, 3690 East Ave., Rochester, N.Y. 14618, by June 15, 1982. EOE, m/f.

Broadcast Journalism—Syracuse University seeks fourth fulltime broadcast news faculty member. Fall, 1982. Instructor/asst. prof. to teach writing, reporting, production of news. Other depending on qualifications. Academic degree(s) preferred; professional experience required. Nine month minimum \$17K. negotiable. Deadline: June 15. Write: Dr. E. F. Andrews, Chairman, Broadcast News Department, Newhouse School, Syracuse University, Syracuse, NY 13210. An Affirmative Action/Equal Opportunity Employer.

Graduate Assistantships available to qualified graduate students in radio-television and in journalism. Assist in teaching and production while working toward M.A. Program designed to prepare students for managerial/professional careers in mass communication fields. Excellent facilities and congenial atmosphere. For more information contact Chairman, Department of Communication, Stephen F. Austin State University, P.O. Box 13048, Nacogdoches, TX 75962.

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.

Used A.E.L. Model 20KB Transmitters—to be used for back up or parts. Call 608-244-1112, or write WLVE-FM, Box 3336, Madison, WI 53704.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Wanted: ITC 3-D and R-P cart machines. 313-285-9700.

WANTED TO BUY EQUIPMENT CONTINUED

Equipment wanted: Four, six or eight bay Batwing antenna on Channel 8 with 3 1/8" input fitting. Must be capable of handling average input power of 20 KW. Contact E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or call 702-452-2060.

Wanted: used Mosley 15 AW remote control unit. Call Palmer Stewart, GM, KZMK-FM, 602-432-5351.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

1 KW AM RCA-BTA-1R, on air. Many spares. M. Cooper, 215-379-6585.

Used Equipment Bargains: Panasonic G2 editing system, 7500.00; Hitachi FP20 3-tube camera, 3500.00; Panasonic 9200A 3/4" 1300.00; Panasonic NV-9400 Portable 3/4" rec. 1700.00; Panasonic WJ-5500A spec effects generator 2300.00; Panasonic CT-700M color monitor 260.00; Panasonic CT-1310M Monitor, 260.00; Panasonic WV 5203 triple 5" B&W monitor, 450.00. All equip less than 2 years old — Excellent condition. L. Eaton, 317-872-0611.

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

VTR's. RCA TR-70, full Cavec, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC; Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color Cameras-Used: GE Film Chain with Eastman 285 Projectors, Multiplexer RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCA, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; Hitachi FP1020/JVC 2600 Battery Belts Charger-AC Supply, 100 hrs. total; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30 kw Ch. 57, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go! Most of the above can be returned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

For sale: General Electric type TT-535B1 35 kilowatt high band VHF transmitter. Will sell as is -or modified with new solid state exciter and drive system. Townsend Associates, Inc., 79 Mainline Drive, Westfield, MA 01085. 413-562-5055.

Complete 2 camera system for sale with switcher, character generator, 2-3/4 VTRs, TEK 528, 1420, racks. Call Jim Hyder, 404-255-1181.

SMC DP-2 Automation system, stereo, 2 Scully 1 Metrotech reel-to-reel, 5 carousels, 3 PB carts, 4 racks, 2 printers, encode center, 3 video monitors, A-1 condition. Richard Roiseland, CE, KSKX/KMAJ, PO. Box 4407, Topeka, KS 66604. 913-272-2122.

5kw, 10kw AM and FM transmitters. Harris, Continental, RCA, Collins, Sparta. All units in stock. Also 50 kw AM, like new. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

RCA-TTU12 12kw UHF transmitter operating on ch. 15. Spare parts and tubes. \$30,000, or best offer. Call Charles Chatelain, 318-237-1500.

Videotape editing system: Two Sony BVU-200A broadcast editing U-matic videocassette recorders. These VTRs include separate time code track, frame-lock servo and standard broadcast audio levels and impedance; one Cezar "Editing Centre". This micro-processor based editing system features SMPTE time code interface, CMX Decision Lister, CRT Display, Source Reader and Record Reader. \$20,000, or best offer. Video production switcher: Vital 114-10A featuring downstream keyer and AFV package. \$11,000, or best offer. Videotape recorder: Sony BVU-100 3/4" portable VTR. \$3700, or best offer. Contact National Video Industries, 15 West 17 St., NY, NY 10011. 212-691-1300.

10KW FM transmitters, Harris 10H1 (1969), RCA BTF-10E (1970), CCA 12000E (1978), Collins 831-F2 (1977) M. Cooper, 215-379-6585.

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.

Ever type 200 cover letters? No fun, huh! Then let us do it. By individual station, market size, region, affiliate. Current broadcast mailing list. All personalized, letter quality. 203/721-1302. Ontape, One Corporate Center, Suite 1500, Hartford, CT 06103.

Generic vocal jingles. A creative selling tool from Reel Music. 30 jingles—:30 and :60 second versions—\$500. Call 216-696-3133 for demo cassette.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade-better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

RADIO 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, PO. Box 2311, Littleton, CO 80160. 303-795-3288.

Radio Feature. 90 seconds. (30 sec. plus commercial). Young people advice (Dear Abby-style). Jacquie del Paulo, 7202 Plaza de la Costa, Carlsbad, CA 92008. 714-438-5037.

CONSULTANTS

Ever type 200 cover letters? No fun, huh! Then let us do it. By individual station, market size, region, affiliate. Current Broadcast mailing list. All personalized, letter quality. 203/721-1302. Ontape, One Corporate Center, Suite 1500, Hartford, CT 06103.

FCC first phone exam Q&A's, career guidance booklet, \$32 complete. Sunrise Communications, 7041 Sunset Strip, No. 130, Sunrise, FL 33313.

\$20,000 to \$2 million available for business loans. Send general details, amount desired. Fast reply. Advancement Unlimited Finances, Teall Building, Box 6355, Syracuse, N.Y. 13217.

Job-Seekers: Our new approach gets you hired. For catalog, send \$3.00 postage and handling to Broadcast Careers, Inc., 5248 Downs Way, Atlanta, GA 30093.

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.

RADIO

Help Wanted Technical

Systems Engineer

The Mutual Broadcasting System, Inc. (MBS), has an immediate opening at our Crystal City, Virginia Headquarters for a qualified Systems Engineer reporting to our Director of Engineering.

Responsibilities include development of satellite distribution systems and earth stations, design and development of computer control systems and audio design for AM/FM broadcasting systems.

Applicants should have demonstrated ability in the area of satellite communications, knowledge of broadcasting and FCC procedures and possess a BSEE.

MBS offers complete company benefits and a convenient location. If you are seeking an interesting and challenging position in the radio broadcasting industry, please forward your resume and salary history to the Personnel Department:

Mutual Broadcasting System, Inc.
1755 S. Jefferson Davis Highway
Arlington, Virginia 22202
Equal Opportunity Employer M/F

Situations Wanted News

GOING TALK?

Hire the best. Subbed for Larry King and Sally Jessy Raphael in New York and Miami. Work well with or without phones on any subject. Strength is entertainment and was editor with major international publication. Was PD. overseas with simultaneous show in U.S. Looking for air shift, will consider PD. Desire big city locale, but open to suggestion. Frank Meyer, PO. Box 557850, Miami, FL 33155; phone 305-264-0970.

Situations Wanted Programing, Production, Others

TO: A GM WHO WANTS A CHR WINNER FROM: A PD/OM WHO CAN HELP

After two years in my current middle market programing/operations position, I'm ready for a new challenge. My prior experience includes major market air, production, research, and administration.

If you're in a top 50 market, deeply committed to winning, and possessed of the resources and integrity to follow through, I'd like to work for you. Reply to Box A-131.

SEEKING OPERATIONS

or program director position for Country or AC station in large or medium market. Top references and experience. Call Ron at 314-427-4485.

WANTED

There's a small voice in me that says "Liza, you can really make it big in the field of advertising, TV or radio... if some agency or company will start you in their training program, or make you a job offer. My four years at Northwestern, graduating in the upper 10% with a degree in Communications and a long list of curricular activities, plus summer experience in radio, TV, and cable operations give me a strong beginning!"

DEAD OR ALIVE

Bring me in alive, so my lively personality & eagerness can be an asset to your organization.

REWARD

I'll give you my best shot and I'm really gung-ho to get underway. So if we have anything in common... give a nice girl a break and drop me a line for an interview or my resume. Write Liza... 1087 Woodbury Road, New Kensington, PA 15068.

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.

TELEVISION

Help Wanted News

DIRECTOR

WFLA-TV has an immediate opening for an aggressive, talented director to handle fast-paced news programming. Candidates should have several years prior experience, be able to switch own show, and be familiar with multiple live shots, Quantel effects, and Vidifont. Applicants should possess strong graphic sense of composition and style of presentation. Send resume to Richard W. Roberts, Corporate Personnel Director, WFLA Inc., P.O. Box 1410, Tampa, FL 33601. An equal opportunity employer, M/F.

WEEKEND WEATHER/ ENVIRONMENTAL REPORTER

CBS affiliate in Orlando needs weekend weather person also capable of strong environmental reporting. The candidate we are seeking will have 3-5 years' experience, and is currently doing a weekend weather show. Our news department is under new leadership and a renewed commitment to win. Send tape and resume to Bill Bauman, News Director, WDBO-TV, Box 1833, Orlando, FL 32802. No phone calls, please. We are an equal opportunity/affirmative action employer, M/F.

FIELD PRODUCER

Producer of special reports and series, primarily for anchors. We want an experienced television journalist with good skills in research, logistics, interviewing, writing and production. Send tape and resume to Ken Middleton, Assistant News Director, WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008. Equal Opportunity Employer.

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.

DIVERSITY

Vice President, sales of major broadcast automation firm looking for new challenges. Considering wide range of demanding positions. Please write Box A-112.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**Help Wanted News
Continued**

NEWS REPORTER

Top station in one of the largest Southeastern markets is currently seeking a personable individual possessing excellent live reporting skills and previous general assignment experience. Excellent writing skills and 3 years of ENG experience is required. Please submit your resume in confidence to:

Box A-117

An equal opportunity employer, M/F

TV NEWS ANCHOR

Major Midwest NBC affiliate seeks no. 1 anchor for prime newscasts. We're rebuilding our news department with a strong commitment to become the best news organization in central Ohio. Applicants must have 3-5 years' experience, including good reporting credentials. Send tape, resume and references to News Director, WCMH-TV, P.O. Box 4, Columbus, OH 43216. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Help Wanted Management

LEADING, PROGRESSIVE, INDEPENDENT

Broadcast chain looking for innovative station manager in major market to take over and guide local operation. Aggressive, heavy sales background a must with proven track record in sales and creative programming ideas. Excellent salary, including good fringe benefits plus generous year-end bonus available for right person. Send resume to Box A-100. EEO, M/F.

Help Wanted Technical

Maintenance Engineers

Join a leader in the broadcasting industry. The ABC Network has maintenance positions available in our Technical Operations Center.

AUDIO MAINTENANCE ENGINEER

This position is needed to maintain the full range of broadcast audio equipment and systems including: consoles, intercoms, multitrack recorders, computerized editing systems and distribution facilities.

Applicants should have 5 years of broadcast or recording studio maintenance experience, and a college or technical school degree.

VIDEO TAPE MAINTENANCE ENGINEERS

These permanent and temporary positions are needed to maintain SONY ¾" and AMPEX 1" video tape equipment, CMX and AMPEX editing systems and Digital time base correctors.

Applicants should have 3 to 5 years broadcast maintenance experience, and a college or technical school degree is desired.

Please send your resume with salary history and requirements to:

Bill Dixon
American Broadcasting Companies, Inc.
40 West 66th Street
New York, New York 10023

Men and Women of All Races are Encouraged to Apply.



American Broadcasting Companies, Inc.

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., 29 ill. **\$12.95**

T5769 HOW TO MAKE NEWS AND IN- FLUENCE PEOPLE, by Morgan Har-

ris 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**

BROADCASTING BOOK DIVISION

**1735 DeSales St., N.W.
Washington, D.C. 20036**

Please send me book(s) number(s) _____ My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

Transmission Quality Control & Earth Station Technicians

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company, is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in audio/visual QC, technical field work, network control/trafficking and earth station operations and maintenance to join our newly constructed network operations center. A broad knowledge of television and cable technology along with an understanding of computers are highly desirable qualifications.

Located on an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept B17.

Manager, Technical Operations

GROUP



**Satellite
Communications**

41 Harbor Plaza Drive
P.O. Box 10210
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

MAINTENANCE ENGINEER

for leading San Francisco bay area independent television station. Excellent salary and benefits. Must have FCC 1st Class License. BSEE and SBE certification preferred. We're looking for a top-notch major-market experienced technician. Send resume to Personnel Manager, KTVU, No. 2 Jack London Square, Oakland, CA 94607.

Help Wanted Programing, Production, Others

PRODUCER OF ON-AIR PROMOTION

Creative writer who knows the nuts and bolts of television production needed to complete a young, ambitious promotion team. We need a bottom-line driven producer who knows how to get things done. Send resume to: Box A-116. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued



One of the best PM Magazine shows in the country is looking for high energy co-hosts. Major market, Midwest location. Professional experience on-air in magazine format and strong story producing required. Resumes to Box A-55. EOE.

WIS-TV

is presently looking for a person to co-host and produce an existing local weekday talk show. On-air experience and a broadcasting background are a must. Send resume and audition tape to Operations Manager, WIS-TV, P.O. Box 367, Columbia, S.C., 29202. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others Continued

PRODUCTION MANAGER

Major market Sunbelt independent seeks Production Manager. Must be familiar with sports & contemporary production capabilities. Here's an opportunity to build from scratch. Experienced only. Needed now! Write Box A-111.



Top-rated medium market PM Magazine seeks co-host with television on-air and story producing experience to work with female co-host already on staff. Please send resume to Box A-124. Equal Opportunity Employer.

TV PRODUCER/DIRECTOR-TOP TEN MARKET

We are expanding our staff and need an individual who has proven track record including: 5 yrs. directing experience at commercial TV station; has directed news, sports, talk variety shows, specials and remotes; has produced and directed specials from inception through post production; has demonstrated leadership and initiative. We are looking for an individual on the move who is not content to wait for the tide to move them. Send resume and salary requirements to Box A-118. Equal employment opportunity employer, M/F.



State's highest rated PM Magazine seeks co-host, with previous magazine format experience, to work with established male co-host. Please send tape, resume and salary requirements to Deborah Haight, WNEM-TV, 107 N. Franklin, Saginaw, MI 48606. E.O.E.

TRAFFIC MANAGER FLORIDA SUNCOAST—TAMPA/ST. PETERSBURG

Must have excellent organizational skills. Ability to lead and communicate with others, and thorough knowledge and understanding of computerized traffic system. Excellent salary and working conditions with large, group-owned, CBS-affiliated station. Contact Contact Bill Diaz, General Sales Manager, WTVT, P.O. Box 22013, Tampa, FL 33622. 813-876-1313. Equal Opportunity Employer.



A growing Southern market seeking on-air talent for top five nationally rated PM Magazine. Seeking bright, articulate person to work with male co-host already on staff. PM Magazine on-air experience preferred. Field and story producing experience necessary. Please send resume to Box A-122. Equal Opportunity Employer.

Situations Wanted Management

SUCCESSFUL GENERAL SALES MANAGER

With station management experience seeks general manager assignment. I offer superior numbers and people skills with a mind for the bottom line. If you are looking for an unspoiled, savvy professional on his way up, please respond to Box A-48.

VP CONTROLLER

Available now. 14 years' experience in all phases of financial and administrative management in radio and television. Efficient, effective degreed professional who can improve your bottom line profitability seeks a responsible corporate or station position. Reply in the strictest confidence to Box A-146.

Situations Wanted News

NO HYPE, JUST FACT

If you're looking for a fresh, personable news/sports/talk show host with the ability to converse and interview on any level, then we should talk. 34 years old, energetic, self-starter, extremely people-oriented, currently in radio. I've got the looks, ideas, desire and ability. If you've got the dime, Mike, 801-479-1597, after 6PM. Video demo available.

Situations Wanted Programing, Production, Others

NEW YORK ADV/PRO DIRECTOR

Sensational resume includes New York major TV network, creative director, advertising and promotion. Award-winning copywriter and radio producer with 20 years movie advertising expertise seeks challenging position, will relocate top market. Background includes advertising for Broadway shows, made-for-TV films, news, theatricals, sports, institutional campaigns; records, books, consumer accts. Write Box A-104.

ALLIED FIELDS

Help Wanted Sales

REGIONAL SALES MANAGER

Central Dynamics Corporation. The U.S. Broadcast Company for CDL, Phillips and American Data has an opening for a Regional Sales Manager. The position is a unique opportunity for a motivated professional with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company enjoys a large market share. Central Dynamics Corporation offers a wide range of television products including cameras, production and master control switchers, automation, routing switchers, terminal equipment, mobile vans and transmitters for the broadcast, post-production and cable industries. The successful applicant will have an excellent base salary, plus commission with benefits, company car, and paid travel expenses. For further information, send your resume, in confidence, to:

Central Dynamics Corporation
Attn: John Barker
900 Corporate Drive
Mahwah, NJ 07430

Help Wanted Sales Continued

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.

Help Wanted Technical

Service Engineer

The Sony Broadcast Company currently has highly visible career opportunity available in its Dallas, Texas office for a Service Engineer.

The selected candidate will possess 5 years' experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. A BSEE or relevant experience is preferred.

Sony offers a competitive starting salary and comprehensive benefits which include company-paid dental, pension and profit sharing. For prompt consideration, please forward your resume to: Mr. Elton Graham, Regional Service Manager.

Sony Corporation of America

Sony Broadcast Company
P.O. Box 61567
Dallas/Ft. Worth Station
Dallas, Texas 75261
An Equal Opportunity Employer M/F/H/V

SONY®

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
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501-972-5884



Miscellaneous

Three's company . . .

Cablequipment

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White Plains, NY 10602



"Want to Own a Station?"

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, takeover 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, NY, NY 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.

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

NEOSTANDARD SPEAKERS

20-20,000 hz frequency response. Direct/reflecting radiators. Fully adjustable response curve. Complete satisfaction guaranteed. \$1,000 (postage & handling included) to: NeoStandard Speakers, P.O. Box 1763, San Diego, CA 92101.

FOR SALE OR LEASE

Sony BVH 1100A C Format VTR with TBC and Slo-Motion Controller. Chyron IV Character Generator, 2 Channels, Dual Disc Drives. Both well-maintained and in excellent condition. 617-547-3320.

Consultants

LOW POWER TELEVISION SPECIALISTS

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480.



Communications Consultants
3590 S. 60th Avenue, Suite 9
Hollywood, FL 33023

Announcement

We are pleased to announce
the following **FULL SERVICE** Television Station Grants
by the Federal Communications Commission

COOKEVILLE, TN, Granted Ch. 28
on April 9, 1982. Expeditiously Processed by the FCC
Television Branch in only 217 DAYS

THIEF RIVER FALLS, MN, Granted VHF Ch. 10
on April 22, 1982, Expeditiously Processed by the FCC
Television Branch in only 240 DAYS

PANAMA CITY, FLA., Granted Ch. 28
on May 6, 1982, Expeditiously Processed by the FCC
Television Branch in only 151 DAYS

HILO, HI, Granted VHF Ch. 2
on Feb. 22, 1982, Expeditiously Processed by the FCC
Television Branch in only 186 DAYS

—ALSO—

We are pleased to announce
the Grant of LPTV Channel 5 in Huntsville, Texas to
HARTE-HANKS COMMUNICATIONS
on April 20, 1982. Expeditiously Processed by the FCC
Auxiliary Branch in only 229 DAYS, and International Expo
Information Broadcasters Special Authority to operate on
Television Channel 7 during the Worlds Fair.

EDWARD M. JOHNSON AND ASSOCIATES
is proud to have served as consultant in
preparing the complete application on
behalf of the above clients.



**Edward M. Johnson
& Associates, Inc.**

Suite 450, One Regency Square, Knoxville, Tennessee 37915
(615) 521-6464
Washington, D.C. (202) 775-1802

Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE—RAYNHAM, MASS.

The town of Raynham, Mass. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 11 a.m. on 30 July 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee payable to the town of Raynham, Mass. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, 53 Orchard St., Raynham, MA 02767.

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wants to buy radio stations in Iowa, Illinois, Nebraska, Minnesota, Wisconsin, Dakotas, Montana. Must bill at least \$500,000. Write Box A-120.

For Sale Stations

FOR SALE

California: Great area to live. Full-time 5 KW AM with class B FM. Combination consistently No. 1. Should do \$1,200,000 this year with approximate \$500,000 cash flow. Price is firm at \$3,500,000 with \$1,500,000 down. **Midwest TV:** Only independent in four-station market. Estimated \$12-million in TV dollars for market. Although only three years old, already delivering 15% plus share of audience. Asking \$3,100,000 on terms. **California:** Fulltime AM. Heavy sports programming. Excellent regional signal in lovely, medium size city. Real estate valued at over \$300,000 included. Price: \$1,525,000 on terms. Station available at less than ten times cash flow. Only one other AM and two FMs in market.

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BANKRUPTCY SALE 1 KW AM RADIO BROADCAST LICENSE NEW ALBANY, INDIANA

Send bids to Michael J. Clare, Trustee, for S.S.S. of Kentucky Inc., Bankrupt, 1000 Kentucky Home Life Building, Louisville, KY 40202. Bids to be opened May 21, 1982, 2:00 EDT, U.S. Bankruptcy Court, Room 413, U.S. Courthouse, Louisville, KY. Bidders may increase bids in court.

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Midwest 5,000 watt AM. Excellent cash flow. Ideal for group owner. One-of-a-kind market. Asset sale includes real estate, state-of-the-art equipment. \$1,850,000.00. Write Box A-43.

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STATION	CONTACT
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S Regional AM/Cl.CFM \$1500K \$435K Bill Chapman (404) 458-9226	
W Medium AM/FM \$750K Terms Ray Stanfield (213) 366-2554	
W Metro AM \$750K \$100K Elliot Evers (213) 366-2554	
MW Small AM/FM \$550K \$150K Bill Lochman (816) 254-6899	
NW Small Fulltime \$425K \$100K Greg Merrill (801) 753-8090	
S Small FM \$325K Cash Ernie Pearce (615) 373-8315	
NW Small Fulltime \$325K 29% Greg Merrill (801) 753-8090	
S Medium FM \$310K \$100K Bob Thorburn (404) 458-9226	
W Metro UHF-TV \$250K Terms Bill Whitley (214) 387-2303	

To sell, for appraisals, feasibility studies, or financing - contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226.

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Beautiful, large Southeast coastal station for sale. Profitable AM/FM in growth market, excellent facilities, valuable real estate, spacious studios, etc. Terms. Financial qualifications required. Write Box A-145.

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1 KW daytime, \$350,000 East Coast; 1 KW daytime, \$750,000, central; AM/FM, \$1,500,000. East Coast. C. Wesley Ward Inc., Lic. Broker, 707 E. Colonial, Orlando, FL 32803. Telephone: 305-896-9962.



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Full-time station. Located in a top-5 spendable income market. Priced to sell. Reply Box A-130.

ARIZONA

Small market. Fulltime AM, \$350,000, terms. Write Box A-125.

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For prompt service contact

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24 hr Phone: (607)733-7138

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MI	AM/FM	950K	Small
SD	AM	260K	Small
AR	FM	625K	Small
OK	FM	380K	Small
MS	AM	300K	Small
MO	AM/FM	300K	Small
VA	AM	325K	Small
AZ	AM	350K	Small
GA	FM Downpayment	15K	
NC	AM Downpayment	25K	
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SPECIAL NOTICE

Due to Memorial Day holiday on Monday, May 31, the deadline for classified advertising for the June 7 issue will be

FRIDAY, MAY 28

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Phillip Lombardo, president and principal executive officer, Corinthian Broadcasting, New York, has announced his resignation, effective Sept. 1. **James King**, president, Corinthian Broadcasting's television stations division, New York, assumes additional responsibilities as executive VP, Corinthian Broadcasting.



Evans

Rush Evans, general manager, KTBC-TV Austin, Tex., joins KCOY-TV Santa Maria, Calif., in same capacity.

David Wilson, VP, general manager, Viacom Cablevision of Cleveland, named VP, general manager of newly formed Ohio region, comprising systems in Cleveland and Dayton, Ohio.

Thomas Hartman, president and general manager of Knight-Ridder's WJRT-TV Flint, Mich., joins group's WTKR-TV Norfolk, Va., in same capacity.

Charles Hill, VP, sales, WBBF(AM)-WMJQ(FM) Rochester, N.Y., joins WOKX(AM)-WGLD-FM High Point, N.C., as general manager.

James R. Sefer, general manager, Cosmos Broadcasting's wis-TV Columbia, S.C., assumes additional duties as senior VP, operations, Cosmos. **Richard Coulter**, VP, operations, Cosmos, named VP and general manager of Cosmos's wis(AM) Columbia.

Henry Gonzales, general sales manager, KPIP(AM)-KPOP(FM) Roseville, Calif., named general manager.

Matt Mills, general manager wiiy(FM) Fort Lauderdale, Fla., joins KEZK(FM) St. Louis as VP, general manager.

Frank Derak, communications consultant, D'Addario Industries, joins WDJZ(AM) Bridgeport, Conn., as general manager.

Ludlow Porch, air personality, WRNG(AM) North Atlanta, named director of operations.

Dale Bosch, associate producer and technical director of news and commercial production director, KTHI-TV Fargo, N.D., named operations manager.

Dee Dee Kramer, senior training specialist, human resources and development department, ABC, New York, named manager, human resource development. **Louis Calangelo**, manager, conference planning, ABC, New York, named director, conference planning.

Arthur Cooper, VP, treasurer, Viacom, New York, joins Viacom's Cable Health Network there as VP, finance and administration.

David Kleinbart, program manager, KGNR(AM) Sacramento, Calif., joins CBS Radio Network as district director, West Coast affiliate relations.

Shirley Thompson, assistant traffic manager, KMGH-TV Denver, named traffic manager.

John Moran, VP, human resources, broadcast division, Group W, New York, named VP, human resources, broadcasting and cable.

Advertising

Jean-Claude Kaufmann, VP, executive producer, McCann-Erickson, New York, joins Dancer Fitzgerald Sample there as senior VP, head of television production.

Tony Ponturo, VP, assistant general manager for network programming, McCann-Erickson, New York, joins D'Arcy-MacManus & Masius, St. Louis, as VP, sports and programming department.

Isabel Ziegler, senior VP and director of spot TV buying at Ted Bates & Co., New York, has been dismissed by agency which said there was "difference in management philosophy." Ziegler spent almost 20 years at Bates during two separate tours. Her successor has not been named.

Dawne Widener-Burrows, research director, Needham, Harper & Steers, Washington, elected VP.

Elected VP's, Cunningham & Walsh, New York: **Susan Acero**, supervisor of broadcast business operations; **Larry Anderson**, art director; **Elaine Charney**, co-group creative director, and **Judy Teller**, group creative director.

Paul Frahm, VP, associate creative director, McCann-Erickson, New York, joins Needham, Harper & Steers there in same capacity.

Edward Lebar, management supervisor, and **Marc Bromberg**, business affairs manager, Young & Rubicam USA, New York, elected senior VP's.

Sarah Morrison, media buyer, Stolz Advertising, St. Louis, joins D'Arcy-MacManus & Masius there in same capacity.

Bernie Lee, account supervisor, **Al Merrin**, creative supervisor, and **Rhoda Silver**, associate director of local spot buying, BBDO, New York, elected VP's.

John Mason, VP and account supervisor, Needham, Harper & Steers, N.Y. elected senior VP, management representative, NH&S's Issues & Images, there.

Keith Thompson, account executive, Peters Griffin Woodward, Los Angeles, joins Adam Young Inc. there as VP, Western sales. **Kevin Cullen**, account executive, Continental National Sales, New York, joins Adam Young there as sales manager, Independent sales team. **Alan Busch**, media director, Winner Communications, New York, joins Adam Young there as account executive.

Barry Martin, assistant research director, Grey Advertising, New York, named associate research director.

Russell Conrad, broadcast production business

manager, Campbell-Ewald, Warren, Mich., elected VP and director of broadcast administration.

Krista Hoeck, assistant controller, Television Bureau of Advertising, named controller.



Oken

Jack Oken, senior VP and director of sales and computer operations for MMT Sales, New York, named president.

Michael Walsh and **Robert Nichol**, media planners, Ketchum Advertising, Pittsburgh, named media supervisors.

Tom Hayes, VP and manager of Eastern division, Pro Radio, New York, named executive VP. **Pamela Caldwell**, VP and manager of Chicago office, and **Bob Allen**, VP and manager of Pacific division, Los Angeles, named senior VP's. Named regional VP's: **Richard Rawlins**, Atlanta; **Kay Lavs**, St. Louis, and **Jack Kabateck**, Los Angeles. **Edwin Fisher**, account executive, New York, named marketing VP.



Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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NEW YORK CITY, 10022
(212) 355-2672

Mike Slosberg, president of Wunderman, Ricotta & Kline, direct-response subsidiary of Young & Rubicam, New York, joins Marsteller Inc., New York, as VP and creative director of office there.

Pat Mastandrea, media supervisor, Creamer Inc., Pittsburgh, named associate media director. **Joni Dietz**, assistant buyer and media estimator, Creamer, named media buyer.

John Hendricks, national sales manager, KVI(AM) Seattle, named sales manager.

Kevin McCarthy, account executive, KSRR(FM) Houston, named sales manager.

Art Breyfogle, from KJEO(TV) Fresno, Calif., joins Fresno Cable TV as sales manager, spot sales.

Heather Farnsworth, general sales manager, KSN-FM San Francisco, joins KBHK-TV there as local sales manager.

Ron Lepping, station manager, WAIT(AM) Chicago, joins KMBC-TV Kansas City, Mo., as local sales manager.

Louise Valenti, account executive, WKBW-TV Buffalo, N.Y., named local sales manager.

Dennis Malloy, account executive, KLYF(FM) Des Moines, Iowa, named local sales manager.

Ruth Ackerman, account executive, WCPO-TV Cincinnati, named assistant local sales manager.

Daniel de Percin, account executive, WINS(AM) New York, joins Radio Advertising Representatives there in same capacity.

Rhoda Sanfamaría, manager, independent station research team, Seltel, New York, named account executive, independent sales team there.

Jill Marmorek, account executive for Blair's owned and operated WCOZ(FM) Boston, joins Blair Radio's Los Angeles office in same capacity.

Larry Feinstein, associate network television director, Dancer Fitzgerald Sample, New York, joins USA Cable Network there as advertising account executive.

John Ryan, account executive, WFLN-AM-FM Philadelphia, joins WIOQ(FM) there in same capacity.

Carol Hazelton, from WCTO(FM) Smithtown, N.Y., joins KJVV-AM-FM Phoenix as senior account executive.

Programing



Klingensmith

Robert Klingensmith, VP, pay TV and home video, Paramount Video, Los Angeles, named senior VP, Paramount Video.

Scott Kurnit, director of Qube and local programming, Warner Amex Cable Communications, New York, named VP of Qube programming.

Terry Morse, from Hill-Mandelker Co., joins Viacom, Los Angeles, as VP, production.

Richard Rosetti, VP, movies and mini-series, 20th Century-Fox Television, Beverly Hills,

Calif., assumes additional responsibilities for daytime, specials, late night and "Operation Prime Time" projects.

Bruce Johansen, sales manager, Multimedia Program Productions, Los Angeles, joins Golden West Television there as director, television distribution.

Al Parinello, president, American Media Venture, New York, joins UTV Cable Network, Fairlawn, N.J., as executive VP. **Juli Richardson**, director of affiliate and marketing sales, SelecTV Programming, Los Angeles, joins UTV Cable Network there as marketing account executive.

Herman Badler, general manager, production facilities, CBS Television Network, Washington, named VP, production facilities.

Donna Sessa, VP, programming, Warner Home Video, New York, leaves to form own independent production company, Hidden Mill Associates there.

Robert Pates, president, Pates/Walton, Chicago, radio representative firm, joins Turner Program Services, Atlanta, as VP, radio sales.

Laura Mogul, affiliate representative, Playcable, New York, named manager, marketing services.

Hope Etheridge, senior program estimator, Entertainment and Sports Programming Network, Bristol, Conn., named program price analyst. **Don Colantonio**, program estimator, succeeds Etheridge. **Carter Posner**, reports and analysis accountant, named program estimator.

Phyllis Bagdadi, from Melvin Simon Productions, joins MCA Videodisk, Universal City, Calif., as program executive.

Vincent Di Bona, producer-director, *Soap Talk*, Pierre Cossette Productions, Los Angeles, joins Paramount Television there as producer, *Entertainment Tonight*, and *Entertainment This Week*.

Jayne Greenburg, regional marketing manager, Turner Broadcasting System, Atlanta, named marketing director, Turner Cable Sales. **Judy Hettler**, marketing sales assistant, Turner Cable Sales, and **Beth Adams**, sales assistant, Turner Cable Sales, named regional marketing managers.

Buddy Scott, from WZUU-AM-FM Milwaukee, joins WBBM-FM Chicago as program director.

Randy Brooks, regional sales manager, Film Inc., Atlanta, joins Lionheart Television there as Southern sales supervisor.

Lance Jones, area VP, marketing, Ford Muhoherac Productions, Marina Del Ray, Calif., joins UTV Cable Network, Fair Lawn, N.J., as marketing account executive, Southern region.

J. Ray Padden, president and general manager, KHS(FM) Los Angeles, joins Metro Traffic Control, Baltimore, as executive VP.

Phillip Barkin, account executive, CMC Broadcast Services, joins Warner Brothers Television Distribution, St. Louis, as Midwestern sales representative.

Timothy Sexton, assistant to director of production services, Burbank (Calif.) Studios, promoted to director of audio visual services.

Marvina Hunter, director of public relations and human resources, Valley Cable TV, Encino, Calif., joins ABC Video Enterprises, Century

City, Calif., as director, cable/cassette marketing.

John Martin, operations manager, KTXA(TV) Fort Worth, joins KDFW-TV Dallas as program director.

Scott Huskey, from KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins KARZ(AM) Phoenix as program director.

Konstantin Grab, from Westinghouse Broadcasting's KODA(FM) Houston, joins group's KDKA(AM) Pittsburgh as program manager.

Sterling Davis, chief engineer, Telemation Production, Seattle, joins KTVU(TV) San Francisco as production manager.

David Sparks, from KIRO-TV Seattle, joins WFAA-TV Dallas as co-host, *P.M. Magazine*.

Dan O'Brien, from WKCT(TV) Miami, joins WJLA-TV Washington as sports producer.

Richard Green, sports reporter, WTVQ-TV Lexington, Ky., named weekend sports anchor.

News and Public Affairs

Herb Dudnick, executive producer, weekend edition, *NBC Nightly News*, New York, named executive producer, *NBC News Overnight*, scheduled to go on air July 5. **Tom Wolzien**, executive producer, *NBC Magazine*, succeeds Dudnick as executive producer, weekend editing, *NBC Nightly News*. **Linda Ellerbee** and **Lloyd Dobyns**, reporters, *NBC Nightly News*, named co-anchors, *NBC News Overnight*.

David Hull, from WSB(AM) Atlanta, joins WRNG(AM) there as news director.

Jeane Drummond, anchor, WCBM(AM) Baltimore, joins KBZT(FM) San Diego as news director.

Karl Baehr, station manager, noncommercial KSAU(FM) Nacogdoches, Tex., joins KSKS(AM) Conroe, Tex., as news director.

Rob Young, news and sports reporter, WJIM-AM-FM-TV Lansing, Mich., joins WJDQ-AM-FM Meridian, Miss., as news director.

Appointments, WTVN-TV Columbus, Ohio: **Brian Bracco**, assignment editor, to assistant news director; **John D'Amico**, news producer, to executive producer; **Bruce Kirk**, anchor-reporter, WBNS-TV Columbus, to weeknight anchor; **Pat Lalama**, weekend anchor-reporter, to weeknight anchor; **Rich Yepsen**, from WCMH-TV there, to assignment editor; **Mike Jackson**, reporter, WCHS-TV Charleston, W. Va., to reporter; **Karen Massle**, reporter, WHIO-AM-FM-TV Dayton, Ohio, to reporter and anchor for *Good Morning America* local news cut-ins. **Chris Weber**, reporter WPTV(TV) West Palm Beach, Fla., to reporter; **Nancy Aker**, weekend producer, to weeknight producer; **John Crumley**, production assistant, succeeds Aker. **Tom Griffith**, from WKYT-TV Lexington, Ky., to weekend anchor-reporter. **Charles Figg** and **Doug Perkins**, from WKYT-TV Lexington, Ky., to news photographers.

Alan Taylor, managing editor, wis-TV Columbia, S.C., joins WBTV(TV) Charlotte, N.C., as assignment editor.

Claude Dorsey, director of community affairs, and former news director and anchor, KMBC-TV Kansas City, Mo., retires after 29 years with station.

Susan Banks, from WNAC-TV Boston, joins WGR-TV Buffalo, N.Y. as news anchor.

Filling the ranks. Satellite News Channels, the Stamford, Conn.-based cable news service scheduled to start June 21, took a major step toward that goal with the signing of 75 new employees for Satellite News Channel 1, bringing the number of employees to 230. A partial roll of new staffers reads as follows:

Senior producer—Alexis Yancey, from WFAA-TV Dallas. **Correspondent**—Andy Gastmeyer from KDKA-TV Pittsburgh. **Regional coordinators**—Paul Cleveland, from WABC-TV New York; Ronald Johnson, producer, syndicated series, Post-Newsweek. **Anchor**—Dan Breinholt, from WMBD-TV Peoria, Ill.; Paul Guanzon, from KITV(TV) Honolulu; Barbara Laskin, from CITY-TV Toronto; Anne Lilly, from WTVH(TV) Syracuse, N.Y. **Directors**—David Hanson, from Cable News Network, Atlanta; Ellis Hart, from WKRC-TV Cincinnati; Robert Pronovost, from Entertainment and Sports Programming Network, Bristol, Conn.; Daniel Stiles, from CNN2, Atlanta; Peter Virsis, from KRON-TV San Francisco. **Producers**—Glenn Barbour, from WJBK-TV Detroit; Susan Boro, from Cable News Network, Atlanta; Raylena Church Fields, from WJZ-TV Baltimore; Gordon Rothman, from WRTV(TV) Indianapolis; William Sorenson, from WPIX(TV) New York; Carla Soviero, from WIXT(TV) Syracuse, N.Y.

Writers—Catherine Cowdery, from WSMW-TV Worcester, Mass.; William Geyer, from WSTC(AM) Stamford, Conn.; Laura Dubowski, from WBZ-TV Boston; Michael Quint, freelance cartoonist and illustrator, New York; Kevin Roche, WSTC(AM)-WYRS(FM) Stamford, Conn.; Victor

Rubell, from now defunct Enterprise Radio, Avon, Conn.; Charles Silverstein, from National Public Radio; Gloria Shimkin, from non-commercial WHYV-TV Wilmington, Del.; Necia Wakefield, freelance editor, Chicago. **Cameramen**—Edward Castner, from WGAL-TV Lancaster, Pa.; Neil Grasso, Cable News Network, Washington; Jonathan Mann, from Washington Independent Television; Edward Pepin, from WSM-AM-FM Nashville; David Potaszniak, from WLWT(TV) Cincinnati.

News associates—Iley Brown, from noncommercial WHMM(TV) Washington; Angela Clarke, from WNEW-TV New York; Kelly Frederickson, from Voice of America, Washington; Marcus Jones, from noncommercial WGBH-TV Boston; Shirley Yoshiko Kwan, from Association on Third World Affairs, Washington; David Pultz, from WRKL(AM) New York; Joseph Ricci, from WFAS(AM)-WWYD(FM) White Plains, N.Y.; Jacqueline Shelton, freelance producer, Washington; Marcela Spencer, from KUOP-FM Stockton, Calif.

ENG technicians—Donald Brawner, from Independent Television News Association, Washington, Gregory Larsen, freelance film and videotape technician; Douglas McCash, sound technician and cameraman, ARD German Television, Washington; Morton Schwartz, from NBC, Washington; Richard Zubon, from WJLA-TV Washington.

Associate producers-assistant directors—R. Dwight Bachman, from WTOP(AM) Washington; Deborah Cole, from ABC News, Washington; Vickee Jordan, editor, University of Pennsylvania, Philadelphia; Maria Kontos, from WPIX(TV) New York.

Philip Bayly, news director, KJCT(TV) Grand Junction, Colo., joins WTAJ-TV Altoona, Pa., as reporter.

Marcus Mukai, anchor-reporter, KEYT(TV) Santa Barbara, Calif., joins KOMO-TV Seattle as weekend reporter.

Jeri Love, producer/newswriter, KCET(TV) Los Angeles, joins KNX(AM) Los Angeles as newswriter.

Michael July, meteorologist, WSAW-TV Wausau, Wis., joins WOI-TV Ames, Iowa, in same capacity.

Technology

Rocco A. Lupo, manager of quality assurance, Magnavox CATV Systems, Manlius, N.J., named chief engineer of analog engineering. **Floyd Vincent**, manager of active engineering, named manager of system activities.

William Connolly, managing director, development, CBS Television Network, New York, named VP, development.

Stephen Kreinik, director of engineering, Thomson-CSF, Stamford, Conn., joins Microtime, Bloomfield, Conn.-based manufacturer of digital video and video processing equipment, in same capacity.

Thomas Goodwin, branch manager, Raytheon Data Systems, Orange county, Calif., named Western regional VP, Thousand Oaks, Calif.

Joseph Dowdell, from Rauland-Borg Corp., Chicago, joins C-Cor Electronics, State College, Pa., as Ohio basin regional sales manager.

Jamie McMahon, marketing services coordinator, Data Communications Corp., Memphis, named director of marketing, broadcast division.

Robert Stanton, sales engineer, Hughes Microwave Communications Products, Torrance, Calif., named regional sales manager.

George Hoover, VP and director of engineering, Video East, joins noncommercial New Jersey Network, Trenton, as director of engineering.

Promotion and PR



Kavett

Henry Kavett, manager, information and public relations, ABC Radio, New York, named director of information and public relations.

Joel Canfield, audience promotion manager, Group W Productions, Los Angeles, joins WTAE-TV Pittsburgh as producer-director, promotion department.

C. Edwin Gish, promotion manager, movies and mini-series, CBS Entertainment, Los Angeles, named director, on-air promotion. **Gary Fried**, writer-producer, on-air promotion, CBS Entertainment, Los Angeles, named promotion manager.

Allied Fields

Clark Smidt, VP, broadcast operations, Wallace & Washburn Marketing Research, Boston, leaves to form own radio-TV-cable consultancy firm, Clark F. Smidt, Inc., there.

Theodore Kramer, acting chief, Enforcement Division, Common Carrier Bureau, FCC, Washington, named chief of division.

John Chancellor, commentator for *NBC Nightly News*, will receive Broadcaster of Year award of International Television and Radio Society at annual meeting in New York on June 9.

Vin Scully, sportscaster, CBS Sports, has been given Broadcast Pioneers award for "excellence in sports broadcasting."

Reuven Frank, president, NBC News, elected to Associated Press board of directors, succeeding **Bill Leonard**, retired president, CBS News. Frank replaces Roone Arledge, originally chosen for board ("Closed Circuit," March 8), who changed mind on advice of ABC lawyers worried about conflicts between ABC Radio networks and AP Radio, and ABC's 30%

ownership of UPITN, international news service of which AP competitor, United Press International, also owns share.

Tom McKnight, VP, telecommunications development, Gannett Satellite Information Network, Washington, and **Christopher Vizas II**, majority counsel, House Information Subcommittee, Washington, have formed own domestic and international telecommunications consulting and brokering firm, Orion Telecommunications, Ltd. Firm's address is Suite 200, 2000 L Street, N.W., Washington.

Deaths

Phil Dean, 65, veteran broadcast public relations executive whose clients included Hubbard Broadcasting, Fisher Broadcasting and Tribune Broadcasting companies, died last Wednesday (May 12) in New Rochelle, N.Y., hospital of cardiac arrest after surgery for cancer. Dean joined NBC press department after World War II, opened own firm (Phil Dean Associates, of which he was president) in 1953. He is survived by his wife, Mildred.

William Durkee, 63, president of Radio Free Europe from 1968 to 1975, died of arteriosclerosis May 6 in Denver hospital. He is survived by his wife, Dorcas, and two sons.

Ray Morgan, 67, retired Washington broadcaster, died April 28 of heart attack while on vacation in Myrtle Beach, S.C. Morgan began as announcer on WWDG(AM) in 1941, moving to television as "voice of wrestling" on WTTG(TV) in mid 1950's as well as sports director there. In addition to spot announcements for WTOP-TV (now WBYM-TV), he did broadcasts for Voice of America, and United States Information Agency. Morgan is survived by his wife, Polly, daughter and three sons.

Francis McDonough, 65, attorney with FCC, Washington, died of heart attack May 5 at Suburban hospital, Bethesda, Md. He is survived by his wife, Jewel, son, and daughter.

Erik Porterfield, 58, director of engineering, CBS Records, New York, died of cancer May 2 at Memorial Sloan-Kettering Cancer Center there. He is survived by his wife, Margaret, and three children.

NBC's Brokaw and Mudd: Complementary contrasts

One projects youthful energy, a go-getter. The other comes off the tube with restrained authority.

They are Tom Brokaw and Roger Mudd, co-anchors of the *NBC Nightly News* since April 5.

As joint successors to John Chancellor, now the broadcast's resident commentator, Brokaw, 42, and Mudd, 54, have returned NBC to the co-anchor format begun there with the match-up of Chet Huntley and David Brinkley. The Huntley-Brinkley team dominated network news competition for much of the 1960's. No doubt NBC hopes for as much again in the 1980's.

So far, the Brokaw-Mudd pairing has produced smooth sailing rather than a splash. Unlike the outburst of media attention CBS stirred up when Dan Rather succeeded Walter Cronkite, the NBC transition passed calmly. As for ratings, it's really too early to tell. For Brokaw-Mudd's first four weeks, the team twice finished second and third. NBC says that for the last couple of years its news ratings have dipped as summer approached, followed by a rise in the fall.

Both Brokaw, a 16-year NBC veteran, and Mudd, who joined NBC in late 1980 after Rather was tapped as Cronkite's successor, express satisfaction with how the broadcast is working. Brokaw, in fact, claims that the most gratifying compliments that he has received have been those coming from people who say that the format seems to have been in place for years.

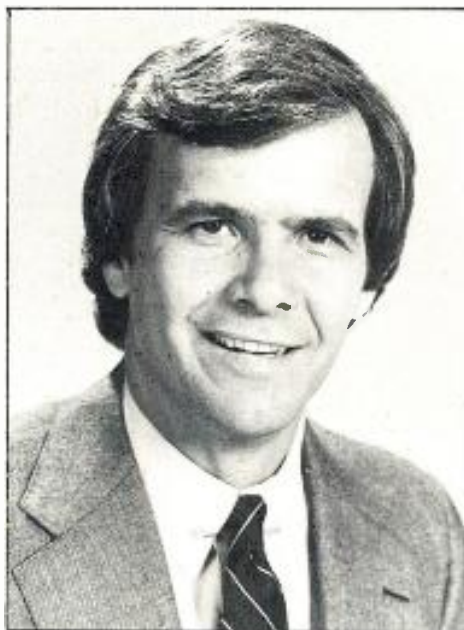
Reuven Frank, who began his second tenure as NBC News president only about a month before the Brokaw-Mudd debut, explains that "I was braced for trouble," because an anchor transition "is always a very touchy time." He echoes his co-anchors now in saying that "things are working."

For Mudd, a sub-anchor under Chancellor, it's "not so much different than before." What has changed, he says, is that now he has to "turn and look when I say, 'Tom.'"

There is considerably more to it than that for Brokaw's adjustment from the early-morning, on-air duty of *Today* to the early-evening news spotlight of *NBC Nightly News*.

In addition to co-anchoring, both now equally share managing editor responsibilities, involving news gathering, story selection and composing the daily rundown with Paul Greenberg, executive producer, and others.

The game plan—subject to change if there is an imbalance—has Washington



Thomas John Brokaw—New York anchor, *NBC Nightly News*; b. Webster, S.D., Feb. 6, 1940; BA, political science, University of South Dakota, 1962; reporter and anchor, KMTV(TV) Omaha, 1962-1965; reporter and anchor, WSB-TV Atlanta, 1965-1966; joined NBC News in 1966 as reporter and anchor, KNBC(TV) Los Angeles, until 1973; White House correspondent, NBC News, 1973-76, principal correspondent *Today* 1976-81; present position since April 5; m. Meredith Auld, Aug. 17, 1962; children—Jennifer, 16; Andrea, 14; Sarah, 12.

anchor Mudd handling the stories there and New York anchor Brokaw the rest. The broadcast opens with whoever has the lead story. Brokaw explains that he and Mudd expected that they would have the "same shared attitude about news" and that has proved true. Aside from some minor disagreements, Brokaw says, the two have been generally in agreement as to what should lead and make up the news broadcast.

He adds that it certainly helps that both of them have a "pretty good sense of humor and don't take ourselves entirely seriously."

While both obviously know the importance of ratings, neither will dwell on a discussion of that subject. Mudd talks about the greater importance of increasing "professionalism and pride" within the news division. Brokaw says that "I want NBC News to be a rising tide and I hope that as a result... *Nightly News* will be number one." Brokaw says that come the latter part of October and early November, "I'll really pay attention to the ratings."

As for news coverage, Brokaw cites a need for improved economic reporting from more correspondents. He also men-

tions that more emphasis should be placed on the environment and the "nuclear presence in our lives." Overall, he says, "I want to cover the news realistically," with reports "that people can use to make decisions."

Mudd says his co-anchor slot in Washington is a signal of the importance of news there—not the events themselves but their impact on people. Mudd, a native Washingtonian, calls the capital "really one big television studio," making it easy if a reporter is only going for simplistic and predictable coverage. The hard part, he says, is getting at the motives and long-range implications, and in some respects, he adds, "The best place to cover Washington is outside Washington." A longtime Washington beat reporter, Mudd says that he constantly has to resist the tendency to assume the average viewer has an insider's perspective.

With the flexibility of a co-anchor format, both Mudd and Brokaw expect roadwork in the future. However, Mudd doesn't anticipate that either will be leaving their anchor desks until fall because management "doesn't want us traveling" until there has been enough time to "lock in the Brokaw-Mudd mentality" with their viewers.

In traveling, neither is oblivious to the problem of anchor as celebrity, making news himself by his mere presence on a scene. Brokaw calls it "very frustrating" but to some degree "inevitable." Mudd too admits it's "very difficult" and that "you have to pick and choose assignments very carefully." Mudd stresses that if an anchor takes over a story cold from an experienced beat reporter, it could cause coverage to get "distorted."

While comfortable having their work available to millions, both Brokaw and Mudd claim to be uncomfortable with attention on themselves personally. "I know in this business," says Brokaw, "people watch people as well as product." But he says he dislikes being interviewed because it "underscores the personality side of what I do."

Mudd, who often has to be pressed into giving an interview, says, "I'm tired of it. Being on air five nights is enough publicity. I prefer to have my work be my testament."

The journalistic testament so far for Mudd has been that of a Washington specialist and for Brokaw, more the generalist. Aside from a year Mudd spent with the *Richmond (Va.) News Leader*, both have broadcast backgrounds in news.

The son of a construction foreman who moved around the state, Brokaw grew up in several small South Dakota towns and has childhood memories of a "Tom Sawyer environment" that seems to him today "like a century ago."

His high-school years were spent in Yankton, S.D., at the time the biggest place that he had lived. Yankton's population was 9,000.

From there it was on briefly to the University of Iowa, then the University of South Dakota where he earned a degree in political science in 1962. After graduation, Brokaw joined the news staff at KMTV(TV) Omaha, first on general assignment then as an anchor on its noon newscast. He also was responsible for the local news cut-ins for the early morning *Today* show he later would host as principal correspondent.

In 1965 he moved to WSB-TV Atlanta where he was a reporter and anchored the late news. Brokaw joined NBC News 15 months later in the same capacity for KNBC(TV) Los Angeles. That city was home for seven years until NBC tapped him as White House correspondent. The *Today* assignment came three years later in 1976 and he remained until mid-December 1981. He took various reporting assignments for the few months before assuming the *Nightly News* New York anchor spot.

Asked to put modesty aside and answer why he made it, Brokaw says it was a combination of skills and luck. "I'm serious about what I do," he explains. "If TV didn't exist, I would have been a newspaperman." But he also claims to have been in the right places at the right times: at WSB-TV during the civil rights movement; at KNBC when it was surging as a news operation, and at the White House during Watergate.

Coverage of the civil rights movement also played an important role in Mudd's career. His reporting of the Senate debate on the bill, along with his 1979 *Teddy* documentary (which won him a George Foster Peabody Award) he considers among the high points of his work. Both came during his CBS days. Compared to Brokaw's tenure with NBC, Mudd is a relative newcomer, having joined in late 1980 after Rather—and not he—was chosen as Cronkite's heir to the *CBS Evening News* anchor job.

Mudd was raised in and around Washington (then a "small Southern town") where his father worked as a topographical engineer, a mapmaker for the federal government.

After high school, it was the U.S. Army and then Washington and Lee University in Virginia. A year as an English and history teacher and another as research assistant for the House Committee on Tax Exempt Foundations followed. Mudd then returned to college, receiving a masters degree in history from the University of North Carolina. His thesis was on President Franklin Roosevelt and the press.

Mudd's first journalistic job was intended as a means to an academic end. He



Roger Harrison Mudd—Washington anchor, *NBC Nightly News*; b. Washington, Feb. 9, 1928; U.S. Army, 1945-47; AB, Washington and Lee University, 1950; MA, history, University of North Carolina, 1951; teacher, Darlington-School, Rome, Ga., 1951-1952; research assistant, House Committee on Tax Exempt Foundations, 1952-53; reporter, *Richmond* (Va.) *News Leader*, 1953; news director, WRNL(AM) Richmond, 1953-56; correspondent, WTOP-TV Washington, 1956-61; congressional correspondent, CBS News, Washington, 1961-76; national affairs correspondent, 1977-1980; Saturday edition anchor, *CBS Evening News*, 1966-73; Sunday edition, 1970-71; chief Washington correspondent, NBC News, 1980; present position since April 5; m. Emma Jeanne Spears, Oct. 26, 1957; children—Daniel, 23; Maria, 22; Jonathan, 20; Matthew, 18.

had hoped to continue his studies on the press and earn a doctorate from Yale. But first he decided to do some hands-on research and took a reporting job with the *Richmond News Leader* in 1953. After a year in print, he moved to the paper's WRNL(AM) there as news director.

In 1956, Mudd joined WTOP-TV Washington. He went with CBS in 1961 and was a congressional correspondent until 1976, then national affairs correspondent. He also had years of national anchor exposure for weekend editions of the *CBS Evening News* and subbing for Cronkite.

As for his departure from CBS, Mudd says: "That's all behind me." He "won't engage in a . . . retrospective."

He apparently learned from the experience. In signing up with NBC as chief Washington correspondent, he explains, his contract included a clause giving him first refusal on the anchor job in New York should John Chancellor leave it. Mudd

says the clause was for his "general protection" and not because of an all-consuming desire for the anchor job that would have required he move to New York.

Chancellor for years had been saying he wanted a commentator's role and when the time came to replace him, Mudd says he volunteered to waive the clause in his contract. He explains: "It would have been an unsustainable blow to have lost Brokaw" (who was being pursued by the competition), and "after a year and a half at NBC, I was still ambivalent about leaving Washington."

Coming off the two-hour *Today* show, Brokaw says he now more than ever has been struck by "how little time a half hour is . . . how much we don't get in." It's no surprise therefore that he is encouraged by news expansion efforts in the early morning and late night he claims will be "helpful and useful to all of us."

Brokaw describes news today as a "50-pound product in a 10-pound bag. We need more room in the TV schedule."

Mudd, however, is apprehensive about expansion efforts under way. While he says management has told him not to be concerned, he hopes that expansion won't "drain our resources" and "adversely affect the quality of *Nightly News* with staff members reassigned elsewhere."

Regarding increased competition from the various news organizations, Mudd says that "my suspicion is that [it] has not resulted in better reporting." Too many technological "tricks" are being used, he claims, adding, "At NBC, we've decided that's not the way to go."

While now living a metropolitan life in New York with his wife, Meredith—who owns two toy stores—and his three daughters, Brokaw hasn't lost his love for the wilderness. Backpacking and mountain climbing are avid interests. He's also a station owner, holding principal interest in KTOQ(AM) Rapid City, S.D.

Mudd and his wife, EJ, have three sons and a daughter. He talks about time outside NBC spent working on his "old wooden house" in a Washington suburb. Despite his background in history, Mudd's leisure reading these days is mostly fiction.

Of the co-anchors' chemistry on air, NBC News President Frank says there is "sufficient difference to make it interesting" without being extreme. Mudd, he says, comes across as "thoughtful, balanced and grounded" with Brokaw the one with "energy" and "curiosity" about the world.

Frank, who created and produced the *Huntley-Brinkley Report* that led to other Match-ups, Chancellor-Brinkley and now Brokaw-Mudd, refrains from making comparisons of co-anchor teams. "One pair differs from the other," he says. "No two are alike."

Members of Senate and of Reagan administration last week warned that **U.S. will get tough if Canada does not back down in its refusal to change trade practice**. U.S. has concluded unfairly discriminates against U.S. broadcasters. Warnings came in hearing by Senate Subcommittee on International Trade on administration's so-called mirror bill (S. 2051), which is now viewed only as first official response by U.S. to Canadian law that denies tax break to Canadians who advertise on U.S. radio and television stations. Bill would use same means to discourage Americans from advertising on Canadian station. But Subcommittee Chairman John C. Danforth (R-Mo.), who introduced mirror bill in Senate, said, in statement, that if effort to persuade Canadians on issue is to be successful, "we must go beyond the sectoral mirror concept . . . to include services which will provide a more significant incentive to the Canadians." He noted that "high ranking Canadian official"—Ambassador to U.S. Allan Gottlieb—had said bill would have no effect on Canada's position. Ambassador William Brock, who heads U.S. Trade Representative's Office, in response to questions from Senator Daniel Moynihan (D-N.Y.), agreed it might be time to consider additional measures. "I don't want it to escalate into a trade war," he said. "But I think it's possible to take other steps without that danger." Representatives of 21 television broadcasters affected by Canadian law called for tougher law than mirror bill; they suggested legislation to deny Canadian producers of telecommunications services access to markets in U.S. Leslie G. Arries, president of WIVB-TV Buffalo, N.Y., suggested specific target—Canada's entry in teletext sweepstakes, Telidon. "Canadian officials supporting [Canadian tax law] are same ones who have backed the investment of a great deal of money in the system," Arries said, adding, "so the Canadians are concerned about barriers to the market in the U.S."

It's not CB. It's not cellular radio. It's **Personal Radio Communications Service** and it's somewhere in between. Audio products department of **General Electric** petitioned **FCC** last week for rulemaking to set aside 9 mhz (150 channels) in 900 mhz band for new "consumer-oriented" mobile communications service. According to GE, PRCS would permit private conversations between cars and trucks and home base station tied to telephone. Although range of base station is five miles, it can be extended to about 15 miles by retransmitting signals through repeaters. (Users would pay monthly or quarterly subscription charge for access to repeaters.) Unlike cellular radio, repeaters would not be interconnected. Because signal from mobile unit can be patched automatically through telephone, its reach is as long as telephone network's. GE estimates cost to consumers of base station and mobile radio at between \$300 and \$350.

New Jersey court of appeals has issued **stay of Jersey City franchise** proceedings, pending outcome of appeals by Controlled Cable Corp. and Suburban Cablevision challenging denial by state's Office of Cable Television of certification of initial franchise award to Controlled. (Suburban, affiliate of MSO Maclean-Hunter, would build and operate system for Controlled in exchange for 80% equity interest.) OCT issued its ruling last October, citing procedural irregularities in franchise process as grounds for denial. In March, Chuck Dolan's Cablevision filed application to wire city, in effect giving city opportunity to start process all over again. Court said it will deal with appeals on "expedited" basis. No additional applications have been filed and consideration of Cablevision application by city is frozen until Controlled and Suburban appeals have been resolved. Jersey City franchise includes some 88,000 homes.

Frank Murphy, partner and VP, **The United Stations**, denied reports that its 24-hour satellite-delivered format, **Country Music Network**, will fold before its scheduled launch of June 1. Murphy admitted that service is being postponed for undetermined period while firm "assesses the severity of the technical prob-

lems," but will not pull out of its commitment made to "about 20 signed affiliates."

Cabletelevision Advertising Bureau says two industry groups, **Cable Network Affiliates** and **Network Information Committee**, have agreed to work toward **formation of industry-operated cable programing information network**. Aim is to relay updated information about advertiser-supported cable networks to cable operators engaged in selling local advertising availabilities on those services. Comparison is being made to BIAS system in use by broadcasters. Network wouldn't be designed or used as information source for cable subscribers. According to **CAB**, **Data Communications Corp.** (BIAS marketer), **Western Union** and **RCA** have all expressed interest in helping to set up such an operation.

U.S. District Court in New York has dismissed last remaining count in suit that 26 producers of news documentaries had brought **against three networks for their alleged policies not to purchase documentaries from outside sources**. Producers, who sought \$78 million and injunctive relief, said policies violated their First Amendment rights and antitrust laws. Judge Kevin Duffy in July 1980 dismissed complaint, which he described as "hopeless jumble of claims and theories," but permitted plain tiffs to replead claim of conspiracy among networks. Judge has now rejected new pleading as "totally unacceptable," one that "vaguely incorporates a dismissed complaint." Duffy said plain tiffs should not be granted "third opportunity to waste the time of this court or that of the defendants in an apparent attempt to conduct discovery and perhaps to extract a favorable settlement."

USA Cable Network has negotiated exclusive two-year rights package for cable TV with **National Hockey League** for approximately 33 regular-season games and all post-season games through Stanley Cup finals as well as NHL all-star game. Deal is valued at \$8 million over two years.

CBS Inc. announced **restatement of first-quarter earnings dropping net income** from previously reported \$14.2 million, 51 cents per share, to \$12.2 million, 44 cents per share. Restated revenues are \$1,013 million. That means CBS earnings for quarter declined 33% from year earlier, instead of 16% drop. Reason: some revenue and operating loss of CBS Cable had been deferred in previous numbers, on assumption proposed CBS/Fox venture would have closed by now. Company says venture negotiations are continuing.

Peter Hoffman, consultant to television and radio stations, says **that stations—and networks, too,—are failing to offer viewers, specifically including young, upper-middle class couples, what they want** when they turn on news. They are looking for evaluation and explanation and are not getting it, Hoffman, president of McHugh & Hoffman, said last week at conference in Washington sponsored by Washington Journalism Center (see page 58). "Happy talk" format is fast disappearing from stations, Hoffman said, with fast-talking sportscaster principal vestige. In its place is "straight stuff," but little evaluation. Hoffman also said audience for late night news is falling off. On other hand, Hoffman said recent studies indicate that—barring major breaking stories—viewers are more interested in local than in national and international news.

Three British newsmen from **Thames Television**—**Julian Manyon**, **Ted Adcock** and **Trefor Hunter**—**were abducted** by unknown persons on **Buenos Aires** street last Wednesday (May 12), forced into two cars and released several hours later after having been slapped, robbed and stripped. On previous day news reporter **Christopher Jones** of **WNEW-TV** New York suffered similar experience (see story, page 60).



Sol Taishoff, chairman and editor of **BROADCASTING** magazine, received honorary doctor of communication degree from Ohio University last Monday (May 10). Citation remarked upon Taishoff's contributions to electronic communication industries over half century (**BROADCASTING** was founded Oct. 15, 1931) and said that his "unyielding dedication to securing and preserving full First Amendment rights for radio and television has helped to shape the American system of broadcasting." Pictured during ceremony in Athens (l to r): Rod Rightmire, associate dean of college of communication; Taishoff; Priscilla D'Angelo of board of trustees (and wife of Gene D'Angelo, president of WBNS-AM-FM-TV Columbus, Ohio), and Charles Ping, university president. Also in retinue: Kenner Bush, vice chairman of board of trustees and publisher of *Athens Messenger*, and Paul Nelson, dean of college of communication.

"The BBC needs no lesson in patriotism from the present British conservative government" asserted BBC Managing Director Richard Francis at International Press Institute panel on relations between press and government last Tuesday (May 11). His statement came in response to recent criticism from British government on BBC's coverage of Falkland Islands crisis. Foreign Minister Francis Pym said that millions of Britons consider BBC coverage unfair in giving nearly equal coverage to both sides, and in giving Argentine officials ample air time to present their views. After BBC aired program, *Panorama*, which focused on those opposed to military action, group of conservative members of Parliament met with BBC Chairman George Howard, asking that those responsible for show be fired, or that Howard resign. But BBC apparently has no intention of changing policy. "It is not the BBC's role to boost British troops' morale or to rally British people to the flag," Francis said at press institute panel, but to provide factual and reliable information on "confusing and worrying events."

Meeting in closed session this Thursday, FCC is expected to take final action denying **Simon Geller** license renewal for WVCA-FM Gloucester, Mass., and granting application of Grandbanke Corp. for new FM station on those facilities. FCC had voted 4-to-2 (with Commissioners Abbott Washburn and James Quello dissenting, and Henry Rivera not participating) to instruct staff to draft order denying renewal, reportedly because majority thought Grandbanke application would better serve public interest with proposed increases in broadcast coverage and proposed increases in news and public affairs programming (**BROADCASTING**, April 12).

Merlin Financial Corp. has purchased California Subscription television from American Transvideo (ATV) of Los Angeles

for \$4 million. CSTV operates pay television program service, The Z Channel, in Los Angeles and San Bernardino, Calif. Service has about 70,000 cable and MDS subscribers.

FCC decision in cellular radio proceeding is coming under widening attack in petitions for review filed with U.S. Court of Appeals in Washington. Department of Justice last week followed Southern Broadcasting Corp. in filing petitions in wake of FCC decision in March denying reconsideration of its original decision in proceeding in April 1981 (**BROADCASTING**, March 1). Commission stood by decision to set aside half of bandwidth available for cellular radio for use by telephone companies, on ground they are prepared to move swiftly in offering service. But Millicom Inc., which appealed commission's original decision, is seeking to block early start. It asked court for stay of commission order. Millicom, which is developing equipment for new service and has developmental license from commission to test equipment in Raleigh-Durham, N.C., area, said implementation of commission order will hamper its effort to acquire necessary financing. Commission has said it will accept applications for cellular radio in top 30 markets until June 7; for service in remaining markets, 90 days later.

Locally controlled firm seeking cable franchise for Washington said last week that it had deepened its pockets by bringing in **Cox Cable Communications** as 10% equity partner. **District Cablevision Inc.**, headed by Black Entertainment Television President Robert Johnson, announced earlier that Tele-Communications Inc. had agreed to contribute 20% of equity for commensurate share of company.

New York State Assembly Judiciary Committee approved by 14 to 8 vote proposed bill that would provide 18-month experiment in broadcasting and photographing of both civil and criminal proceedings in New York State's courts. Measure now will go to New York State Assembly for deliberation.

Doubling of television revenues for both theatrical and television program product helped push **Columbia Pictures Industries net income** up 11.5% to \$8.7 million in quarter ended March 27. Per share income rose 24.4% to \$1.02 with last year's repurchase of shares by company. Company also noted that corporate, general and administrative expense jump of 33% was due largely to management incentive plans which are tied to Columbia's common stock price—which has "risen substantially" since announcement of proposed acquisition of Columbia by Coca-Cola.

National Association of the Deaf is asking Americans to "Turn Off CBS Programs on May 19." Mid-sweeps boycott is protest against network's refusal to participate in line 21 closed captioning for hearing impaired. It will be underscored by demonstrations at CBS affiliates in more than 50 cities, according to NAD's Al Pimental. Five hundred are expected to make three-hour, cross-town march in Washington to CBS news bureau.

Gene Accas, VP, network relations, Leo Burnett Co., New York, for past 20 years and earlier executive with NBC-TV, ABC-TV and Grey Advertising, joins Joseph Cates Co., Los Angeles, as VP, marketing and development for TV program production firm. Accas will continue to serve Burnett as consultant.

Capital Cities TV Productions, programming arm of group owner Capital Cities Communications Inc., has signed **Tom Wicker**, associate editor of *New York Times*, to narrate hour-long documentary, *U.S. Autos: Gearing Up For Survival*, which will explore state of industry. It will be nationally syndicated beginning June 7. Cap Cities has already cleared stations covering 85% of all TV households and expects to have 150 stations by air time.

No other way

The President's anticipated nomination of Stephen Sharp to succeed Abbott Washburn on the FCC will be an exercise of clear prerogative in the face of senatorial challenges to the President's constitutional powers. Ronald Reagan will be doing the only thing he could do without demeaning his office.

It remains to be seen whether Senators Bob Packwood (R-Ore.), Barry Goldwater (R-Ariz.) and Ted Stevens (R-Alaska) will carry out their threats to hold Sharp hostage to a political deal. As reported a month ago, Stevens and Packwood conspired to trade FCC appointments. Stevens backed Packwood's aide, Mimi Weyforth Dawson, for the first Republican appointment after that of Chairman Mark Fowler in exchange for Packwood's backing Stevens's choice, Marvin Weatherly, an Alaska public utilities commissioner, for the next appointment. When word got out that Steve Sharp, now the FCC's general counsel, was Reagan's choice, Packwood publicly announced that his Commerce Committee would hold no confirmation hearing for any nominee but Weatherly.

Packwood's position, endorsed by Stevens, of course, and by Goldwater, was clearly out of line with the President's constitutional authority to make federal appointments, with the Senate's advice and consent. The situation was made the more challenging for Reagan two weeks ago when a third candidate for the Washburn seat was put forward as a compromise by Senator Strom Thurmond (R-S.C.) and Republican leaders of the House. In this whole escapade, Democrats in Congress must have been savoring the fight picked with a Republican President by his party's leaders on Capitol Hill.

If the supporters of Weatherly and Frank Polk, the minority counsel to the House Judiciary Committee, who was propelled into contention as a compromise, respect the U.S. Constitution and the office of the Presidency, they will let Ronald Reagan have his way. Absent a discovery of serious deficiencies that are unapparent to his acquaintances and friends, Stephen Sharp should be the next FCC commissioner.

The awful truth

The British Broadcasting Corp. and the British government are at odds over the BBC's coverage of the conflict with Argentina. The BBC is accused of carrying pro-Argentine reports. The BBC defends its journalistic performance.

A part of the problem is detectable on American television: No modern journalism reporting apparatus is on the combat scene. Most pictures have originated in Argentina, where the government is yet to demonstrate a respect for truth. If the pictorial evidence of combat is one-sided, the British navy shares the blame. It refused to put satellite transmission gear aboard its Falkland force.

At least implicit in the criticism of the BBC is the suggestion that censorship may be necessary in times of military action. That subject was raised not long ago here in a speech by retired General William Westmoreland, who commanded U.S. forces in Vietnam. Westmoreland said censorship would be desirable in a future war. "Without censorship," he said, "things can get terribly confused in the public mind."

That, of course, is a perversion of the reason for censorship in a country with a First Amendment. If censorship can be justified at all, it is as a means of denying useful information to an enemy.

Westmoreland yearned for it to keep the American public pumped up in support of the Vietnam war.

As Walter Cronkite recently noted, in commenting on Westmoreland's speech, public opinion turned massively against the Vietnam war after the Tet offensive revealed far more enemy strength than the U.S. military had estimated. "It was not bad news from the front that tore public support from the war," said Cronkite in accepting the National Association of Broadcasters Distinguished Service Award (BROADCASTING, April 12). "It was bad news clashing with happy lies."

However England's Falkland Islands campaign turns out, there are certain to be tensions between government and the media of journalism unless all the news is good. It is a natural condition between a government that needs public support and media that see truthful reporting as their duty.

That condition does not, however, justify the kind of censorship that Westmoreland wants. In the Western democracies, hiding facts from a government's own public is neither warranted nor possible.

Enough to go around?

If there remained any doubt that times are changing in television, it was dispelled in Los Angeles last week when ABC affiliates agreed, with hardly a ripple of dissent, to join ABC-TV in the subscription television business. If that proposal had been advanced five years ago, affiliates would have at first disbelieved what they heard and would then have rioted in the cocktail pit at the Century Plaza.

The union of ABC and its affiliates in the Home View Network is but the latest coupling of strange bedfellows in television ventures that are springing up too rapidly to count: ABC and Cox, ABC and Hearst, ABC and Getty Oil, ABC and Westinghouse, Westinghouse and Disney, Westinghouse and But why go on? Everyone is going into business with everyone else in what is unquestionably the most tumultuous melding of corporate resources in communications history.

Most of those ventures are in the riskiest of businesses, financing programing in the hope of public acceptance. With so many major companies taking on those risks, the limits of program creativity will be tested.



Drawn for BROADCASTING by Jack Schmidt

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